



Community Planning in
EAST AYRSHIRE

Local Outcomes Improvement Plan Annual Report 2021/22



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Executive Summary

This first annual performance report on our Local Outcomes Improvement Plan 2021-24 reflects the new approach to performance reporting that was agreed in the 2021 Community Plan Review. It seeks to provide an overview of the wide range of work that has been taken forward by our community planning partnership over the last year, at a time when communities across East Ayrshire have been emerging from the most significant constraints of the Covid-19 pandemic. During this time, our collective focus has been on recovery and renewal.

This recovery and renewal work is being taken forward within the context of wider economic and geo-political developments which are having a direct impact on local people. This has brought significant increases in the everyday costs of living which are forecast to increase further over the year ahead.

This report sets out our strategic partnership response to these challenges, and is framed around the priority areas of work which were identified in our 2021 Community Plan Review:

Recovery and Renewal

Poverty & Inequality

Inclusive Economic Growth

Sustainability and the Environment

Children and Young People

Community Wellbeing

Central to this work are our shared strategic priorities, the Ayrshire Growth Deal and Caring for Ayrshire, which taken together represent an unprecedented level of investment in the local economy which will be realised over the next decade. We are committed to working in partnership to maximise the impact of this investment and to ensure that communities across East Ayrshire feel its benefit.

This investment will support our ambitions for inclusive and sustainable economic growth, which we believe is key to addressing the issues of poverty and inequality which have been exacerbated by the pandemic. This work is being taken forward on a regional basis, with local and national partners across Ayrshire, but also locally through for example our Local Employability Partnership.

Throughout this report we also seek to emphasise the community wellbeing approach which is now embedded in our strategic decision making at every level across our partnership. Our greatest asset is the people of East Ayrshire. Their resilience and community spirit defined our pandemic response and we have worked hard, together, to build on this over the last year.

Our work is about supporting and empowering those local people to make positive choices about their own futures and their own wellbeing. The challenges that we currently face will be tackled together, in partnership, and the report which follows seeks to highlight just some of the work that has been taken forward in this regard during 2021/22.

Introduction

2021/22 has been a year of transition as we seek to move on from the challenges of the Covid-19 pandemic into what we hope will be a brighter phase of recovery and renewal, while also adapting to the wider social and economic uncertainties which exist at national and local levels.

The cumulative effect of the pandemic and that wider social and economic context on our local economy, on the financial pressures facing people across our communities, and on wider community wellbeing across East Ayrshire, cannot be overstated.

Within this annual Local Outcomes Improvement Plan Annual Report 2021/22 we highlight the key strategic pieces of work being taken forward which we believe will have the greatest long term impact on the shared challenges that we face, and ultimately deliver improved outcomes for local people in line with the ambitions set out in our Community Plan.

We also highlight some examples of the partnership working that is taking place across all of our communities on a day to day basis and signpost to other reports and information sources where more detail on particular aspects of our work can be found.

Community planning in East Ayrshire is about working collectively, with our communities, to maximise the impact of our shared partnership resources to improve outcomes for our local communities. This is a shared journey with the people of East Ayrshire who empower us, as community planning partners, to work with them to deliver a shared community planning vision for East Ayrshire.

This report is presented under the priority areas of work agreed in the Community Plan Review concluded in 2021 and aims to showcase our work and to demonstrate the impact of working collectively in partnership - planning as one; working as one; achieving as one.



Our Programme of Work

Our overarching community planning vision is set out in [East Ayrshire Community Plan 2015-30](#). To achieve this vision we work in three yearly planning cycles which allow us to respond to changing local needs and challenges, ensuring that we remain on course to achieve our longer term ambitions. This flexibility has been essential in recent times, and allowed us to recalibrate our partnership activity through a [Community Plan Review](#) exercise undertaken in 2021. This review set our priority areas of work for the three year period 2021-24.



These locally identified priorities align well with the national agenda set out in the Scottish Government [Covid Recovery Strategy: for a fairer future \(CRS\)](#) and its stated priorities of Financial Security for Low Income Households; Wellbeing of Children and Young People; and Good, Green Jobs and Fair Work.

The performance measures that we will use to help measure the impact of our work at the end of the 2021-2024 reporting cycle are included at Appendix 1 of this report, with interim updates provided where available, reflecting the most up to date available data at the time of writing. These measures represent just some of the wide range of data that is used across our CPP on an ongoing basis, to inform and shape our work.

Our Strategic Priorities

The 2021 Community Plan Review identified 2 high level strategic priorities for 2021-24, which we see as key to our recovery and renewal work in the years ahead: Ayrshire Growth Deal and the Caring For Ayrshire Transformational Change Programme

AYRSHIRE GROWTH DEAL

- £251.1m investment agreed over 10 years (2020-30)
- Delivering 7,000 jobs
- £24.5 million Community Renewal Energy Project at Cumnock
- £16 million Ayrshire Engineering Park investment for Moorfield industrial, Kilmarnock
- £23.5 million to create the Ayrshire Manufacturing Investment Corridor (AMIC)

Since the Ayrshire Growth Deal was confirmed at the end of 2020, partners have been working to realise the projects that will generate jobs, prosperity and hope for Ayrshire.

It is anticipated that the Deal will spark further private investment of at least £300 million and generate 7,000 jobs over the next ten years. Delivery will be framed through a community wealth building approach that seeks to harness assets, resources, community strength and relationships across Ayrshire, maximising the benefit of this investment for local people.

The [Ayrshire Growth Deal Annual Performance Report 2021/22](#) sets out the significant progress to date. It highlights the flagship projects that will be based in East Ayrshire and the wider infrastructure improvements and community wealth building opportunities that will benefit our communities.



AYRSHIRE
GROWTH DEAL

CWNB
COMMUNITY WEALTH BUILDING AYRSHIRE



Halo Enterprise and Innovation Hub

The Ayrshire Growth Deal's first tangible project opened in East Ayrshire in January 2022 - the low carbon [HALO Enterprise and Innovation Hub](#).

This project creates an industry leading entrepreneurial accelerator for business growth and a cyber and digital learning facility that will support SMEs on the HALO trading floor.

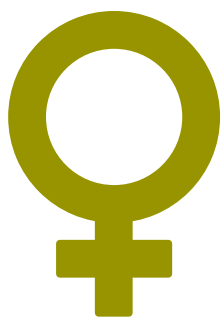
HALO is located on the former Johnnie Walker site in Kilmarnock and supports a wider regeneration vision of a dynamic commercial, educational, cultural, leisure and lifestyle quarter in the town where people can 'Live, Work, Learn and Play'.

The HALO will also provide a sustainable community approach to a mixed-use development powered by electricity with a net zero carbon footprint – and has already been recognised with the Best Regeneration Project at the 2022 Scottish Property Awards in Glasgow for transforming a deprived urban site while generating a positive economic and social impact.

CARING FOR AYRSHIRE

The Caring for Ayrshire vision is that care shall be delivered as close to home as possible, supported by a network of community services with safe, effective and timely access to high quality specialist services for those whose needs cannot be met in the community.

Caring for Ayrshire is a transformative change programme that is looking at the best way to meet the health and care needs of local people through accessible, high quality, sustainable services that are fit for the future. It represents a proactive response to current and future challenges, including increasing demand for services, an aging population and significant forecasted financial constraints.



Male life expectancy
75.2 years
Healthy life expectancy
57.2 years



Female life expectancy
79.8 years
Healthy life expectancy
59.1 years



Aged 65+
Expected to rise to
23.6% of population
by 2028

[Caring for Ayrshire](#) also presents an opportunity to build on the dynamic place based, community led approach seen in our covid-19 pandemic response.

Locally the East Ayrshire Health and Social Care Partnership is responsible for delivering the programme of changes that will happen to the health and social care services over this 5-10 year period – 'Caring for East Ayrshire'. Building on the Programme Initial Agreement which was developed during 2021/22, locality engagement sessions will take place in 2022/23 to allow East Ayrshire residents to have their say in the future delivery of these vital services.

Partnership working will be crucial in delivering the right care, in the right place, at the right time.

Caring for Ayrshire in Action: Doon Valley Campus

A unique facility that will become the 'beating heart of the community'

Sustainability • Education • Wellbeing • Economic Growth

Our investment in a planned £41.5m community campus in Dalmellington reflects our partnership commitment to a place based approach to community wellbeing.

The inclusive design approach being applied to this project will deliver state of the art shared facilities that support education, health and wellbeing, sports excellence, the arts, culture and events, community integration and lifelong learning.

The Council, NHS Ayrshire & Arran and EA Health & Social Care Partnership are working closely with the community and a wide range of partners to maximise the impact of this investment, including the development of environmentally sustainable joint procurement opportunities with the local supply chain.

Further design development and community engagement will take place during 2022/23, along with the detailed site investigations required to allow development to commence, with completion anticipated in 2025.

COVID 19 ... RECOVERY AND RENEWAL

Recovery and Renewal is now intrinsic to community planning in East Ayrshire and we recognise that our work has been redefined by the pandemic. Our long held ambitions to develop our economy, bolster community wellbeing and address poverty and inequality have had to be reset in the face of a new reality and challenges which are even greater than those faced before.

Our greatest asset in all of this is the people of East Ayrshire. Their resilience and community spirit has defined our local pandemic response and drives us to do more, to work harder in partnership with them to support their ambitions for community renewal and transformation.

The people of East Ayrshire may still be living with the pandemic, but they refuse to be defined by it.

Strategic Developments

Our strategic response is framed around our local economy and our local communities.

We are investing in employment and training opportunities that will support community wealth building across East Ayrshire. You can find out more about this in the Inclusive Economic Growth section of this report.

We are also investing in our communities, committing time and resources to support community empowerment and taking forward place based planning with local people, looking differently at how we can together provide the key services and supports that people need.

Central to this approach is ensuring a community wellbeing approach to strategic decision making at every level.

This approach is demonstrated in our local Police and Fire Plans, key strategic documents which are fully aligned with our shared partnership commitment to community safety and wellbeing.

East Ayrshire Council has also developed a new Strategic Plan 2022-27, a plan which reflects this community wellbeing approach and sets out the Council's role in delivering our shared partnership priorities over the next five years. This includes a commitment to lead the way in **community power**, ensuring individuals and communities have more control over decisions that will affect their lives and more say in what we do and how we do it. People will continue to be at the heart of this approach, with ever stronger partnership working strategically with our local communities to maximise the impact of our collective resources - our people, our budgets and our physical assets - ensuring that the right services are available in the right place at the right time.

People • Power • Place

Community Action Plans form the basis of our locality planning approach, driven by our communities themselves and supported by colleagues in Vibrant Communities and across our wider partnership. Key strategic developments set out in this annual report, including Caring For Ayrshire, the Doon Valley Campus Development and 'Heart', our new approach to children's services, are all being shaped at a locality level by the East Ayrshire people who will benefit from these initiatives.

Recovery and Renewal through Community Empowerment

- 29 Community Action Plans launched and 7 being developed
- 35 Community Councils - 306 individual community councillors active across EA
- £2,240,886 external funding secured to support community led projects
- 4 Community Asset Transfers concluded during 2021/22

From the Community Planning Partnership Board through our partnership structures, our individual partner agencies and the work that is done every day in localities across East Ayrshire, the voice of local people drives our local priorities. Community Council representatives from Darvel and Drongan; and Community Action Plan representatives from New Cumnock and Muirkirk currently sit as full members of our CPP Board. The community voice on the Board is further strengthened by 5 Elected Members, including the Leader of Council as Chair.

9CCG – ‘Uniting Our Communities; Investing In Our Future’

A group of 9 Community Councils in the south of the authority have come together to take a new, strategic approach to the investment of the community benefit from current and future wind farm developments in the Cumnock & Doon Valley Area. Rather than a list of small projects that come and go, the vision is to change communities and improve the lives of the residents over the long term. In the last year, the 9CC Group have been working to establish themselves as a legal entity that can hold this vision in trust for the community, with the appropriate governance arrangements. A research report and action plan, A Strategic Plan for Cumnock and Doon Valley, was published in November 2021 and is now being implemented.

Partnership working in action 2021/22

Investing in our Communities

In November 2021, the UK Government confirmed that four of the seven bids made by East Ayrshire Council (as lead authority) to the [Community Renewal Fund](#) had been successful:

- £75,337 was awarded for the development of a Re-use Hub in New Cumnock by New Cumnock Development Trust.
- All in East Ayrshire, a consortium led by ENABLE, received funding of £454,234 to provide a unique service for people who experience multiple or complex barriers to progressing into employment.
- Leisure at the Heart of All Communities, managed by East Ayrshire Leisure Trust, secured £681,790 funding to bring cultural, heritage and greenspace activities right into the heart of every community.
- £86,958 was awarded to Auchinleck Community Development Initiative's 'Support to Engage Project' (STEP), a new initiative that will provide a support programme to rural communities in the south of the authority (Auchinleck, Muirkirk, Catrine, Logan and Lugar).

Town Centre Regeneration

Since 2018, there has been a total of £2,312,000 Town Centre Regeneration Fund investment in East Ayrshire, funding [17 community led regeneration projects](#) across the authority area. 11 of these projects have now been completed with the remaining 6 in the final stages of development. Projects supported include The Corner in Darvel; The Castle in New Cumnock, Morton Hall in Newmilns; and asbestos removal from the White Tile Building in Kilmarnock Town Centre.

East Ayrshire Council's Capital Programme also includes £46m approved funding for a range of projects in Kilmarnock Town Centre. While good progress has been made on an individual project basis, work is now being taken forward to develop a more collaborative, place-based approach to Kilmarnock Town Centre, which will maximise the community benefit of the available investment.

Participatory Budgeting

The Health and Social Care Partnership, along with collaborative commissioning partners, has developed Participatory Budgeting (PB) exercises to take place in East Ayrshire's three localities over summer 2022. The application process is open to all public, third, independent, community and un-constituted groups, with applications invited from groups/organisations based in or operating within East Ayrshire. Each locality exercise will be a democratic way for people to have a direct say on how public money is spent and the decisions as to which projects receive funding will be taken by local residents, recognising their right to choice and control over the things that help them to live well.

Supporting Local Businesses

The East Ayrshire Gift Card was launched during the pandemic, sending a positive message to our local business community that we were looking at different ways to support them and promote the Love Local message to the residents of East Ayrshire. The Council took time during the pandemic to establish and set up the infrastructure for the gift card, including engaging with local businesses remotely to get them signed up. Kilmarnock and Cumnock Business Associations also worked hard to promote the scheme - At its launch in August 2020, there were 80 businesses registered and accepting the gift card across East Ayrshire, this now stands at 203.



The success of the EA Gift card was recognised at the 2021 [Scotland's Towns Partnership \(STP\) Scotland Loves Local Awards](#), for its 'trailblazing work to boost business in the fightback from the Covid-19 pandemic'.

Supporting our Most Vulnerable Residents

- An extensive framework for assurance and oversight of all public protection activity was established in April 2020 in response to intensified levels of vulnerability during the pandemic. This framework was directly accountable to Chief Officers in East Ayrshire and continued during 2021/22 due to the ongoing impact of Covid and in particular, the Omicron variant from December 2021.
- East Ayrshire Council staff making 6,368 wellbeing check calls over the last year to vulnerable people in our communities.
- CVO East Ayrshire's Connect Call service expanding to meet increased demand during the pandemic, working in partnership with The Zone, The SKY Project and YIP World to encompass people who had contact with the justice system, families impacted by justice or addictions and young people affected by isolation and poor mental health.
- Homelink Workers supporting a total of 891 children, young people and their families across all six education groups, including 6,591 phone calls, 539 garden visits, 982 supportive emails and 270 support requests from parents/carers.
- 16 Community Larders supported to develop and provide much needed dignified food support within our communities, with over 1000 members and an average weekly visit of 30 persons per week.
- A Monthly Veteran Breakfast Club supporting an average of 30 veterans to a safe area for discussion, reunion and wellbeing



Open Doors

The CVO worked with partners including Police Scotland during 2021/22 to develop and deliver 'Open Doors', an accessible town centre community hub which provides a safe place where some of our most vulnerable residents can access supports in a non-judgmental and inclusive environment. Open Doors was established as a direct response to the impact of the Covid-19 pandemic and it has provided immediate practical assistance in terms of food provision and access to key services such as support with benefits, housing and homelessness, and essential face to face engagement where required. A person-centred and holistic approach is taken in delivering this service and staff work closely with clients to identify their specific goals and support needs.

Encouraging people to get back out into their communities

During lockdown the Council's Vibrant Communities team played a key role supporting the natural mobilisation of our communities that took place, encouraging that community resilience and facilitating our community led pandemic response. In summer 2021, as we began to emerge from the worst of the pandemic restrictions, they again worked hard to encourage people to come together, safely, in their shared local community spaces.

The Get into Summer initiative included family friendly community clean ups, which were rewarded with outdoor cinema events in Stewarton, Auchinleck, Kilmarnock, Dalmellington and Newmilns. Kids sports camps were also run over the school holidays, supported by the Scottish Government's Summer of Play Fund.

At the end of the summer holidays, a joint event hosted with Ayrshire College's Connecting Communities Project brought over 150 children and young people together in a celebration of sport and the relaxing of the restrictions which had so limited their freedoms over the last year.

Ayrshire College's Connecting Communities project, which started as a social media movement to raise awareness of suicide prevention, is a community sports programme that brings a wide range of partners together working collaboratively to help improve mental wellbeing through sport. This was achieved by offering free activities at Ayrshire College including the Kris Boyd Football Centre, the Rose Reilly Football Centre, Para Football, Basketball, LAC Activities, free fitness sessions for parents while activities take place and free Under 5 provision. Free kit is even provided by Only Sport.

Connecting Communities ensures that no barriers exist to the most vulnerable young people enabling them to access high quality Health and Wellbeing activity, develop a range of positive relationships and work on the key components for good mental health, which are inherent in sport.



Poverty and Inequality



Strategic Developments

We know from published national research that many of the drivers of poverty and inequality are economic, and our work to deliver sustainable economic growth, outlined elsewhere in this report, is fundamental to our strategic approach to tackling these issues.

The Cost of Living Crisis

The cost of living has been increasing greatly for individuals and families. The combined effect of rising inflation, increasing fuel and food costs, coupled with the latest interest rate increases and the substantial increase in the energy price cap are putting even greater pressure on households across East Ayrshire. We are deeply concerned at the impact this is having and know that a holistic approach is required to tackle the cumulative economic and health impacts of the pandemic. We continue to work in partnership to provide financial support and advice and to look for innovative new ways to reach out to those in need.

More information on our work to address the drivers of poverty can be found in our [Local Child Poverty Action Report 2021/22](#).

Recognising the wider role of Housing Services

The actions detailed within Housing to 2040 are ambitious and aspirational in putting housing firmly at the centre of other national objectives such as tackling poverty and inequality, creating and supporting jobs, ensuring local authorities meet energy efficiency and fuel poverty targets, tackling the climate change emergency and ensuring that people have connected, cohesive and vibrant communities in which to live. This approach will drive forward ambitious changes within all areas of Housing within East Ayrshire and inform the future strategic direction of the service and local objectives as detailed within the [Local Housing Strategy 2019-2024](#).

Public Protection

All public protection matters in East Ayrshire are overseen by a Chief Officers Group, which includes the following representation: the Alcohol and Drugs Partnership (ADP), Child Protection Committee (CPC), the Adult Protection Committee (APC), the Protection and Learning Team, the Violence against Women Partnership (VAWP) and the Multi Agency Public Protection Arrangements (MAPPA) Oversight Group. Updates on this work are reported in the [Health & Social Care Partnership Annual Report](#) and the [Chief Social Worker's Annual Report 2021/22](#).

Domestic Abuse

An Ayrshire Multi Agency Risk Assessment Conference (MARAC) has now been approved and funded. MARAC protects victims of domestic abuse who are at risk of significant harm or death. Ayrshire wide work commenced on implementation in September 2021 (in partnership with South & North Ayrshire Councils, NHS Ayrshire & Arran, Police Scotland, ASSIST and the three Ayrshire Women's Aids) and the Ayrshire MARAC will formally commence in summer 2022.

Partnership Working in Action

Financial Inclusion

The Financial Inclusion Team (FIT), together with its partners, has continued to support East Ayrshire residents to maximise their benefit entitlement. The FIT received 2,602 referrals and advice enquiries during 2021/22, a 45% increase from the previous year and 14% higher than the pre-pandemic level.

The FIT launched a schools-based pathfinder project in September 2021, based within Loudoun Academy but also serving the local primary school and early year centre communities. The first six months of this project has illustrated the benefits of this approach with financial gains for 40 families totalling £60,972.63. Case studies showing the impact of this work are presented in our Local Child Poverty Action Report 2021/22.

The in-Court Advice (ICA) team have reported a notable increase in the average level of rent arrears during 2021/22, with the £246,300.69 total arrears figure equating to an 88% increase on the previous year. ICA staff are currently supporting 903 tenants, with the financial gains achieved for clients totalling £54,265, representing a 34% increase from the previous year.

Housing First

East Ayrshire's Housing First programme launched in August 2021 and aims to provide a stable home with intensive wraparound support for homeless people with multiple and complex needs. This collaborative, trauma-informed approach includes wider homelessness prevention measures, accessible housing options advice, substantial investment in the increase of housing supply, robust partnership working and resourced, and flexible, wraparound housing support. Of the 666 homeless decisions in 2021/2022 where East Ayrshire had a duty to find settled accommodation, 204 stated they required support with a mental health problem and 113 households cited a drug and/or alcohol dependency. Just over 40% of applicants stated they have multiple support needs, demonstrating the need for this approach.

Hate Crime

Police Scotland report a 32.6% increase in reported hate crime over the last year. Campus Police Officers are working closely with colleagues in schools to provide education and support in relation to the impact of hate crime. Keep Safe awareness training continues to be rolled out to partnership staff and partners, including Police Scotland and East Ayrshire Council, have promoted the Keep Safe Scotland App whilst visiting local communities and using social media, with a focus in this in the lead up to and during the Keep Safe Awareness day on the 23rd March 2022.



**£3,416,331 financial gains
in 2021/22**

**£35,169,624 since
November 2013**



**94.1% of new tenancies
sustained in
East Ayrshire**



**136 reported hate crimes
in East Ayrshire in this
reporting year, compared
with 108 in the same period
the previous year**

Violence Against Women and Girls

East Ayrshire Women's Aid

In 2021/22, 545 women, children and young people contacted or were referred to East Ayrshire Women's Aid for the first time. This is a 23% increase on the previous year when the challenges women and children faced in accessing services during the pandemic were reflected in referrals. Throughout the year, 622 women, children and young people received support. 32 women and 24 children lived in the Women's Aid refuge during the year compared with 20 women and 16 children in 2020/21.

Perceptions of Women's Safety

To better understand local women's perceptions of safety East Ayrshire Violence Against Women Partnership developed a public survey which went live as part of 16 Days of Action to Eradicate Violence Against Women in December 2021. 366 responses were received and have since been analysed, with a report developed in April 2022, providing valuable insights into feelings of safety in different locations across the authority area and factors which influence these perceptions. This data has since been shared with relevant partners and will be used to inform VAWP activity during 2022/23.



**124.9 incidents
of domestic abuse per 10,000**



INCLUSIVE ECONOMIC GROWTH



Unemployment Rate (age 16-65)

	2019/20	2021/22
East Ayrshire	4.6%	5.2%
Scotland	3.2%	3.9%

The Ayrshire Growth Deal was signed off in November 2020. This represented the culmination of a number of years of planning and negotiation behind the scenes and reflected our longstanding ambitions for the local economy. Since then, the covid-19 pandemic has had a significant impact on local businesses, who have struggled to survive amidst one of the worst economic crises in living memory, a situation which has been exacerbated by the UK withdrawal from the European Union and international factors like the conflict in Ukraine, which have changed the UK labour market, driven up the cost of living and even threatened food and fuel shortages at a global level.



The foresight of the planning of the Ayrshire Growth Deal has helped us now to put in place the essential building blocks for recovery. It has driven a pan-Ayrshire approach to economic growth which reflects the realities of the local labour market.

Local partners are acutely aware of the unique opportunities offered by the AGD and the related investment. The pressure to maximise the potential benefits of these opportunities at this most challenging of times has brought a particular focus to our work. While there are some signs that local unemployment levels have started to recover from the nadir of the covid lockdown, they remain higher than the national rate. Enabling local people to access the employment and training opportunities presented by the significant Ayrshire Growth Deal investment in the local economy therefore remains a strategic imperative for us going forward.

Strategic Developments

Regional Economic Strategy

The Regional Economic Strategy Group have appointed consultants to prepare a Regional Economic Strategy which aligns with Community Wealth Building principles and the Scottish Government's National Strategy for Economic Transformation (NSET). The development of the Strategy is being overseen by the Ayrshire Economic Strategic Group. It is anticipated that the final Strategy and associated Action Plan will be completed in November 2022. Progress against key aims and objectives will be monitored regularly by the Regional Economic Partnership.

Regional Economic Partnership

Sector-specific recovery groups, made up of a range of key stakeholders and including industry representatives, have been established in each of the key sectors (Food & Drink, Visitor Economy, Clean

Growth, Digital, Aerospace and Skills). The groups are meeting regularly and making an important contribution to assist in the recovery process. Each group has developed its own medium to long term recovery plans and report regularly to the Ayrshire Economic Partnership. Recognising the degree of crossover and shared objectives, the groups work together on a collaborative basis where appropriate.

Employability

East Ayrshire established a Local Employability Partnership (LEP) a number of years ago to drive the employability agenda and to foster a strong collaborative approach to delivery. With membership drawn from the following organisations: East Ayrshire Council, DWP, Skills Development Scotland, Ayrshire College, East Ayrshire Third Sector Interface, Health and Social Care Partnership and NHS Ayrshire & Arran. The LEP has oversight of the strategic development and governance of employability and skills in East Ayrshire including the relevant elements of the Ayrshire Regional Economic Strategy.

In October 2021, the Scottish Government announced a commitment to transfer the governance of all its employability funding to Local Employability Partnerships with local authorities acting as lead authorities for financial management. To support this activity, an [East Ayrshire No One Left Behind \(NOLB\) Operating Plan](#) has been produced which sets out a clear direction of travel over the period between 2022-2027, maximising the combined partnership employability resources.

Partnership Working in Action

Business support

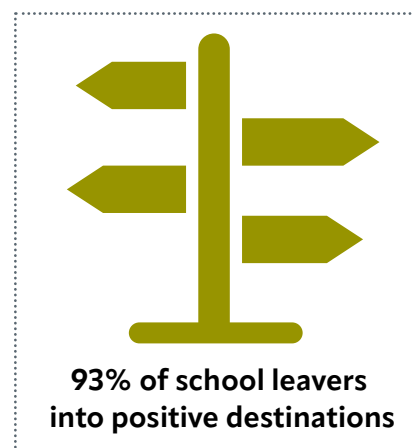
The Service plays an important role in the development of the East Ayrshire economy, which has suffered greatly as a result of Covid-19. The Council's Economic Development Team has provided much needed support to struggling local businesses, and during 2020/21, over 4,000 business grants payments were made via the main local and national support schemes, totalling almost £33 million. The assistance provided has been crucial in building the resilience of our business base, helping to ensure their immediate survival and in the longer-term, their return to profitability.

Supporting People Into Work

The Employability Fund Programme is funded by the Scottish Government and managed on its behalf by Skills Development Scotland who in turn commission local contract providers. The programme is designed to help unemployed residents develop the skills and confidence employers are looking for and is an important stepping stone for many of our residents in their ambitions to access the labour market.

In 2021-22, seven training providers, including the council's Employability Service, were allocated 308 employability fund starts across stages 2 to 4 of the strategic skills pipeline with funding of £628,320 for 16-17 Year olds; and £394,850 allocated for clients over 18 years. This included provision for training allowances paid to clients for a maximum of 26 weeks.

A more detailed report on the work taken forward and outcomes achieved by the Employability Service during 2021/22, including targeted support for the long term unemployed and supported employment opportunities for those further from the labour market, is available in their [annual update report](#) to East Ayrshire Council Cabinet.



In February 2022 [East Ayrshire Council](#) approved the establishment of a new Jobs and Training Fund, with £6m allocated to finance 200 training placements in services across the Council and local business for East Ayrshire residents over three years.

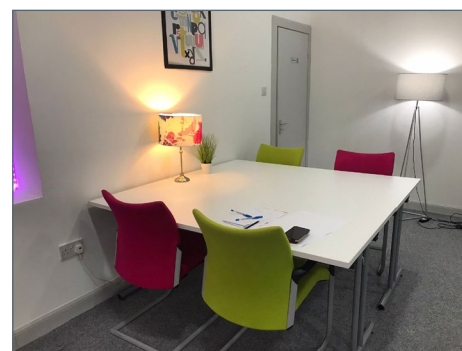
Developing the Young Workforce in East Ayrshire

Ayrshire College is working with schools to develop learning pathways for college subjects which incorporate the development and acknowledgement of future skills to prepare young people for the workplace.

Local school pupils in senior phase have access to 9 Foundation Apprenticeship frameworks delivered across the three main Ayrshire College campuses and can also access two Foundation Apprenticeship programmes in schools. Foundation Apprenticeships in Children and Young People, Engineering, Civil Engineering, Scientific Technologies, Business Skills, Social Services and Food and Drink Technologies are all available as part of the school-college partnership offer.

In 2021, as part of the continuing implementation of Developing the Young Workforce in East Ayrshire, Scottish Government allocated funding to enable all of the authority's secondary schools and Park School, to establish the role of DYW Coordinator. The funding supports designated time for co-ordinators to lead DYW related activity and initiatives in schools, while also working in partnership with Skills Development Scotland Careers Advisers to support young people at risk of not achieving a positive destination, or of disengagement. From session 2021-22, co-ordinators have accessed 16+ data hub school reports for learners from S4, to inform planning for positive progressions for current pupils and to enable school-level analysis of leaver destination data to support further improvement.

SL33 (Skills and Learning) Partnership Hub



SL33 (Skills & Learning 33) is our Developing the Young Workforce (DYW) Partnership Hub which was opened in Kilmarnock in 2021. The hub is led by the Education Service but its strength lies in the partnership approach to supporting clients of all ages into employment – a genuine one stop shop approach. By working with our Employability Service and the DWP, the hub team are ensuring positive routes to engagement with clients of all ages who are currently furthest from the labour market. They are also supporting employers to develop and offer work experience, apprenticeships and job opportunities, through existing partnerships with DYW Ayrshire, the Ayrshire Chamber of Commerce and local and national businesses.

Economy and Skills

Our Economy & Skills Delivery Plan 2021-24 sets out the partnership actions that we have agreed to take forward in relation to economic development, employability, education, community regeneration and environmental sustainability. An [Economy & Skills Update 2021/22](#) has been produced to share progress in relation to these individual actions.

Sustainability and the Environment

- £53m AGD investment in Environmental Projects
- A Net Zero East Ayrshire by 2045 (or sooner if we can.....)
- East Ayrshire Council leading by example with a commitment to become net zero by 2030

"East Ayrshire will be a low carbon place with a thriving and diverse environment. We will have strong, healthy, resilient and vibrant communities that benefit from high quality places, multi-functional green spaces and access to high quality services that are well located to maximise sustainable travel choices. Our economy will have recovered and be fairer, greener and more inclusive, with all East Ayrshire citizens able to benefit from greater economic opportunities."

EA Climate Change strategy

In our 2021 Community Plan Review we committed in partnership to working to accelerate East Ayrshire's shift to net zero carbon and to create clean growth opportunities for people and businesses, while also seeking to protect the climate and environment for future generations.

We are taking this commitment forward in partnership with colleagues across the three Ayrshires and our Ayrshire Growth Deal partners – the Deal's 'Energy, Circular Economy and Environment' programme aims to support innovation and development in energy products, with a flagship centre for innovation to be based in East Ayrshire.

Much of this work will see medium to long term results – for example our net zero targets take us to 2045 – but the decision to change and invest in the environment of the future marks an important milestone in this work.

At a more immediate practical level partners are working on the ground with our communities to make East Ayrshire a clean, green environment that everyone can enjoy, with investment in our community spaces and in environmentally innovative development projects. Work is also being taken forward to address the flooding issues that have previously caused significant hardship to households in Kilmaronock and New Cumnock.

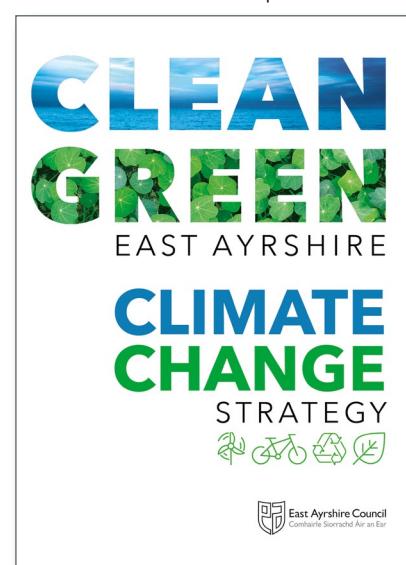
Strategic Developments

East Ayrshire Climate Change Strategy

Our climate change work is really being driven by our communities, and in particular the children and young people of East Ayrshire who keep challenging us to do more. The East Ayrshire Children and Young People's Cabinet have provided a voice for this youth driven movement which has culminated in the development of the first ever [East Ayrshire Climate Change Strategy](#).

The strategy includes an ambitious commitment to work with partners, local residents and businesses to bring our wider communities' emissions in line with net zero as soon as possible.

To support our net zero ambitions and accelerate the pace of change, the Council has established a £1M Climate Change Investment Fund. This will see the implementation of a range of actions across the 4 key themes of Energy, Transport, Waste and the Natural Environment to reduce our carbon consumption. This short term investment over the next 2 years will be used to engage and support our workforce, young people, community groups, partner organisations and local businesses to raise awareness and understanding of climate change and encourage behaviour change around active travel and recycling. A £5M capital funding package has also been agreed to support wider investment in green infrastructure, improve the energy efficiency of our buildings, further develop our Electric Vehicle Charging Infrastructure, extend the successful trial of our School Streets initiative and in the £17M Kilmaronock Infinity Loop Kilmaronock Infinity Loop' – a 26km figure of eight network of interconnected cycle routes and pathways which will support our ambition to encourage active travel.



An Energy Masterplan for Ayrshire

Approval has been granted to proceed with the development of an Energy Masterplan for Ayrshire for investment in energy infrastructure. The project will be funded by the three Councils, University of the West of Scotland (UWS) and Scottish Enterprise, and the Council and UWS are working together to develop tender documentation. The scope of the Plan will include assessing energy demand, identification of energy sources, development of a strategic energy vision, techno-economic evaluation of options, planning, scenario modelling and reporting of proposed technical solutions.

Support for Business

The Community Wealth Building (CWB) grant was launched to allow businesses access to funding for a range of purposes, including support with the transition to renewable energy. Within East Ayrshire Council, work is also underway to develop provision which will allow businesses access to funding for Carbon Management Plans and subsequent funding to implement recommendations.

We're also working with our pan-Ayrshire partners to develop a [Regional Skills Investment Plan](#), to make sure that local people have the training and skills they need to take advantage of job opportunities created by the green revolution.

Supporting Active Travel

In October 2021 Ayrshire Roads Alliance launched a consultation on a new [Active Travel Strategy](#) which will encourage more journeys to be taken by walking or cycling, helping to reduce the local carbon footprint, reduce the money people need to spend on fuel, improve health and wellbeing and at the same time deliver infrastructure improvements to encourage people to get active outdoors. At the time of writing, the draft strategy has been presented to Easy Ayrshire Cabinet and will be subject to a second round of community engagement during 2022/23, to make sure that it meets the needs of local people.

Flood Risk Management

The Council, Key Agencies Group (KAG) and a range of other stakeholders have been working towards managing the impacts of climate change and flood risk in Kilmarnock. Particular emphasis will be placed on evolving a consolidated masterplan linked to specific flood management interventions with quantified benefits and known residual risks, allowing the regeneration of Kilmarnock town centre and South Central Kilmarnock. Work is currently underway to produce the next six yearly cyclical Local Flood Risk Management Plan 2022-28 in conjunction with SEPA and Scottish Water, to be reflected in the Local Development Plan.

Partnership Working in Action

Community Renewable Energy Project (CoRE)

CoRE is an innovative renewables project in Cumnock which will build on the area's natural resources in order to provide a self-sustaining network of low cost energy from renewable sources such as wind, solar, geothermal and hydro. The UK and Scottish Governments approved the Outline Business Case for the CoRE project in March 2022 as part of the [Ayrshire Growth Deal](#).



Community Renewable Energy Project

This project will create a Centre of Excellence and supporting demonstrator projects which aim to overcome, through research and design, a range of technical challenges that currently prevents the harnessing of local but intermittent energy generation, and its storage and subsequent transmission onto the grid during periods of high demand.

Developing the Clean, Green Workforce of the Future

The Construction Technology & Trades curriculum at Ayrshire College has been revised and developed from academic Year 2022-23 to incorporate sustainability into all courses. This contributes to a curriculum fit for purpose and in accordance with skills needs identified through national, regional and local priorities. For example, the Wind Turbine Technician Course continues to provide a skills pipeline for the industry with apprentices and students leaving this full-time course with industry standard Global Wind Organisation approved qualifications. All motor vehicle courses at Kilmarnock Campus will incorporate Low and Ultra

Low Emission Vehicle training and investment has been made in setting up a renewable energy training and assessment centre in the Ayr Campus, to provide more opportunities for apprentices and employers.

Clean Green Education Awards

At our second Children and Young People's Climate Conference, which took place as a virtual event in 2021, the young delegates pledged to develop Climate Change Action Plans for their individual schools and wider communities. The achievements of these young people have since been recognised with the launch of the first ever Clean Green Education Awards.

The Clean Green Awards are designed to encourage action across the key themes of the climate change strategy: Energy, Transport, Waste and Natural Environment. Schools can aim for Bronze, Silver and Gold accreditations in recognition of their journey towards achieving net zero.

- 21 school establishments developing climate change action plans
- 18 establishments achieving Bronze accreditation in the 2022 Clean Green Education Awards
- Onthank primary school achieving silver, recognising their wider engagement work with the local community to reduce emissions



Making the Most of our Community Spaces



Scottish Fire and Rescue Service have transformed a disused area into a community garden space which includes a welcoming shed to encourage social interaction, a sensory garden, poly tunnels for food growing and areas which can be used for play and education purposes by children's nurseries. These safe community spaces will be open to all with time being booked in advance. Beehives have also already been introduced, to help naturalise the area.

The project, which has secured National Lottery funding aims to combat loneliness and promote mental health awareness by bring people together in a safe space, while also be providing education on climate literacy, fresh produce, contributing to local food larders and promoting sustainability projects. The station will be working in partnership with NHS health professionals, voluntary organisations and engaging with local young people.

'Through our participation in local partnership environments we are able to use our land and assets in ways that truly brings the term Community Fire Station to life, whilst also supporting wider socio-economic and environmental needs.'

Ian McMeekin, Local Area Commander

Children and Young People



20,869 children 0-15yrs
(17.2% of EA population)

4,144 (19.9%) of children 0-15yrs
living in relative poverty

The [East Ayrshire Children and Young People's Services Plan 2020-2023](#) sets out our aspirations and service plans for children and young people in East Ayrshire. The Plan celebrates our young people's achievements, talents, perspectives and contributions, alongside sharing examples of our partnership working successes and positive outcomes achieved for people. The Children and Young People's service Plan Annual Report 2021/22 (link) sets out in detail the work taken forward to support our children and young people over the last year.

An overview of our partnership work to address child poverty is presented in our [Local Child Poverty Action Report 2021/22](#).



Strategic Developments



Children's Services Wellbeing Model / HEART

Our new Children's Services Wellbeing Model is a transformational approach to improve how our children and families are supported in East Ayrshire. The vision is to ensure that children and families can access support at an early stage in their local community, in a way that challenges discrimination and stigma, with the model incorporating multi-disciplinary team working and the GIRFEC principles.

The model was given the name 'HEART' (Help Everyone At the Right Time), an idea suggested by a parent and chosen through a public vote. A range of local services, including: Education, Early Years, School Nursing, Health Visiting, CAMHS, Vibrant Communities, Social Work, Housing and

Allied Health Professionals, have been preparing their staff, redesigning their structures and nominating key people to be part of six new Community Teams which formally started to come together on 4th April 2022.

Keeping Our Promise

A new Promise Implementation Lead came into post in the Health and Social Care Partnership in December 2021 to manage the newly formed Promise Participation and Improvement team, which works to influence and achieve positive transformational change in East Ayrshire, ensuring that the voices of children and young people are central in delivering our aspiration to #keepthepromise. A Promise Oversight Group has been established to take forward and oversee this work, who at the time of reporting, are undertaking a self-evaluation of progress against the outcomes identified in The Promise: Plan 21-24. This evaluation will enable the HSCP to assess the work already underway to #keepthepromise and will provide an evidence based baseline to guide priorities for the next stage of implementation.

National Education Reform

Following the recent publication of the Muir report, our Chief Education Officer, along with Education colleagues, continues to engage in national conversations to shape the future education landscape. Within East Ayrshire we remain committed to taking new and innovative approaches to support our young people; working to eradicate the attainment gap in conjunction with innovative use of Pupil Equity Funding in all our schools; making improvements in employability skills to ensure sustained positive destinations for all young people; and improving the school estate to continue to meet the 21st century learning needs of all our children and young people.

Partnership Working in Action

Supporting the emotional needs of our children

At a time when young people's mental health concerns have come to the fore, having been compounded by the disruption of the covid-19 pandemic, local partners have taken a range of actions to ensure that the right support is available when it is needed.

An Occupational Therapist has been recruited to work within our Children's Services with a primary focus on supporting the mental health and emotional wellbeing of our children and young people. Our priority is to support the principles of early intervention and support for children and young people at the identified time of need, and to work alongside partner services including Health, Social Work, Education and the third Sector, to embed core Occupational Therapy ideals and approaches from an early intervention perspective.

Since the [School Counselling Service](#) was introduced for children over 10 in January 2021, ten counsellors and practitioners from The Exchange, have been providing 168 hours of counselling and psychological wellbeing support every week. The service is set to be expanded further and from April 2022 psychological wellbeing support will be available for children age 5 to 10 years. Support will also be provided to parents and carers so that families can develop the skills they need to support one another and improve their overall resilience and psychological wellbeing.

For older students, Police Scotland funding has been used to establish a training course in partnership with CVO East Ayrshire and Ayrshire College to deliver a community wellbeing and positive mental health course which equips students with relevant life skills surrounding their own circumstances and experience to help improve their mental health and upskill the student with techniques in coping and resilience. The students are also taught how to look after their mental health with exercise and reading.

Trauma Informed Contact and Care

Police Scotland and Education have since September 2021 implemented Trauma Informed Contact and Care (TICC), a unique Police and Education early intervention safeguarding and wellbeing partnership which supports children and young people exposed to domestic abuse.

Trauma Informed Contact and Care means that schools receive a notification from the police (Concern hub) before the start of the next school day when a child or young person has been exposed to a domestic abuse incident. This information then allows the school to ensure appropriate care is offered to help support the child's wellbeing at the same time recognise if any part of the academic curriculum that is due to be delivered in lessons could act as a trigger to the trauma the child or young person has been exposed to.

After a successful trial period involving six East Ayrshire establishments, the initiative has been rolled out to all local schools from 1 March 2022.

East Ayrshire Young Person's Guarantee

272 young people supported September 21 – March 22

The East Ayrshire Young Person's Guarantee (YPG) Board was established in March 2021. Comprised of a range of strategic partners across the public, private and third sectors, strong links have been made with employers and the Local Employability Partnership, ensuring that the effective governance arrangements are in place, in line with the 'No One Left Behind' and Scottish Government Charters. The recent grant allocation for Phase 3 funding will support new entrants to the programme and provide funding for a range of accredited courses such as social care, computing and digital skills, linking closely with employability and local employers.

Keeping our young people safe outdoors

East Ayrshire has fabulous natural resources, including the magnificent Loch Doon which offers recreational opportunities which attract lots of our young people, particularly during school holiday periods and in the increasingly warmer summer weather. A wide range of partnership activity has been developed to ensure that everyone is able to safely enjoy the beauty of the local area.

Partnership Approach to Water Safety (PAWS)

Local Scottish Fire and Rescue crews are working closely with a range of partners to provide water safety advice to children and young people. This includes a total of £2,500 being allocated to support the installation of additional safety equipment at Loch Doon, and the provision of experiential learning events.



The Fire crews came together with colleagues from Scottish Ambulance Service, East Ayrshire Council, Coastguard, RNLI and the Loch Doon Ranger Service in Spring 2022 to develop and deliver the first of a series of water safety training courses to S1 and S3 pupils from Doon Academy. The ground breaking training provided was fully interactive and designed to be delivered outdoors, in this case at Loch Doon, with the young people attending learning skills in CPR and how to use a defibrillator; water safety hazard perception; life saving techniques, including “float to live” and the facts around cold water shock and the effects submersion in cold water has on people.

Supporting Positive Choices

Vibrant Communities Youth Action Teams work proactively with a wide range of local partners to engage with local young people and encourage positive choices. Case studies on this work, and updates on the ongoing youth engagement activity undertaken by the Police Scotland Local Authority Liaison Officer (LALO) and Campus Officers, SFRS, Ayrshire Roads Alliance, HSCP and Council colleagues and our third sector partners, is detailed separately in our Safer Communities Delivery Plan Update 2021/22.

Prevention and Early Intervention

Our commitment to prevention and early intervention is central to our partnership work with local children and young people. This is just some of the early engagement work that we do to help keep them safe:

- Road safety inputs for children and young people in our schools from a range of partners including Vibrant Communities, Campus Police Officers, SFRS and Ayrshire Roads Alliance
- Age appropriate substance misuse education programmes for school pupils at all levels from the Early Childhood Centres to S6. Information is also available for parents via the Parent HWB Information Site.
- SFRS CPR/Defibrillator training for coaches and young players, delivered in partnership with EAC and local Junior Football Clubs. SFRS have also included deliberate fire setting inputs during these sessions as part of their wider prevention activity.
- Cyber resilience and internet safety training and awareness raising for children, young people and parents/carers as part of the Child Protection Committee Digital Resilience Action Plan.

Safer Communities

Our Safer Communities Delivery Plan 2021-24 sets out the partnership actions that we have agreed to take forward to make sure that East Ayrshire Residents are safe and free from harm. A [Safer Communities Update 2021/22](#) has been produced to share progress in relation to these individual actions.



Community Wellbeing

Wellbeing

Our Wellbeing Delivery Plan 2021-24 sets out the partnership actions that we have agreed to take forward to support community wellbeing across East Ayrshire. A [Wellbeing Delivery Plan Update 2021/22](#) has been produced to share progress in relation to these individual actions.

More information on the strategic work being taken forward to support community wellbeing can also be found in the [East Ayrshire Health and Social Care Partnership Annual Report 2021/22](#) and in the [Report of the Chief Social Work Officer 2021/22](#)

Strategic Developments

We have previously highlighted the work being taken forward to deliver Caring for Ayrshire, which represents our overarching strategic ambitions for the future delivery of health and social care services and our wider community wellbeing agenda.

National Care Review

One of the most significant areas of focus for health and social care over the past 12 months has been contributing to the consultation around the proposal by Scottish Government to develop a National Care Service, a proposal which has the potential to fundamentally change the social work and social care landscape in Scotland. We will continue to monitor and respond to national developments in this regard, confident that the strength and effectiveness of our local integration arrangements will continue serve us well as we plan for the future.

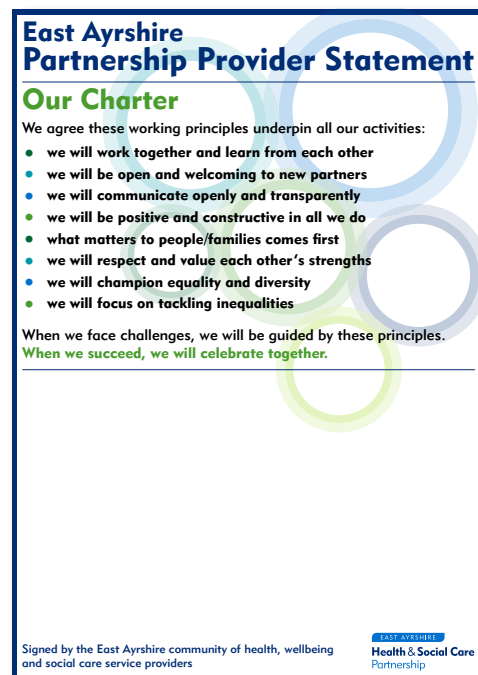
Partnership Provider Statement 2022-24

“Resilient communities, taking charge of their wellbeing, with an open flourishing, high quality and sustainable care community that has the right commissioning conversations. Where people need support it should be the right support, from the right person, in the right place and at the right time”.

In March 2022, the East Ayrshire Health and Social Care Partnership launched its new [Partnership Provider Statement 2022-24](#) and signed up to principles set out in its accompanying Charter that will benefit residents and communities through strong partnership working. The Partnership Provider Statement was created for groups and organisations that are delivering health and social care services in East Ayrshire, or would like to provide services, to guide collaborative working in the area. Moving towards collaborative commissioning is key to delivering the East Ayrshire HSCP's Strategic Plan 2021-30 and our wider community planning vision for East Ayrshire.

Supporting the Health and Social Care Workforce

Our workforce have been at the forefront of our response to the covid-19 pandemic, ensuring that people across our communities were able to access the support needed. As we move forward and further develop our place based approach to service delivery, having the right people with the right skills in the right place at the right time remains fundamental to our ambitions to transform health and social care provision in East Ayrshire.



**East Ayrshire
Partnership Provider Statement**

Our Charter

We agree these working principles underpin all our activities:

- we will work together and learn from each other
- we will be open and welcoming to new partners
- we will communicate openly and transparently
- we will be positive and constructive in all we do
- what matters to people/families comes first
- we will respect and value each other's strengths
- we will champion equality and diversity
- we will focus on tackling inequalities

When we face challenges, we will be guided by these principles.
When we succeed, we will celebrate together.

Signed by the East Ayrshire community of health, wellbeing and social care service providers

EAST AYRSHIRE
Health & Social Care
Partnership

At the time of reporting, engagement with services, third and independent sector partners and trade unions is being undertaken to inform development of the Health and Social Care Partnership's Workforce Plan 2022-25. The new Workforce Plan will reflect the various challenges faced in delivering services in the future and will be published by end October 2022.

A Holistic Approach

Beyond our traditional health and social care services we have as a partnership an increasing awareness of the wider role that all of our partners have to play in supporting community wellbeing across East Ayrshire, particularly in relation to prevention and early intervention. The covid-19 pandemic highlighted the importance of harnessing the resources of all partners in a more holistic approach to the work that we do to promote community wellbeing.

Partnership Working in Action



Alcohol-related hospital admissions

declined from 655 to 561 per 100,000 population



Drug misuse related hospital stays

increased from 359 to 374 per 100,000 population



99.3% of people started drug/alcohol treatment

within 3 weeks (target = 90%)

Tackling Alcohol and Drugs

A number of alcohol and drug related support developments have taken place throughout 2021/22. The Rapid Access Drug and Alcohol Service (RADAR) commenced in April 2021, bringing together the NHS Addiction service, We Are With You, Ayrshire Council on Alcohol and East Ayrshire Advocacy, offering same/next day drug and alcohol assessment and prescribing. This quick access to both treatment and opiate replacement has reduced drop out rates and associated risks to wellbeing.

The ADP has also developed a programme of peer outreach workers employed within 4 targeted localities (Dalmellington, Auchinleck, Shortlees and North Kilmarnock), to create opportunities for promoting recovery and employment. These individuals have lived experience of drugs/alcohol and are local to the area in which they work. Work was also undertaken to promote the life-saving drug Naloxone, including the recruitment of lived experience naloxone champions, training 25 naloxone champions in the Partnership's Johnnie Walker Bond building and an East Ayrshire wide publicity campaign.

Moving Up Moving On - through football

Moving Up Moving On (MUMO) is a local recovery group which has been in operation for the past three years, working with NHS peer addictions staff to support people misusing substances but who want to get their lives back on track. Recently the group has teamed up with local football club Cumnock Juniors to provide walking football sessions, which provide structure in people's lives and support physical fitness while helping to keep people safe and keep their recovery on track.



Cumnock Juniors Community Enterprise (CJCE) let the group use their ground and in return the members have been helping to maintain the ground, doing some painting to give back to their community. The project is building momentum, attracting new members to the group and building community cohesion, with anecdotal evidence showing its positive impact on individual members.

Ayrshire Community Wellbeing Unit

In January 2022 Police Scotland Ayrshire Division established a new Community Wellbeing Unit which aims to follow a public health approach. The Unit is already working with a range of partners to complement and improve service delivery, creating pathways out of violence, crime and anti-social behaviour for affected community members whose lives and whose family's/communities lives are adversely impacted by offending behaviour.

This work goes beyond traditional policing and, in addition to impacting on crime and anti-social behaviour, takes a wider solution focused approach which seeks over time impact on our shared partnership ambitions for community wellbeing and cohesion. Examples of the activity undertaken to date includes early engagement with young offenders and positive interventions with community members who find themselves in addiction.

Suicide Prevention

There has been a rise in the number of probable suicide deaths in East Ayrshire in recent years, with the local 5-year aggregate rate per 100,000 population having increased from 11.2 between 2011-2015 to 16.8 between 2016-2020. Whilst care should be taken when interpreting overall patterns of suicide, this has been an area of focussed attention to develop and improve local preventative approaches.

A range of suicide prevention activity was undertaken in East Ayrshire during 2021/22, including:

- raising awareness of the signs of potential suicide through provision of Safetalk training across the workforce;
- developing trained Suicide First Aiders within the workforce;
- supporting prevention campaigns through social media;
- the Suspected Suicide Review Group met on a six-weekly basis to review probable suicide cases to identify related circumstances and service provision gaps to inform future prevention work; and
- the East Ayrshire Suicide Prevention website was launched, containing key information and contact details including: Mental Health Practitioners, local GP Practices, Suicide First Aiders, other support directories and relevant training courses.



Wellbeing in East Ayrshire

The '[Wellbeing in East Ayrshire](#)' webpage within the East Ayrshire Health and Social Care website, was created to provide an accessible resource for supporting our residents to look after their physical and mental health during the pandemic. The webpage contains a range of useful materials, help and advice relating to various themes including: mental health and wellbeing, young people, parents and carers, physical and entertainment activities, financial assistance and contact information for numerous organisations which can provide additional support. The webpage is refreshed on a regular basis to ensure the content remains relevant and up to date.

Conclusion

This report is presented as part of a suite of annual reporting materials that are available on our community planning website ([link](#)). It represents an overview of the partnership work being taken forward to deliver better outcomes for the people of East Ayrshire and, importantly, to support Covid-19 recovery and renewal.

In the appendix to this report we present the available data updates on the high level performance indicators identified in our Local Outcomes Improvement Plan 2021-24. It is however the first year of reporting against the 2021 baseline data, during which time the pandemic has impacted on the published information available.

During 2022/23 we will take forward work to further strengthen our performance reporting arrangements, developing our partnership approach to benefits realisation with the assistance of East Ayrshire Council's newly established Project Management Office. An East Ayrshire Residents Survey will also be undertaken.

Our thanks go out to the communities of East Ayrshire who support, challenge and drive the work of our community planning partnership. We will continue to work with them to build community power and embed that locality based place making approach that is fundamental to our ongoing renewal and recovery work.



Appendix 1:

LOIP Indicator Update Table

Measures of outcome	East Ayrshire Baseline at 2021	East Ayrshire update at 2022	Scotland Baseline at 2021	Scotland update at 2022
Life expectancy (years) • males • females (National Records of Scotland)	Males 75.9 (2017-19) Females 79.8 (2017-19)	Males 75.2 (2018-20) Females 79.8 (2018-20)	Males 77.2 (2017-19) Females 81.1 (2017-19)	Males 76.8 (2018-20) Females 81.0 (2018-20)
Unemployment rate (%) Population aged 16-65 (DWP)	16-65 4.6% (2019/20)	16-65 5.2% (2021/22)	16-65 3.2% (2019/20)	16-65 3.9% (2021/22)
% of children in living in relative poverty (before housing costs) (DWP – Stat-xplore)	Children 0-19 22% (2019/20)	Children 0-19 19.1% (2020/21)	Children 0-19 18% (2019/20)	Children 0-19 15.3% (2020/21)
Accidental dwelling fires Per 100,000 dwellings (Scottish Fire and Rescue Service)	142.0 (2018-19)	139.0 (2021-22) Provisional Figures	177.0 (2018-19)	156.7 (2021-22) Provisional Figures
Reconvictions % of cohort reconvicted (Scottish Government)	All 28.0% (2019/20)	All 31.4% (2020/21)	All 26.4% (2019/20)	All 28.3% (2020/21)
Developmental Concerns at 4-5 year review % with a concern Public Health Scotland	13.3% (2019/20)	15.9% (2020/21)	13.1% (2019/20)	12.6% (2020/21)
% of adults supported at home who agree that they are supported to live as independently as possible (Health and Care Experience Survey)	Agreed or strongly agreed 86.2% (2019/20)	Agreed or strongly agreed 76.1% (2021/22)	Agreed or strongly agreed 80.8% (2019/20)	Agreed or strongly agreed 78.8% (2021/22)
Readmissions to hospital within 28 days Per 1,000 discharges (ISD Scotland)	Emergency 125 (2020)	Emergency 123 (2021)	Emergency 114 (2020)	Emergency 110 (2021)
Premature mortality Deaths per 100,000 under 75 (ISD)	Under 75 492 (2019)	Under 75 556 (2021)	Under 75 426 (2019)	Under 75 466 (2021)

Appendix 1:

LOIP Indicator Update Table continued

Measures of outcome	East Ayrshire Baseline at 2021	East Ayrshire update at 2022	Scotland Baseline at 2021	Scotland update at 2022
% of school leavers in positive follow-up destinations (Scottish Government)	91.5% (2018/19)	93.4% (2020/21)	92.9% (2018/19)	93.2% (2020/21)
% of enrolled college students successfully achieving a recognised qualification FT PT Source: Scottish Funding Council	All students 66.2% 71.1% (2018-19)	All students 61.9% 76.4% (2021-22) *Provisional	All students 65.2% 79.7% (2018-19)	All students 66.0% 76.9% (2020-21)
Tenancy Sustainment % of new tenancies sustained for more than one year (EAC)	80.0% (2018/19)	86.4% (2021/22)	88.8% (2018/19)	91.14% (2021/22) *SHN Provisional Figure
% of carers who say they feel supported in their role (Health and Care Experience Survey)	35.8% (2019/20)	27.6% (2021/22)	34.3% (2019/20)	29.7% (2021/22)

Appendix 1:

LOIP Indicator Update Table continued

The following Perception Based indicators are not reported for 2021/22 as updates have not been published. This is due to the impact of the covid-19 pandemic on survey activity, however it is anticipated that updates for these indicators will be available again from 2022/23 onwards.

Measures of outcome	East Ayrshire Baseline at 2021
Sense of community belonging: % of adults who feel no real sense of belonging (Scottish Household Survey)	All adults 18% (2019)
Feeling safe in neighbourhood: % of adults who feel unsafe (Scottish Household Survey)	All adults 14% (2019)
Perceptions of local crime: % adults who think it's increased over the past two years (Scottish Crime & Justice Survey)	All 19.3% (2019)
Feeling safe at home: % of adults who feel unsafe (Scottish Household Survey)	All adults 2% (2019)
General health: % of adults who say their health is poor or very poor (Scottish Household Survey)	16-64 7.3% 65+ 16.4% (2019)
Mental wellbeing SWEMWB scores (Scottish Health Survey)	16+ 23.57 (2017)
Environmental sustainability: % of adults who say climate change is more of a problem for the future (Scottish Household Survey)	20% (2019)