



Community Planning
in East Ayrshire

**EAST AYRSHIRE COUNCIL
AND
EAST AYRSHIRE COMMUNITY PLANNING
PARTNERSHIP BOARD
JOINT ENGAGEMENT EVENT
17 SEPTEMBER 2020**

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**COMMUNITY PLANNING DELIVERY PLAN AND LOCAL OUTCOMES IMPROVEMENT
PLAN ANNUAL REPORT 2019/20**

**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 2019/20 in respect of the Community Plan thematic Delivery Plans and East Ayrshire Community Planning Partnership Local Outcomes Improvement Plan (LOIP).

RECOMMENDATIONS TO COUNCIL (to be considered on 17 September 2020):

2. **Council is requested to:**
 - i) consider and endorse, from a Council perspective, the consolidated Community Planning/LOIP Annual Performance Report for 2019/20 (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) approve the Statutory Performance Indicators for 2019/20 at Appendix 3;
 - v) approve the Local Child Poverty Action Report 2019/20 at Appendix 4;
 - vi) approve those recommendations contained in the report on the East Ayrshire Health and Social Care Partnership Annual Performance Report 2019/20 at Appendix 5;
 - vii) note the update provided in respect of the development of the partnership improvement/recovery and renewal agenda and the forthcoming Community Plan Review; and
 - viii) otherwise, note the content of the report.

**RECOMMENDATIONS TO THE COMMUNITY PLANNING PARTNERSHIP
BOARD (to be considered on 24 September 2020)**

3. **The Community Planning Partnership Board is requested to:**
 - i) consider and endorse the consolidated Community Planning/LOIP Annual Report for 2019/20 (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) approve the Local Child Poverty Action Report 2019/20 at Appendix 4;

- v) approve those recommendations contained in the report on the East Ayrshire Health and Social Care Partnership Annual Performance Report 2019/20 at Appendix 5;
- vi) note the update provided in respect of the development of the partnership improvement/recovery and renewal agenda and the forthcoming Community Plan Review; and
- vii) otherwise, note the content of the report.

BACKGROUND

- 4. Section 6(1) of the Community Empowerment (Scotland) Act 2015 required each Community Planning Partnership to produce a Local Outcomes Improvement Plan (LOIP). The LOIP 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, on the work that they are doing to improve local outcomes.
- 5. The 2019/20 Annual Report represents the second year of reporting of our local Outcomes Improvement Plan 2018-2021 and the related Community Plan thematic Delivery Plans.

LOIP ANNUAL REPORTING ARRANGEMENTS 2019/20

- 6. This report presents a summary of the 2019/20 consolidated annual performance report in respect of the Community Plan thematic Delivery Plans and East Ayrshire Community Planning Partnership Local Outcomes Improvement Plan. The publication of the East Ayrshire Local Child Poverty Action Report has also been aligned with the wider LOIP annual reporting framework.
- 7. Work has been taken forward to prepare the consolidated 2019/20 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 114 performance measures are included in the Annual Report 2019/20 and progress from an identified baseline position to March 2020 has been measured against a total of 100 measures, which is summarised as follows:
 - Improving progress (54 performance measures – 54%)
 - Maintaining progress (14 performance measures – 14%)
 - Review or Improvement required (32 performance measures – 32%)
- 8. Data updates are not available at this time for 14 performance measures, due to delays in publication impacted by the current health pandemic.

STRATEGIC PRIORITIES

- 9. Members will recall that it was agreed to align future Council priorities with the Community Planning Partnership priorities for 2018-2021. The 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.

10. A high-level update has been provided in respect of each strategic priority and these are attached at **Appendices 1a, 1b and 1c** respectively of this report.
11. In addition, a summary of how local people, community bodies and the wider community has contributed to Community Planning in East Ayrshire is provided at **Appendix 2**.
12. Also attached at **Appendix 3** are the 2019/20 Statutory Performance Indicators for consideration and endorsement by Council.

COMMUNITY PLAN DELIVERY PLANS

13. A short overview of performance and emerging challenges in relation to each of our community planning themes will be presented by the relevant Strategic Lead Officer, namely:
 - **Economy and Skills:** Alex McPhee, Depute Chief Executive and Chief Financial Officer, Strategic Lead: Economy and Skills
 - **Safer Communities:** Divisional Commander Faroque Hussain, Police Scotland, Strategic Lead: Safer Communities
 - **Wellbeing** Strategic Overview - Eddie Fraser, Director of Health and Social Care, Strategic Lead: Wellbeing
14. By way of background information and to supplement the presentations, a summary of the performance for the respective Delivery Plans has been extracted from the 2019/2020 Local Outcomes Improvement Plan Annual Report and is provided as part of the paperwork for the engagement session.

IMPROVEMENT AGENDA

15. Following consideration of the LOIP Annual Performance Report, partnership discussion usually focuses on areas for improvement and seeks to identify appropriate remedial action. However, following discussion at its meeting of 4 August 2020, the Community Planning Executive Officers Group has recognised that no meaningful assessment of the current position of our Partnership, and its improvement agenda going forward, could be undertaken without taking due cognisance of the impact of the Covid-19 pandemic upon our communities.
16. An assessment of the local impact of Covid-19 has therefore been undertaken, and will be presented to Members of Council and the CPP Board for consideration at the joint engagement event on 17 September 2020.
17. Taken together, the LOIP annual report, the impact assessment findings and the emerging improvement agenda will provide a significant body of evidence for consideration and discussion during the joint engagement event and formal meetings of Council and the CPP Board which follow. The key points from these discussions will be captured and further developed within the context of the forthcoming Community Plan review, to inform our partnership's future approach to Covid-19 renewal and recovery.
18. The review will be taken forward between October 2020 and March 2021. The purpose of the review is to ensure that new, updated thematic Delivery Plans and a

new LOIP are in place for the three year period 2021-24. The new plans, reflecting the additional challenges presented by the Covid-19 pandemic, will come into effect from 1 April 2021.

LOCAL CHILD POVERTY ACTION REPORT

19. The second Local Child Poverty Action Report (LCPAR) for East Ayrshire has been developed 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 2019/20 reporting year to reduce child poverty in East Ayrshire; and to set out some of the high level activity which is planned for the year ahead. This will ensure that work to address and prevent child poverty is at the forefront of our partnership recovery and renewal agenda, and is a central focus of the forthcoming Community Plan Review.
20. The LCPAR 2019/20 is presented for Member consideration as part of the wider LOIP reporting materials, at **Appendix 4**. The LCPAR 2019/20 is presented to Council for approval and, thereafter, referred to the CPP Board at its meeting on 24 September 2020 for further endorsement.

HEALTH AND SOCIAL CARE PARTNERSHIP ANNUAL REPORT

21. The Health and Social Care Partnership and Wellbeing Delivery Plan Annual Report 2019/20 was approved by the Audit and Performance Committee of the Integration Joint Board (IJB) at its meeting on 11 August 2020 and considered by the IJB at its meeting on 26 August 2020, and is attached at **Appendix 5**.

LEGAL/RISK IMPLICATIONS

22. 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.

POLICY/HR/EQUALITY/FINANCIAL IMPLICATIONS

23. Equality Impact Assessment (EQIA) screening is not applicable. 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.

COMMUNITY PLANNING/TRANSFORMATION IMPLICATIONS

24. 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.
25. 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.

26. 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.
27. It has been acknowledged that our partnership working has been a key strength throughout the response to the Covid-19 pandemic and will continue to support our emerging recovery and renewal activity.

Alex McPhee
Depute Chief Executive and Chief Financial Officer
Economy and Skills
East Ayrshire Council
3 September 2020

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 Iain Tough, Strategy and Performance Manager, (Tel: 01563 556575).

Implementation Officer: Iain Tough, Strategy 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%



Children Looked After

347 children and young people at March 2020



Young Carers

1,332 young carers registered with East Ayrshire Carers Centre at March 2020



Unemployment (16-24 age group)

Decreased from 23.2% to 11.5%



Looked After Young People in Positive Destinations

56% in East Ayrshire, compared to 71% in Scotland



Home Link Worker Support

656 vulnerable families supported, 67% cases with a positive outcome

Practice Examples

Devised by the East Ayrshire Protecting People Team, **Buttons Mice** is an interactive activity that encourages children to talk and think about any issues which may be concerning them.

'Mouse boxes' have been introduced in Play at Home, Play in Prison and in Primary schools and Early Years Centres across East Ayrshire, to encourage children to communicate their concerns through drawing pictures or writing letters or by talking to the mice about anything that is worrying them. The issues might be ones which children find difficult to put into words, or not be aware of.

The resources comprise a book containing a story of Buttons Mice, an activity pack, a cardboard mouse house, including furniture, and several adult and child felt mice. The Activity Pack includes a stories covering neglect, hunger, bullying, making friends and living with older people, as well as a range of fun stories.

Practitioners have been trained to use the Buttons Mice resource, which is based on therapeutic play principles and trauma impact on children. Early evaluation of the project has been positive and Buttons Mice is now being rolled out to 30 primary schools.



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). An illustration of the broad range of activity which has been progressed over 2019/20 to support our vulnerable children and young people is provided below.

- **Home Link Workers** have provided support for 656 vulnerable children and young people and their families since the programme started in August 2017, with 438 (67%) cases closed with a positive outcome. Priority is given to pupils in our most disadvantaged areas, with a focus on closing the poverty related attainment gap. Support included one-to-one work with individual pupils, small group work programmes, project work, extra-curricular activities, supporting attendance and family support.
- **Shannon's Box** was launched in East Ayrshire and delivered to all young people entering care in the area. The box was created by Shannon Brown, a Youth Facilitator, to make entering care a little easier for children and young people.
- Two **Young Carer Peer Mentors** with lived experience of caring were recruited to Chair the Young Carers' Steering Group and have taken forward a programme of action to meet the needs of young carers locally, including designing our local Young Carers' Strategy.
- A number of **care experienced young people** in East Ayrshire participated in residential sailing voyages ran by the Ocean Youth Trust. Through a mixture of on and off shore work, the aim of the residential voyage is to help young people to develop social and life skills and build self-confidence.
- The number of young people looked after has continued to reduce and a **positive balance of care** has been maintained, with over 90% of young people looked after in the community.
- The **Holiday Food Programme** continued to provide a range of free sporting and other activities along with nutritious lunches for children and young people in areas of multiple deprivation. By the end of 2019, **over 40,000 lunches** were provided over Easter Summer and the October holidays. At Christmas 2019, support was expanded to provide over 500 meals to 39 families over the two week holiday period.
- A **Health Improving Care Establishments Champion** (coordinator) has been working in our children's houses, to embed health improvement within daily activities.
- **Play in Prison** continued to provide fathers currently imprisoned within HMP Kilmarnock with the opportunity to maintain attachments with the child/children in their lives, reducing stress and trauma that the child and family are feeling; therefore, improving the health and wellbeing of the family as a whole.
- A co-ordinator was appointed to lead on the delivery of the '**What Matters to You**' initiative in East Ayrshire, which is aimed at supporting vulnerable young people and their families to ensure an increase in positive destinations, with a particular focus on families with children at the edges of care.
- **Scottish Attainment Challenge** funding to support care experienced children and young people in East Ayrshire combines specific programme delivery with a range of provision focused on individual children and families. The programme supports children in Early Years through to post-school employability provision for care experienced young people 16- 26 years.



OLDER PEOPLE: ADDING LIFE TO YEARS - TACKLING SOCIAL ISOLATION



Loneliness

18% of adults said that they have felt lonely in the last week



Healthy Life Expectancy (Males at 65)

45.5% in East Ayrshire, compared to 56.2% in Scotland



Mental Wellbeing Score (Older people - over 65)

Improved from 23.7 to 24.4 (Scotland: 24.5)



Community Belonging

45% of adults said that they have a strong sense of community belonging



Healthy Life Expectancy (Females at 65)

48.8% in East Ayrshire, compared to 54.6% in Scotland



Mental Wellbeing Score (Younger adults - 16-34)

Fallen from 23.5 to 23.2 (Scotland: 24.1)

Practice Examples

A significant focus over 2019/20 was contributing towards the Community Planning Partnership's strategic priority of tackling loneliness and social isolation across East Ayrshire, through the End Loneliness Together campaign.

The three established Locality Groups (Northern, Southern and Kilmarnock) organised a series of 'Get Together' events across East Ayrshire throughout 2019/20, to raise awareness and tackle the impact of loneliness and social isolation. The events attracted participation by local residents,

organisations, businesses and community planning partners.

One of the highlights of these events was the participation of an older lady with learning disabilities, who re-connected with a local arts and crafts group after twenty years of social isolation. Encouraged to attend the Get Together by her support worker and although initially too shy to participate in any of the activities, her love for crafting, and with a bit of support, found her interacting with members of the arts and crafts group following the event.

This helped create the platform that enabled wellbeing calls from our Vibrant Communities and Health and Social Care teams to people who were shielding through the pandemic, along with the distribution of over 5,000 wellbeing packs.



Loneliness and social isolation can have significant impacts on local people, particularly in terms of health and wellbeing. The following information provides an illustration of the broad range of activities and actions, which have been progressed by Community Planning Partners in 2019/20, to address the impact of social isolation and loneliness, particularly among older people, and residents of all ages, in East Ayrshire.

- The **'Connect Call'** telephone befriending service reduced social isolation and loneliness for 147 people of all ages, carrying out over 150 calls per week. In addition, the **'Brew and Blether'** drop in service, established by volunteers, was delivered in Kilmarnock, Stewarton and Newmilns, providing local people with an informal and relaxed opportunity to come together.
- Support was provided for local residents to take up volunteering roles as **befrienders of older people**, providing vital companionship and emotional support, which is highly valued by local people experiencing isolation.
- The **Home Buddy Scheme** continued to provide a tailored service to assist older people, and disabled and vulnerable adults in the Doon Valley area to live in their homes and communities without feeling lonely, isolated or afraid, providing practical help through friendship with a dedicated 'buddy'.
- Four **intergenerational events** across 2019 brought together young people, older adults and volunteer befrienders to take part in a range of joint activities, to promote respect across generations.
- **Walking football** and **badminton for older people** continued to be delivered free of charge via Community Sports Hubs, which have been well attended and are making a positive impact
- **Kinections** is a 3 year project to develop and grow sustainable dementia-friendly communities in East Ayrshire, through working with and for **older people with dementia living in care homes** and those who support them, enabling them to enjoy the best possible quality of life. The project, led by **University of West of Scotland (UWS)**, is supported with funding from the Life Changes Trust, Big Lottery.
- Students from **Ayrshire College** developed resource material to raise awareness of social isolation and loneliness, including information on support available for young people, and contributed to the design of **pre-liberation workshops** within HMP Kilmarnock, which highlight support services and community-based schemes to assist individuals to make connections within their community upon release from prison.
- A **training-pack was developed** to promote awareness of social isolation and loneliness, as well as raise capacity and resilience across the workforce and within communities to respond and address this issue.
- Work within University Hospital Crosshouse included raising awareness of social isolation and loneliness among the hospital workforce and promoted the use of the **Better Health Hub** as a referral pathway to provide support at critical times.
- The **Red Cross Home from Hospital Service**, delivered from University Hospitals Crosshouse and Ayr provided free, short term care and support for people being discharged from hospital and/or their carers. The service supports people to regain their confidence and skills for living independently, and organises telecare to support families to continue to care.
- The **Community Connectors team** continued to work across East Ayrshire, aligned to GP Practices and their multi-disciplinary teams, to support people who live in complex and challenging circumstances. There were 1,037 referrals to Community Connectors in 2019/20, with social isolation continuing to be cited as one of the main reasons for referral.



COMMUNITY LED REGENERATION: EMPOWER COMMUNITIES AND BUILD COMMUNITY RESILIENCE



Neighbourhood Satisfaction

91% of residents consider their town or village is a good place to live



Volunteering

32% of residents provided unpaid work to various organisations



Community Participation

58% of residents consider that people in their neighbourhood take action to improve their local area



Community Led Action Plans

21 published at March 2020 and 6 second generation action plans completed



Community Asset Transfers

55 approved at March 2020



Town Centre Vacancy Rates

Decreased from 14.5% to 11.7%

Practice Example

Kilmarnock Town Centre Regeneration: Community Planning Partners recognise that people should be at the heart of the regeneration plans for town centres and that everyone has a role to play in realising our shared ambitions for a thriving town centre. Reflecting this community-led approach to regeneration, local people, businesses, retailers community groups and organisations were invited to make a 'pledge' that would benefit Kilmarnock town centre.

The **Town Centre Strategy and Pledges** were launched at the Kilmarnock Town Centre Summit on the evening of 21 November 2019, during 'Scotland's Towns Week', at Ayrshire College, Kilmarnock Campus. The event to celebrate what is best about Kilmarnock was well attended, with a significant number of pledges received from a wide range of partners and stakeholders.



Best Practice in Community Regeneration: Much of the work driven forward by communities in East Ayrshire has received local and national recognition, with **Ochiltree Community Hub** confirmed as the winner in the Community Led Regeneration Category at the prestigious 2019 SURF (Scotland's Regeneration Forum) Awards for **Best Practice in Community Regeneration**, for taking the former community centre into community ownership and expanding its service provision.

In addition, **New Cumnock** was a finalist in Scotland's Most Improved Place Category at the same event and Bellsbank was the winner of the Scottish Civic Trust My Place Awards 2019.

These awards recognise the innovation and creativity being driven forward by our local communities.

The **Community Resilience Groups** that were created to support the response to the pandemic were possible because of the existing networks and structures in place through community led regeneration.

In East Ayrshire, **community-led regeneration** is about “people identifying issues and opportunities in their local area, deciding what to do about them and making positive change in their communities.” The Community Planning Partnership has a strong track record of working with and supporting communities to realise their ambition, with the foundations for community-led regeneration embedded within Community Led Action Plans and our place making approach. The following information provides an illustration of the broad range of our activity to support community-led regeneration in 2019/20.

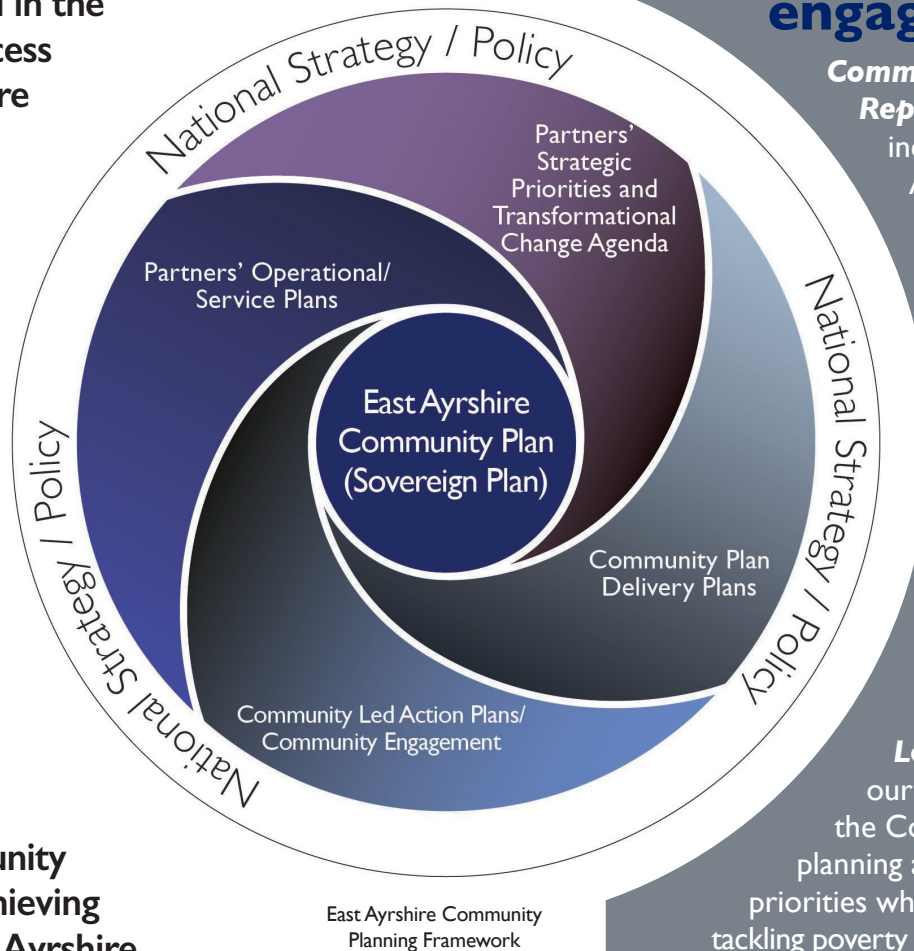
- Work continued to support the development of new **Community Led Action Plans**, with 21 completed at March 2020, and second generation action plans completed in Fenwick, Darvel, Drongan, Rankinston and Stair, Newmilns and Mauchline, and a new action plan for Kilmaurs under development.
- **Place making plans**, linked to the Local Development Plan, were completed and put in place for Catrine, Ochiltree and Newmilns, with further work underway in Mauchline, Auchinleck and Kilmaurs.
- A total of 55 **Community Asset Transfer** applications had been approved at March 2020, with a further 20 expressions of interest in land and buildings received and progressed at various stages of the application process.
- Support continued to be provided to **local development groups and trusts**, which has been key to attracting Conservation Area Regeneration Schemes (CARS), the latest of which was formally launched in Mauchline in October 2019.
- East Ayrshire received £1,701,000 from the Scottish Government's **Town Centre Regeneration Fund** to support a wide range of capital investments to make town centres more vibrant, enterprising, and accessible. Work is being progressed to support a range of community/voluntary organisations and trusts to develop and deliver plans to transform their communities, with work taking place in Darvel, Newmilns, Auchinleck, Doon Valley, Hurlford and Kilmarnock.
- A dedicated **Town Centre Regeneration Team** was established to support regeneration activity across East Ayrshire, working with and supporting a number of key community organisations, local businesses and the retail sector to raise the profile of our towns, increase and attract visitors, encourage people to support their local shops and businesses, and work on key regeneration projects. A new **Strategic Lead** for Community Led Regeneration has been appointed to oversee this activity to 31 March 2022.
- Over the past year, the Town Centre Regeneration Team has supported Celebrate Kilmarnock and Local Business Associations; worked with the traders to establish the **East Ayrshire Gift Card**; held a ‘**Vow to Wow**’ event calling on everyone involved in Kilmarnock town centre to pledge to make a difference, working together to help improve the appearance, atmosphere and vitality of the town centre; and progressed the Town Centre Regeneration Fund projects.
- **Children and young people** worked closely with the Kilmarnock Town Centre Regeneration Team, ensuring their **active engagement** in the regeneration of the town centre.
- Work was taken forward to further mainstream **Participatory Budgeting** across Council services and within communities, and steps taken to increase decision making at a local level.
- The work by a range of social enterprises, voluntary organisations and community groups has been essential in **building capacity** across East Ayrshire and in driving forward community-led regeneration.



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, and we are committed to involving local people and communities in 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.



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 21 plans published at March 2020, and 6 second generation action plans completed, through participation of community representatives across our communities.

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

- **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 in May 2019, the conference had a regeneration focus, with participation by representatives of the local business and retail community. In March 2020 our focus was on child poverty, and a wide range of stakeholders from the public, community and voluntary sector came together in a challenge session to shape our future work to address child poverty.
- **Children and Young People's Cabinet:** The Children and Young People's Cabinet remains our central platform of engagement for young people in civic and democratic decision making, which is listened to and valued by the Council and Community Planning Partners. Representatives of the Cabinet participated in and co-chaired our partnership challenge session on child poverty, convened in March 2020, supported development of our new Children and Young Peoples Services Plan and are currently playing a central role in shaping our covid-19 recovery and renewal activity.
- **Residents' Survey:** The East Ayrshire Community Planning Partnership carries out a Residents' Survey every three years, which was due to be repeated in 2020. A new model of on-line survey was adopted in response to the Covid-19 pandemic, and at summer 2020 the results are currently being analysed and will be used to inform our Community Plan review during 2020/21. Our Residents Panel, comprising a representative sample of around 1,000 residents across East Ayrshire, has most recently engaged in relation to transport matters and digital inclusion with us.
- **Caring for Ayrshire:** Local level engagement is a key element of this transformative change programme which will see whole system redesign of health and care services across Ayrshire, to ensure that the needs and circumstances of different areas are fully considered and reflected in this process. A series of engagement events were held in East Ayrshire throughout 2019/20, bringing together members of the public, community stakeholders and partners to share their views and aspirations for future service delivery.
- **Covid-19:** The recovery and renewal process will be a significant piece of work over the next year and through comprehensive engagement and collaboration with partners and communities, this process will be central to our Partnership's long term strategic intent. Our commitment to local engagement and co-production with our communities will be even more important in the months and years ahead, as we seek to build on the community resilience that we have seen in response to the pandemic and, working together, to develop and realise our shared recovery and renewal programme.

Principles of Our Community Engagement Activity:

All our community engagement activity continues to be 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; and the 'Charter for Involvement' which was subsequently adopted in 2018. Partnership arrangements to support community participation requests are also in place.

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, 2019/20 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.

Further to the review of the Statutory Performance Indicators (SPIs) and reporting arrangements carried out in 2018/19, as endorsed by the Governance and Scrutiny Committee at its meeting on 25 April 2019, a total of 55 SPIs are included in the performance framework for the 2019/20 reporting year. Statistics previously provided for Cabinet may differ due to the application of updated methodology or availability of refreshed data. Where available, comparable data for the 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 tables provided below.

		2017/18	2018/19	2019/20
CORPORATE MANAGEMENT				
RESPONSIVENESS TO COMMUNITIES				
1.	Complaints (Note 1):			
	Percentage of Stage 1 complaints responded to in full within 5 working days.	78.3%	69.4%	73.3%
	Percentage of Stage 2 complaints responded to in full within 20 working days.	62.5%	66.7%	76.9%
	Percentage of Escalated complaints responded to in full within 20 working days.	64.7%	100.0%	72.2%
2.	Freedom of Information (FOI):			
	Percentage of FOI requests responded to in 20 working days.	97.3%	97.3%	97.4%
REVENUES AND SERVICE COSTS				
3.	Council Tax - Cost:			
	Cost of collecting Council Tax per dwelling.	£4.01	£3.87	£1.60
4.	Council Tax - Income:			
	Percentage of Council Tax that was received during the year.	94.2%	94.1%	94.0%
5.	Invoices:			
	Number of invoices paid within 30 calendar days of receipt as a percentage of all invoices paid.	94.9%	94.6%	95.6%
6.	Home Care - Unit Cost:			
	The unit cost of home care.	£16.29	£16.83	£17.27

7.	Arts and Museums - Cost:			
	Cost per visit across Arts and Museums facilities.	£1.65	£2.00	£1.31
8.	School Meals:			
	Average cost of producing school meals.	£3.04	£3.03	Available September 2020
	School meal satisfaction levels.	94.4%	96.9%	
9.	Winter Maintenance (Roads):			
	Cost of winter maintenance per km of road network.	£625	£499	Available October 2020
	Cost per gritted km of priority roads network.	£1,337	£1,068	
EMPLOYEES				
10.	Sickness Absence:			
	Average sickness absence days per employee (teacher).	4.2	4.9	5.0
	Average sickness absence days per employee (non-teacher).	8.4	9.0	9.8
11.	Equal Opportunities and Gender Gap (Note 2):			
	Percentage of highest paid 5% of earners among council employees that are women.	52.1%	52.2%	53.6%
	Gender Pay Gap.	5.0%	5.0%	5.5%
ASSETS				
12.	Assets - Operational Accommodation:			
	Percentage of internal floor area of operational buildings in a satisfactory condition.	98.0%	99.1%	96.8%
	Percentage of operational buildings that are suitable for their current use.	83.7%	88.6%	90.0%
13.	Energy Performance (Note 3):			
	Average actual energy usage (kg/CO2/M2) across the Council estate.	47.91	40.8	41.4
	Total carbon footprint (tonnes of CO2).	16,117	13,722	13,237
14.	Office Accommodation:			
	Occupancy rates for office accommodation expressed as square metres per Full Time Equivalent (FTE).	19.8	17.2	14.2
	Size of operational estate (square metres).	315,477	299,559	293,864
15.	Condition of the School Estate:			
	Percentage of schools graded A (Good) and B (Satisfactory).	98.1%	96.1%	100%
16.	School Capacity (Primary and Secondary Schools):			
	Percentage of primary schools with occupancy levels above 60%.	73.2%	80.0%	77.5%
	Percentage of secondary schools with occupancy levels above 60%.	66.6%	75.0%	75.0%

PROCUREMENT

17.	PECOS:			
	Value of spend through PECOS as a percentage of council (non-pay) spend.	77.9%	87.2%	78.0%

SUSTAINABILITY

18.	Fleet Management:			
	Number of electric vehicles as a proportion of the Council fleet.	2.3%	5.8%	17.9%

EQUALITIES AND DIVERSITY

19.	Accessibility:			
	Percentage of council buildings in which all public areas are suitable for and accessible to disabled people.	86.1%	88.1%	88.4%
20.	Ethnic Minorities:			
	Percentage of the total workforce who are from an ethnic minority.	1.7%	1.9%	2.0%
	Percentage of the local population who are from an ethnic minority.	2.4%	2.4%	2.4%
21.	Disabilities:			
	Percentage of workforce who have declared they are disabled under the terms of the Disability Discrimination Act 1995.	1.4%	2.1%	2.0%

SERVICE PERFORMANCE**BENEFITS ADMINISTRATION**

22.	Benefits Processing / Administration Costs:			
	Average time for processing claims.	5.9 days	4.6 days	4.7 days
	Gross administration costs per benefits case.	£50.84	£51.23	£60.15

COMMUNITY CARE

23.	Homecare:			
	Number of homecare hours per 1,000 population age 65+.	489.3	481.6	412.7
24.	Delayed Discharge (Note 4):			
	Number of bed days lost as a result of delayed discharge during reporting period.	4,730	5,038	3,701
25.	Living at Home:			
	Percentage of older people aged 65 or older, who live in housing rather than a care home or hospital setting.	97.1%	97.2%	97.4%
26.	Employee Qualifications - Personal Carers:			
	The percentage of personal carers who are qualified to Scottish Social Services Council (SSSC) standard.	69.5%	69.9%	66.3%

CRIMINAL JUSTICE

27.	Social Enquiry Reports:			
	Percentage of social enquiry reports submitted to the courts by the due date.	99.0%	99.3%	99.3%

28.	Community Payback (Note 5):			
	Percentage of unpaid work which was successfully completed within timescales.	76.3%	81.5%	40.3%
	Percentage of community payback orders successfully completed within the year.	77.0%	68.6%	46.3%

CULTURAL AND COMMUNITY SERVICES

29.	Pools/Other Leisure Facility Attendances:			
	Number of attendances per 1,000 population for pools.	2,195	2,243	2,039
	Number of attendances per 1,000 population for other indoor sports and leisure facilities, excluding pools in a combined complex.	6,498	6,081	5,511
	Number of attendances per 1,000 population for outdoor sports facilities.	1,627	1,956	2,160
30.	Museum Visits:			
	Total number of museum visits per 1,000 population.	5,047	3,499	4,060
	Number of museum visits that were in person per 1,000 population.	1,156	1,009	957
	Number of online visits per 1,000 population.	3,891	2,490	3,103
31.	Library Usage:			
	Number of visits per 1,000 population.	2,382	2,414	2,379
	Borrowers as a percentage of the resident population.	8.2%	7.9%	7.4%
	Number of books borrowed per 1,000 population.	-	1,768	1,736
	Number of books borrowed electronically per 1,000 population.	-	78	115

PLANNING

32.	Planning Applications:			
	Average time (weeks) to deal with the major planning applications determined during the year.	31.4	21.3	Available September 2020
	Average time (weeks) to deal with local development (non- householder) planning applications determined during the year.	11.4	11.7	
	Average time (weeks) to deal with local development (householder) planning applications determined during the year.	6.9	7.3	
	Total legacy cases cleared within the reporting period.	11	21	
	Total legacy cases remaining at the end of the reporting period.	27	21	

33.	Building Warrants:			
	Percentage of applications responded to within 20 days of being valid.	96.1%	95.3%	90.8%
	Percentage of completion certificates determined within 3 days (Note 6) .	65.3%	71.3%	32.0%
	Average time to process building warrants.	15.2 weeks	10.7 weeks	9.5 weeks
EDUCATION OF CHILDREN				
34.	Destination of School Leavers:			
	Percentage of school leavers entering a positive initial destination (3 months after leaving school).	93.5%	94.8%	Available February 2021
	Percentage of school leavers not in a positive initial destination (3 months after leaving school).	6.5%	5.2%	
35.	Annual Participation Measure (Note 7):			
	Proportion of 16-19 year olds participating in education, training or employment over the whole year.	89.3%	88.7%	90.0%
36.	Educational Attainment (Note 8):			
	Percentage of pupils gaining 1 or more SCQF level 4 qualification by the time they leave school.	95.0%	94.8%	Available February 2021
	Percentage of pupils gaining 1 or more SCQF level 5 qualification by the time they leave school.	84.6%	83.4%	
	Percentage of pupils gaining 1 or more SCQF level 6 qualification by the time they leave school.	65.7%	63.9%	
37.	Exclusion Rates (Note 9):			
	Number of exclusion incidents per 1,000 pupils: Primary.	12.1	20.2	8.6
	Number of exclusion incidents per 1,000 pupils: Secondary.	33.0	13.7	12.1
	Number of exclusion incidents per 1,000 pupils: Special.	37.3	15.6	16.9
38.	Pupil to Staff Ratios:			
	Pupil to staff ratio in educational establishments: Primary.	16.5:1	16.2:1	16.0:1
	Pupil to staff ratio in educational establishments: Secondary.	11.8:1	12.3:1	12.2:1
	Pupil to staff ratio in educational establishments: Special.	4.7:1	4.8:1	5.1:1

CHILD PROTECTION AND CHILDREN'S SOCIAL WORK

39.	Child Protection Re-registrations:			
	Proportion of child protection re-registrations within 12 months.	12.0%	18.1%	29.7%
40.	Children's Reporter Liaison:			
	Percentage of reports submitted to the Scottish Children's Reporter Administration (SCRA) by the due date.	80.9%	74.4%	70.0%
41.	Child Protection Orders:			
	Number and percentage of Child Protection Orders made within 24 hours.	7 (100%)	21 (100%)	18 (100%)
42.	Looked After Children - Accommodated:			
	Percentage of looked after children accommodated as at 31 March with 3 or more moves.	47.4%	38.8%	39.5%

HOUSING AND HOMELESSNESS

43.	Repairs to Council Dwellings:			
	Average length of time taken (days) to complete non-emergency repairs.	5.4	6.9	7.5
44.	Housing Quality:			
	Percentage of properties meeting Scotland's Energy Efficiency Standard for Social Housing (EESH)(LGB-HSN5).	97.2%	97.9%	99.1%
45.	Re-lets / Void Rent Loss:			
	Average length of time taken (days) to re-let properties in the last year.	66.2	52.1	46.3
	Total annual rent loss (from council dwellings) due to voids, expressed as a percentage of the total amount of rent due in the year.	1.7%	1.4%	1.6%
46.	Tenant Arrears:			
	Gross rent arrears (all tenants) as at 31 March each year as a percentage of rent due for the reporting year.	6.5%	7.5%	7.0%
47.	Homelessness:			
	Number of repeat homelessness reassessed within one year of their tenancy.	2.7%	4.8%	5.3%
	Percentage of council tenancies sustained for 12 months or more.	81.2%	80.0%	81.9%

PROTECTIVE SERVICES

48.	Noise Complaints (Note 10):			
	Total number of noise complaints received.	218	225	220
	Number of noise complaints resulting in service of an abatement notice.	3	2	0
	Average number of days between the identification of a statutory noise nuisance and the service of an abatement notice.	2.3	8.2	Not applicable

TRADING STANDARDS

49.	Trading Standards:			
	Percentage of consumer complaints completed within 14 days.	73.9%	71.8%	68.2%
	Percentage of business advice requests completed within 14 days.	100.0%	100.0%	96.3%

ROADS AND LIGHTING

50.	Roads Maintenance:			
	Percentage of the road network that should be considered for maintenance treatment.	39.0%	38.4%	37.8%
	Number of reactive maintenance repairs.	335	223	64
	Percentage of reactive maintenance repairs responded to within target (2 hours).	56.0%	88.3%	89.1%
51.	Street Lighting and Traffic Lights:			
	Percentage of street lighting columns over 30 years old.	35.5%	34.9%	36.0%
	Percentage of street lighting with energy efficient (LED) lighting.	21.0%	33.7%	34.7%
	Percentage of street lighting repairs completed within 7 days.	77.4%	95.9%	90.1%
	Percentage of traffic light repairs completed within 48 hours.	98.0%	92.4%	89.6%
52.	Bridges:			
	Percentage of council bridges not meeting the European Standard of 40 tonnes.	11.3%	11.3%	11.3%
	Percentage of private bridges not meeting the European Standard of 40 tonnes.	4.7%	4.7%	4.7%

WASTE MANAGEMENT SERVICES

53.	Cost of Waste Management:			
	Net cost of refuse collection per premise.	£61.16	£60.15	£57.72
	Net cost of refuse disposal per premise.	£70.81	£73.29	£78.59
	Net cost of recycling per premise.	£6.09	£7.23	£12.13
54.	Waste Recycling:			
	Percentage of total household waste arising that is recycled.	52.9%	52.1%	53.4%
55.	Street Cleanliness (Note 11):			
	Cleanliness Score (Percentage of streets at an acceptable standard).	91.7%	89.0%	87.5%

Note 1: (SPI 1)

To ensure consistency in reporting, the SPI performance measures have been aligned to the performance indicators in the Scottish Public Service 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 performance measures, which were introduced 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 performance measure, which was 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 (CPOs) 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. CPOs are effective when completed in a shorter period of time; however, it is important to balance programmes with the needs of individuals.

Note 6: (SPI 33)

Performance in 2019/20 in respect of building warrant completion certificates determined within three days has been impacted by changes in staffing.

Note 7: (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 8: (SPI 36)

National data for 2017/18 was revised, based on the 2017/18 statistics proved in the national publication, and East Ayrshire figures for 2017/18 have been aligned with national calculations.

Note 9: (SPI 37)

It is important to note that due to COVID-19, all schools across East Ayrshire were closed from 23 March 2020 until the end of the 2019-20 academic session. Performance results provided for 2019/20, therefore, are not directly comparable with previous years' performance.

Note 10: (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 11: (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.

Local Child Poverty Action Report for East Ayrshire 2019/20

Foreword

[Text to inserted]

Chair of Community Planning Partnership

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Introduction

Under the Child Poverty (Scotland) Act 2017, 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**.

This report builds on our previous Local Child Poverty Action Report (LCPAR) 2018/19, which set out in detail our strategic partnership approach to tackling child poverty and the governance arrangements which remain in place to support this.

This LCPAR is presented as part of our partnership's wider suite of Local Outcomes Improvement Plan (LOIP) reporting materials, within the context of the Economy and Skills, Safer Communities and Wellbeing Delivery Plan updates. Across this suite of reports, a comprehensive picture of our wider partnership activity over the last year 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**.

Within this LCPAR we will take the opportunity to highlight some of the good practice that we have seen across our partnership during 2019/20 – the things that **local people tell us have made a real difference to their lives**.

We will also begin to reflect on our initial experience of the **Covid-19 pandemic** and our partnership response to supporting our most vulnerable children and families at this critical moment in time.

We recognise however that the full impact of the pandemic is still emerging and will continue to be seen in the months and years ahead; and that our response to child poverty must continue to evolve to allow us to meet these future challenges.

This will be reflected in the 'forward looking' aspect of this report, which will highlight our commitment to ensuring that child poverty is at the heart of our emerging partnership Covid-19 recovery and renewal agenda; and **the role that our children and young people themselves will play in shaping this work** going forward.

The challenges that we face in relation to child poverty are in no way diminishing, and **our partnership approach to this work is more important than ever**.

Understanding Child Poverty in East Ayrshire

6,903

Children living in relative
poverty in 2018
(After Housing Costs)

26%

Of children living
in relative poverty
(28% in 2017)

6 in 10

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

% of children living in poverty by Multi Member Ward (after housing costs, 2018)

Irvine Valley	27%
Kilmarnock North	21%
Cumnock and New Cumnock	32%
Kilmarnock East and Hurlford	27%
Kilmarnock West & Crosshouse	17%
Ballochmyle	29%
Doon Valley	31%
Annick	19%
Kilmarnock South	33%

8,900

Children living in
poverty by 2030 if
no action is taken

1,697 (2016)

2,064 (2018)

Children fed through emergency
food provision

Hourly pay in East Ayrshire

£ 14.99

(Scotland = £ 14.86)

£4.6 million

in financial gains achieved by the Financial
Inclusion Team and partners in 2019/20

East Ayrshire has a level of relative child poverty of 26 per cent in 2018. 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 2017 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 2018.

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 and 19 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 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 percentage of people in employment in East Ayrshire, at 72.1, remains below that of Scotland as a whole, which stands at 74.5. Hourly pay rates for full-time employees are slightly higher than the national average at £14.99 compared with £14.86. The claimant count rate for East Ayrshire is 8.2 per cent compared with 6.4 per cent for Scotland (source: www.nomisweb.co.uk, July 2020).

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.

Nationally, 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.

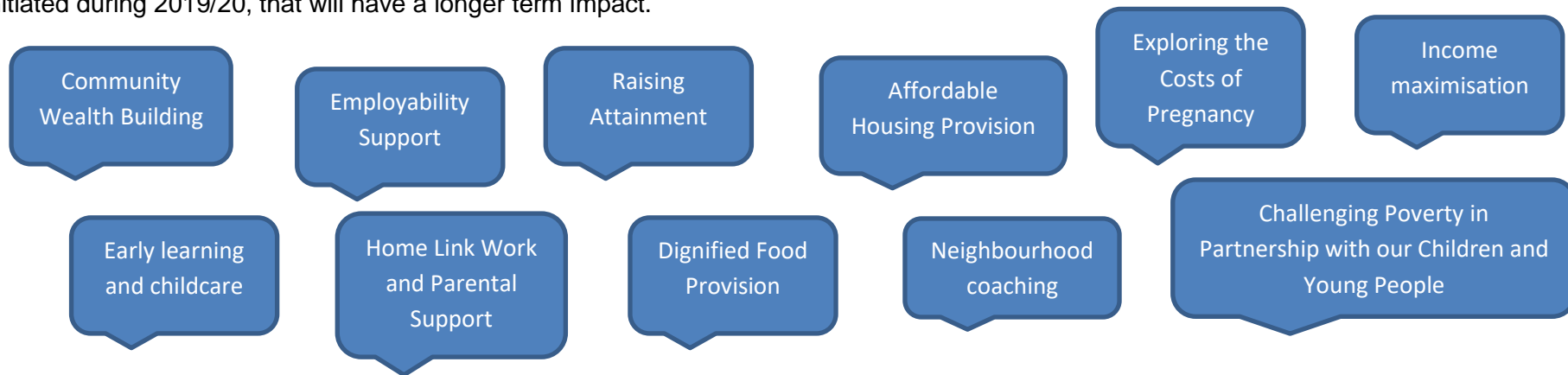
Working to Address Child Poverty in East Ayrshire – 2019/20 Activity

In the face of the Covid-19 pandemic, and its anticipated impact on our most vulnerable children and families, it is important that we take time to reflect on the work that we have already done to address child poverty; that we learn from experience; and that we build on this understanding of ‘what works’ as we plan for the future.

Our wider activity to address child poverty is set out in our thematic Delivery Plans and Children and Young People’s Services Plan; and our progress during 2019/20 is reflected within our annual LOIP performance report.

Progress updates on the particular actions set out in our 2018/19 Local Child Poverty Action Report are presented at **Appendix 1** of this report.

This report also provides an opportunity for us to draw out and highlight some of the work that we have seen making a real difference to children and families here in East Ayrshire over the last year - the things that they are telling us work well, as well as some more strategic pieces of work that we have initiated during 2019/20, that will have a longer term impact.



The good practice examples which follow will focus on work taken forward during 2019/20. However we will also stray into our initial Covid-19 pandemic response, recognising that no meaningful assessment of our current position in relation to child poverty can be made, without reflecting on the last few months and the unprecedented partnership response necessitated by the pandemic.

For ease of reference, each update has also been linked to the most appropriate driver of child poverty, in terms of the impact of the work: **Income from Employment; Costs of Living; or Income from Social Security/Benefits in Kind.**

AYRSHIRE GROWTH DEAL: COMMUNITY WEALTH BUILDING [Income from Employment]

Since the signing of the Ayrshire Growth Deal Heads of Terms in March 2019, considerable work has been taken forward to progress the deal to implementation stage. One key element of this, in relation to our longer term work to address child poverty by increasing income from employment, is the establishment of a regional **Ayrshire Community Wealth Building Commission**

This has been made possible by the inclusion, within the Ayrshire Growth Deal, of a £3 million fund for an Ayrshire approach to Community Wealth Building (CWB), which will represent Scotland's first regional approach to CWB. This funding will make a significant contribution towards the rebuilding of the local economy and to the creation of a more inclusive society.

The CWB approach is underpinned by five pillars: procurement, employment, land and assets, financial power and democratic ownership of the local economy. The project in Ayrshire will be predominantly focussed on the first two pillars (**procurement and employment**). All Ayrshire Growth Deal projects will require to capture and demonstrate the **community benefits** of their procurement spend.

On 22 June 2020, the Ayrshire Economic Partnership Board and Ayrshire Economic Joint Committee agreed to expand the current North Ayrshire Council Community Wealth Building Commission to become a regional Ayrshire Community Wealth Building Commission. Activity under this banner will sit at the heart of future **economic recovery and growth** across Ayrshire.

The principles of **Fair Work** (including **No Zero Hours Contracts, Tackling the Gender Pay Gap, Workforce Development and Trade Union recognition**) will also be important to the overall success of our Community Wealth building initiatives. Work had commenced prior to the current Covid-19 pandemic to enshrine the principles of Fair Work in community planning in East Ayrshire, and the new CWB Commission will build on this existing commitment.

Community Wealth Building, like everything else that we do, will be taken forward on a partnership basis and the wide a range of **social enterprises**, voluntary organisations and community groups that have proved so essential in building capacity across East Ayrshire and in driving forward **community-led regeneration**; will be essential partners in our future community wealth building activity.

The Ayrshire-wide Community Wealth Building Commission is expected to yield significant benefits for communities across East Ayrshire and represents just one strand of the economic renewal and recovery activity that will now be taken forward, providing future employment opportunities for local residents.

Further detail on our progress towards implementation of the Ayrshire Growth Deal is included in the 'Employment' updates presented at Appendix 1. The Deal represents a significant strategic development for Ayrshire, offering significant longer term opportunities for us to address the key drivers of child poverty on a regional basis.

EMPLOYABILITY SUPPORT [Income from Employment; Income from Social Security and Benefits in Kind]

East Ayrshire Works brings together a range of agencies in a multi-agency approach. Our Employability pipeline providers support residents so they can feel confident and make progress in the workplace through Careers information; health and wellbeing support; Skills Development; Redundancy Support; and Self-Employment Support. Our Partnership provides wage subsidies and volunteer placements with employers, which gives opportunities for those taking part to enhance their CV's and broaden their search for work. The EAC Employability projects secured **£1,498,082.00 in employability support funds** to assist East Ayrshire residents. A total of **717** people received support from the partnership employability pipeline in 2019/20, including 477 men and 240 women.

The **Financial Inclusion** project within the **Employability Pipeline** provides dedicated 1-2-1 support for **welfare benefits, debt and money advice**. This service applies a preventative approach looking at financial circumstances and other key areas to prevent escalation of issues and upskill households on entitlements and rights. The **Supported Employment Service** provides advice and information to households affected by health or disability issues. This includes support across the employability journey from establishing vocational profiles and to liaising with employers and providing ongoing support within workplaces. The service also helps facilitate **East Ayrshire Council's Positive Recruitment HR policy** that aims to support more individuals with protected characteristics into jobs or MAs within the council, by offering priority interviews to those being supported, who match the minimum criteria for a post. To date 7 individuals with disabilities have been supported into jobs or MAs within EAC through this process and work is ongoing to continue to support this policy and maximise opportunities for disabled clients.

All provision delivered by the council's Employability Service is targeted **at individuals with multiple barriers to employment**, including those with disabilities. The work of the service is committed to **closing the disability employment gap** and recognises in particular the employability challenges which face those affected by **learning disability or Autism**, who are significantly under-represented in employment. The service delivers dedicated Supported Employment provision for those individuals, **successfully supporting those furthest from the labour market into meaningful paid employment**. Activity to attract and support people with protected characteristics, and specifically those affected by disability, includes close working with partners including **DWP, SDS, Third Sector organisations** and other council services such as Education or Social Services, to promote our services and encourage referrals.

The council's recently awarded **Parental Employability Support Fund** supports parents across East Ayrshire with the ethos: Engage - Support - Progress. PESF funding is provided by the Scottish Government, in response to research which indicates that, during the current pandemic, female-led households have been especially hard-hit and vulnerable and are in need of employability support. Many lost their source of income through cuts in working hours or through losing their jobs entirely and many have little or no savings. The new service, starting June 2020, will provide **holistic ongoing support to parents to overcome number of complex barriers such as poverty, isolation and poor mental health**.

EARLY LEARNING AND CHILDCARE [Income from employment; Costs of Living; Income from Social Security/Benefits in Kind]

ELC provision plays a key role in our child poverty work, in terms of providing the best start in life to our children and also, in economic terms, supporting parents and carers, and in particular mums and parents without wider family support networks, to access the employment market. Wider activity to encourage families to access the full range of benefits and supports available to them, and to help with everyday living costs, is also taken forward through the established relationships that early years practitioners are able to build up with families.

There are 36 Early Childhood Centres, 6 Funded Providers and over 170 childminders in East Ayrshire.

Ayrshire's Early Years expansion was planned for 3 phases in 2018-19, 2019-20 with universal roll out across academic and financial year 2020-21. **Phase 2 between August 2019 and March 2020 added 11 ECCs and 2 Funded Providers, taking the total to 26 services providing 1140 hours.** 34 childminders offered the Blended Model, a mix of childminder and ECC.

The final phase of expansion was planned for April 2020 to January 2021 however the Coronavirus pandemic has halted this. In March 2020 the Scottish Government took the difficult decision to delay the full rollout and has suspended the statutory duty to deliver 1140 and thus the entitlement remains 600 hours. On this basis the 15 ECCs and 2 Funded Providers not yet phased in will continue to deliver 600 hours until the revised 1140 implementation timescale is announced.

Funding allocated for the expansion was to be directed to supporting families flexibly over the pandemic and in particular to providing critical childcare for vulnerable children and those of key workers. **Critical childcare was provided free at the point of delivery to all children.** 4 local independent sector services were part of the critical childcare infrastructure during this time and the local authority funding supported sustainability and continued employment for the predominantly female workforce

Increasing the uptake of Early Learning and Childcare for eligible 2 year olds has proved challenging, both locally and nationally. In recognition of this, in September 2018, a local multi-agency group came together with a focus on improving the uptake for eligible 2 year olds residing in the North West Area of Kilmarnock (NW).

The group liaised with members of the public and with parents and carers attending Early Learning and Childcare settings. This consultation led to the development of a new application process and the introduction of a centralised admission's process. Parents and carers advised that these new processes has resulted in increased flexibility, reduce stigma and a more timely way for families to access full entitlement.

The initial data collected identified that within the NW, **24% of entitled children** were accessing a 2 year old funded place of whom **45%** were accessing full entitlement of 600 hours. In September 2019, **uptake among those entitled had increased to 43%**, of whom **100%** were accessing the full 600 hours.

Early learning and Childcare Practitioners (Community): A team of 16 community practitioners also offer individual support to children and families in their homes, community facilities or early childhood centres. During the period of 1 April 2019 and 30 March 2020, **145 families** across East Ayrshire

have been supported by a community practitioner. An additional **98 families** have accessed support at drop in visits within the Early Childhood Centres. 39 of the families have required **support with the benefits process**, 23 families have been **supported with housing** and 67 families have been able to **access food bank vouchers**.

The team support applications to the **Buttle UK** charity and have accessed white goods and beds for a number of families. They also work in partnership with the **Hillhouse** charity based in Kilmarnock, ensuring that children have access to clothing and footwear. During this reporting period, 4 families have received support with applications to the Holiday project and all families were nominated to receive assistance from West Sound Christmas Toy Appeal and Cash for Kids.

From March 2020 in the period of COVID 19 lockdown, 71 families received **support to access school meal deliveries** and 8 families have been **supported to access energy grants**.

RAISING ATTAINMENT [Income from Employment; Costs of living]

The Scottish Government confirmed East Ayrshire Council Scottish Attainment Challenge (SAC) funding for financial year 2019/20 at £3.762m. During this period the EAC SAC programme delivered **eighteen interventions across our educational establishments and communities** to mitigate against the poverty related attainment gap, with a focus on excellence in Literacy and Numeracy; working together with our families and communities; and delivering bespoke leadership opportunities for all.

Throughout the 2019/20 session we increased the pace and reach of the SAC programme to achieve our goal **of 100% of educational establishments** trained and supported in either the Literacy or Numeracy learning and teaching techniques, with 88% of establishments trained and supported in both. It is anticipated that we will achieve 100% coverage for all establishments by September 2020. The current public health crisis has presented significant challenges to this goal, however we have adapted our training and support mechanisms to digital platforms to ensure full participation levels.

Developing partnerships across services and across the regional collaborative has enhanced the design and delivery of the SAC programme. Our connections with **Vibrant Communities** (VC) and their extended access to external community partners is supporting progress within this strand. VC colleagues have engaged in literacy, numeracy and HWB training and engage with our local authority planning tools as they plan inputs with children and families in our communities. This has improved confidence of practitioners working in our communities to support family learning and understand progression. **Youthlink Scotland** and **Education Scotland** have recognised this partnership and collaboration as good practice and are keen to share our practice nationally.

Our original five year school engagement programme has become more targeted, increasingly flexible and needs based. . EAC has a fully embedded primary tracking system supporting development in 'use of data' which has supported our **targeted and data driven approach** to this work. Further evaluation work in relation to the programme will be taken forward over the next year.

The impact on attainment has seen increases across all thirteen Scottish Government measures of Primary School Literacy and Numeracy Levels along with a **closing of the poverty related attainment gap** of up to 11% in some instances. No data was gathered June 2020 as a result of the Covid-19 crisis - these figures reflect data gathered June 2019. Nationally East Ayrshire is closing the gap towards the mean of all Local authorities in these measures.

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 continue to identify additional supports, including reading resources and 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.

HOME LINK AND PARENTAL ENGAGEMENT [Income from employment; Costs of Living; Income from Social Security/Benefits in Kind]

Significant progress has been made across all 8 Education Groups with the Home Link Workers (HLW) supporting a total of **656 children**, young people and their families during 2019/20, with 438 of those families now no longer requiring Home Link support. A range of different supports have been provided as part of this work:

Young persons group work includes positive choices programmes, intergenerational sessions, breakfast clubs, friendships groups, chess club, and REST (Respect, Empowerment, Support and Team work). In total there have been **5,530 attendances** by children and young people from August 2019 to March 2020.

The Ilunch school holiday programme was delivered in 9 primary schools across EAC. Over the summer programme in 2019, the Home Link team delivered 6 sessions each across all 9 schools with 172 parent and 332 children and young people attendances. This was supported by 3 parent volunteers who accumulated 51 volunteer hours. In the October 2019 school holidays, two sessions were delivered across all 9 schools with 75 parent and 152 children and young people attendances, with a focus on family learning and addressing holiday hunger. In order to embed sustainability, 6 parents from St.Xaviers and 5 parents from Hillhead primary school have achieved their REHIS food hygiene certificate and assist at current programmes as parent volunteers.

Parental Engagement (Authority Wide) is embedded within the Home Link ethos and includes supporting parents to attend parents' evenings, family drop in sessions, swap and drop (clothes swapping initiative), family learning programmes, ilunch, breakfast blether, food and fitness programme, with total **parent attendance of 1,845 and 1,899 for children and young people**. To build sustainability Parental Engagement sessions and a GLOW tile for staff and parents have been provided, which challenge the participants to embed the good practice their schools.

The Parent in Partnership (PiP) programme has grown from strength to strength with one programme delivered in 2017/18, three programmes in 18/19 and 8 programmes offered in 19/20, which covers all Education Groups. Relationships are critical, linking with schools and speaking to parents in order to co-construct the programme. The **Parental Engagement Framework 2019 – 2021** was launched in December 2019 as part of a Health and Wellbeing Head Teachers Networking Day, to provide support and guidance for all practitioners, in order to ensure that parents in East Ayrshire are empowered and engaged with their children's' education.

Between March and June 2020, during 'lockdown' 6 **Home Link workers continued to support 92 of our most vulnerable families directly**, then over the summer holiday period the Home Link team focused on supporting our 11 **Emergency Childcare Hubs**. In particular families were supported to access dignified food provision, learning packs and support available from the Scottish Welfare Fund, Children in Need and the Connecting Scotland Digital Programme.

AFFORDABLE HOUSING PROVISION [Costs of Living]

The **Affordable Housing Supply Programme** (AHSP) continues to deliver a mix of homes across sizes and types, in response to aims and objectives set out in the Local Housing Strategy 2019-24, including eradicating fuel poverty and improving house condition across all tenures. During 2019/20, site completions were achieved for the delivery of 134 Council homes, with 66 completions also achieved by Registered Social Landlord (RSL) partners.

The Council's **Housing Options** service has continued to support vulnerable individuals and families who are, or are at risk, of homelessness. In response to COVID-19, all residents of St Andrews Court Hostel were relocated to furnished temporary accommodation in March to allow for physical distancing to be maintained whilst still being provided with support. Allocations for those on the Homeless Group resumed on 15 June, with robust risk assessments in place, to ensure a flow of applicants into settled homes. In addition, the Council's updated **Rapid Rehousing Transition Plan** (RRTP) and Funding and Activity Monitoring Report for 2019/20 was submitted to the Scottish Government on 30 June to ensure further support continues to be provided to those at risk of homelessness.

Work continues to review the number of lets to homeless households and the time spent in temporary accommodation and this will face scrutiny for the foreseeable future as we look to reduce the number of units of temporary accommodation, while being mindful of the rise in homeless presentations, the demand for temporary accommodation, a potential second wave of the virus and any subsequent reintroduction of restrictions to our operational activity.

Further to analysis on **domestic abuse** cases and the introduction of our Domestic Abuse Policy in 2019, a new staff procedure has been introduced for all Housing colleagues to provide guidance and direction when dealing with disclosures of domestic abuse. The procedure aims to ensure that survivors are kept safe and receive person-centred support and that a holistic approach is taken to ensure survivors receive optimum support should they wish to move home or remain in their home, without signposting to Housing Options. The procedure was developed in collaboration with **East Ayrshire Women's Aid** and our Legal Services team and outcomes will be monitored throughout the year.

We continue to work with the **Centre for Homelessness Impact** on their **What Works Community of Practice Pilot Challenge**, in collaboration with our key stakeholders. Following a series of online design sessions in July and August, the key insights and proposals from this work will be presented to our senior leadership and the Centre for Homelessness Impact at our Final Pitch and Celebration event in September 2020. Thereafter we will carry out further consultation which will inform the design and implementation of our identified solutions with the aims of **promoting the private rented sector as an accessible, affordable and sustainable housing option** for people experiencing homelessness, and a number of informed interventions to mitigate crisis occurring in these tenancies which currently can result in a homeless presentation.

NEIGHBOURHOOD COACHING [Costs of Living; Income from Social Security and Benefits in Kind]

Neighbourhood Coaching is an innovative Housing approach which seeks to redefine and reimagine the traditional relationship between social landlord and tenant within East Ayrshire, 're-programming' Housing Officers into Neighbourhood Coaches to deliver three innovations. Firstly, the approach seeks to shift the emphasis to the customer's strengths and potential, rather than defining their relationship with East Ayrshire solely in terms of need and weakness. The Neighbourhood Coaches are not there to dip in and out "fixing" problems: their role is to **focus on the positives in people, build trusting long-term relationships and equip people for success**. This requires effort from both sides, unlike a typical service provision relationship.

Secondly, the Neighbourhood Coach is more than simply a customer service manager who seeks to ensure that customers are happily using East Ayrshire's own services. Rather, the coach seeks to **connect customers to all local services and assets that might help them thrive and grow**.

Finally, the Neighbourhood Coach's role is to connect customers to each other and build community. It's the Coach's job to know if a customer is good at preparing meals on a budget, has good budgeting skills or is good with computers, and whether they might be able to share those skills with a neighbour or the wider community. In other words, customers can help the Neighbourhood Coach to help other tenants, **building a network of mutual support that becomes freestanding and sustainable**.

We know that people get frustrated if they are passed from pillar to post and have to deal with different officers to get the support that they need. The neighbourhood coach model builds on existing relationships, makes the connections that need to be made and proactively supports our tenants, helping them to **maintain their tenancies**. Benefits of this approach can be seen in the **reduction of tenant evictions**, with them falling by almost half over the past three years. In 2017/18, there were 82 evictions; this fell to 52 in 2018/19 and fell further to 40 in 2019/20. In response to COVID-19, Housing Services has suspended its rent arrears recovery processes and introduced an amended contact and support procedure, with Neighbourhood Coaches continuing to be available to tenants whilst working from home.

This initiative ties into our wider activity to support **community resilience, place-based working and community empowerment**. The benefits of this approach have been demonstrated during the recent pandemic response, which saw **Vibrant Communities, Health and Social Care** colleagues and our wider partners, a large number of **third and independent sector organisations, primary and secondary care clinicians**, together with an overwhelming number of **community groups and volunteers**, come together to create a **holistic response within our communities**. This local response included proactively contacting people to review their necessary health and social care supports, locally provided free food packages, medication collections and deliveries and connection into local community resilience groups, weekly befriending telephone calls and financial inclusion services. This place-based approach to support wellbeing has demonstrated the resilience of our communities in supporting our response to this crisis, and we will seek to build in this in our future work to address child poverty.

DIGNIFIED FOOD PROVISION [Costs of Living; Income from Social Security/Benefits in Kind]

East Ayrshire's Dignified Food Programme was established in April 2017, creating a network of collaboration and communication through close partnership working across council departments, partner organisations and local communities, to achieve the common aim of **reducing food poverty** whilst maximising the access to food within East Ayrshire. Supporting vulnerable families and children remains a central focus of this activity.

The Holiday Food Programme was set up to address the issue of children not having access to a nutritious meal during the holiday periods. This programme is run in partnership with the Catering Service, Vibrant Communities and Education, providing a range of free sporting and other activities along with nutritious lunches for children and young people in areas of multiple deprivation and by the end of 2019 **over 40,000 lunches** were provided over Easter Summer and the October holidays. At Christmas 2019 the group expanded their support, working in conjunction with Home Link Workers and Education, providing over **500 meals to 39 families** over the two week holiday period alone.

Through this work, the aim is to ensure that all children who need it will receive one healthy meal a day during all holiday periods.

In addition, during term time, where **surplus food** is left over from school lunches, this is now put in take away containers, labelled and placed in a specified area for young people to pick up and take home.

A Food Education programme has been introduced to deliver cooking skills classes, not only teaching parents to learn to cook, but how to budget and cook low cost healthy nutritious meals. Four week programmes for 8 classes saw 86 parents attend. The pupil classes taught basic skills such as peeling potatoes, with cooking demonstrations and talks from local food producers.

Food Larders were an additional proactive initiative to support the broader wellbeing agenda for all East Ayrshire residents, working with third sector organisations and community groups to provide food larders in the local communities where needed. The ethos of these larders is about ensuring that any provision is sustainable and "ownership" lies with the communities rather than the Council being seen as providing a service – **empowering communities to access food in a dignified way, deciding and responding to what works best for them.**

With a commitment from several partners to work with communities to implement 10 Food Larders within their local areas, it was agreed that the Council would provide training for volunteers to manage the larders, and support them to become more involved in decision making within their communities. Financial support for equipment including fridges and freezers, would also be provided.

COVID-19 saw plans accelerated, with 12 food larders across the Authority established in days rather than months.

As part of this model the Council is working closely with **FareShare**, supplementing food and distributing incoming food deliveries. The Council's catering service utilise many of these ingredients to make frozen meals for families to receive in addition to groceries such as bread and milk, providing support to **over 5,000 vulnerable families and residents per week**. This ensures we can make the produce last longer, but also helps meet the need for nutritional meals where families might lack cooking skills or facilities to cook.

This model is supported by the Council's **Vibrant Communities** Team, who work to identify those in need and ensure they are engaged in the programme. With **90 plus community groups and over 1,000 volunteers**, linked into local resilience hubs these provide a strong local network to ensure no-one misses out. The hubs bring together groups including **CVO, Christian Fellowship, and local community and voluntary organisations**, ensuring a range of pathways to access food for some of the most vulnerable groups in East Ayrshire. All larders are also now operating a delivery service to support social distancing through these local volunteer networks.

Emergency Family Meals were also provided on a daily basis for families with children in receipt of free school meals or changed circumstances, including 120 homeless people, who were temporarily rehoused. The first day saw them provide nearly 2,500 freshly prepared meals and this increased to almost 7,000 meals a day delivered out to families (3987 children and 2849 adults) across the Authority.

In just short of seven weeks of lockdown over 170,000 meals were provided from 18 production kitchens, averaging 30,000 meals a week, delivered to over 1700 homes every day by over 60 volunteer drivers made up of both council employees and the third sector.

Over the Easter holiday period, we delivered **1442 Easter Weekend parcels** to the families and this was repeated to ensure that families had additional supplies for the May public holiday too. The food parcels also contain other essentials such as sanitary products and toilet rolls. Further plans have been made to expand our **free sanitary provision** during 2020/21, with the launch of an on-line ordering facility which will widen the reach of this provision even further.

East Ayrshire's Dignified Food Programme is well on course to reaching its goal of ensuring there is a **dignified food provision** within easy reach of any East Ayrshire resident. The strength of partnership working, and the programme's effectiveness, enabled an outstanding response to COVID-19 whilst establishing **a longer term solution for community food, relieving pressure on our most vulnerable families.**

INCOME MAXIMISATION [Income from Social Security/Benefits in Kind]

The **Financial Inclusion Team**, together with its partners, has continued to support East Ayrshire residents with money advice and to achieve financial gains over the last year. During 2019/20, the EA Money Team assisted with **2,458 referrals**, an increase of 174 from the previous year, achieving additional benefit income totalling **£3,819,743** on behalf of service users in East Ayrshire. Over this period, the **In Court Advice project** also supported **405 tenants** with **rent arrears totalling £297,582.38** and the **Macmillan project** generated financial gains of **£466,433 for people living with cancer** in East Ayrshire. The **total financial gains** made on behalf of service users dating from November 2013 now stands at **£28,092.299**.

The Financial Inclusion Team primarily assist vulnerable clients through the benefits maze, dealing with and challenging all aspects of the social security system from general advice and making a claim through to providing representation at appeal tribunals. The majority of the referrals received by the **EA Money** team are from **social work** but an increasing number are now also being made from **health colleagues** and **neighbourhood coaches**. The team provide a **home visiting service** to support service users with any benefits issues.

The **In Court Advice service** is based in Kilmarnock Sherriff Court, providing support and representation for clients involved in Summary Cause or Simple Procedure cases. The vast majority of their work is in summary cause cases where **tenants are facing possible eviction due to rent arrears**. In some cases rent arrears figures can be over £3,000, making it extremely difficult for tenants to remain in their tenancy. This project maximises tenants' and others family members' income, supports the client to make arrangements to pay off their arrears at affordable levels, negotiates on their behalf with landlords and legal departments; and provides representation during court proceedings.

The **Poverty and Social Inclusion** project is designed to help people into employment or training by breaking down the barriers that may be preventing them from moving along that next step in the employability pipeline. These barriers can include benefits issues, particularly for those who have been long term unemployed, debts, disability and childcare issues. The project works closely with partners such as the Council's Economic Development team and their work coaches, DWP and other Employability programmes and organisations to assist their clients along their employability journey. The project has recently appointed a new co-ordinator who will lead this project through to December 2022.

EXPLORING THE COST OF PREGNANCY [Costs of Living]

Evidence shows that there can be cost-related barriers to accessing NHS services, even when universally provided and free at point of access. NHS Health Scotland (now Public Health Scotland, PHS), Glasgow Centre for Population Health (GCPH), NHS Greater Glasgow & Clyde (NHS GGC) and NHS Ayrshire & Arran (NHS AA) commissioned research to explore **the financial impact of pregnancy** and having a new baby on low-income families from urban (GGC) and rural (AA) populations. The research aimed to identify **cost-related barriers** experienced by these families in accessing antenatal healthcare, and exploring what health services can do to support the **financial wellbeing of expectant parents** and their families.

Qualitative research methods were used to speak directly to **pregnant woman and families from low income households in rural Ayrshire and Arran**, and urban Glasgow. A total of 25 in-depth interviews (five of them paired depths with an expectant or new mothers and their partners) and four focus groups were undertaken with pregnant women and new mothers, alongside two focus groups with frontline staff.

The research findings were published in May 2020, https://www.gcph.co.uk/publications/951_exploring_the_cost_of_the_pregnancy_pathway, and demonstrates the fact that a range of factors contributed to the financial pressures experienced by expectant and new families in receipt of low income, including:

1. Direct up-front **travel costs**, and a lack of available **affordable childcare** impacted on women's ability to attend antenatal appointments.
2. Partners had to take time off work to attend antenatal appointments, and this meant **a loss of household income** for some families. Women had to choose between having their partner present for key appointments or losing income.
3. Living in a **rural community**, such as in East Ayrshire, and having long distances to travel increased travel time and resultant direct up-front costs.
4. There was an **increased burden on overall household income levels**, particularly for asylum seekers, single parent families, and those in receipt of Universal Credit.
5. Additional costs associated with preparing for the arrival of a new baby and ensuring the child's wellbeing once born.
6. The **social pressure** to 'buy the best' for the baby were high.

An action plan has since been developed based on the recommendations from the research. This has local actions for NHS AA maternity and Public Health colleagues, as well as national actions from PHS and Scottish Government colleagues.

CHALLENGING POVERTY IN PARTNERSHIP WITH OUR CHILDREN AND YOUNG PEOPLE [Income from employment; Costs of Living; Income from Social Security/Benefits in Kind]

Activity to challenge and raise awareness of child poverty has been taken forward at every opportunity and continues to be a focus of our partnership work, particularly as we seek to support our local communities in their Covid-19 renewal and recovery.

Challenge Poverty Week 2019 was used as an opportunity to go out into our communities and to engage directly with local people about the challenges they were facing and to raise awareness of the available supports. Social media was also used to further communicate these messages.

In the last year a new **East Ayrshire Children and Young People's Services Plan** has been developed. The East Ayrshire Children and Young People's Services Plan 2020-23 sets the local strategic intent for improvement in outcomes for all children and young people and identifies the key activities for 2020-23 to deliver these in priority areas, which include **tackling poverty and respecting and promoting rights**. The Plan has been developed through **engagement with local children, young people, families and partners** to understand what matters most to them, and young people are leading on design of the final document to ensure its look and feel represents their perspective.

East Ayrshire has a long standing commitment to **the meaningful involvement of children and young people**. We strive to give a platform to speak and be heard, to reflect upon topics and issues relevant to their lives and to ensure they influence change and improvement. Children and young people are our partners. We want them to be the drivers of their services. From the foundations in place, we continue to find new and innovative ways to ensure **the broadest and most diverse range of children and young people are in the driving seat for decisions that affect them**.

Delivering the rights of children and young people as enshrined in the United Nations Convention on the Rights of the Child, is also fundamental to our work to address child poverty.

Our **Children and Young People's Cabinet** is well established as a central platform of engagement for young people in civic and democratic decision making, which is listened to and valued by the Council and Community Planning Partners. Representatives of the Cabinet participated in and co-chaired our **partnership challenge session on child poverty**, convened in March 2020, and are currently playing a central role in shaping our covid-19 recovery and renewal activity.

Immediately prior to lockdown, the partnership challenge session on child poverty brought together a range of stakeholders, including **local people with lived experience of poverty**, to look at what more we could do to make a difference on this challenging area. The keynote speaker was **Dr Jim McCormick of the Joseph Rowntree Foundation**, who challenged us to do more to support parents/carers in employment who were still struggling, linking in to our 'fair work' commitments. Opportunities to maximise the impact of the **Ayrshire Growth Deal**; the importance of **consistent support** from key workers and peers, rather than a pillar to post experience; the use of holistic tools to gauge where parents are with their lives/goals; and the importance of addressing **the fundamentals of family life**, such as **childcare, transport, housing** all came through during this session. Pledges were made, to ensure a positive 'take away' from the session.....

We Pledge To Challenge Child Poverty By:

Continuing to stand up and address all barriers to those facing poverty issues

Continue to effect and drive forward positive change for young people - such as our dignified and free sanitary provision

Doing all I can to promote and support families by finding and signposting to all supportive services

Using my opportunities in the Youth Cabinet to improve the lives of all

Work with local partner organisations to improve transport for our most vulnerable groups

Providing training and creating employment opportunities for those considered furthest away from the labour market

Hearing the voices of parents in our local area and making the changes they feel are important to them

Committing resources to delivering services which are community led and help empower people to address the issues most important to them

The pledges gathered from the March session remain important, and indeed some of this work has been accelerated by our response to the covid-19 pandemic. The wider outputs from the event will be carried forward into our future renewal and recovery work; and the 2020/2021 business of the **Poverty Action Group EA**. The Poverty Action Group is an organisation overseen by the Council's Financial Inclusion Delivery Manager, comprising of **20 statutory and third sector bodies** who provide a variety of services to challenge poverty in East Ayrshire. The partnership works well with referrals regularly being made between agencies where they can assist service users. Looking forward 2020/21, the Group are planning to launch a series of focus groups, bringing together members from the relevant partner organisations to look at poverty related issues on a thematic basis, with a view to identifying local solutions. The Focus Groups will look at Child Poverty; Affordable Credit and Debt; Housing; Food Insecurity; Health Awareness; Employability and Training; and Fuel Poverty.

Identifying and meeting the challenges ahead – Covid-19 and beyond.

While we have all been affected by the Covid-19 Pandemic, we know that for some groups, the **social, economic and health harms** caused by both the virus and associated lockdown measures, will be greater, and that this could have a profound and long-lasting impact, **exacerbating already existing inequalities in our communities**. The pandemic is likely to drive **more individuals and families into poverty** and we have already seen significant increases in the unemployment rate and in the number of people applying for Universal Credit.

Understanding these impacts is crucial to the development of our future work programme in relation to child poverty. Consequently, while during 2020/21 we will continue to progress the essential activity which we have already identified in relation to child poverty, we will also take an opportunity to **reset and recalibrate our partnership activity, to take account of the impact of the pandemic on our children and families**.

This partnership approach will build on the initial covid-19 response, recovery and renewal work that has already been taken forward by our partners, and the emerging renewal themes, in particular relating to **economic recovery** and the **wellbeing** of our children and young people.

In relation to the financial drivers of child poverty, our aspiration in emerging from this crisis must be to build **a strong local economy** which **supports fair work and tackles inequality**.

In relation to the wellbeing of our children and young people, our **Children and Young People Strategic Partnership (C&YPSP)** is already considering the significant impact on the pandemic on our young people, through **the interruption in key family relationships, friendships and the absence from the structure that school provides**. Early research indicates that the impact of the loss of these relationships is starting to be seen in the emotional and mental wellbeing of children across all our communities and our fear is that the greatest impact will fall upon those children who are living in poverty.

It is important that we take time to understand **the particular impact of Covid-19 on our most vulnerable children and families** and to this end a comprehensive **local impact assessment** of the pandemic has been taken forward across our community planning partnership, the findings of which will be presented to Elected members of **East Ayrshire Council** and the **CPP Board** for consideration in September 2020.

This event will be the launch pad for our scheduled 3 yearly review of our **Community Plan** which will see the development of new thematic delivery plans which will set out the priority activity to be taken forward across our community planning partnership between **2021 and 2024**, to improve outcomes for our local communities across our three existing community planning themes: **Economy and Skills, Safer Communities and Wellbeing**. This will also be aligned to the development of the new **Ayrshire Shared Equality Outcomes**, which is being taken forward within the same timeframe.

In relation to child poverty, our priority is to ensure that activity to address child poverty is central to this future programme of work, and is reflected across each of our three new delivery plans. This is reflected in the additional activity for 2020/21 highlighted at Appendix 2.

In developing this future approach, we will be working closely with our full range of stakeholders and central to this will be the role of our **children and young people** themselves, engaging with them to develop the solutions for their future. To this end a new online survey was launched by **Vibrant Communities** in August 2020, seeking the views of 5000 children and young people aged 8 to 26 years. Working in partnership with the **Children and Young People's Cabinet**, the '**5000 Voices**' survey has been developed to ensure that **the views and opinions of children and young people** are captured at this unique and significant moment in time. These survey results will help to inform our future child poverty work and the wider activity of our community planning partnership.

We will also draw on the wider ongoing '**Vibrant Voices**' programme of engagement which has seen a consistent approach across **the Council, H&SCP, third-sector partners and communities**, including focussed wellbeing conversations with priority groups; 21 facilitated conversations with community and voluntary organisations/resilience groups; a children and young peoples' engagement event led by Young Persons' Cabinet; and close engagement with equalities networks, including gypsy/traveller community and refugee community. Taken together with the findings of the recent Community Planning Residents' Survey, also undertaken over Summer 2020, and our wider impact assessment analysis, this will provide a significant body of evidence to **ensure that our future child poverty activity is targeted to meet the specific needs of our East Ayrshire communities and to have the greatest possible impact on the drivers of poverty.**

The timescale for the Community Plan Review is October 2020 – March 2021, with our new thematic Delivery Plans and Local Outcomes Improvement Plan, reflecting our future partnership ambitions in relation to child poverty, to be published by 1 April 2021.

Appendix 1: Action Plan Updates 2019/20

ACTION	TIMESCALE	PARTNERS	PROGRESS AT MARCH 2020
TRANSPORT			
<ul style="list-style-type: none"> 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. 	Spotlight session: August 2019 Follow up actions developed and Implemented: 2019/20 onwards	Core community planning partners plus Ayrshire Roads Alliance and SPT.	The spotlight session with community planning partners was convened in August 2019. The Head of Ayrshire Roads Alliance outlined key local developments in relation to transport, and SPT and Economic Development colleagues provided valuable insights, linking the transport agenda into the Local Development Plan and Ayrshire Growth Deal. A briefing outlining the partnership position in relation to strategic transport developments, referencing transport as a local driver of child poverty, was subsequently developed and circulated Autumn 2019; and this shared agenda continues to be taken forward through all appropriate forums.
<ul style="list-style-type: none"> An options appraisal will be undertaken in relation to the establishment of a municipal bus service. 	2019/20	EAC, Ayrshire Roads Alliance, SPT, Stagecoach, Coalfield Community Transport	An options appraisal has been undertaken for the establishment of a municipal bus service, with a report scheduled to be presented to Council for consideration Autumn 2020.
<ul style="list-style-type: none"> 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. 	2019/20	All community planning partners	Following the transport spotlight session a briefing for partners was prepared and circulated, setting out the Partnership's strategic intent in relation to transport, within the context of the emerging local and national transport agenda. This has ensured a consistent lobbying position across our CPP which has informed, among other things, the partners' responses to the ongoing Transport Scotland consultation on the second Strategic Transport Projects Review (STPR).

			Ayrshire Roads Alliance engage regularly with SPT on public and school transport issues to ensure that where possible service improvements can be delivered where a need is identified. ARA also work as part of the CPP to leverage grant funding to improve local transport infrastructure.
<ul style="list-style-type: none"> 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. 	To national review timescales	All community planning partners	It is anticipated that the findings of the national review of Concessionary Travel for young people aged 25 and under will be published during 2020/21.
EMPLOYMENT			
<ul style="list-style-type: none"> Work with partners in the Ayrshire Growth Deal to ensure that the economic benefits are genuinely 'inclusive'. 	2019-2030	All community planning partners AGD partners	Further to the signing of the Ayrshire Growth Deal Heads of Terms on 8 March 2019, considerable work has been completed in progressing the deal to implementation stage. Key elements of this work required for inclusion in the suite of Full Deal documents are: a Deal Document, Implementation Plan, Financial Plan; Financial Agreement; Governance Document, Communications Protocol; and a detailed business case for each project. Using the Diagnostic, we have demonstrated inclusive growth commitment by ensuring that each business case has considered the constraints faced by our communities in accessing the labour market, including high value jobs. A consistent approach to ensuring that inclusive growth, equalities and community wealth building outcomes are embedded in each business case, has been taken to ensure an explicit commitment to how the project will achieve inclusive growth and reduce inequality,. Collaborative development of an Ayrshire Regional Economic Strategy has also been taken forward, involving the public, private and third sectors, which will build on the Ayrshire Growth Deal through its ambitions for growing the Ayrshire economy over the next 10 years. An

			Inclusive Growth Action Plan has been agreed and will be aligned with the Regional Economic Strategy, to ensure that communities across the three authority areas are well placed to benefit from the broader investment across Ayrshire, and the employment opportunities and infrastructure improvements which will ensue.
<ul style="list-style-type: none"> Work with Barclays to deliver a three-year economic growth initiative in Kilmarnock, as part of the 'Thriving Local Economies' scheme 	2019-2022	Barclays, East Ayrshire Council, Ayrshire College, Scottish Enterprise, Local Businesses.	Barclays 'Building Thriving Local Economies' Kilmarnock initiative was launched on 11 June 2019 at Ayrshire College, Kilmarnock. A series of further engagement sessions followed, with community planning partners and local business leaders, to inform development of a programme of bespoke support for Kilmarnock and surrounding areas. Three key focus areas were subsequently identified, namely co-ordination of Digital skills, SME support and increased mentoring support. A series of business development sessions were delivered in partnership with the local CVO and, since August 2019, all secondary schools in Kilmarnock gained access to the bank's Life Skills programme, which aims to equip young people with skills they need for the world of work. Further consideration is now being given to tailoring Barclays support to reflect the local covid-19 recovery and renewal agenda.
<ul style="list-style-type: none"> Role model good employer practices across our CPP and work with colleagues in the third and private sectors to promote fair working practices 	2019/20 and ongoing	All community planning partners, Scottish Government.	Engagement with the Scottish Government Fair Work team, including a presentation to the CPP Board, led, in December 2019, to the adoption of a joint pledge by East Ayrshire Council and CPP Board to 'Promote the dimensions of Fair Work within local workplaces with the aim of achieving our ambition for Kilmarnock to become a Fair Work Town by 2025'. The principles of Fair Work (including No Zero Hours Contracts, Tackling the Gender Pay Gap, Workforce Development and Trade Union recognition) are important to the Community Wealth building initiatives which are being taken forward locally on a pan-Ayrshire basis. Work had commenced prior to the current crisis to enshrine the principles of Fair Work, and it will be more important than ever that this continues. In April 2020. The Council secured accredited living wage status after undergoing a rigorous application process.

<ul style="list-style-type: none"> Mitigate the impact of child poverty through our employment, commissioning and procurement practices. 	2019/20 and ongoing	All community planning partners	East Ayrshire Council's Corporate Procurement Strategy 2020/21 includes a commitment to support and complement the Regional Economic Strategy and in particular the priorities which will contribute to the delivery of inclusive growth, community wealth building and sustainability. The strategy, approved in May 2020, sets out in detail the partnership approach that will be taken to this work.
<ul style="list-style-type: none"> Link tackling child poverty with the national commitment to halve the 'disability employment gap'. 	2019/20	All community planning partners	Employability Pipeline activity is targeted at individuals with multiple barriers to employment, including those with disabilities, and the service is committed to closing the disability employment gap. Dedicated Supported Employment provision is targeted towards those affected by learning disability or Autism, as this group is significantly under-represented in employment. Activity to attract and support people with protected characteristics, and specifically those affected by disability, includes close working with partners including DWP, SDS, Third Sector organisations and other council services such as Education or Social Services, to promote available services and encourage referrals.
FINANCIAL INCLUSION			
<ul style="list-style-type: none"> Review and streamline our financial inclusion services to ensure maximum reach to excluded groups and communities. 	2019/20	EAHSCP, Poverty Action Group - EA, Social Security Scotland	Focus Groups in a number of key areas are being developed by Poverty Action Group to challenge the effects of poverty and identify better working practices. Financial Inclusion Team currently undergoing a review which will lead to a more localised service and better links with community organisations and GP services.
<ul style="list-style-type: none"> Formalise and implement joint working arrangements with Social Security Scotland. 	2019/20 and ongoing	EAHSCP/Social Security Scotland	Social Security Scotland are now based in The Johnnie Walker Bond alongside the Financial Inclusion Team. Social Security Scotland are not yet at full complement of staff and following the COVID-19 pandemic have not utilised the office with staff being used in other areas of work. This partnership will develop once they return to the office and develop their visiting programme
<ul style="list-style-type: none"> Promote take-up of new Social Security Scotland benefits including the recent Best Start Grant for 	Best Start 2019/20 Scottish Child Payment	Poverty Action Group	Due to the COVID-19 Pandemic, the Scottish Government have delayed the implementation of the Scottish Child Payment with the first payments not now due until 2021. This will be re-visited once

low income families in infancy and early years, and the Scottish Child Payment for under 6s by 2021 and remaining under 16s by 2022.	2020/21		the Scottish Government announce a new date for accepting applications. The Poverty Action Group have supported promotion of the Best Start Grants & Foods agenda via all partner organisations with a high level of take up in East Ayrshire
<ul style="list-style-type: none"> 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. 	2019/20	Poverty Action Group	East Ayrshire CAB provided outreach services in the 0-5% range of most deprived areas in East Ayrshire. Their main office is based in Kilmarnock, covering both Kilmarnock North & South areas whilst there are also outreach services in Muirkirk and Dalmellington. CAB also provide outreach services in other areas of deprivation in the 10% and 20% range, Drongan, New Cumnock, Patna and Newmilns whilst they operate a part time office in Cumnock. During COVID-19 pandemic, outreach services have been suspended
<ul style="list-style-type: none"> Maternity Services and Income Maximisation joint working to integrate direct referral into new e-system, BadgerNet. 	2019/20 and ongoing	NHS Maternity Services NHS Public Health EAHSCP ICYP transformational Change Programme Board	The implementation of new Maternity electronic system, Badgernet, was delayed due to covid-19 until autumn 2020. Training and resources have been developed to support maternity staff to undertake direct referral manually in anticipation of being able to do so with Badgernet.
<ul style="list-style-type: none"> Work in partnership with RSLs through the Poverty Action Group to better support tenants in relation to financial inclusion supports 	2019/20 and ongoing	Poverty Action Group – EA, Local RSLs	Poverty Action Group are in the process of organising focus groups involving RSLs and In Court Advice amongst other partners to identify key areas of how poverty is affected by housing and benefit issues and how to challenge them going forward. Delayed by the onset of the COVID-19 Pandemic, meetings have recently started via conference call. The first meeting of this group will be held by the end of October 2020
<ul style="list-style-type: none"> Work across partners in registration, midwifery, 	2019/20	Poverty Action Group	Poverty Action Group are in the process of organising focus groups involving public health partners to identify key areas of poverty and

health visiting, early years, school nursing and others to provide up-stream, early advice and support to tackle child poverty.			health related issues and how to challenge them going forward. Delayed by the onset of the COVID-19 Pandemic, meetings have recently started via conference call. The first meeting of this group will be held by the end of October 2020
<ul style="list-style-type: none"> Appraise the options available around alternative local currencies and access to affordable credit through the Poverty Action Group. 	March 2020	Poverty Action Group	Discussions are at an early stage with the Town Centre Partnership surrounding using the EA Gift Card as a form of local currency to benefit the local economy and provide a cash based alternative to tackle the growing dependency on foodbanks. Discussions also organised between CAB and the 2 Credit Unions in East Ayrshire to see if it is possible to work together to provide assistance at point of need and access to affordable credit to prevent further 'crisis' situations
<ul style="list-style-type: none"> Promote Post Office financial services in communities poorly served by ATMs or affected by bank closures. 	2019/20	Poverty Action Group	Currently discussing with Sovereign Credit Union regarding the viability of them taking over the running of the Post Office in Cumnock
<ul style="list-style-type: none"> Deliver a tiered anti-poverty training programme across the workforce modelled on the Protecting People Framework. 	March 2020	Poverty Action Group	It has not been able to progress development in this area due to the COVID-19 pandemic. New ways of delivering training online are being investigated by the Financial Inclusion Team at present
EVERY DAY LIVING COSTS			
<ul style="list-style-type: none"> Continue to roll out national initiatives in relation to free P1-P3 meals and Early Years expansion. 	2019/20 and ongoing	East Ayrshire Council	<p>Free school meals are provided to all children in P1-3 and automated systems are in place to maximise uptake of wider free school meal entitlements. In addition, where surplus food is left over from school lunches, this is now put in take away containers, labelled and placed in a specified area for young people to pick up and take home.</p> <p>Early Years Expansion: Having established a test site at the new Whatriggs Early Childhood Centre, East Ayrshire's expansion was planned for 3 phases in 2018-19, 2019-20 with universal roll out</p>

			<p>across academic and financial year 2020-21. Phase 2 between August 2019 and March 2020 added 11 ECCs and 2 Funded Providers to taking the total to 26 services providing 1140 hours. 34 childminders offered the Blended Model, a mix of childminder and ECC.</p> <p>The final phase of expansion was planned for April 2020 to January 2021 however the Coronavirus pandemic has halted this. The 15 ECCs and 2 Funded Providers not yet phased in will continue to deliver 600 hours until the revised 1140 implementation timescale is announced.</p> <p>Funding allocated for the expansion was to be directed to supporting families flexibly over the pandemic and in particular to providing critical childcare for vulnerable children and those of key workers. Critical childcare was provided free at the point of delivery to all children.</p>
<ul style="list-style-type: none"> Continue to deliver good quality, affordable housing for families across East Ayrshire 	2019/20 and ongoing	East Ayrshire Council and key partners	<p>The Affordable Housing Supply Programme (AHSP) continues to deliver a mix of homes across sizes and types, in response to aims and objectives set out in the Local Housing Strategy 2019-24, including eradicating fuel poverty and improving house condition across all tenures. Site completions were achieved for the delivery of 134 Council homes, with 66 completions also achieved by Registered Social Landlord (RSL) partners.</p>
<ul style="list-style-type: none"> Continue to support vulnerable individuals and families who are at risk of homelessness through the implementation of the Council's Rapid Rehousing Transition Plan. 	2019/20 and ongoing	East Ayrshire Council and key partners	<p>The Council's Housing Options service has continued to support vulnerable individuals and families who are, or are at risk, of homelessness. In response to COVID-19, all residents of St Andrews Court Hostel were relocated to furnished temporary accommodation in March to allow for physical distancing to be maintained whilst still being provided with support. Allocations for those on the Homeless Group resumed on 15 June, with robust risk assessments in place, to ensure a flow of applicants into settled homes. In addition, the Council's updated Rapid Rehousing Transition Plan (RRTP) and Funding and Activity Monitoring Report for 2019/20 was submitted to the Scottish Government on 30 June to ensure further support continues to be provided to those at risk of homelessness.</p>

<ul style="list-style-type: none"> Work proactively with Citrus Energy to address local issues surrounding fuel poverty. 	2019/20	Poverty Action Group - EA Citrus Energy	Poverty Action Group are in the process of organising focus groups involving Citrus Energy and other partner organisations, including Home Energy Scotland and CAB to identify key areas of fuel poverty and how to challenge them going forward. Delayed by the onset of the COVID-19 Pandemic, meetings have recently started via conference call. The first meeting of this group will be held by the end of October 2020
<ul style="list-style-type: none"> Further align free sanitary provision and dignified food provision and continue to work across partners to reduce the reliance on foodbanks. 	2019/20	EAC, HSCP, CVO East Ayrshire, Centrestage	Dignified food provision continued to expand during 2019/20, and by the end of 2019, holiday food programmes provided over 40,000 lunches during Easter, Summer and the October holidays, with overwhelmingly positive feedback from both parents and children. At Christmas 2019 the group expanded their support, working in conjunction with Home Link Workers and Education, providing over 500 meals to 39 families over the two week holiday period alone. 12 Food Larders have also been established. Free sanitary provision has been rolled out to all schools and is linked in to local food bank and community larder provision. Further activity during 2020/21 will see online ordering for free sanitary provision, and further extension of the existing community wide provision.
<ul style="list-style-type: none"> 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 	June-October 2019	NHS Ayrshire & Arran Public Health and Maternity services. East HSCP – Health Visitors and Early Years Services NHS GGC Health Scotland	<p>The research project examining the cost of pregnancy for low-income families in urban and rural settings was completed in 2019/20. The project explored cost-related barriers for women from low-income households affecting attendance at antenatal appointments, which in turn may impact adversely on their health and the health of their infant.</p> <p>Key issues included: up-front travel costs; childcare costs, and the need for women and/or their partners to take unpaid time off work to attend appointments. The need for less centralised antenatal services and greater flexibility for women-centred appointments was also highlighted. Most concerns highlighted in the research were exacerbated for women and families living in rural areas across East Ayrshire.</p>

			The research findings have been disseminated locally and nationally. An action plan has been developed by all research partners and Scottish Government, as some proposed recommendations require national-level changes, and will be progressed in 2020/2021.
COMMUNICATION			
<ul style="list-style-type: none"> Review and relaunch the EA Money digital platform as central 'one stop shop' for financial support across East Ayrshire. 	2019/20	Poverty Action Group - EA, led by EAHSCP	<p>This is still in development. Content has been developed to be added to the website to provide guidance and advice to public who do not require assistance. Group also reviewing existing Council and HSCP webpages to update information. Anticipated new website to be launched by March 2021</p> <p>Discussions also ongoing regarding dedicated Facebook page for Poverty Action Group</p>
<ul style="list-style-type: none"> 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. 	2019/20	NHS Public Health, Communications and other services, and EAHSCP	<p>A range of activities were undertaken to support the use of the locally developed Financial Inclusion Pathways to enable direct referral to specialist money advice services by key staff, such as health visitors, midwives and community midwife assistants (CMAs). This included:</p> <ul style="list-style-type: none"> Regular promotion of the direct referral tool to all NHS staff. Development and delivery of training sessions to key NHS staff groups Development of new resources based on the direct referral tool for use by professionals, e.g. an A5 version for use as a diary insert by Health Visitors and Midwives. A range of resources (Banners, Posters, Leaflets, Bibs) were developed to raise awareness amongst pregnant women that midwifery staff would routinely ask <u>all</u> women about money worries as a key element of delivering antenatal care. Similar resources were developed for families with young children specifically for use in Paediatric clinical areas in NHS Ayrshire & Arran acute hospitals. Awareness-raising leaflets are now being disseminated in the packs that Health Visitors provide to all women with newborn infants in their first visit to the family home. Leaflets for pregnant women will be included in the equivalent antenatal packs.

			<ul style="list-style-type: none"> • A local training programme for Community Midwife Assistants (CMAs) was developed including best practice in raising money worries with pregnant women, and explicit use of the direct referral tool. • Training sessions for midwifery staff in use of direct referral tool scheduled for February-April 2020 were paused due to Covid-19. The potential for delivering the training virtually is being explored.
<ul style="list-style-type: none"> • Develop a child poverty impact assessment tool for NHS strategies, policies and service improvement, as part of Fairer Scotland Duty work 	2020	NHS A&A Public Health West of Scotland Public Health Child Poverty Leads (GGC, D&G and Lanarkshire)	Initial discussions were held to develop a CPIA tool, by modifying existing inequality assessment tool. Currently paused due to covid-19.
<ul style="list-style-type: none"> • Develop a shared approach to increasing awareness amongst CPP staff about the impact that child poverty has on access to services 		All Community Planning Partner Agencies	A communication campaign with regular inserts, was undertaken in 2019/20 to raise awareness amongst NHS Ayrshire & Arran and HSCP staff on their role and responsibilities in mitigating child poverty and modifying practice to be poverty-sensitive.
<ul style="list-style-type: none"> • Develop a national “once for Scotland” Child Poverty Communications Plan 	2019/20	NHS A&A Public Health and Communications Department CPAG Poverty Alliance Health Scotland NHS Greater Glasgow & Clyde NHS Lanarkshire	The Child Poverty communications plan was developed jointly by Health Scotland (now Public Health Scotland, PHS), and several Health Boards, including NHS Ayrshire & Arran, and shared with partners in 2019 as part of work around Challenge Poverty Week.

<ul style="list-style-type: none"> Promote Challenge Poverty Week across East Ayrshire in October 2020 	October 2019	All Community Planning Partners	<p>A series of events were held throughout East Ayrshire to highlight Challenge Poverty Week with members of the public, key personnel and elected members signing a Pledge Board to Challenge Poverty.</p> <p>The Chief Executive of NHS Ayrshire & Arran delivered a blog to all NHS staff on the potential positive impact on household income of asking patients about money worries and directly referring them to specialist money advice services.</p> <p>Plans now being developed for Challenge Poverty Week, October 2020.</p>
<ul style="list-style-type: none"> 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. 	2019/20 and ongoing	NHS A&A Public Health NHS A&A CPP HSCP 3 rd Sector	<p>NHS Ayrshire & Arran Public Health department are members of the national group progressing public health priority 5, and have lobbied to include child poverty and the gendered impact of austerity.</p>

Appendix 2: Additional Action Planned for 2020/21

ACTION	TIMESCALE	PARTNERS	POVERTY DRIVER	HOW IMPACT WILL BE ASSESSED	TARGET GROUPS
<ul style="list-style-type: none"> Ensure that child poverty is a central focus of the Community Plan Review 2020/21 and that this is reflected across the new thematic delivery plans 2021-24. 	October 2020-March 2021	Core Community Planning Partners.	<ul style="list-style-type: none"> All 3 drivers 	<ul style="list-style-type: none"> Local Outcomes Improvement Plan performance framework 	Universal and targeted activity for priority groups
<ul style="list-style-type: none"> Align the emerging child poverty agenda with the Shared Equalities Outcomes which are being developed on a pan Ayrshire basis 2021-25. 	October 2020-March 2021	Core Community Planning Partners.	<ul style="list-style-type: none"> All 3 drivers 	<ul style="list-style-type: none"> Local Outcomes Improvement Plan performance framework 	Identified priority groups, with a focus on the protected equalities characteristics



Community Planning in East Ayrshire








ECONOMY AND SKILLS

East Ayrshire Council
and
East Ayrshire Community Planning Partnership Board
Joint Performance Event: 17 September 2020




EAST AYRSHIRE COMMUNITY PLAN/LOCAL OUTCOMES IMPROVEMENT PLAN 2018-2021 ANNUAL REPORT 2019/20

ECONOMY AND SKILLS

Summary of Performance at March 2020

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Economy and Skills					
Local Outcome 1: Local economic activity increased					
Links to National Outcomes: 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					
Priority 1.1: Grow the business base in East Ayrshire					
1. Business start-up rate per 10,000 population (Increase – close the gap with the Scottish average) <small>Annual/Scottish Government</small>	39 (East Ayrshire) 49 (Scotland) (2015)	40 (East Ayrshire) 50 (Scotland) (2016)	42 (East Ayrshire) 46 (Scotland) (2017) (Note 1)	36 (East Ayrshire) 46 (Scotland) (2018)	
2. VAT/PAYE registered businesses per 10,000 adult population (Increase - close the gap with the Scottish average) <small>Annual/Scottish Neighbourhood Statistics</small>	333 (East Ayrshire) 382 (Scotland) (2015)	338 (East Ayrshire) 388 (Scotland) (2016)	347 (East Ayrshire) 391 (Scotland) (2017)	344 (East Ayrshire) 394 (Scotland) (2019)	
3. Business survival rate (3 years after start up) (Increase to 62% by 2019) <small>Annual/Office for National Statistics (ONS) Business Demography</small>	61.3% (East Ayrshire) 62.0% (Scotland) (2015)	62.9% (East Ayrshire) 62.1% (Scotland) (2016)	57.7% (East Ayrshire) 60.4% (Scotland) (2017)	59.0% (East Ayrshire) 55.6% (Scotland) (2018)	
4. Median gross weekly earnings for full-time employees (residence based) (In line with or above the Scottish average) <small>Annual/Office for National Statistics (Annual Survey of Earnings and Hours)</small>	£550 (East Ayrshire) £536 (Scotland) (April 2016)	£558 (East Ayrshire) £547 (Scotland) (April 2017)	£581 (East Ayrshire) £563 (Scotland) (April 2018)	£597 (East Ayrshire) £577 (Scotland) (April 2019)	
5. Median gross weekly earnings for full-time employees (workplace based) (Close the gap with the Scottish average) <small>Annual/Office for National Statistics (Annual Survey of Earnings and Hours)</small>	£517 (East Ayrshire) £535 (Scotland) (April 2016)	£526 (East Ayrshire) £547 (Scotland) (April 2017)	£574 (East Ayrshire) £563 (Scotland) (April 2018)	£570 (East Ayrshire) £576 (Scotland) (April 2019)	
6. Tourism generated income (Increase to £89m by 2019) <small>Annual/East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report</small>	£86.87m (2016)	£92.8m (2017)	£95.58m (2018)	£101.29m (2019)	
7. Annual number of visitors to the area (Maintain at 1.03 million at 2019) <small>Annual/East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report</small>	1.0377m (2016)	1.0816m (2017)	1.065m (2018)	1.068m (2019)	

Note 1: National data has been revised to align with data refresh in the most recent publication.

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 2020 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2020

In East Ayrshire, progress towards the achievement of local outcomes from the identified baseline to March 2020 is summarised as follows:

Summary of progress:

- **Business start-up** decreased from 39 to 36 per 10,000 population, in line with the Scottish average, and the gap with Scotland was maintained.
- **VAT/PAYE registered businesses** increased from 333 to 344 per 10,000 adult population, although the gap with Scotland widened.
- While there was a decrease in **Business survival rate** from 61.3% to 59.0%, this was higher than the Scottish average (55.6%).
- **Weekly earnings (residence based)** have increased year on year, from £550 to £597, and were consistently above the Scottish average. **Weekly earnings (workplace based)** have risen from £517 to £570, although were lower than the Scottish average.
- **Tourism generated income** increased year on year from £86.87m to £101.29m and visitors to the area rose by 2.9% from 1.037m to 1.068m.

Summary of Activity 2019/20

The following examples of activity in 2019/20 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 grow. The **Invest East Ayrshire** website is the key marketing and promotion platform for economic development activities: www.investeastayrshire.gov.uk. Work was commissioned in 2019/20 to update the website content.
- The **beReady business support programme** is an integrated business development programme aimed at supporting businesses with growth potential. Between 1 April 2019 and 31 March 2020, 171 one-to-one consultancy interventions were delivered to businesses on Sales, Marketing, Digital Marketing, Procurement, Management, HR and Finance; and 29 beReady grants were awarded, with a total value of £46,236, matched by £98,506 private sector investment, safeguarding 404 jobs and 83 new jobs forecast.
- A range of support to **start-up business** is provided through the **Business Gateway**: 256 new businesses were supported in 2019/20 and 15 start-up grants to a value of £10,440 provided, matched by £13,356 private investment, safeguarding 15 jobs and 23 new jobs forecast; and 174 workshops were delivered for 1,300 participants.
- The **Business Gateway Growth Programme** supported 17 businesses demonstrating Early Stage Growth and an additional 18 businesses were accepted on to the **Scottish Enterprise Growth Advisory Service**. Ten businesses were referred to the Growth Pipeline service, with 3 high growth businesses approved for Account Management; 65 Scottish Enterprise products were accessed by these companies, which ranged from international strategy support, carbon footprint reduction and smarter exporter, to organisational development reviews and market research; and 631 clients attended 53 workshops specifically delivered to support businesses in areas such as growth ambition, digital, financial planning and marketing.

- Working closely with the Business Gateway, prospecting specialists at Scottish Enterprise maintain contact with 6 companies identified as growth potential, helping to pinpoint where intervention could lead to more positive outcomes.
- **Scottish Enterprise** is working with 40 account managed companies in the area, across the public, private and third sectors, to nurture and develop business capacity to grow, specifically, supporting firms around the themes of Innovation, Investment, Internationalisation and Inclusive growth. Through regular contact with the local authority and work across Ayrshire, work is being progressed in collaboration with all three Ayrshire local authorities around business support models.
- Scottish Enterprise/Scottish Development International (SDI) work directly through '**Scotland is Now**' as a means of showcasing key opportunities across East Ayrshire.
- There were 2 inward investments to the area in 2019/20, with a value of over £2.000 m, creating 34 jobs and safeguarding 18 jobs.
- **CVO East Ayrshire** raised awareness of the role and value of social enterprise and third sector organisations in economic development through **increased engagement with local employers** and businesses, including: delivering business development sessions in partnership with Barclays Bank, with a focus on social enterprise development and support; holding funding surgeries in Kilmarnock and Cumnock to help third sector organisations identify and apply for relevant funding; delivering support and training to Third Sector organisations; and providing affordable office premises and meeting space.

Ayrshire Growth Deal

The Ayrshire Growth Deal (AGD) is the **first non-City Deal** in Scotland, with a financial commitment of over £251 million from the UK and Scottish Governments, and the three local authorities. Targeted investment into key sectors will stimulate growth and increase prosperity for the local economy: £80 million for aerospace and space activity; £69.5 million for engineering, manufacturing and economic infrastructure; £34 million for tourism development; £42.5 million for energy innovation; £14 million for digital infrastructure and connectivity; £8.5 million for skills and employability; and £3.5 million for a new Community Wealth Building Programme.




- Further to the signing of the Ayrshire Growth Deal Heads of Terms on 8 March 2019, considerable work has been completed in progressing the deal to implementation stage.
- Four major projects in East Ayrshire will be supported by the Ayrshire Growth Deal, namely **The Halo**, Kilmarnock; the **National Energy Research and Demonstration Centre (NERD)**, Cumnock; **Ayrshire Manufacturing Investment Corridor (AMIC)**, Kilmarnock; and **Ayrshire Engineering Park** at Moorfield Business Park, Kilmarnock. In addition, local residents will benefit from the broader investment across Ayrshire, which is expected to bring a wide range of employment opportunities and infrastructure improvements.
- **The Halo Kilmarnock** was the first project to commence, with contractors on site in October 2019. Business cases for the remaining projects continue to be developed and refined, informed by national government feedback, and a range of preparatory work has been and continues to be taken forward to support future implementation.
- The **Ayrshire Regional Economic Partnership** was established in April 2019 to oversee the delivery of growth, combining resources and expertise of the three local authorities and including national agencies and private sector representatives.
- Collaborative development of an **Ayrshire Regional Economic Strategy** was taken forward, involving the public, private and third sectors, which will build on the AGD through its ambitions for growing the Ayrshire economy over the next 10 years. In addition, an **Inclusive Growth Action Plan** was agreed and will be aligned with the Regional Economic Strategy. Completion of the Economic Strategy has been delayed to allow the full impacts of Covid-19 on service delivery to be taken into account.
- Work continues to be taken forward by partners on the Ayrshire Growth Deal and the Regional Partnership to develop a future **promotional strategy** for Ayrshire.

Tourism




The value of Tourism to the East Ayrshire economy in terms of both revenue and jobs is recognised. The following information provides an illustration of key progress and achievements in 2019/20, including activity through the East Ayrshire Tourism Action Plan.

- Multiple **marketing activities** were progressed in conjunction with Visit Scotland to promote 'Burns', 'Illuminight' and other key attractions, and supporting the assets of East Ayrshire's 'Off the beaten track' activity.
- Support was also provided to the Newmilns Food Festival, Cumnock Tryst and the Boswell Book Festival. New attractions included the **Glenbuck Heritage Centre**, with its link to Bill Shankly and the Liverpool Football Club connections.
- A total of **104 East Ayrshire businesses were listed and promoted** through <http://visitscotland.com>, increasing from 65 listings in 2018/19; 31 businesses participated in Visit Scotland's Quality Assurance Scheme; 7 businesses participated in 'Taste our Best'; and 18 'iKnow' information partners were recruited.

- VisitScotland ran a regional feature on Ayrshire and Arran across its social media channels from 29 – 31 July 2019. Activity included a video shared from **Rowallan Castle Estate**, which was the third most commented on Instagram post in July 2019.
- VisitScotland worked with East Ayrshire Council to explore a **digital marketing campaign** to promote the regional priorities in line with 'Only in Scotland' activity. Due to Covid-19, this activity (scheduled for early spring 2020) was paused with a plan to re-start when appropriate.
- The **Cultural and Countryside venues** continued to stage a wide range of high profile exhibitions and events, in collaboration with the Arts Council and National Museums of Scotland among others: **Dean Castle Country Park** in Kilmarnock hosted its fourth **international volunteer work camp** in August 2019 at the 'Treehouse' residential centre, including participants from the Czech Republic, France, Germany, Italy and Spain, and two local volunteers also took part as camp leaders to gain leadership and group management skills; **'ILLUMINIGHT'** returned for its third year at Dean Castle Country Park from 23 October 2019 to 17 November 2019, welcoming a significant number of visitors to experience East Ayrshire's 'spectacular illumination event; and Dean Castle continued to be promoted as an **'Outlander' location**.

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Economy and Skills					
Local Outcome 1: Local economic activity increased					
Priority 1.2: Accelerate the pace of infrastructure improvements and maximise the benefit of existing resources					
1. Immediately available employment land as a % of total land allocated for employment purpose in the local development plan (Increase) Annual/Local Government Benchmarking Framework	16.75% (East Ayrshire) 38.4% (Scotland) (2016/17)	N/A	16.75% (East Ayrshire) 40.8% (Scotland) (2017/18)	16.7% (East Ayrshire) 37.6% (Scotland) (2018/19)	
2. Percentage of premises with superfast broadband (Increase to 98% by 2019) Annual/Local Government Benchmarking Framework	86% (East Ayrshire) 79% (Scotland) (2015/16)	94% (East Ayrshire) 91% (Scotland) (2016/17)	94.2% (East Ayrshire) 91.1% (Scotland) (2017/18)	94.4% (East Ayrshire) 92.0% (Scotland) (2018/19)	
3. Percentage of 'A' class roads requiring maintenance treatment (Maintain level of performance at quartile 1) Annual/Ayrshire Roads Alliance	19.1% (East Ayrshire) Rank 4 - Quartile 1 performance 29.6% (Scotland) (2015-17)	19.8% (East Ayrshire) Rank 4 - Quartile 1 performance 30.2% (Scotland) (2016-18)	21.2% (East Ayrshire) Rank 4 - Quartile 1 performance 30.0% (Scotland) (2017-19) (Note 2)	23.0% (East Ayrshire) Rank 4 - Quartile 1 performance 30.6% (Scotland) (2018-20)	

Note 2: National data has been revised to align with data refresh in the most recent publication.

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 2020 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2020

In East Ayrshire, progress towards the achievement of local outcomes from the identified baseline to March 2020 includes:

Summary of progress:

- **Immediately available employment land** as a percentage of total land allocated for employment purpose in the local development plan decreased from 16.75% to 16.7% and is lower than the Scottish average (37.6%).
- Premises with **super-fast broadband** increased from 86.0% to 94.4%, which is higher than the Scottish average (92.0%).
- The Roads Condition Index results showed that despite an increase from 19.1% to 23.0% in **'A' class roads requiring maintenance treatment**, quartile 1 performance has been maintained in East Ayrshire and is lower than the Scottish average (30.6%). It should be noted that lower results indicate better road condition.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

Summary of Activity 2019/20

The following examples of activity in 2019/20 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.

Key business locations

- East Ayrshire Local Development Plan (LDP) provides the policy context for development within East Ayrshire and allocates a range of development sites to 2025. The preparation of the next **Local Development Plan (LDP2)** is well underway and will consider the opportunities for further industrial development sites to meet the needs of businesses for the future: a consultancy report on the future the growth area to the east of the Bellfield Interchange (Kilmarnock) has progressed to the point of preparing initial development options (stage 1); following the success of previous investments in business premises at Moorfield, a further phase of development is in progress and scheduled for completion in 2020; and work is progressing to identify and acquire sites for Ayrshire Growth Deal projects.
- 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, aligned to the Ayrshire Growth Deal projects across East Ayrshire.
- Extensive regeneration of **Cumnock town centre** has been carried out, including the development of a new shopping centre and retail units to attract business to the area.
- Scottish Enterprise continued to support firms in terms of their investment development with firms receiving Scottish Manufacturing Advisory Service (SMAS) project support and manufacturing reviews to ensure suitable use of space.

Transport services and infrastructure

- The Road Condition Index for 'A' Class roads deteriorated slightly from 21.2% in 2017-19 to 23.0% in 2018-20. However, there was an improvement across all other road class categories with the overall RCI improving from 38.4% in 2017-19 to 37.8% in 2018-20.
- 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, including plastic additives in the resurfacing.
- The A70 Glenbuck road realignment has been completed and was fully opened to traffic in June 2019. Refurbishment works at Kilmarnock and Cumnock bus stations commenced during 2019/20. Work to provide additional park and ride spaces at Kilmaurs Station also commenced. Although works were delayed due to Covid, Cumnock Bus Station was completed and fully reopened in August 2020; Works at Kilmarnock bus station are continuing; and Kilmaurs Park & Ride additional parking was completed in August 2020.
- The investment in the **Cumnock traffic signal system** provides a computer controlled system to enhance coordination and control and complement the new signal junction improvements being installed as part of the Barony Campus.
- Work with Network Rail to **improve access to Kilmarnock Railway Station** has been completed, with improvements to the underpass and lifts installed to ensure level access.
- As a foundation for the developing transport work as part of the Ayrshire Growth Deal, there has been continued discussion with Transport Scotland throughout 2019/20 to progress work in relation to the **Transport Appraisal**.

Broadband capacity and Wi-Fi services

- The [Digital Scotland Superfast Broadband](#) (DSSB) programme saw 94.4% of properties in East Ayrshire in 2018/19 (latest data available) able to connect to superfast broadband. The programme was extended in East Ayrshire through the 'gainshare' exercise, which provides additional funding when there are high levels of take-up of broadband services through DSSB structures, and has allowed the programme to continue into summer 2020.
- Support was similarly provided to enable the **R100 (Reaching 100%) project** to be procured and for a contractor to be appointed. The R100 project aims to provide high speed broadband to a large number of properties in identified poorly-served areas that were not connected through the DSSB project and will initiate once the DSSB programme draws to a close. **Openreach** awarded the contract to deliver a 'full fibre' or Fibre to the Premises (FTTP) to up to 15 million premises in the UK by 2025. Kilmarnock was selected by Openreach to be an **early pilot** for this programme in July 2019 and 1,700 homes and businesses in the town were able to connect to the full fibre network by December 2019. The programme continues to be rolled out across the UK.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

- A two year pilot to roll out **town centre Wi-Fi in Kilmarnock** will cover the pedestrianised area, with an order placed with Boston Networks and installation was anticipated in March 2020, subsequently delayed as a result of the Covid-19 pandemic.

EAC Capital Investment Programme





The Council's capital investment programme has seen continued and significant investment in support of our identified community planning priorities, with strong community engagement at the heart of project design and delivery. Key areas of progress during 2019/20 have included:

- Significant additional roads maintenance investment over the last two years, with £12.000m invested in improving the quality of our road network, resurfacing over 120km of the network.
- Continued investment of **school estate improvements**, including new facilities opened at Bellsbank in February 2020; the refurbishment and extension of Loanhead Primary School; and the completion of the Barony Campus, Summer 2020.
- The allocation of £46m in support of various **town centre regeneration** projects in Kilmarnock, including the Galleon Centre; the Palace Theatre; and the new community wellbeing hub. The Council's commitment to the community wellbeing hub model is part of our wider partnership 'Caring for Ayrshire' agenda. Partners are working closely together to identify and support project development opportunities for **the place based integration of facilities and services** across our communities in Kilmarnock, Stewarton, Dalmellington and Cumnock.
- Our placebased approach to the regeneration of Dalmellington has been supported by an additional Council commitment of capital funding for the new £30m integrated **Doon Valley Campus**.
- The Capital Programme also includes an increased **Energy Fund**, to reflect the Council's commitment to support action to achieve net zero carbon, using additional investment to reduce the carbon output of Council buildings and vehicles, and reducing waste.





Ayrshire Growth Deal

Project commitments linked to infrastructure improvements in East Ayrshire as part of the **Ayrshire Growth Deal** include the following:

- Moorfield Park in Kilmarnock has seen significant development and take up, which will be advanced further still through the Ayrshire Growth Deal. The **Ayrshire Engineering Park**, to be located at Moorfield is an investment of £16 million to provide a range of fit for purpose modern industrial units to support growth in Ayrshire's engineering sector.
- The **Ayrshire Manufacturing Corridor (AMIC)** includes the development of an Innovation Hub and Manufacturing Centre of Excellence focusing on Food and Drink, to drive sectoral growth in key locations.
- The **National Energy Research Demonstrator (NERD) Project, Cumnock** has been gathering much attention from the community and energy sector alike, with potential opportunities to be an exemplar of community centred transition to a low carbon society. Progress in 2019/20 includes: a community event held in Cumnock Town Hall in August 2019, with proposals well received by participants; an Outline Business Case prepared; and a series of workshops convened to develop a sustainable, design solution for the proposed Centre of Excellence and to identify a preferred site.
- The Project Team has been developing four early demonstrator projects, which will run concurrently with the construction of the **Centre of Excellence** (due to begin in 2023): the **Climate Positive Response Project**, to support small and medium sized enterprises (SMEs) and the NERD Project in the transition to low carbon with the Energy Technology Partnership; the **Re-heat Project**, which in partnership with a large energy company would look to installing heat pumps and thermal stores in some off-grid gas communities; the **EV Charging Hub**, working with Ayrshire Roads Alliance to establish an electric vehicle charging hub; and the **Retrofit of a Historical Building**, which would help transition a historical building in Mauchline to low carbon.
- The Council is represented on the Digital Oversight Board for the AGD's £14 million **Digital Project** to improve Ayrshire's digital connectivity and infrastructure.
- A regional transport working group has been established to take forward appraisal work in respect of the **Regional Transport Projects Review**, which will be influenced by the Ayrshire Growth Deal.

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Economy and Skills					
Local Outcome 1: Local economic activity increased					
Priority 1.3: Revitalise and diversify our town centres					
1. Percentage of floor space in Kilmarnock town centre that is vacant (Maintain level) Annual/East Ayrshire Council	11.0% (June 2016)	N/A	17.3% (June 2019)	Available November 2020 (Note 3)	
2. Percentage of floor space in Cumnock town centre that is vacant (Reduce) Annual/East Ayrshire Council	17.2% (June 2016)	N/A	11.0% (June 2019)	Available November 2020 (Note 3)	
3. Town centre vacancy rates (Reduce) Annual/SLAED/East Ayrshire Council	14.5% (East Ayrshire)	13.8% (East Ayrshire)	14.0% (East Ayrshire)	11.7% (East Ayrshire)	
	11.9% (Scotland) (2015/16)	10.2% (Scotland) (2016/17)	11.5% (Scotland) (2017/18)	10.0% (Scotland) (2018/19)	
4. Total number of new build social rented houses (Increase) Annual/East Ayrshire Council	Cumulative total since previous year: 226 27 (2016/17)	Cumulative total since previous year: 316 90 (2017/18)	Cumulative total since previous year: 353 37 (2018/19)	Cumulative total since previous year: 553 200 (2019/20)	

Note 3: The annual Town Centre Health Check planned for June 2020 by the Council's Planning and Economic Development Service was delayed due to COVID-19 and has been rescheduled for September 2020, subject to national and local guidance in relation to restrictions, with the results of the survey anticipated to be made available in November 2020.

Key		Denotes improving progress and on target or target achieved.
		Denotes maintaining/improving progress although target not achieved.
		Denotes area for review or improvement.
		Denotes that data is not available at this time.
Progress at March 2020 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2020

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

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

Summary of progress:

- **Town centre vacancy rates** decreased from 14.5% to 11.7% and the gap with Scotland narrowed over the last year.
- **New build social rented housing** increased from 226 to 553 homes completed, providing affordable homes for tenants across East Ayrshire.

Summary of Activity 2019/20

The following examples of activity in 2019/20 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

- **Town Centre Health Checks** were completed for Kilmarnock, Cumnock, Stewarton, Galston and Dalmellington, providing information on vacancy rates, retailing and other town centre uses, accessibility and rents.
- East Ayrshire received £1,701,000 from the Scottish Government's **Town Centre Regeneration Fund** to support a wide range of capital investments to make town centres more vibrant, enterprising, and accessible. Work is being progressed to support a range of community/voluntary organisations and trusts to develop and deliver plans to transform their communities, with work taking place in Darvel, Newmilns, Auchinleck, Doon Valley, Hurlford and Kilmarnock.
- Capital projects supported by the **Regeneration Capital Grant Fund** included: Centrestage's Kilmarnock Legacy Project; Crossroads Community Hub; Above Adventure's West of Scotland Climbing Centre, to contribute to converting Kilmarnock's Grange Church and bring a state of the art climbing and bouldering centre to the town centre.
- In March 2020, the **Coalfield Communities Landscape Partnership** secured approximately £2.2 million from the Heritage Lottery Fund to deliver a heritage scheme over a 5 year period, with Dalmellington identified as a key project hub. Together with significant match funding, the project will result in a £6 million scheme that will reconnect communities with their landscape and heritage.
- The **Galston Conservation Area Regeneration Scheme (CARS)** was concluded, with over £2 million investment, including two priority projects and 7 major grant repair schemes completed, supporting the creation of 8 new businesses and 13 jobs, and improved public realm.
- The **Mauchline CARS** was officially launched in October 2019, with over 100 people in attendance, providing a five year heritage-led programme (2020-2025), with a total project investment of over £2.165 million for the local area, jointly funded by Historic Environment Scotland and East Ayrshire Council. Work is being progressed with the local community to implement a programme of action, commencing in 2020/21, with the aim of maximising and sustaining the economic potential of Mauchline's culture and heritage assets.
- As part of the overall regeneration agenda, community groups, businesses and other stakeholders were asked to Pledge an activity that would contribute to the regeneration of Kilmarnock Town Centre. These pledges were formally announced at the **'Vow to Wow' Event** to celebrate what is best about Kilmarnock, which took place on the evening of 21 November 2019.
- **Ayrshire College Kilmarnock Campus** continues to stimulate considerable interest in 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. The 'Vow to Wow' Event aimed at bringing business, community and individuals together to revitalise the town was launched at the Kilmarnock Campus.
- **East Ayrshire Leisure** continued to invest in its heritage properties and Dean Castle and Country Park continued 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.
- Network Rail completed works to create step-free access to platforms from the existing **Kilmarnock Railway Station** underpass via newly installed lifts.
- Consultation was undertaken with local businesses and retailers across East Ayrshire, to consider the potential for establishing a gift card scheme. **East Ayrshire Gift Card** was launched in August 2020 and can be used in a range of businesses across the area, including shops, restaurants and a number of attractions, and can be purchased online at: <https://townandcitygiftcards.co.uk/product/east-ayrshire-gift-card/>.










SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20










Community Led Regeneration




- Work continued to support the development of new **Community Led Action Plans**, with 21 completed at March 2020, and second generation action plans completed in Fenwick, Darvel, Drongan, Rankinston and Stair, Newmilns and Mauchline, and a new action plan for Kilmaurs under development.
- Through the Local Development Plan process, communities are developing **Placemaking Plans**, with a programme for all communities in East Ayrshire underway. Plans were completed for Newmilns, Catrine and Ochiltree; plans for North West Kilmarnock, New Cumnock and Dalrymple have been prepared and are awaiting approval by the Scottish Government; and a number of plans are in early development, including Auchinleck, Mauchline, Darvel, Hurlford and Crookedholm, and Kilmaurs.
- Supported by the Council, **Celebrate Kilmarnock** established a community base in Kilmarnock town centre to provide a focal point for their work to strengthen community ownership and engagement in the town. Events in 2019/20 included the annual Celebrate Kilmarnock Event, the K-Fest music event and the Festive Shopping Spree #KeepItInKillie, among others.
- Three **Community Hubs** (in Cumnock, Newmilns and Shortlees, Kilmarnock) were established to support local service delivery, two of which (Newmilns and Shortlees) have brought previously vacant buildings into use, which have been refurbished and contributed to community improvements.
- **Ochiltree Community Hub** received national recognition at the 2019 SURF (Scottish Regeneration Forum) Awards by winning the Community Led Regeneration category, and **New Cumnock** was a finalist in Scotland's Most Improved Place category at the same event.
- **Bellsbank** was announced as the Winner of the **Scottish Civic Trust My Place Awards 2019**, which recognise projects that have delivered regenerative benefits in their local neighbourhood. The idea for the project, to bring colour to Bellsbank, came from the local residents and a collaborative approach to the improvements to the local housing stock ensured that residents were engaged and empowered in the transformation from the outset.
- A dedicated **Town Centre Regeneration Team** was established to support regeneration activity across East Ayrshire, working with and supporting a number of key community organisations, local businesses and the retail sector to raise the profile of our towns, increase and attract visitors, encourage people to support their local shops and businesses, and work on key regeneration projects.

Housing development

- **New build works** providing 200 **affordable homes** across East Ayrshire were taken forward in 2019/20, including: completion of the assisted living housing model at Andrew Nisbet Place, Hurlford (13 flats and a care provider's base); Carskeoch Drive, Patna, (19 homes); David Dale Avenue, Stewarton, (34 homes); and Tinto Avenue, Kilmarnock (67 homes), working with the Council's Developer CCG. Affordable housing completions were also achieved by Registered Social Landlord (RSL) partners at Northcraig Road, Longpark Phase 7, Kilmarnock (48 homes) by Cunninghame Housing Association and at Barbadoes Road, Kilmarnock (18 homes), where Irvine Housing Association acquired the homes at completion.
- Site starts for the delivery of new Council homes were achieved at Fraser Walk, Kilmarnock (56 homes), working with the Council's Developer CCG and with RSL partners at Sunnyside Square, Kilmarnock (27 homes) by Atrium Homes; and at Treeswoodhead Road, Kilmarnock (22 homes) by Cunninghame Housing Association.
- A total of **30 properties were brought back into use** as a direct consequence of work undertaken by the Empty Homes Team in 2019/20.
- The East Ayrshire Strategic Housing Investment Plan (SHIP) 2020-25 was submitted to the Scottish Government in October 2019, for the delivery of **985 new build and rehabilitated affordable homes**, second-hand purchases in the market and off-plan acquisitions.
- In partnership with colleagues in Health and Social Care, the Council continued to deliver a number of new build affordable homes for older and ambulant disabled residents across East Ayrshire. **Andrew Nisbet Place** in Hurlford opened in November 2019, providing 13 assisted living homes along with a care provider's base. The homes are designed to support people with a range of disabilities to live independently and safely in their own homes with the support of an on-site care provider.

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Economy and Skills					
Local Outcome 2: Skills, qualifications and employability improved for all learners					
Links to National Outcomes:					
We are well educated, skilled and able to contribute to society					
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					
1. Employment rate (Increase) Annual/Nomis	66.7% (East Ayrshire)	71.4% (East Ayrshire)	71.1% (East Ayrshire)	72.1% (East Ayrshire)	
	73.4% (Scotland) (2016/17)	74.3% (Scotland) (2017/18)	74.5% (Scotland) (2018/19)	74.5% (Scotland) (2019/20)	
2. Unemployment rate (16-64) (Reduce – close the gap with Scotland) Annual/Nomis	7.1% (East Ayrshire)	6.9% (East Ayrshire)	5.5% (East Ayrshire)	4.8% (East Ayrshire)	
	4.6% (Scotland) (2016/17)	4.3% (Scotland) (2017/18)	4.1% (Scotland) (2018/19)	3.3% (Scotland) (2019/20)	
			(Note 4)		
3. Unemployment rate (16-24) (Reduce – close the gap with Scotland) Annual/Nomis	23.2% (East Ayrshire)	16.1% (East Ayrshire)	16.5% (East Ayrshire)	11.5% (East Ayrshire)	
	10.0% (Scotland) (2016/17)	9.3% (Scotland) (2017/18)	9.9% (Scotland) (2018/19)	8.8% (Scotland) (2019/20)	
4. Unemployment rate (25-49) (Reduce – close the gap with Scotland) Annual/Nomis	5.0% (East Ayrshire)	7.1% (East Ayrshire)	5.2% (East Ayrshire)	4.2% (East Ayrshire)	
	3.7% (Scotland) (2016/17)	3.5% (Scotland) (2017/18)	3.5% (Scotland) (2018/19)	2.8% (Scotland) (2019/20)	
5. Unemployment rate (50+) (Reduce – close the gap with Scotland) Annual/Nomis	4.4% (East Ayrshire)	2.1% (East Ayrshire)	2.4% (East Ayrshire)	2.7% (East Ayrshire)	
	3.3% (Scotland) (2016/17)	3.1% (Scotland) (2017/18)	2.8% (Scotland) (2018/19)	1.9% (Scotland) (2019/20)	
	(Note 4)	(Note 4)	(Note 4)		
6. Primary Literacy (P1, P4, P7 combined) (Increase to 73% by 2020) Annual/Teacher Judgement Survey	61.3% (East Ayrshire)	N/A	58.6% (East Ayrshire)	65.0% (East Ayrshire)	
	69.2% (Scotland) (2016/17)		71.4% (Scotland) (2017/18)	72.3% (Scotland) (2018/19)	
	(Note 5)		(Note 6)		
7. Secondary 3 Literacy achieving third level or better (Increase to 82% by 2020) Annual/Teacher Judgement Survey	81.0% (East Ayrshire)	N/A	82.6% (East Ayrshire)	78.6% (East Ayrshire)	
	87.1% (Scotland) (2016/17)		87.3% (Scotland) (2017/18)	87.9% (Scotland) (2018/19)	
			(Note 6)		
8. Primary Numeracy (P1, P4, P7 combined) (Increase to 75% by 2020) Annual/Teacher Judgement Survey	67.3% (East Ayrshire)	N/A	68.0% (East Ayrshire)	72.5% (East Ayrshire)	
	76.4% (Scotland) (2016/17)		78.4% (Scotland) (2017/18)	79.1% (Scotland) (2018/19)	
	(Note 5)		(Note 6)		
9. Secondary 3 Numeracy achieving third level or better (Increase to 85% by 2020) Annual/Teacher Judgement Survey	84.6% (East Ayrshire)	N/A	90.5% (East Ayrshire)	89.0% (East Ayrshire)	
	88.2% (Scotland) (2016/17)		89.0% (Scotland) (2017/18)	90.2% (Scotland) (2018/19)	
	(Note 5)		(Note 6)		

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
10. SCQF 4 or above (1 or more on leaving school) (In line with the Scotland average at 2019) Annual/Scottish Government/Insight, February Update	95.5% (East Ayrshire) 96.3% (Scotland) (2016/17)	N/A	95.0% (East Ayrshire) 96.4% (Scotland) (2017/18) (Note 6)	94.8% (East Ayrshire) 96.3% (Scotland) (2018/19)	
11. SCQF 5 or above (1 or more on leaving school) (In line with the Scotland average at 2019) Annual/Scottish Government/Insight, February Update	85.1% (East Ayrshire) 87.7% (Scotland) (2016/17) (Note 5)	N/A	84.6% (East Ayrshire) 88.0% (Scotland) (2017/18) (Note 6)	83.4% (East Ayrshire) 88.0% (Scotland) (2018/19)	
12. SCQF 6 or above (1 or more on leaving school) (In line with the Scotland average at 2019) Annual/Scottish Government/Insight, February Update	63.0% (East Ayrshire) 64.8% (Scotland) (2016/17) (Note 5)	N/A	65.7% (East Ayrshire) 62.2% (Scotland) (2017/18)	63.9% (East Ayrshire) 66.2% (Scotland) (2018/19)	
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% (East Ayrshire) 91.1% (Scotland) (2017)	89.3% (East Ayrshire) 91.8% (Scotland) (2018)	88.7% (East Ayrshire) 91.6% (Scotland) (2019)	90.0% (East Ayrshire) 92.1% (Scotland) (2019)	
14. Percentage of school leavers in positive (initial) destinations (Increase to 95% by 2019) Annual/Insight, Scottish Government	94.3% (East Ayrshire) 93.7% (Scotland) (2016/17)	N/A	93.6% (East Ayrshire) 94.4% (Scotland) (2017/18)	94.8% (East Ayrshire) 95.1% (Scotland) (2018/19)	
15. Percentage of school leavers in positive and sustained destinations (employment, training or education) (In line with Scottish average) Annual/Scottish Government	93.4% (East Ayrshire) 93.1% (Scotland) (2016/17) (Note 7)	N/A	93.6% (East Ayrshire) 93.3% (Scotland) (2017/18) (Note 7)	91.5% (East Ayrshire) 92.9% (Scotland) (2018/19)	
16. Percentage of looked after* children in positive and sustained destinations (employment, training or education) (In line with Scottish average) Annual/Scottish Government * denotes looked after for the full year	65% (East Ayrshire) 78% (Scotland) (2015/16) (Note 8)	80% (East Ayrshire) 81% (Scotland) (2016/17) (Note 8)	88% (East Ayrshire) 83% (Scotland) (2017/18) (Note 8)	56% (East Ayrshire) 71% (Scotland) (2018/19)	
17. Percentage of students* successfully completing courses at SCQF 6 (FE) or below within Ayrshire College (Increase to 73% by 2019) Annual/Ayrshire College *denotes full time students	61.3% (East Ayrshire residents) 61.2% (Ayrshire College) 65.5% (Scotland) (2015-16)	69.2% (East Ayrshire residents) 66.9% (Ayrshire College) 65.3% (Scotland) (2016-17)	67.7% (East Ayrshire residents) 69.9% (Ayrshire College) 66.1% (Scotland) (2017-18)	66.6% (East Ayrshire residents) 66.2% (Ayrshire College) 65.2% (Scotland) (2018-19)	
18. Percentage of students* successfully completing courses at SCQF 7 (HE) or above within Ayrshire College (Increase to 73% by 2019) Annual/Ayrshire College *denotes full time students	62.9% (East Ayrshire residents) 63.1% (Ayrshire College) 71.7% (Scotland) (2015-16)	70.4% (East Ayrshire residents) 68.0% (Ayrshire College) 71.6% (Scotland) (2016-17)	70.1% (East Ayrshire residents) 67.2% (Ayrshire College) 71.3% (Scotland) (2017-18)	63.5% (East Ayrshire residents) 66.8% (Ayrshire College) 69.8% (Scotland) (2018-19)	

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 2020 is measured against the identified baseline position, unless otherwise stated.		

Note 4: National data was refreshed and previous East Ayrshire and Scotland figures updated.

Note 5: National data for 2016/17 was revised and East Ayrshire figures are now aligned with national calculations.

Note 6: National data for 2017/18 was revised, based on the 2017/18 figures provided in the 2018/19 national publication, and East Ayrshire figures are now aligned with national calculations.

Note 7: Aligned with the most recent update from the Scottish Government, figures have been updated and rounded to one decimal place.

Note 8: The most recent update from the Scottish Government provides updates under two separate categories – looked after for the full year and looked after for part of the year. Figures have been aligned to reflect children looked after for the full year. Aligned with the most recent update from the Scottish Government, figures have been updated and rounded to whole numbers.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2020

In East Ayrshire, progress at March 2020 in relation to improving skills, qualifications and employability of local people is reflected in the following measures of success:

Summary of progress:

- The **employment rate** in East Ayrshire increased from 66.7% to 72.1% and the gap with Scotland narrowed.
- The **unemployment rate (16-64)** in East Ayrshire decreased from 7.1% to 4.8% and the gap with Scotland narrowed, although East Ayrshire rates remain persistently above the Scottish average.
- **Youth unemployment (16-24)** in East Ayrshire decreased from 23.2 to 11.5% and the gap with Scotland narrowed.
- **Literacy and numeracy in primary schools** increased from 61.3% to 65.0% and 67.3% to 72.5%, although lower than the Scottish average.
- **Literacy in secondary schools** decreased from 81.0% to 78.6%, while **numeracy** increased from 84.6% to 89%, though lower than the Scottish average.
- **Pupil attainment** at SCQF Levels 4 and 5 decreased from 95.5% to 94.8% and from 85.1% to 83.4% respectively, while performance at SCQF Level 6 increased from 63.0% to 63.9%; all levels are lower than the Scottish average.
- The **participation measure** (proportion of 16-19 year olds participating in education, training or employment over the whole year) increased from 88.1% to 90.0%, although lower than the Scottish average.
- Students completing **college courses at SCQF 6 (FE)** or below increased from 61.3% to 66.6% and above the Scottish average.
- Students completing **college courses at SCQF 7 (HE)** or above increased from 62.9% to 63.5% and lower than the Scottish average.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

Summary of Activity 2019/20

The following examples of activity in 2019/20 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 2019, East Ayrshire Works **Employability Pipeline**, supported 1,113 unemployed or employed residents to access or progress in employment. This support included employability skills development, access to training and support via local Job Clubs. At March 2020, a total of 586 participants had been supported into employment and 313 individuals gained a vocational qualification to enhance their competitiveness in the labour market. The remaining participants continued to receive employability support.
- Two new work coaches were recruited by the Employability service to further support provision and to target specific geographical areas from January 2020. Twelve new providers have been attracted to the **External Training Framework**, which expands the sectorial and industry training opportunities available for East Ayrshire residents
- At 31 March 2020, there were **993 Modern Apprentices** (MAs) in training in East Ayrshire. There were **707 MA starts** in East Ayrshire in 2019/20, which was a slight reduction of 13 (1.8%) from 2018/19. There were 727 MA leavers during 2019/20, 74% of whom achieved qualifications.
- DWP and local schools continue to deliver the '**ME2U**' **employability programme**, primarily for those individuals furthest away from the labour market, to improve job search skills and confidence, and for customers with health issues and lone parents to help them prepare for future employment.
- **Skills based training opportunities** provided by CVO East Ayrshire were expanded to include administration, photography, digital skills, arts and crafts and commercial cleaning. All training opportunities are supported by trained job coaches and experienced staff.
- In 2019, the Scottish Government identified additional resources to support employability with particular priorities, including: lone parents; families with disabled parents or child; and parents in low income employment. The first tranche of funding for East Ayrshire (£0.450m) for **Parental Employability** over a 25 month period commenced in March 2020. Work is being progressed to develop a robust package of support, supporting parents not eligible for EU funded programmes and to provide more intensive support to assist those who are eligible for EU funded support to maximise the benefits of this.
- It is anticipated that EU funding will cease at the end of 2022 and work is being taken forward with the Scottish Government and CoSLA to explore **alternative funding opportunities** to support future employability programmes.

Employer engagement

- Businesses continue to be able to access the **beReady programme** to obtain funding specifically linked to in-work training for their workforce and maximise in work progression opportunities.
- Over the last year, Scottish Enterprise supported 2 companies in terms of development of projects aligned to workplace innovation, with 12 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. From 1 April 2019 to 31 March 2020, 5 employers and 82 individuals were supported in dealing with redundancy.

Educational Attainment and Achievement

- A comprehensive and award winning **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, a new Teacher Judgement Survey attainment visit to all primary schools is led by the Strategic Education Manager, Performance and Assurance, to review the reported data and consider improvements required going forward in each school.
- For session 2019-20, 36 pupils were studying a **Foundation Apprenticeship** as part of their senior phase, participating in Children and Young People, Engineering, Civil Engineering and Business Skills programmes.
- A total of 96 people participated in a number of **wider achievement awards**, including: Dynamic Youth Awards, First Aid in Sport and Goal Setting in Sport; and a programme was delivered to S5/6 pupils at Grange academy offering **physical play training** that is part of a NPA Leadership award in partnership with Active Schools.
- East Ayrshire schools continue to engage with the University of Glasgow's **widening access programmes** and pupils from Doon, Auchinleck and Cumnock Academy participated in the University of Glasgow summer school in June 2019.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

- **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 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, rescheduled for opening in October 2020, after the Covid19 lockdown delayed the original opening date scheduled for July 2020).

Closing the Attainment Gap

- East Ayrshire Council is a designated **Scottish Attainment Challenge (SAC)** authority, and therefore, receives additional funding to support improved attainment and outcomes for our most disadvantaged learners and close the poverty related improvement gap
- **Literacy and Numeracy:** At September 2020 all educational establishments are now trained and supported in Literacy or Numeracy learning and teaching techniques. The Covid-19 crisis has led to a move to digital platforms for our training programmes and engagement with practitioners. This has been successful with engagement at record levels through a mixture of live and recorded webinars ensuring access for all.
- **Families and Communities:** The partnership with Education and Vibrant Communities continues to provide support for our most vulnerable children and young people and their families. Our Home Link workers have supported 656 children and young people since the inception of the team. The Covid-19 pandemic was overcome by continued engagement with families in need through telephone calls and digital connections.
- **Tracking pupil progress:** Individual pupil progress is reported through the Council's tracking tool and data analysis visits for each primary school are carried out to interrogate (with Headteachers) cohort data, including progression, attendance, exclusions etc., to support improvement.
- **Attainment Impact:** The impact on attainment has seen increases across all thirteen Scottish Government measures of Primary School Literacy and Numeracy Levels along with a closing of the poverty related attainment gap of up to 11% in some instances (at June 2019). As a result of the Covid-19 crisis, The Scottish Government withdrew the request for data collection in June 2020. However senior education officers continue to work with school leaders to ensure the focus on closing the poverty related attainment gap is not lost.
- **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 children and young people. Plans developed by schools continue to identify additional supports, including reading resources and digital technologies to enhance home/school reading programmes to enhance learning; and parental empowerment programmes. Significant challenges remain with regard to PEF spending, directly related to the use of external partners and the reduction of footfall in schools to ensure Covid-19 risk assessments are adhered to. However, schools continue to plan for digital equivalencies wherever possible.

Young People in Positive Destinations

- All East Ayrshire schools offer a blended model of **work experience** where senior phase pupils can either opt for a traditional block placement (normally one week) or choose a more flexible option where the work placement can last for an extended period of time. Schools also offer young people opportunities for **work-based learning through DYW innovative projects** funded through DYW Ayrshire and the Prince's Trust and, in 2019-20, these included construction, early years and hospitality projects. As well as gaining valuable experience, the projects also offer accreditation options through in-school college delivery.
- For learners within Broad General Education (S1-S3), the **Learn4Work programme** continued to offer an experience of the workplace within schools themselves where pupils come off-timetable for three days and work within a challenge group to produce a solution to a real life business challenge.
- **Labour market information** is informing curricular planning with schools utilising regional skills assessments and accessing tailored presentations from partners in Skills Development Scotland to identify and understand current and future skills gaps.
- **Skills Development Scotland (SDS)** continued to provide impartial advice and guidance to young people on next stage destinations while they are in school via their school service offer and also once the young person has left school. Between 1 June 2019 and 31 March 2020, SDS delivered 8,510 **Career Information, Advice and Guidance (CIAG)** engagements to 4,633 school pupils. Between 1 April 2019 and 31 March 2020, SDS also delivered 2,216 CIAG engagements to 771 post school customers.
- SDS provides a targeted service offer (**Next Steps**) for young people who have left school (aged 16 to 18) and who are not in a positive destination. This offer continues to develop Career Management Skills and links into other partner provision, including through East Ayrshire Employability Fund and Ayrshire College.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

- 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.
- The annual summer programme delivered jointly by the East Ayrshire '**Opportunities for All**' team and Ayrshire College has run successfully for the last six years. In July 2019, 62 unemployed school leavers accessed a range of activities, which helped build up confidence and teach crucial team-working skills. Outcomes from the programme are consistently high, with **over 90% of participants successfully progressing** onto subsequent positive destinations; either enrolling on college courses, undertaking training programmes or gaining employment.
- Fifty-four (54) young people who wished to leave school but had not yet reached statutory school leaving age (**Winter Leavers**) attended college on a full-time basis from August 2019. Attendance is closely monitored by college staff with regular communications with both school and SDS staff.
- Expansion of provision within WG13 and the development of a **mobile catering unit** has allowed an increase in the number of training placements on offer. WG13 is currently achieving a 90% retention rate and 98% of those completing the course moving onto a positive destination; 40% of trainees secured a place in further education; 22% go on to volunteering opportunities; and 36% secured employment.
- 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 and destination information to ensure that appropriate provision and/or support can be signposted to any young person not in a positive destination.

Priority support for vulnerable groups

- **Project SEARCH** continues to work 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. 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**.
- **Complex needs plans** are implemented by 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. In addition, SDS offers a **targeted service offer** for all care experienced young people until the age of 26.
- Personal Learning Support Plans (PLSP) are provided for Ayrshire College students who are **care experienced or have an additional support need**. Currently, there are 479 students who have declared an additional support need and 179 students who have indicated that they are care experienced.
- Ayrshire College promotes the **new care experienced bursary** and hosted a care experienced event on 22 October 2019 in conjunction with East Ayrshire Social Work service, with more than 40 young people attending the event. In addition, the college uses the **East Ayrshire Council discretionary fund** (£30,000) to help support care experienced students to remain in college.
- Targeted interventions delivered through the Scottish Attainment Challenge **Care Experienced Children and Young People funding stream** from April 2019 include young people's mentors supporting young people in secondary education at risk of disengagement; a modern apprenticeship programme, which provides employers with wage incentives to facilitate opportunities for unemployed care experienced young people; and from January 2020, the provision of 2 transitional work coaches to support care experienced young people over 16 through leaving school and into sustained positive destinations.
- Primary age children also benefited from an authority wide **leadership programme** delivered by CANI Coaching which can be accessed by **every care experienced learner from P5-P7**. By March 2020, over 100 children from schools across East Ayrshire had participated successfully in the programme.
- **Young Person Mentors** supported 220 young people throughout the secondary schools and this programme is demonstrating a positive impact on our vulnerable young people, including a 56% decrease in exclusions of young people.
- In partnership with public sector partners, CVO East Ayrshire successfully increased the number of opportunities at WG13, the GRAFT Project and Belford Mill to include specific provision for care experienced young people, those with lived experience of the justice system or who have additional support needs. Overall provision increased from 32 places during the last financial year to 54 to date.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

- Over 60 Families signed up to various **Family Literacy Learning programmes** being run throughout Patna, Drongan, New Cumnock, Muirkirk, James Hamilton Academy and Hurlford Primary; **ESOL Family Literacy** sessions were delivered at St Andrews Early Childhood Centre; and **Play Talk Read** bus visits were supported by the Play and Early Intervention Team across the most deprived areas of East Ayrshire. Feedback received showed that 94% of parents felt that their learning had increased and the experience could be used to improve their child's learning.

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Economy and Skills					
Local Outcome 2: Skills, qualifications and employability improved for all learners					
Priority 2.2: Increase innovation and entrepreneurship					
Please note that further to the review of the original measures of success linked to Priority 2.2, additional work is being progressed in 2020 as part of the Review of the Community Plan to further 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.					

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2019/20

The following examples of activity in 2019/20 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

- Prior to the COVID-19 lockdown, a total of 18 early childhood centres in East Ayrshire were **delivering 1,140 hours** (increased from 600 hours) by the end of March 2020.
- As part of the school-college partnership, S2–S6 learning pathways, 61 young people enrolled on Early Years programmes during session 2019-20.
- 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. **Early Education Vocational Bursts** (12 hours over 6 weeks to S2 pupils) were delivered in Kilmarnock Academy, Stewarton Academy and St Joseph's Academy, with 34 young people participating in the programmes. **Early Education DYW innovative projects** (2 hours per week over the academic session to S3 pupils) continued during session 2019-20 in Kilmarnock, Stewarton and St Joseph's Academies, with 38 young people participating in the programmes.
- To help meet the future workforce demands of the sector, in October 2019 the Education Service successfully bid for the provision of 15 Foundation Apprenticeships (FAs) as part of a consortium led by Ayrshire College. The FAs will be delivered in-house from Kilmarnock Academy, with the key involvement of Early Years staff. The work placement element of the FA programme will be undertaken in the Council's Early Childhood Centres.

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

- Learners continue to benefit from curricular innovation in schools across East Ayrshire and can also access a range of qualifications through existing school/college partnership arrangements. In 2019-20, Foundation Apprenticeships offered to East Ayrshire school pupils by Ayrshire College, included Engineering, Social Services: Children & Young People, Civil Engineering, Business Skills and Scientific Technologies (Laboratory Skills).
- Short vocational bursts in Science, Computing and Trades were offered to S2 and S3 pupils, and DYW Construction Operatives and Cycle Maintenance programmes delivered in schools allowed pupils to experience different areas of STEM.
- A **STEM pilot** for primary 6/7 pupils was piloted within the St Joseph's Education Group.
- **STEM Training** delivered at Stewarton Academy was attended by the Youth Literacies Worker from Vibrant communities, looking to add STEM outcomes into all Youth and Family Literacy Programmes.
- Eleven of East Ayrshire's educational establishments have been selected to pilot the new Education Scotland **STEM Nations Award**. In addition, Education Scotland has awarded East Ayrshire £35,905 for work to improve and enhance professional learning in STEM.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

Support for Key Sectors and Innovation

- Scottish Enterprise delivered 32 Early Stage Innovation Products in East Ayrshire in 2019/20, and a SMART Grant valued at over £0.500 million.
- Publication of the Skills Development Scotland (SDS) **Regional Skills Assessment Data Matrix**, disseminated to secondary Head Teachers in August 2019, now provides schools with an interactive platform for current local labour market information.
- Schools continue to **broaden and enhance their curricular offer** to ensure the needs of every learner are met. The continued expansion of DYW innovative projects in 2019, including those related to Early Years; Health and Well-Being; Hospitality and Catering; and Construction, give increasing numbers of learners opportunities to develop workplace skills within their school environments.
- Ayrshire College hosted the second of its **Ayrshire Bytes digital conference**, designed in partnership with The Data Lab Innovation Centre. This successful, collaborative conference will be hosted bi-annually with the dual purpose of equipping businesses, and computing students and staff, with knowledge on the emerging technologies that are impacting on the wider economy.

Business Enterprise in schools

- The **Sir Tom Hunter Challenge** is a high profile, annual event for East Ayrshire schools and forms part of the Council's sector leading business enterprise programme, designed to develop entrepreneurial skills and make young people business ready. The annual pan-Ayrshire final of the Sir Tom Hunter Challenge took place in June 2019, with Doon Academy awarded joint first for the second year running, after delivering a powerful pitch for their mental health board game and Kilmarnock Academy took the third place. All 8 of the Council's secondary schools competed in the East Ayrshire semi-final in the Kilmarnock Campus of Ayrshire College in June 2019.
- 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.

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.
- Ayrshire College continues to support students through its **Enterprising Students Fund** to start up new businesses towards the end of their study, delivered in partnership with Bridge 2 Business (part of Young Enterprise Scotland). To date, 12 students have made submissions to receive grants up to £5,000 and 7 students were successful in receiving funding. A further 5 business plan grant applications were received from students, during academic session 2019-20, for panel review. The College was awarded the Enterprising FE College of the Year at the recent Young Enterprise Scotland awards for this initiative.
- In 2019-20, Ayrshire College worked with partners, including City of Glasgow College, Strathclyde University and University of the West of Scotland on a project to **develop a skills system** for the new National Manufacturing Institute for Scotland.
- The developments taking place via the **Ayrshire Growth Deal (NERD and AMIC)** aim to stimulate the development of new start businesses in the key sectors of energy and food and drink, and provide an important function in terms of developing the skills base of trainees and employees. The Council has been working with Ayrshire College, Strathclyde University and the University of the West of Scotland to identify and develop specific skills and courses relevant to these areas.

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: 17 September 2020


ANNUAL PERFORMANCE REPORT 2019/20




SAFER COMMUNITIES

Summary of Performance at March 2020

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Safer Communities					
Local Outcome 1: East Ayrshire residents are safe and protected from crime and anti-social behaviour in their communities					
Links to National Outcomes:					
We live in communities that are inclusive, empowered, resilient and safe					
Priority 1: Tackle crime and the fear of crime					
1. Total crimes recorded by Police Scotland (Groups 1 to 5): • number recorded • rate per 10,000 population <small>Annual/Police Scotland</small>	5,300 434.2 <small>(2016/17)</small>	5,709 419.0 <small>(2017/18)</small>	5,172 424.1 <small>(2018/19)</small>	5,662 464.7 <small>(2019/20)</small>	
2. Total detections (Groups 1-5) • number recorded • detection rate (%) <small>Annual/Police Scotland</small>	2,836 53.5% <small>(2016/17)</small>	2,714 53.1% <small>(2017/18)</small>	3,012 58.2% <small>(2018/19)</small>	3,151 55.7% <small>(2019/20)</small>	
3. Crimes of violence (non sexual) (Group 1) • number reported • rate per 10,000 population • number of detections • detection rate (%) <small>Annual/Police Scotland</small>	143 11.7 137 95.8% <small>(2016/17)</small>	132 10.8 96 72.7% <small>(2017/18)</small>	136 11.2 115 84.6% <small>(2018/19)</small>	189 15.5 128 67.7% <small>(2019/20)</small>	  
4. Sexual crimes (Group 2) • number reported • rate per 10,000 population • number of detections • detection rate (%) <small>Annual/Police Scotland</small>	151 12.4 98 64.9% <small>(2016/17)</small>	252 20.7 142 56.3% <small>(2017/18)</small>	217 17.8 170 78.3% <small>(2018/19)</small>	237 19.5 120 50.6% <small>(2019/20)</small>	   
5. Crimes of dishonesty (Group 3) • number reported • rate per 10,000 population • number of detections • detection rate (%) <small>Annual/Police Scotland</small>	2,241 183.6 949 42.3% <small>(2016/17)</small>	2,095 171.8.0 912 43.5% <small>(2017/18)</small>	2,155 176.7 1,079 50.1% <small>(2018/19)</small>	2,638 216.5 1,310 49.7% <small>(2019/20)</small>	   
6. Hate crime: • number reported • rate per 10,000 population • number of detections • detection rate <small>Annual/Police Scotland</small>	84 6.9 68 81.0% <small>(2016/17)</small>	106 8.7 84 79.2% <small>(2017/18)</small>	104 8.5 72 69.2% <small>(2018/19)</small>	109 8.9 82 75.2% <small>(2019/20)</small>	   
7. Average number of reconvictions per 100 offenders (Reduce) <small>Annual/Scottish Government</small>	30.9% (East Ayrshire) 28.4% (Scotland) <small>(2014/15 cohort at May 2017)</small>	30.4% (East Ayrshire) 27.2% (Scotland) <small>(2015/16 cohort at May 2018)</small>	29.1% (East Ayrshire) 27.2% (Scotland) <small>(2016/17 cohort at May 2019)</small>	Available in September 2020	

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

Key		Denotes improving progress and on target or target achieved.
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	Denotes maintaining/improving progress, although target not achieved.
	Denotes area for review or improvement.
	Denotes that data is not available at this time.
Progress at March 2020 is measured against the identified baseline position, unless otherwise stated.	

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2020

In East Ayrshire, progress towards the achievement of local outcomes from the identified baseline to March 2020 is summarised as follows:

Summary of progress:

- **Overall recorded crime (Groups 1-5)** increased from 5,300 in the 2016/17 baseline year to 5,662 in 2019/20; and the detection rate rose from 53.5% to 55.7% during the same timescale.
- **Crimes of violence** increased from 143 to 189 and there has been an overall increase in **crimes of dishonesty** from 2,241 to 2,638 between the 2016/17 baseline year and 2019/20.
- Reported **sexual crime** and **hate crime** continued to increase, from 151 to 237 and from 84 to 109 respectively from the baseline position to 2019/20, and has been partly attributed to confidence in criminal justice due to positive media coverage and awareness raising.

Summary of Activity 2019/20

The following examples of activity in 2019/20 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

- Locality policing officers and response officers continued work across East Ayrshire to prevent and reduce crime, building local contacts and intelligence to enable targeted approaches on known criminals.
- A total of **68 Action Plans** were implemented to address a range of community issues and concerns: 17x Anti-social Behaviour and Disorder; 10x Road Policing; and 41x focusing on other local priorities (Drugs, Warrants, Dishonesty). All action plans are intelligence led and informed by **concerns raised by members of the public** through the public engagement and consultation process.
- Intensive police response and activity is given to **areas identified as 'hotspots'** for violence, disorder, anti-social behaviour and drugs misuse. The majority of these action plans are led by local officers and often supplemented by specialist branches such as Mounted Branch, Dog Branch, Roads Policing and Support Units.
- 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, increases public reassurance and offers support and advice to local businesses and retailers on matters of crime prevention.
- A robust approach is taken to the **management of violent offenders** within East Ayrshire, to ensure opportunities to re-offend are minimised as well as priority given to prevention and intervention work with partners, including HMP Kilmarnock, focusing on serious and violent crime and anti-social behavior.
- **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 to share images/content of a sexual nature. Officers in East Ayrshire continued to work with schools and other establishments raising awareness of this crime type and the importance of reporting such incidents to the police, and efforts will continue to focus in these areas.

- **While crimes of dishonesty** increased over the year, Police officers continued 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 as well as maximising opportunities for detection.
- A close working relationship between local Police Officers and the Council's Risk Management Centre (RMC) team ensures that vital information from **public space CCTV** is disseminated promptly and accurately to identify and deal with criminal behaviour. It has also proven invaluable in tracing 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 to provide reassurance, a visible deterrent and as a mobile evidence gathering platform.
- The Council's Trading Standards service investigates crimes which affect all communities, including **doorstep crime, bogus callers, nuisance calls** as well as matters of fair trading, product safety and accurate weights and measures when purchasing goods; actively promotes information on current scams and how to people can protect themselves; works in partnership with the Police and other organisations to inform the public through pop up shops and organised campaigns such as Shut out Scammers; and investigates trading standards offences on social media and online.
- All new build homes delivered as part of the Council's house building programme are built to **Secure by Design** (SBD) compliance, based on proven crime prevention techniques, and enhance the safety of people's homes.

Hate Crime











- All forms of hate crime are regarded as high priority and kept under constant review 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 and detect the perpetrators of hate crime. There was a further increase in the number of **hate crimes** reported in East Ayrshire from the baseline position, from 84 incidents to 109 incidents in 2019/20. It is anticipated that **reported hate crime will continue to increase**. Information regarding victims of hate crime continue to be shared with partners to ensure provision of full support from services.
- A range of interagency work was to be progressed to address hate crime: 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 were also trained in third party reporting; **Campus officers** engaged in a range of work in schools in respect of raising awareness of hate crime, working closely with protected groups, for example to address sectarianism and gender equality; and 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 Councils and Action Plan Groups work closely with Police Scotland, whose officers attended 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**.
- **Locality Policing Teams** (LPT) covering all multi-member wards in East Ayrshire continue to provide intelligence led high visibility patrols in identified areas to further strengthen relationships between the police, partners and local communities.
- Rural crime officers from Police Scotland were involved in establishing the **Ayrshire Partnership Against Rural Crime** (APARC), which was officially launched in May 2019, to address issues and risks affecting the rural communities. The first **Ayrshire Rural Crime event** was hosted at a farm in Cumnock, East Ayrshire, in conjunction with APARC, to identify risks and help **protect the rural sector** against organised crime targeting due to vulnerability and high value assets.

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 operates within the context of the local Community Planning arrangements and reports to the three Ayrshire Community Planning Partnership Boards. The **Community Justice Outcomes Improvement Plan** sets out the shared commitments for Ayrshire and can be accessed via the Community Planning Website at www.eastayrshirecommunityplan.org. The Local Area Annual Return 2019/20 is currently being finalised for submission to Community Justice Scotland.

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Safer Communities					
Local Outcome 1: East Ayrshire residents are safe and protected from anti-social behaviour					
Links to National Outcomes:					
We live in communities that are inclusive, empowered, resilient and safe					
Priority 2: Reduce incidents of vandalism, disorder and anti-social behaviour					
1. Crimes of vandalism/malicious mischief: • number reported • rate per 10,000 population • number of detections • detection rate Annual/Police Scotland	1,268 103.9 315 24.8% (2016/17)	1,157 94.9 279 24.1% (2017/18)	972 79.5 243 25.0% (2018/19)	1,016 83.4 236 23.2% (2019/20)	   
2. Incidents of anti-social behaviour reported to the police: • number reported • rate per 10,000 population Annual/Police Scotland	7,487 613.4 (2016/17)	7,210 591.3 (2017/18)	7,172 588.2 (2018/19)	6,740 553.2 (2019/20)	 
3. Incidents of disorder reported to the police: • number reported • rate per 10,000 population Annual/Police Scotland	5,442 445.3 (2016/17)	5,119 419.8 (2017/18)	5,209 427.5 (2018/19)	4,840 396.7 (2019/20)	 
4. Deliberate primary fires (Reduction by 3% annually in the rolling 3 year average) Annual/Scottish Fire and Rescue Service	53 (2014/15 – 2016/17 3 year average)	54 (2015/16 – 2017/18 3 year average)	53 (2016/17 – 2018/19 3 year average)	55 (2017/18 – 2019/20 3 year average)	
5. Deliberate secondary fires (Reduction by 3% annually in the rolling 3 year average) Annual/Scottish Fire and Rescue Service	548 (2014/15 – 2016/17)	599 (2015/16 – 2017/18)	581 (2016/17 – 2018/19)	522 (2017/18 – 2019/20)	

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

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 2020 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2020

In East Ayrshire, progress at March 2020 in relation to reducing incidents of vandalism, disorder and anti-social behaviour is reflected in the following measures of success:

Summary of progress:

- **Crimes of vandalism/malicious mischief** decreased by 19.9%, from 1,268 in the baseline year to 1,016 in 2019/20, and the detection rate in 2019/20 (23.2%) decreased to below the baseline rate of 24.8%.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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- Reported **incidents of anti-social behaviour** continued to decline, by almost 10%, from 7,487 in 2016/17 to 6,740 in 2019/20, as have **incidents of disorder**, reduced by 11.1%, from 5,442 in 2016/17 to 4,840 in 2019/20.
- The planned reduction of 3% for **deliberate primary fires** was not met this year and rose from 53 at the 2016/17 baseline position to 55 in 2019/20 (based on the three year average), while **deliberate secondary fires** decreased by 4.7% from 548 to 522 (based on the three year average) over the same timescale.

Summary of Activity 2019/20

The following examples of activity in 2019/20 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 and Disorder

- Police Scotland **joint patrols** and **high visibility patrols** continued to be carried out and increased at peak times to reassure the public that officers are available to tackle priority issues. Specialist departments such as Road Traffic officers were utilised in local days of action to target all areas of anti-social behaviour, as appropriate.
- **Dedicated police officers** continued to **work within town centres**, dealing with crime and anti-social behaviour issues. These officers worked with local businesses and retailers within the towns, allowing 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.
- **Street drinking incidents** have historically been the major issue in our town centres and this has reduced over the year, which has been attributed to visible policing in 'hot spot' areas and early engagement with local businesses and partners. Collaborative work between Police Scotland and East Ayrshire Council also resulted in Anti-social Behaviour Orders (ASBOs) being applied to individuals who continued to be involved in anti-social behaviour.
- Police Scotland and East Ayrshire Council licensing staff are regularly involved in joint visits and patrols to off sales and licensed premises. In addition, collaborative work continued across a number of areas targeting anti-social behaviour, including **Best Bar None**, within licensed premises. In total, 19 East Ayrshire licenced premises were accredited under the Best Bar None scheme for their outstanding efforts around prevention of crime and disorder and securing public safety.
- 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, Premier Night 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 raised 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; and work to address concerns about alcohol and drug misuse in Cumnock and Auchinleck; all of which resulted in positive outcomes.
- Close **partnership working and information sharing** between partners at an early stage via the East Ayrshire Anti-social Behaviour Liaison officer has contributed to a reduction in anti-social behaviour and disorder. In addition, the implementation of the Local Authority morning meeting, including representatives of the Council, Police Scotland and the Scottish Fire and Rescue Service, has provided further opportunities to act on information at an early stage, allowing for earlier intervention and resolution.

Promoting responsible behaviour





- **Campus police officers** continued to engage children and young people in schools, including specific inputs on vandalism, the misuse of alcohol and drugs and the effects such irresponsible behaviour can have on them as individuals and to others within their communities.
- Further to the launch of 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, targeting local schools to address wild grass fire and wilful fire raising, there have been no further incidents of scale in the area to date. Planned work to conduct joint patrols around the Loch Doon area during times heightened footfall, to remind people of the dangers of barbecues and camp fires, was postponed due to the current health crisis.
- 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. This work resulted a 36% reduction in activity during that period compared to the previous year.

- The **FireReach** initiative included addressing the dangers of fire setting in the community with the aim to positively influence behaviour. **Danger Detectives** multi-agency partnership led the experiential learning programme aimed at **building community resilience in young people** as active citizens in reducing accidents and crime in their local area.
- **Early and Effective Intervention (EEI)** is firmly established in East Ayrshire, ensuring that children and young people are provided with appropriate levels of support and assistance to divert them from criminality.
- Following an initial pilot programme at Loudoun Academy, the **Litter in Schools initiative** is being rolled out to all primary feeder schools in the Loudoun Academy catchment area, to raise awareness of the impact that littering has on communities and the wider environment. Galston P6 pupils produced a short video, entitled **'Think, stop, don't drop'** to help highlight the risks of littering.
- The Sport and Activity Motivator supported **care experienced 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.
- The Council's Trading Standards service conducts an **age restricted sales test purchase programme** annually to educate traders and help reduce the incidence of young people purchasing tobacco and nicotine vapour products, fireworks, solvents and spray paints.

Corporate Enforcement Measures

- Officers from the Council's **Corporate Enforcement** Unit (CEU) and Police Scotland continued to undertake joint patrols in targeted areas to tackle all forms of anti-social behaviour.
- A range of successful programmed activities was carried out by the CEU during 2019/20 to **detect and deter environmental crime**, including prioritising dog fouling, littering and fly tipping
- 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.
- The CEU provided enforcement support to Outdoor Services' and Vibrant Communities community clean ups, with support from local community councils, and is an integral part of work to **reduce the impact of litter**.

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Safer Communities					
Local Outcome 2: East Ayrshire residents are safe and supported in their homes and communities					
Links to National Outcomes:					
We live in communities that are inclusive, empowered, resilient and safe					
Priority 1: Support residents to live safely and independently in their homes and communities					
1. Accidental dwelling fires (Reduction by 5% annually in the rolling three year average) Annual/Scottish Fire and Rescue Service	110 (2014/15 - 2016/17 3 year average)	102 (2015/16 -2017/18 3 year average)	99 (2016/17 - 2018/19 3 year average)	82 (2017/18 - 2019/20 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) Annual/Scottish Fire and Rescue Service	20 (2014 – 2017 3 year average)	20 (2015 – 2018 3 year average)	20 (2016 – 2019 3 year average)	20 (2017 – 2020 3 year average)	
3. Percentage of older people living in their own home or in a community setting rather than in a care home setting (Maintain level) Annual/East Ayrshire Health and Social Care Partnership	96.8% (2016/17)	97.1% (2017/18)	97.2% (2018/19)	97.4% (2019/20)	
4. Number of places on the Keepsafe scheme (Increase by 10 places annually) Annual/East Ayrshire Council	0 (2016/17) New programme	11 (2017/18)	22 (2018/19)	35 (2019/20)	

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 2020 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2020

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 2020 is evidenced by the following measures of success:

Summary of progress:

- **Accidental dwelling fires** decreased by 17.2% over the year, from 110 to 82 (three year rolling average) at March 2020 and better than the annual target reduction of 5%.
- **Fire casualties** remained static at 20 individuals each year from the baseline position up to March 2020, with the annual target unmet.
- The number of **older people living in their own home or in a community setting** rather than in a care home continued to increase year on year, from 96.8% at the baseline position to 97.4% at March 2020.
- Places on the **Keepsafe scheme** increased by 59.1% over the year, from 22 places in 2018/19 to 35 places in 2019/20

Summary of Activity 2019/20

The following examples of activity in 2019/20 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.

Home Safety

- Targeted engagement through a **multi-agency approach and training opportunities** continued to assist areas and households 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 (SFRS) 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 addition, SFRS promotes home fire safety visits at HMP Kilmarnock pre-liberation workshops, encouraging prisoners to book a visit upon their release. At March 2020, data showed a reduction of 17.2% in respect of accidental dwelling fires based on a three-year average.
- SFRS implements a robust **referral process for individuals in need of support or at risk of harm. Safe and Well Visits** are being developed and will take the place of HFSVs, establishing a more holistic approach to home safety.
- **Fire Safety Experiential Training (FSET)** was provided by SFRS for a range of community groups, including West of Scotland Housing Association; East Ayrshire Federation of Tenants; Atrium Homes, Kilmarnock; McClymont Court, Cumnock; Poppy Scotland (Veterans); and East Ayrshire Council Housing Support. **High risk and vulnerable individuals** continue to be targeted, with FSET completed for Addiction Services and Helping Hands in Kilmarnock. Training workshops continued to be provided for prisoners at HMP Kilmarnock on Home Fire Safety and cardiopulmonary resuscitation (CPR).
- SFRS continued 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 had an impact of reducing the severity of house fires and injuries through early detection.
- Housing Services perform **tenancy health checks** for tenants when their tenancy reaches 3, 6, 9 and 12 months periods. In 2018/19, 2,555 individual tenancies benefited from a health check.

Community Safety






- In 2019/20, the **Risk Management Centre** processed around 600 calls per day from various devices in clients' homes, with a total of 4,995 Community Alarm Clients on the system, including 1,049 individuals with Enhanced Technology Enabled Care (TEC). Victims of domestic abuse continue to be supported via technology (120 domestic abuse alarms) through the Risk Management Centre in partnership with Police Scotland and 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 **East Ayrshire Trusted Trader Scheme**, to provide a safe and trusted business database of reliable tradesmen for the public; **Scams Awareness**, protecting communities and vulnerable people; raising awareness of **Doorstep Crime**, carried out with Police Scotland and Citizens Advice; and distributing **trueCall Call Blockers** to adults who have been identified as vulnerable and badly affected by nuisance calls, supporting them to live safely in their homes and communities.
- A range of initiatives continued to be delivered to address **child exploitation and online protection**, including easy access to digital safety information for children, parents and staff in schools through hyperlink buttons activated on home/landing pages; as part of the curriculum in schools delivered by Police campus officers; and as part of the **Danger Detectives initiative** for pupils, which includes how to report online abuse as well as keep safe online.
- Work continued to identify suitable premises to participate in the local **'Keep Safe Scheme'** and promote third party reporting, working with a network of local businesses and the Things Tae Dae Social Hub, to keep people with a disability and vulnerable people safe within the community. A total of 35 premises in East Ayrshire participated in the Keep Safe Scheme at the end of March 2020.




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. **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 disabled adaptation work, assisting older people to live safely and independently in their own homes and communities for longer.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

- Homeless presentations in East Ayrshire increased from 806 in 2018/19 to 863 in 2019/20. In the same period the number of repeat applications rose from 30 in 2017/18 to 38 in 2019/20. Personal circumstances can have a major impact on repeat homelessness, with many individuals extremely vulnerable and with chaotic lifestyles. 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. Support includes assistance with, benefits, grants, utilities, debt management, addictions, convictions, mental health and learning disabilities and signposting to other support services. Overall tenancy sustainment performance has improved by 1.9 % in the last year and by 5.9% over the last five years, with 8.6% improvement in the homeless group over the past 5 years.

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Safer Communities					
Local Outcome 2: East Ayrshire residents are safe and supported in their homes and communities					
Links to National Outcomes:					
We live in communities that are inclusive, empowered, resilient and safe					
Priority 2: Reduce road casualties					
1. People killed and seriously injured in road accidents (Reduce) Annual/Police Scotland	People killed: 4 (2016/17)	People killed: 3 (2017/18)	People killed: 5 (2018/19)	People killed: 6 (2019/20)	
	People seriously injured: 44 (2016/17)	People seriously injured: 35 (2017/18)	People seriously injured: 39 (2018/19)	People seriously injured: 49 (2019/20)	
	Children killed: 0 (2016/17)	Children killed: 0 (2017/18)	Children killed: 0 (2018/19)	Children killed: 0 (2019/20)	
	Children seriously injured: 7 (2016/17)	Children seriously injured: 3 (2017/18)	Children seriously injured: 8 (2018/19)	Children seriously injured: 3 (2019/20)	
2. Percentage of the overall road network requiring maintenance treatment (Reduce by 1% annually) Annual/Road Condition Index/East Ayrshire Council	39.1% (2015-17)	39.0% (2016-2018)	38.4% (2017-19)	37.8% (2018-20)	

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 2020 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2020

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 2020 is evidenced by the following measures of success:

Summary of progress:

- The number of **people killed and seriously injured** in road accidents increased from 48 in 2016/17 to 55 in 2019/20; although the number of **children seriously injured** decreased from 7 to 3 individuals over the same period.
- **There were no child fatalities in road accidents** in 2019/20, and this has remained the case in East Ayrshire since 1996.
- The number of **road accident fatalities** rose to 6 people in 2019/20, higher than the 4 fatalities reported at the 2016/17 baseline position.
- The percentage of the overall **road network in need of maintenance treatment** continued to fall from 38.4% in 2017-19 to 37.8% reported in 2018-20, just short of the 1% annual reduction target.

Summary of Activity 2019/20

The following examples of activity in 2019/20 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

- There were **152 road traffic collision casualties in 2019/20**, which was a 17.4% reduction on 184 total casualties recorded in 2018/19. Tragically, there were 6 fatalities in East Ayrshire in 2019/20, 49 serious injuries and 97 slight injuries recorded as a result of road accidents. In response to fatal road accidents, **joint site inspections** between Police Scotland and Ayrshire Roads Alliance (ARA) are carried out to identify any contributing road issues at accident locations.
- The road safety engineering programme continued to be targeted at locations where there was a **history of road accidents**. 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**.
- A **high visibility police presence** on the road network, delivering **speed checks and pro-active vehicle stops**, 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.
- Patrols around local schools at peak times have contributed to publicity and visibility to alter driver behaviour and **promote safer roads near to schools**.
- Road safety and responsible driver behaviour are promoted at targeted groups through the **Road Safety Education Programme**, to raise awareness and reduce vulnerability associated with road use, including: **Reckless Driving Wrecks Lives**, delivered to S5/6 pupils; the **cycle training scheme provided** for P5-7 pupils; the **Junior Road Safety Officer Scheme** offered to all primary schools; and the **Danger Detectives** experiential learning programme, aimed at P6 pupils to build community resilience in young people as active citizens in reducing accidents and crime in their local area.
- A range of local and national **Road Safety Campaigns** were supported, targeting inappropriate driver behaviour, for example drink and drug driving, using mobile phones, and ensuring driver safety, including winter driving safety checks.
- A local **'Lose the Blinkers'** awareness campaign promoted the safety of horse riders and vehicles using the road, supported by Police mounted officers and Traffic officers. In addition, agricultural vehicle safety was considered at the Ayrshire Partnership Against Rural Crime (APARC) Event, highlighting dangerous loads and defective vehicles and equipment.

Road Network Maintenance

- The implementation of a range of engineering measures from the Council's capital **road safety and street lighting programmes** continued to ensure safer roads and pavements across East Ayrshire. The Road Condition Index (RCI) has decreased year on year from 39.1% at the baseline position to 37.8% recorded in 2018-20 in respect of roads that were not in an acceptable condition.
- **Targeted locations** in relation to complaints about the roads network are identified through a variety of sources, such as Community Councils, and engagement of local residents and elected members, and considered at the monthly liaison meetings between Police Scotland and Ayrshire Roads Alliance.
- The continued use of the WDM Roads Management System in preparing the 2019/20 **carriageway resurfacing schemes** allowed better targeting of the carriageway resurfacing budget to provide the greatest benefits to our communities.
- A robust **carriageway inspection** regime is implemented in accordance with the Well Managed Highways Infrastructure-A Code of Practice, ensuring that potholes are repaired as quickly as possible, implementing a programme of structural patching in addition to carriageway resurfacing and surface dressing programmes.
- Ayrshire Roads Alliance has a statutory responsibility to take reasonable steps to prevent snow and ice endangering the safe passage of pedestrians and vehicles over public roads for which they have responsibility. Before each winter season commences, a **review of the winter service** is carried out and planned winter actions are undertaken by the Roads Maintenance Unit.
- ARA works in partnership with the Scottish environment Protection Agency (SEPA) to provide flood prevention information, flood alerts and flood warnings to residents. Flood Resilience Group.

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Safer Communities					
Local Outcome 2: East Ayrshire residents are safe and supported in their homes and communities					
Links to National Outcomes:					
We live in communities that are inclusive, empowered, resilient and safe					
Priority 3: Tackle drug supply and minimise the impact of drug misuse on individuals, families and communities					
1. Drug supply and production:					
• number reported	113	148	124	137	▲
• rate per 10,000 population	9.3	12.1	10.2	11.2	▲
• number of detections	93	124	82	105	▲
• detection rate (%)	82.3%	83.8%	66.1%	76.6%	▲
Annual/Police Scotland	(2016/17)	(2017/18)	(2018/19)	(2019/20)	
2. Production, manufacture, cultivation of controlled drugs:					
• number reported	28	32	13	19	▲
• crime rate per 10,000 population	2.3	2.6	1.1	1.6	▲
• number of detections	28	32	10	20	▲
• detection rate (%)	100%	100%	76.9%	105.3%	▲
Annual/Police Scotland	(2016/17)	(2017/18)	(2018/19)	(2019/20)	

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

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 2020 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2020

In East Ayrshire, progress at March 2020 in relation to reducing the impact of drug supply and misuse on local individuals, families and communities is reflected in the following measures of success:

Summary of progress:

- Communities have contributed to the increase in reporting of the number of crimes in relation to **drug supply and production**, rising from 113 to 137 crimes between the 2016/17 baseline position and 2019/20.
- The **number of detections for drug supply and production** rose from 93 in 2016/17 to 105 in 2019/20 and while the **detection rate** fell from 82.3% to 76.6% over the same period, this is an increase from the previous year (66.1%).
- The number of crimes reported for **production, manufacture, cultivation of controlled drugs** fell from 28 to 19 between 2016/17 and 2019/20, although there has been a rise since the previous year (13).
- While the number of detections for **production, manufacture, cultivation of controlled drugs** decreased from 28 at the baseline position to 20 in 2019/20, there has been improvement on performance in the previous year when 10 detections were reported. Detections concluded from previous years contributed to a detection rate of 105.3%.

Summary of Activity 2019/20




The following examples of activity in 2019/20 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.

Drugs production, supply and misuse




- Disrupting and detecting the supply and production 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 continued to proactively target these groups, assisted by ongoing engagement with and intelligence provided by our communities with continued success.
- Crimes reported in relation to the **supply of drugs in East Ayrshire** increased by 10.5% over the last year, from 124 in 2018/19 to 137 in 2019/20, and detections increased by 28.0%, from 82 in 2018/19 to 105 in 2019/20. Local policing in East Ayrshire saw a re-alignment of resources, ensuring proactive action to target drug offences and an increase of intelligence locally, leading to a rise in detections in the supply and possession with intent to supply charges. Some of these detections have resulted in large drug and cash seizures affiliated to organised criminality. This re-alignment has further increased public confidence and support in our communities
- 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. Police Scotland continues to engage with partners, communities and elected members to build confidence in reporting and raise 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.

Preventative and Diversionary Activity

- **The Connect programme** available via Barnardos delivered diversionary activity to vulnerable young people in partnership with Centrestage and Kilmarnock Football Club.
- In addition, collaborative work with the Council's Vibrant Communities service, Police Scotland and range of partners continued to deliver a range of **diversionary activities for young people** across East Ayrshire's communities, including 'Night Leagues' on Friday nights as well as additional and ongoing StreetSport programmes. In addition, targeted activity continued to be provided in targeted areas based upon Police Scotland intelligence.
- Workshops continued to be delivered by **Campus Officers** across a varying age range, highlighting the dangers of possessing and using controlled substances. Campus officers also continued to 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. In addition, representatives of the Police STOP Unit attended the Alcohol and Drugs Partnership (ADP) to highlight local and national drugs trends.
- A **programme of drug awareness** is available via NHS Ayrshire and Arran and bespoke sessions are available to community groups and organisations.
- Working with the Kilmarnock locality planning group and the Kilmarnock Town centre group, the ADP was successful in securing a grant of £2,500 from the Hard Edges Fund. A range of activities was planned across East Ayrshire supported by the national Scottish Recovery Consortium around the theme of dignity and respect. Planning and delivery of this work was halted by the Covid-19 pandemic and will be taken forward when circumstances allow.

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Safer Communities					
Local Outcome 3: Vulnerable people are safe and protected from harm					
Links to National Outcomes:					
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					
Priority 1: Facilitate effective action against offenders of domestic abuse, and improve the response and support provided for victims of domestic abuse and their families					
1. Number of domestic abuse incidents recorded by the police <small>Annual/Police Scotland</small>	1,345 (2016/17)	1,400 (2017/18)	1,457 (2018/19)	1,501 (2019/20)	
2. Proportion (%) of domestic abuse incidents which result in a crime report <small>Annual/Police Scotland</small>	52.1% (2016/17)	49.5% (2017/18)	46.9% (2018/19)	46.2% (2019/20)	
3. Detection rate (%) for domestic abuse <small>Annual/Police Scotland</small>	77.6% (2016/17)	78.3% (2017/18)	75.2% (2018/19)	71.7% (2019/20)	

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

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 2020 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2020

In East Ayrshire, progress at March 2020 in relation to protecting children and adults from domestic abuse is reflected in the following measures of success:

Summary of progress:

- Awareness raising has seen the number of **domestic abuse incidents** recorded by the police rising year on year in East Ayrshire, from 1,345 in the baseline year to 1,501 in 2019/20. 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 continued to fall in East Ayrshire from 52.1% in the baseline year to 46.2% in 2019/20.

Summary of Activity 2019/20

The following examples of activity in 2019/20 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.

Domestic Abuse

- Ongoing work was taken forward to **encourage reporting of domestic abuse**, which saw incidents recorded by the Police continuing to rise by 11.6% from 1,345 to 1,501 between 2016/17 and 2019/20.
- A range of measures is in place to **tackle Domestic Abuse**, including targeting of high tariff perpetrators of domestic abuse to ensure that they are brought to justice; 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; and the **Domestic Abuse Investigation Unit (DAIU)** monitors all domestic abuse reports on a daily basis and regularly liaises with

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

Social Work Services, Women's Aid, Break the Silence and ASSIST, among others, to provide appropriate support and protection.




- The **Domestic Abuse (Scotland) Act 2018** came into force on 1 April 2019, further assisting officers to deal with coercive and controlling behaviour that typifies domestic abuse.

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**. 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.
- EAVAWP continued to coordinate **multi-agency learning events** and seminars, primarily designed for the frontline workforce across partner agencies. For example, during the **16 Days of Action Campaign**, Community Justice Ayrshire, NHS Ayrshire and Arran Public Health and representatives of East, North and South Ayrshire Violence Against Women Partnerships hosted a pan-Ayrshire conference on 29 November 2019, which successfully raised awareness and understanding of gender based violence and coercive control for front-line staff, with 190 people in attendance.
- The '**Getting it Right for Everyone Programme**' was developed to promote gender equality and challenge gender stereotypes within primary school settings. The Programme is part of a multi-partnership approach through EAVAWP to tackle and challenge violence against women and girls across the life course. The **Gender 10 Toolkit** provides guidance and practical examples of how to use a whole school approach to embed gender equality into school policy, ethos and the curriculum in order to create and sustain a culture where children and young people are empowered to challenge inequality and promote respect for all.
- East Ayrshire is an affiliated **White Ribbon Local Authority Area**, involving men tackling violence against women.

East Ayrshire Women's Aid

- In 2019/20, a total of 433 women and 86 children and young people experiencing domestic abuse continued to have access to information, support and **safe refuge accommodation**; 29 women and 29 children moved into a Women's Aid Refuge in East Ayrshire; and 13 women and 23 children were rehoused in the area.
- A total of 57 women identified as at the highest risk of harm from domestic abuse were referred to the **Domestic Abuse Advocacy Service**; and 60 domestic abuse alarms were fitted.
- Over 3,600 individual and group support sessions were provided for women through office based and outreach services and Kilmaronock Women's Centre; 1,189 individual, family and group support sessions were provided for children and young people through the **Children and Young People Outreach Service**; and 1,405 individual support sessions were provided for women and 367 children and young people in refuge. A total of 95% women stated that they had more ways of keeping themselves safer and 98% said that they know more about their options.
- A total of **30 learning and development sessions** were delivered to 873 participants on behalf of EAVAWP; and **18 training sessions** were delivered to 337 NHS staff and students to support the implementation of routine enquiry gender based violence within priority settings (Maternity, Mental Health, Addictions, Health Visiting, Sexual Health and the Emergency Department).

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Safer Communities					
Local Outcome 3: Vulnerable people are safe and protected from harm					
Links to National Outcomes:					
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					
Priority 2: Support and protect vulnerable individuals and families					
1. Number of referrals of young people: • Offence referrals to SCRA* (Reduce to 45 by 2022) <small>*denotes Scottish Children's Reporter Administration</small> • Early and Effective Intervention referrals (Reduce to 115 by 2022) <small>Annual/East Ayrshire Health and Social Care Partnership</small>	74 (2016/17)	71 (2017/18)	57 (2018/19)	77 (2019/20)	
2. Total adult protection interventions as a percentage of all referrals (Maintain level below 3%) <small>Annual/East Ayrshire Council (Scottish Government National Data Set)</small>	2.2% (2016/17)	2.2% (2017/18)	2.7% (2018/19)	Available in September 2020	
3. Number of individuals engaging in drug treatment programmes (Increase) <small>Annual/East Ayrshire Alcohol and Drugs Partnership</small>	987 (March 2017)	1,127 (March 2018)	1,100 (March 2019)	1,107 (March 2020)	

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

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		Denotes area for review or improvement.
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Progress at March 2020 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2020

In East Ayrshire, progress at March 2020 in relation to supporting and protecting vulnerable individuals and families is reflected in the following measures of success:

Summary of progress:

- While the number of **offence referrals to SCRA** increased from 74 at the baseline position to 77 in 2019/20, the **Early and Effective Intervention referrals of young people** decreased by 37.8% from 217 to 135 in the same period.
- The number of people engaging in **drug treatment programmes** increased on the baseline year from 987 to 1,107 at March 2020, continuing to reflect the priority for treatment across communities.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

Summary of Activity 2019/20

The following examples of activity in 2019/20 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 111 **Child Protection Registrations** in 2019/20, a reduction of 37.3% from 177 registrations recorded in the previous year. The proportion of **child protection re-registrations** increased to 29.7% in 2019/20, from 18.1% in the previous year. The percentage rise in re-registrations is offset against the overall reduction in registrations occurring within East Ayrshire; however, there continues to be significant social factors giving rise to increased vulnerability in communities and an increased awareness across partner agencies and communities, for example in relation to neglect. At 31 March 2020, there were 108 children and young people's names on the **Child Protection Register**, an increase on the 89 names on the register at 31 March 2019 and in line with the 107 names on the register at March 2018.
- In 2019/20, there were 18 **Child Protection Orders** that required to be taken for children from 10 families who were deemed to require a place of safety. This was a reduction on the 21 Child Protection Orders for 15 families taken in 2018/19. Social Workers continue to pro-actively use the children's hearing system to make planned and informed recommendations for children.
- There was an overall decrease of 37.4% in reports requested by the **Scottish Children's Reporter Administration** (SCRA) in 2019/20 (277 reports) compared to 2018/19 (446 reports), indicating that there is an increased confidence from services that the child's plan is meeting the needs of the child without the requirement for statutory measures. This also indicates that need and complexity has been identified and supported through our effective multi-agency Team Around the Child practice.
- **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, including through our **Youth Diversion Scheme**.

Child Protection Committee

The Child Protection Committee (CPC) has lead responsibility for priorities in respect of neglect, internet safety and the safeguarding themes. In 2019/20, an illustration of key achievements is provided as follows :

- To date, almost 9,000 of the Child Protection Committee's (CPC) '**Worried about child abuse or neglect?**' leaflets have been distributed and an extract of the leaflet appeared on the back page of the Tenants and Residents' Annual Report, which was circulated to over 12,000 households in East Ayrshire.
- Training for practitioners, including Social Workers, Health Visitors and Early Years practitioners, was provided on the Graded Care Profile 2 (GCP2) assessment tool to support their assessments of child abuse and neglect. The [Information for Practitioners](#) page on the CPC's website continues to be updated with relevant information around child protection, including neglect, internet safety and safe.
- 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. 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.
- 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 builds 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.

Children involved in service development

- 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

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

communities. 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, members of the CYPC are proactively engaging with work related to Kilmarnock Town Centre Regeneration.

- A new survey seeking the views of 5,000 children and young people aged 8-26 years was developed to ensure that their voices are heard, to help shape future service provision, improve opportunities for children and young people and inform change more widely across the Council.
- Over 60 young people from across East Ayrshire participated in the **Youth Conference on Climate Change**, in response to media coverage of the climate emergency. Comments and feedback will be used to inform the authority's Climate Change Declaration.

Protecting People at Risk of Harm

- Work in this area included awareness raising and the production of guidance and information booklets to support practitioners and local people to address this matter.
- Between 1 April 2018 and 31 March 2019, 14% of Adults at Risk of Harm referrals experienced **self-neglect**. A working group has been developing local guidance on the best way to support people experiencing self-neglect and hoarding.
- Third party reporting centres and **Keep Safe premises** continued to be promoted to support keeping vulnerable people safe, with 35 Keep Safe premises in East Ayrshire at 31 March 2020. Police Scotland continued to utilise the iVPD system to share information with relevant agencies, which was further augmented in East Ayrshire through Council led morning meeting with key partners, which allows early information sharing and partner response for those who have had contact with the Police.
- Police Scotland national '**Shut Out Scammers**' campaign focused on people being exploited by criminals in their own homes. Joint work with local police officers, East Ayrshire Council's Licensing, Trading Standards and Corporate Enforcement services continued to deliver positive results.
- Through funding awarded by the Kilmarnock Heritage Railway Trust, East Ayrshire Alcohol and drugs Partnership (ADP) employed a **Recovery Coordinator** to support individuals in recovery and in drug treatment programmes. This work has seen the continued growth of **Patchwork recovery group**, which is being supported towards charitable status, and the establishment of a recovery network; and a peer recovery group established in Cumnock funded by the ADP; and in November 2019, the Foundations Café opened in Kilmarnock to provide support, community and employability skills for individuals in recovery from drug and alcohol addiction.
- **Suicide prevention:** Suicide has been an area of focused attention in East Ayrshire, with work progressed to further develop and upscale preventative approaches. Activities included: a '**Here to Listen**' **suicide prevention event** attended by community planning partners and members of the community as part of Suicide Prevention Week (9-15 September 2019); **Suicide Support Directories** created, including a special directory just for young people, which bring together all local and national suicide support contact details in one place under specific topic headings, including addictions, bereavement and bullying; a new community **Here to Listen 'Z card'** was developed and circulated to community facilities throughout East Ayrshire to provide detailed information about suicide prevention and where you can turn for help if you or someone you know has had thoughts of suicide; and provision of Safetalk training and developing a number of trained suicide first aiders among the workforce and in communities.

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: 17 September 2020

EAST AYRSHIRE COMMUNITY PLAN/LOCAL OUTCOMES IMPROVEMENT PLAN 2018-2021 ANNUAL REPORT 2019/20





WELLBEING

Summary of Performance at March 2020

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Wellbeing					
Local Outcome 1: Starting Well					
Links to National Outcomes:					
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					
Priority 1: Our children have the best start in life					
1. Participation by children and young people in extra-curricular activity (outwith schools) (Increase by 15% by 2020) Annual/East Ayrshire Council/Vibrant Communities	95,075 (2016/17)	102,875 (2017/18)	114,639 (2018/19)	121,151 (2019/20)	
2. Percentage of child protection concerns raised – non police (Increase) Annual/East Ayrshire Health and Social Care Partnership Information Systems	74.7% (2016/17)	88.2 (2017/18)	92.3% (2018/19)	Available in September 2020	
3. Percentage of pregnant women drinking 1+ units of alcohol per day in pregnancy (Reduce by 50% by 2020) Annual/NHS Information Services Division (ISD) Scotland	30.8% (2015/16)	37.1% (2017/18)	46.6% (2018/19)	50.9% (2019/20)	
4. Number of mothers smoking during pregnancy (Reduce by 25% by 2020) Annual/East Ayrshire Health and Social Care Partnership/ISD Scotland	24.4% (2012-2015)	19.1% (2017/18)	18.6% (2018/19)	Available in November 2020	
5. Percentage of babies exclusively breastfed at 6-8 week review (Increase to 28.2% 2020) Annual/East Ayrshire Health and Social Care Partnership/ISD Scotland	14.7% (2015/16)	17.5% (2016/17)	16.9% (2017/18)	18.3% (2018/19) (Note 1)	
6. Percentage of 0-2 year olds registered with a dentist (Increase to 60% by 2020) Annual/East Ayrshire Health and Social Care Partnership/ISD Scotland	46.5% (2016)	47.5% (2017)	48.8% (2018)	46.3% (2019)	
7. Number of referrals to Child and Adolescent Mental Health Service (CAMHS) (Reduce by 20% by 2020) Annual/NHS Ayrshire and Arran/CAMHS Service	740 (2013)	755 (2017/18)	824 (2018/19)	734 (2019/20)	
8. Rate of exclusions per 1,000 pupils across all schools in East Ayrshire (Reduce by 30% by 2020) Source: East Ayrshire Council	43.0 (2015/16)	43.4 (2016/17)	20.7 (2017/18)	10.2 (2019/20) (Note 2)	
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) Annual/East Ayrshire Council/Ayrshire College	New indicator-baseline to be established in 2019	N/A	100% (2018/19)	100% (2019/20)	
10. Educational stretch aim targets set at local level (Achieve all targets by 2020) Annual/Education Services	Reported through the Economy and Skills Delivery Plan				

Note 1: 2019/20 data release from ISD Scotland anticipated in November 2020.

Note 2: 2019/20 exclusions data reflects performance up to 20 March 2020, due to school closures as result of the COVID-19 lockdown.

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SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2020

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

Summary of progress:

- Participation by children and young people in **extra-curricular activity outwith schools** increased from 95,075 to 121,151 (by 27%), surpassing the 2020 target of 15%.
- **Women drinking alcohol in pregnancy** increased from 30.8% to 50.9%, which can largely be attributed to under-reporting of this issue in previous years.
- While performance improved from 14.7% to 18.3%, based on the current trend, the target of 28.2% of **babies exclusively breastfed** is unlikely to be met.
- The percentage of **0-2 year olds registered with a dentist** decreased slightly from 46.5% to 46.3% and it is unlikely that the 2020 target of 60% will be met.
- While **referrals to the Child and Adolescent Mental Health Service** have fallen from 740 to 734, the target of 20% reduction by 2020 has not been met.
- The rate of **school exclusions** decreased from 43 to 10.2 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. It should be noted, however, that 2019/20 exclusions data reflects performance up to 20 March 2020, due to school closures as result of the COVID-19 lockdown.
- All children and young people in the target age groups continued to access age appropriate safety programmes related to **online safety**, reaching the target of 100% again this year.

Summary of progress:

Summary of Activity 2019/20

The following examples of activity in 2019/20 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 Services Plan 2020-23

- Development of **East Ayrshire's Children and Young People's Services Plan 2020-23** was taken forward in 2019/20, through extensive engagement and collaboration with children, young people and their families and carers to understand the experience of their lives and the things that matter to them most. Activities included engagement with the Children and Young People's Cabinet to collaboratively design the engagement programme, interactive game-based exercise at Play Day and workshops with local groups and forums and a range of partners and stakeholders.
- Priorities identified for specific attention over 2020-23 were identified as: Respecting and promoting children's and young peoples' lives; Improving wellbeing; Tackling poverty; Achieving; and Keeping safe.

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. The integrated children's model of care for school age children continued to support 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 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**. Antenatal 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.
- 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.
- The **Holiday Food Programme** continued to provide a range of free sporting and other activities along with nutritious lunches for children and young people in areas of multiple deprivation. By the end of 2019, **over 40,000 lunches** were provided over Easter Summer and the October holidays. At Christmas 2019, support was expanded to provide over **500 meals to 39 families** over the two week holiday period.
- Partners in East Ayrshire continued working to support and maximise the impact of the national '**Every Child, Every Chance**' Delivery Plan, including automated systems to facilitate **school clothing grants** and **free school meals** applications, **maximising uptake**; and **expanding early education and child care** provision across the local authority area.

Multi-Agency Supports

- **Home Link Worker** provided support for 656 vulnerable children and young people and their families since the programme started in August 2017, with 438 (67%) cases closed with a positive outcome. Priority is given to pupils in our most disadvantaged areas, with a focus on closing the poverty related attainment gap. Support included one-to-one work with individual pupils, small group work programmes, project work, extra-curricular activities, supporting attendance and family support. Currently, a team of 10 Home Link Workers are supporting 195 children, young people and their families on a weekly basis. **Two new Home Link Workers were recruited** to work across East Ayrshire, with a particular focus on supporting looked after children and young people.
- **Play in Prison** continued to provide fathers currently imprisoned within HMP Kilmarnock with the opportunity to maintain attachments with the child/children in their lives, reducing stress and trauma that the child and family are feeling; therefore, improving the health and wellbeing of the family as a whole.
- A **Health Improving Care Establishments Champion** (coordinator) has been working in our children's houses, to embed health improvement within daily activities.
- 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 is being progressed on a multi-agency basis in partnership with CAMHS.

- A campus-based jointly-funded **Mental Health and Wellbeing Advisor** at Ayrshire College provides mental health support to assist students and staff, and improve the knowledge of mental health issues, as well as signposting to support services.
- **East Ayrshire Advocacy Services** continued to provide bespoke independent advocacy to support vulnerable people in our communities to access appropriate services and to be involved in decisions affecting their lives by making their views known and reflected. In 2019/20, additional funding was provided by the Scottish Government to extend advocacy services for children and young people in the Children's Hearing system.
- In 2019/20, the Alcohol and Drugs Partnership (ADP) Befriending Project supported a number of young people with a connection to some form of substance dependency who were feeling isolated and/or lonely.
- A co-ordinator was appointed to lead on the delivery of the '**What Matters to You**' initiative in East Ayrshire, which is aimed at supporting vulnerable young people and their families to ensure an increase in positive destinations, with a particular focus on families with children at the edges of care. A range of work is being progressed in this regard.

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.
- Our targeted work continued to **support vulnerable children and young people**, including looked after children and young people and young carers, as one of the CPP Board's strategic priorities.
- The number of young people looked after has continued to reduce and a **positive balance of care** has been maintained, with over 90% of young people looked after in the community.
- 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; and the impact of exclusion on life outcomes.
- Our **Whattriggs Road** Project, a joint approach between Housing and Health and Social Care, continues to provide a safe environment for vulnerable care leavers and assists them to achieve better lives by providing meaningful individualised support. This person centred support that covers practical, emotional and personal issues whilst utilising knowledge and experience to help young people build their life skills and prepare for independent living. The Project works within a model of delivery built around Psychologically Informed Environments, with staff working closely with partner agencies to combine practitioners and support from a range of different sectors.
- **Shannon's Box** was launched in East Ayrshire and delivered to all young people entering care in the area. The box was created by Shannon Brown, a Youth Facilitator, to make entering care a little easier for children and young people.





Children and Young People Decision Making

- **The Children and Young People's Cabinet** remains our central platform of engagement for young people in civic and democratic decision making, which is listened to and valued by the Council and Community Planning Partners. Representatives of the Cabinet participated in and co-chaired our partnership challenge session on child poverty, convened in March 2020, supported development of our new Children and Young People's Services Plan and are currently playing a central role in shaping our Covid-19 recovery and renewal activity.
- Additionally, our Children and Young People's Cabinet members co-designed and co-delivered a **Climate Change Conference** in November 2019, which was held at Council Chambers. The event, which was very well received, consisted of presentations that were delivered alongside Team Leaders/Service Managers followed by a series of breakout discussions.
- The members have been working hard to create their own constitution which will allow to develop in many areas, one of being by attracting external funding to develop their ideas for activities and events for young people.
- The members met with the Council's Head of Education on a number of occasions to discuss issues affecting young people in Education. The content of discussions, which were wide ranging, were considered for further discussion and action within education establishments.
- Two **Young Carer Peer Mentors** with lived experience of caring were recruited to Chair the Young Carers' Steering Group and have taken forward a programme of action to meet the needs of young carers locally, including designing our local Young Carers' Strategy.

Child Poverty

- 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'.
- **Challenge Poverty Week 2019** was used as an opportunity to go out into our communities and to engage directly with local people about the challenges they were facing and to raise awareness of the available supports. Social media was also used to further communicate these messages.
- In March 2020, the focus of the Community Planning Conference was on child poverty, and a wide range of stakeholders from the public, community and voluntary sector came together in a challenge session to shape our future work to address child poverty.
- Further development of the **Local Child Poverty Action Report** for East Ayrshire was progressed by the Community Planning Partnership, to highlight some of the key activity taken forward to reduce child poverty in the local area and to set out the further activity planned for the year ahead.
- **Early learning and Childcare Practitioners (Community):** A team of 16 community practitioners offered individual support to children and families in their homes, community facilities or early childhood centres. During the period of 1 April 2019 and 30 March 2020, **145 families** across East Ayrshire were supported by a community practitioner. An additional **98 families** accessed support at drop in visits within the Early Childhood Centres. 39 of the families required **support with the benefits process**, 23 families were **supported with housing** and 67 families were able to **access food bank vouchers**.
- Nationally, the value and **impact of the food offer** is a key agenda in **addressing poverty** and, in East Ayrshire, a range of services and initiatives supported this work, for example :
- The **Holiday Food Programme** continued to provide a range of free sporting and other activities along with nutritious lunches for children and young people in areas of multiple deprivation. By the end of 2019, **over 40,000 lunches** were provided over Easter Summer and the October holidays. At Christmas 2019, support was expanded to provide over **500 meals to 39 families** over the two week holiday period.
- **Lunch school holiday programme** was delivered in 9 primary schools across EAC. Over the summer programme in 2019, the HL team delivered 6 sessions each across all 9 schools with 172 parent and 332 children and young people attendances. This was supported by 3 parent volunteers who accumulated 51 volunteer hours. In the October 2019 school holidays, two sessions were delivered across all 9 schools with 75 parent and 152 children and young people attendances, with a focus on family learning and addressing holiday hunger. In order to embed sustainability, 6 parents from St. Xavier's and 5 parents from Hillhead primary school have achieved their REHIS food hygiene certificate and assist at current programmes as parent volunteers.
- A dignified approach to food waste in schools as part of wider **dignified food provision** continues to provide surplus food, which is packaged and children can take the free meals home.
- **A Food Education programme** has been introduced to deliver cooking skills classes, not only teaching parents to learn to cook, but how to budget and cook low cost healthy nutritious meals. Four week programmes for 8 classes saw 86 parents attend. The pupil classes taught basic skills such as peeling potatoes, with cooking demonstrations and talks from local food producers.
- **Food Larders** were an additional proactive initiative to support the broader wellbeing agenda for all East Ayrshire residents, working with third sector organisations and community groups to provide food larders in the local communities where needed. The ethos of these larders is about ensuring that any provision is sustainable and "ownership" lies with the communities rather than the Council being seen as providing a service – **empowering communities to access food in a dignified way, deciding and responding to what works best for them.**

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Wellbeing					
Local Outcome 2: Living Well					
Links to National Outcomes:					
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					
Priority 2: People are able to look after and improve their own health and wellbeing and live in good health for longer					
1. Percentage of adults able to look after their health very well or quite well (Increase to 95% by 2021) Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey	94% (2015/16)	N/A	92% (2017/18)	Publication date of 2019/20 survey results to be determined	
2. Percentage of adults supported at home who agree that they are supported to live as independently as possible (Increase to 89% by 2021) Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey	88% (2015/16)	N/A	80% (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) Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey	79% (2015/16)	N/A	74% (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) Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey	81% (2015/16)	N/A	74% (2017/18)		
5. Percentage of adults receiving any care or support who rate it as excellent or good (Increase to 88% by 2021) Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey	86% (2015/16)	N/A	81% (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) Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey	85% (2015/16)	N/A	77% (2017/18)		
7. Percentage of carers who feel supported to continue in their caring role (Increase to 55% by 2021) Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey	51% (2015/16)	N/A	36% (2017/18)		
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.					
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.					

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		Denotes maintaining/improving progress although target not achieved.
		Denotes area for review or improvement.
		Denotes that data is not available at this time.
Progress at March 2020 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2020

We are working to improve our performance in relation to measures within the Scottish Health and Care Experience Survey (SHCES), 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). It should be noted that the publication date of 2018/19 SHCES results has been delayed and is yet to be determined.

Summary of Activity 2019/20

The following examples of activity in 2019/20 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

- The **Enhanced Intermediate Care and Rehabilitation Service** has been operating in East Ayrshire since November 2018, and aims to prevent hospital admission/readmission, support early discharge and provide better outcomes for local people. The service operates seven days per week and continues to provide ease of access and confidence in community alternatives to hospital admission. Throughout 2019/20, more than 750 admissions were prevented through the actions of the integrated multi-disciplinary team, including 144 through the Advanced Nurse Practitioners training within GP practice.
- Work to redesign the delivery of **overnight care services** in East Ayrshire has seen the introduction of **new technology-enabled responder services**, to support individuals with complex needs to live more independently in their own homes, rather than relying on a traditional 'sleepover' service. Three new overnight care responder services were commissioned in Hurlford, and in Altonhill and Longpark in Kilmarnock, supporting provision of overnight care for sixteen individuals through innovative technology and tailored response services.
- NHS Ayrshire and Arran's **Mpower programme** provides support to people aged over 65 living with long-term conditions to: enable them to live well, safely and independently in their own homes; support self-management of their care in their community; and reduce social isolation and loneliness. Between April 2019 and March 2020, Community Navigators worked with beneficiaries to produce 29 Wellbeing Plans with East Ayrshire residents. Each Wellbeing Plan was person-centred with specific goals and outcomes. Beneficiaries have reported increased confidence and reduced social isolation and loneliness. The programme has empowered older people to take control of their health and circumstances by remaining safe and independent at home for as long as possible, as well as reducing unnecessary GP visits and hospital admissions.
- **East Ayrshire Technology Enabled Care (TEC)** pathfinder programme was established in 2019/20, with the aim of utilising TEC to transform support for people aged 65 and over and people with long term conditions living in Irvine Valley. The programme adopted the Scottish Approach to Service Design in its first year to deliver a number of community consultation events and gather the views of Irvine Valley's community in relation to living in the area and current service provision/availability. A TEC Hub was also developed in partnership within the Developing Opportunities Together Hub in Newmilns, to provide 'Digital drop-ins' and raise residents' awareness of available services, in addition to providing help with technology devices. The next phase of the project will be to develop proposals for improving the health and wellbeing of residents informed by research and feedback gathered from local community engagement.

Assisted Living

- In November 2019, the **new assisted living development** at Andrew Nisbet Place in Hurlford, was officially opened by Kevin Stewart MSP, Minister for Local Government, Housing and Planning. Aligned to the

Council's Strategic Housing Investment Programme, this development provides 13 assisted homes, which are designed for people with a range of support needs, and enables them to live safely and independently in the local community, with assistance from an on-site provider and health and social care services. The living space is bright, energy efficient and incorporates specially designed features, including wet rooms and rise and fall kitchen worktops in the wheelchair accessible ground floor flats. The new development shares many similarities in terms of layout and design with the award winning Lilyhill Gardens in Kilmarnock.

Support for Vulnerable Adults

- **Kinections** is a 3 year project to develop and grow sustainable dementia-friendly communities in East Ayrshire, through working with and for **older people with dementia living in care homes** and those who support them, enabling them to enjoy the best possible quality of life. The project, led by **University of West of Scotland (UWS)**, is supported with funding from the Life Changes Trust, Big Lottery.
- Support was provided for local residents to take up volunteering roles as **befrienders of older people**, providing vital companionship and emotional support.
- The **Home Buddy Scheme** continued to provide a tailored service to assist older people, and disabled and vulnerable adults in the Doon Valley area to live in their homes and communities without feeling lonely, isolated or afraid, providing practical help through friendship with a dedicated 'buddy'.
- **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.

Support for Carers

- Supporting unpaid carers in their caring role and to look after their own health and wellbeing remains a key priority in East Ayrshire, and partners working with local third sector organisations are integral to ensuring delivery. The importance of supporting carers is outlined in our local Carers Strategy, '*Recognising and Supporting Our Carers 2018-21*', which focuses 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 developing a Young Carers Statement for young carers.
- **East Ayrshire Carers Centre** is a key partner, delivering a range of support and assistance for **adult and young carers**. Supports provided were wide ranging and included: Carers Support Plans/Statements; various support/ activity groups; training; resilience aid; respite breaks; financial advice/support, employability assistance; and day trips. This service provision has contributed to the delivery of positive outcomes for individuals with caring responsibilities, including: reduced feelings of isolation; made carers feel appreciated; increased household income; improved relationships; increased confidence and resilience; improved mental wellbeing; and provided space to help 'have a life' alongside caring.
- Throughout 2019/20, **Ayrshire Cancer Support** delivered a range of local programmes to support people affected by cancer, including unpaid carers, through the provision of: 396 Reiki training sessions; 1,248 Level 3 psychological support/counselling sessions; 350 Capacitar sessions; and supporting 5,787 drop in clients. The sessions were found to provide benefits for participants, including reduced anxiety and stress, increased confidence and improved physical wellbeing.

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Progress at March 2020	Current status
Local Outcome 2: Living Well					
Priority 2: People are able to look after and improve their own health and wellbeing and live in good health for longer					
8. Rate of emergency bed days for adults (Reduce by 4% by 2021) <small>Annual/ISD Scotland</small>	130,107 (2015/16) (Note 3)	126,996 (2017/18) (Note 3)	120,198 (2018/19) (Note 3)	111,796 (2019/20)	
9. Readmissions to hospital within 28 days of discharge (Reduce to 9.2%) <small>Annual/ISD Scotland</small>	10.2% (2015/16)	11.3% (2017/18)	11.2% (2018/19)	11.3% (2019/20)	
10. Number of days people spent in hospital when they are ready to be discharged (Reduce by 20% by 2021) <small>Annual/ISD Scotland</small>	6,043 (2015/16)	4,730 (2017/18)	5,038 (2018/19)	3,701 (2019/20)	
11. Proportion of the last 6 months of life spent at home or in a community setting (Increase to 89.4% by 2021) <small>Annual/ISD Scotland</small>	86.6% (2013/14)	89.0% (2017/18)	89.0% (2018/19)	89.6% (2019/20)	
12. Proportion of care services graded 'good (4) or better' in Care Inspectorate inspections (Increase to 87% by 2021) <small>Annual/Care Inspectorate</small>	84% (2015/16)	81% (2017/18)	65.0% (2018/19) Baseline re-established (Note 4)	75.0% (2019/20)	
13. Rate for alcohol related hospital stays per 100,000 population (Reduce to 790 per 100,000 by 2021) <small>Annual/ISD Scotland</small>	796.7 (2013/14)	744.3 (2016/17)	658.0 (2017/18)	666.3 (2018/19)	
14. Number of bed days per 1,000 population for long term conditions (asthma, COPD, heart failure, diabetes) (Reduce to 8,877 by 2021) <small>Annual/ISD Scotland</small>	9,523 (2013/14)	9,024 (2016/17)	8,904 (2017/18)	7,807 (2018/19)	
15. Life expectancy at birth: • males • females (Increase to 76 years in male life expectancy and 80 years in female life expectancy by 2021) <small>Annual/National Records of Scotland</small>	75.8 years 79.7 years (2011-2013)	76.5 years 79.8 years (2014-2016)	76.4 years 80.0 years (2015-2017)	76.0 years 80.0 years (2016-2018)	
16. Close the gap in the employment rate between disabled and non-disabled people (Reduce - in line with the national target of halving the gap by 2038) <small>Annual/Nomis</small>	42.1 percentage points	40.8 percentage points	50.2 percentage points	50.2 percentage points	
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) <small>Annual/ISD Scotland</small>	259.2 (2015/16)	317.5 (2016/17)	344.7 (2017/18)	Publication date to be determined	

Note 3: Figures for previous years updated in line with the ISD Scotland backdate.

Note 4: New methodology was introduced by the Care Inspectorate in 2018/19; therefore, previous years' data is not comparable. Baseline data was subsequently re-established in 2018/19.

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Progress at March 2020 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

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 2020

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

Summary of progress:

- The rate of **emergency bed days for adults** reduced from 130,107 to 111,796 (14%) since the baseline year, exceeding the 2021 target of a 4% reduction.
- **Re-admissions to hospital within 28 days** increased from 10.2% to 11.3% and is unlikely to reach the target of 9.2%.
- Performance in relation to **discharging our residents to the right setting** when they no longer require hospital-based treatment continued to be strong, with a 39% reduction (from 6,043 to 3,701), exceeding the 2021 target of 20% reduction.
- In the **last six months of life**, over 89% of people were supported at home or in community settings in East Ayrshire, rather than in a hospital, generally in line with the 2021 target of 89.4%.
- **Care services graded 'good or better'** increased from 65% to 75%, although performance is lower than the national average.
- **Alcohol related hospital stays** decreased from 796.7 to 666.3 per 100,000 population, exceeding the target.
- Hospital stays for people with **long-term conditions** continued to fall, from 9,523 to 7,807 per 100,000 population, exceeding the target for 2021 of 8,877 hospital stays.
- **Life expectancy** targets for men and for women have already been met (76 years and 80 years respectively).
- The **rate of drug-related hospital stays** continued to rise, significantly exceeding the baseline position.

Summary of Activity 2019/20

The following examples of activity in 2019/20 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 - Collaborative Working

- The **Community Connector team** continued to work across East Ayrshire, aligned to GP Practices and their multi-disciplinary teams, to support people who live in complex and challenging circumstances. In 2019/20, there were 1,037 referrals to the Community Connectors, indicating a considerably further reach than in previous years. The main reasons for involvement with the Community Connectors over this period has continued to be social isolation, social activities and financial hardship in relation to welfare benefits.
- Work has continued on scaling up prevention and early intervention activity throughout 2019/20, alongside key partners. Over the last year, the **Lifestyle Development and Community Wellbeing Team** supported individuals with long term conditions, including those: at risk of falls, who have had a cardiac event, who are

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recovering from a stroke, have diabetes, weight management issues or mild to moderate mental health problems.

- A programme of classes, walking groups and support groups are available following participation in an **Activity on Prescription** consultation. Throughout 2019/20, 451 referrals were received by the Activity on Prescription scheme from a range of health professionals and key partners and 13,476 attendances were recorded across Vibrant Communities' programme of activities, with measurements consistently showing improvements in participants' balance, confidence and activity levels.
- The **community Front Door** continued to embed its community-focused, multi-disciplinary approach to getting people the right support at the right time and 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 continued to demonstrate capacity for **improving both personal and financial outcomes**.
- **Smoking cessation**, reduction and prevention activities continued to be delivered by the **Quit Your Way** service.
- 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.
- **Smoking cessation**, reduction and prevention activities continued to be delivered by the **Quit Your Way** service.
- The **'Connect Call'** telephone befriending service reduced social isolation and loneliness for 147 people of all ages, carrying out over 150 calls per week. In addition, the **'Brew and Blether'** drop in service, established by volunteers, was delivered in Kilmarnock, Stewarton and Newmilns, providing local people with an informal and relaxed opportunity to come together.
- **Home Buddies** continued to support **older people** in the Doon Valley, including many who are vulnerable and isolated, providing practical help with tasks and social connectedness through friendship with a dedicated buddy.

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 in East Ayrshire, with a 39% reduction since the baseline year, exceeding the 2021 target of 20% reduction.
- The **Red Cross Home from Hospital Service**, delivered from University Hospitals Crosshouse and Ayr provided free, short term care and support for people being discharged from hospital and/or their carers. The service supports people to regain their confidence and skills for living independently, and organises telecare to support families to continue to care.
- 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.

Reducing Health Inequalities

- The **Financial Inclusion Team**, together with its partners, has continued to support East Ayrshire residents with money advice and to achieve financial gains over the last year. During 2019/20, the EA Money Team assisted with 2,458 referrals, an increase of 174 from the previous year, achieving additional benefit income totalling £3,819,743 on behalf of service users in East Ayrshire. Over this period, the In Court Advice project also supported 405 tenants with rent arrears totalling £297,582.38 and the Macmillan project generated financial gains of £466,433 for people living with cancer in East Ayrshire. The total financial gains made on behalf of service users dating from November 2013 now stands at **over £28 million**.
- A programme of classes, walking groups and support groups are available following participation in an **Activity on Prescription** consultation. Throughout 2019/20, 451 referrals were received by the Activity on Prescription scheme from a range of health professionals and key partners and 13,476 attendances were recorded across Vibrant Communities' programme of activities, with assessments consistently showing improvements in participants' balance, confidence and activity levels.
- **Gypsy Travellers** often experience health inequalities due to various challenges in accessing primary care services, including registration (requiring proof of identity and address), poor literacy skills, fear of discrimination (resulting in non-engagement) and an over reliance on emergency services. In line with the joint Scottish Government and COSLA action plan Improving the lives of Gypsy/Travellers: 2019-2021, East Ayrshire was the first Scottish local authority in 2019 to pilot **'Negotiated Stopping Places'**, an initiative

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which offers an alternative to the traditional enforcement-based approach to Unauthorised Encampments. The purpose of the initiative is to enable Gypsy/Travellers to stay for an agreed limited period of time, while adhering to a code of conduct specified by the Council. In return for adhering to the code of contact, the encampment will be provided with basic facilities such as water, toilet facilities and domestic refuse uplift. In addition to provision of facilities, the introduction of Negotiated Stopping Places removes feelings of stress due to fear of eviction and creates an opportunity for health and other key services to engage with families on the encampment, providing a quick route of access to vital supports.

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.
- The 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. Partners within EAVAWP including Women's Aid, Barnardos, Break the Silence, the STAR Centre and Victim Support 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. In addition, a number of events took place in November 2019 as part of the 16 days of Action Campaign, including a pan-Ayrshire gender-based violence conference on 29 November 2019.
- **Suicide prevention** has been an area of focused attention to further develop and upscale preventative approaches. Activities included improving alertness to the signs of potential suicide through increased provision of Safetalk training and developing a number of trained suicide first aiders among the workforce and in local communities; improved access to mental health support in key setting; and enabling people with mild or moderate mental health problems access to the Activity on Prescription scheme for individual or group support.

Justice Services

- All **public protection** matters in East Ayrshire are overseen by a Chief Officers Group, including the work of the Child Protection Committee, the Public Protection and Learning Unit, the Adult Protection Committee, the Violence against Women Partnership and the Multi Agency Public Protection Arrangements (MAPPA) Strategic Oversight Group.
- **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 performance recorded at 99.3% in 2019/20.
- A pre-liberation programme was developed and implemented at **HMP Kilmarnock** during 2019/20, to provide prisoners who are nearing liberation with information to support their transition back into the community. Using a multi-agency approach, topics covered included: housing, medicine management, home fire safety, drug and alcohol awareness, various health improvement topics and support with financial matters.
- A lack of suitable housing has been identified as a key factor which impacts on reoffending in East Ayrshire. During 2019/20, 49 homeless people's application interviews were held with prisoners at HMP Kilmarnock, who would be **homeless upon liberation**. Access to the Single East Ayrshire Register for Community Housing 6 weeks prior to liberation reduced time spent within temporary accommodation and was found to reduce reoffending. A number of applicants received a tenancy offer prior to liberation, which impacted positively in applying for welfare benefits, the GP registration process and assistance with furniture provision.
- A range of **diversionary activities** was delivered throughout East Ayrshire, with the aim of addressing anti-social behaviour issues and incidents which were reported by Police Scotland. Local programmes delivered included: Premier Night Leagues (football scheme which operates on Friday evenings), Streetsport Cages (activities in multi-use gaming areas) and the provision of sporting equipment and outreach work at weekends through the Youth Action Team.

Alcohol and Drugs Partnership

- The Alcohol and Drugs Partnership (ADP) maintained a significant focus on **reducing the harm caused by alcohol misuse** and alcohol related hospital stays in East Ayrshire continued to decline.
- East Ayrshire, like other areas across Scotland, has experienced a continued rise in drug related deaths in recent years, with trends indicating that drug related deaths in East Ayrshire mainly occur in males aged 35-44 and are often a result of a combination of drugs and/or additional health conditions and complications. A

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local substance related death group met regularly throughout 2019/20 to examine the circumstances surrounding each death in order to identify patterns and trends.

- The ADP continued an extensive roll out of naloxone medication, which temporarily reverses the effects of an overdose. A total of **249 Take Home Naloxone kits** were distributed in East Ayrshire in 2019/20, resulting in at least 11 life-saving administrations. More recently, despite the severe disruption caused by Covid-19, THN kits have continued to be supplied to those with opioid use issues.
- In May 2019, the ADP employed a **Recovery Coordinator** to support and develop structured and coordinated peer led recovery programmes. The **Patchwork recovery community** now provides support to vulnerable drug and alcohol users via a Saturday drop in, in addition to the peer led recovery activity. A peer led recovery group was also established in Cumnock, with ADP funding provided to further develop the group.
- In 2019/20, the **Community Recovery Café** was established in Kilmarnock, which supports volunteers in recovery to develop skills within hospitality. The **Recovery Network** was also developed, which brings together community groups to promote recovery activity across East Ayrshire. The increase in recovery activity throughout 2019/20 has led to a higher visibility of recovery support in East Ayrshire and, through peer support, seeks to encourage individuals still actively using drugs to reduce/eliminate illegal drug use. A number of individuals have been supported in their recovery journey to become active members in their community.
- East Ayrshire's Alcohol and Drugs Partnership held its **annual conference** in December 2019, which focused on the social influences that contribute to problematic drug and alcohol use and supporting recovery.

Locality Planning

- Work continued to embed a locality-based approach to service planning and delivery to meet local needs. Our Locality Planning Groups continued to implement their respective action plans throughout the last year to progress local priorities.
- A significant focus during 2019/20 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. A series of **Get Together** events were arranged 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 continued to support work to broaden engagement in localities and drive improvement activities.
- The fifth annual **Local Conversation** event took place in New Farm Loch, Kilmarnock in November 2019, inviting local residents, community representatives, employees and partners to come together and discuss what we can do together to make a positive difference to health and wellbeing in East Ayrshire. The event recorded excellent attendance and was positively received by participants, as well as providing a range of useful learning points to inform future service delivery.
- Over the last year, Community Health and Care Services and General Medical Services in the form of GP Clusters, continued to develop delivery arrangements aligned to localities and the objectives set out in the EAHSCP Property and Asset Management Strategy to support local needs and the creation of opportunities within our localities.

Primary Care Services

- East Ayrshire Health and Social Care Partnership has Lead Partnership **responsibility for Primary Care and Out of Hours Community Response**. This lead responsibility relates to: Medical Practices, Community Pharmacies, Optometry Practices, Dental Practices, Public Dental Service and the Ayrshire Urgent Care Service (AUCS). The North Ayrshire Partnership leads on Mental Health Services in addition to some Early Years Services. The South Ayrshire Partnership leads on Continence, Falls Prevention and Sensory Impairment in Ayrshire.
- Progress was made throughout 2019/20 in relation to a number of services and workstreams, including: Pharmacotherapy Services, Community Treatment and Care, Urgent Care Services, Multi-Disciplinary Teams In General Practice, Pharmacy, Public Dental Service and General Dental Service, Ayrshire Urgent Care Service and the Vaccination Transformation Programme.
- The second phase Ayrshire and Arran Primary Care Improvement Plan 2020-22 was developed in October 2019 in a collaborative approach across the three Ayrshire IJBs, the NHS Board and the local GP sub-committee/Local Medical Committee. This collaboration was key in creating a report that outlines our ambition to develop Primary care services to be both sustainable and to meet the future needs of our communities.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

Caring for Ayrshire

- Caring for Ayrshire is a 10 year transformative change programme led by the Caring for Ayrshire Programme Board, with a focus on implementing **whole system redesign of health and care services** across Ayrshire and Arran to best meet the health and care needs of residents. The programme is a response to a range of significant challenges in Ayrshire, including: increasing service demand, aging populations with complex health requirements, workforce gaps, general population health, buildings which are no longer fit for purpose and financial restraints. These drivers for change alongside evolving policy, clinical and quality requirements necessitate a need for transforming local health and care services with an emphasis on delivering care closer to home to reduce dependence on hospital-based care and to improve outcomes.

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**. The latest evidence available (2018) showed that 76% of the Health and Social Care Partnership's (HSCP) workforce would recommend the organisation as a good place to work. A more coordinated approach was adopted in 2019, including a common communications approach across the three Ayrshire HSCPs and NHS Ayrshire and Arran; a shared focus on messages around 'you matter to us' targeted at employees; and a shared commitment to the 'Ask, Listen, Do' ethos. '**What Matters to You**' Day took place on 6 June 2020 and as a part of encouraging positive changes across all levels of service delivery, an employee survey was distributed and completed by 82 employees with a range of themes emerging to inform future provision.
- East Ayrshire's **Care at Home service** is an example of the HSCP's ongoing commitment to support a fully skilled workforce. East Ayrshire HSCP continues to maintain effective links with Ayrshire College to ensure the Care at Home workforce achieves the necessary standards and qualification to meet Scottish Social Services Council (SSSC) registration requirements and to protect the public. In 2019/20, 66.3% of carers were qualified to SSSC standard. 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.

Service improvement

- East Ayrshire HSCP continues to strategically invest in key areas which contribute towards reducing demand, sustainable models of care and effective service delivery, in line with early intervention and prevention ambitions and in contributing towards the **triple aim of 'better health, better value, better care'**.
- In 2019/20, EAHSP commissioned the **CM2000 electronic monitoring system**, a management software platform which supports the delivery of care. Since going live, a range of benefits has been highlighted within the Care at Home service. Home Care Managers can monitor service delivery in real time through the system, allowing them to identify if a service user requires either an additional or reduced level of involvement, which contributes towards meeting outcomes and resource efficiency. CM2000 also provides various operational and logistical advantages for managers, including identifying staff who have capacity to undertake additional visits, timely delivery of key information to frontline staff (via smartphones), aiding continuity of care for service users, setting timescale tolerances for visits and real time alerts to avoid missed visits for service users.
- The HSCP commissioned a new Social Work Management Information System from Liquidlogic in August 2018 and following a period of implementation, the system was fully operational in March 2020. The **system comprises** Community Care, Children and Families and Finance platforms and is integral for the management and storage of personal records for individuals who are in contact with social work services in East Ayrshire. Since going live, a number of benefits have been reported by users of the system, including reducing recording time, avoiding duplication and improving recording accuracy. From an operational perspective, the system has also allowed workloads to be managed more effectively and efficiently, enabling a better use of frontline worker time.

Audit and Inspection

- The **Care Inspectorate** undertook scheduled and unscheduled inspections across a number of services throughout 2019/20. Quality of care was assessed to be 'good' or better in 75% of services, which was a considerable increase from 2018/19 (65%) and closer to the high standard consistently set in East Ayrshire in previous years.
- Findings from the **thematic inspection of East Ayrshire Self Directed Support** in 2018/19 and continuous self-evaluation activity identified a number of areas for improvement going forward. Focused improvement

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2019/20

action was taken throughout 2019/20 based on these learnings and good progress has been made to enhance key elements of Self Directed Support in East Ayrshire.

Building a better East Ayrshire

Inspiring Ambition and Delivering Change



**JOINT MEETING EAST AYRSHIRE COUNCIL AND EAST AYRSHIRE
COMMUNITY PLANNING PARTNERSHIP**

17 SEPTEMBER 2020

REPORT BY DIRECTOR OF HEALTH AND SOCIAL CARE

**EAST AYRSHIRE HEALTH AND SOCIAL CARE PARTNERSHIP ANNUAL
PERFORMANCE REPORT 2019/20**

PURPOSE OF REPORT

1. To present to East Ayrshire Council and East Ayrshire Community Planning Partnership the Annual Performance Report for the Health and Social Care Partnership ('the Partnership') for 2019/20.

RECOMMENDATIONS

2. East Ayrshire Council and East Ayrshire Community Planning Partnership are asked to:
 - (i) Receive the Partnership's Annual Performance Report 2019/20;
 - (ii) Note and comment on the Partnership's Annual Performance Report 2019/20;
 - (iii) Note that the Annual Performance Report 2019/20 has been presented to the Audit and Performance Committee on 11th August 2020 and the Integration Joint Board on 26th August 2020;
 - (iv) Note that the Annual Performance Report will be presented to the NHS Board on 5th October 2020, and;
 - (v) Otherwise note the content of the report.

BACKGROUND

3. Section 42 of the Public Bodies (Joint Working) (Scotland) Act 2014 specifies that a performance report must be produced by an integration authority. Under the Public Bodies (Joint Working) (Content of Performance Reports) (Scotland) Regulations 2014 (SSI 2014, No. 326), which came into force in December 2015, the performance report must cover a number of specific matters.
4. This includes an assessment of performance in relation to the national health and wellbeing outcomes with reference to the extent to which the Strategic Plan and associated resources have contributed to the delivery of these national outcomes and performance against key measures in relation to the outcomes. Performance reporting should, under this Scottish Statutory Instrument, similarly relate to the integration principles in the delivery of integration functions, financial performance under the direction of the integration authority and significant decisions made by the integration authority (with particular reference to decisions where Section 36 of the 2014 Act applies).

5. SSI 2014 No. 236 also specifies that performance reports should include reference to the integration authority contribution to Best Value, locality arrangements, inspection, and any review of the Strategic Plan undertaken. The Regulations also leave scope for the inclusion of other performance related content as determined by the integration authority. The Scottish Government issued Guidance for Health and Social Care Integration Partnership Performance Reports in March 2016. The Guidance reinforces the requirements set out in the 2014 Act and in the SSI. It also provides further detail.
6. The Guidance required the publication of performance reports from 2016/17 onward, the publication of these within four months of the end of the performance reporting period, consideration of accessible versions, public dissemination. This Guidance includes wider reference to how decisions made by the integration authority have contributed to the delivery of national outcomes. The Guidance states that performance reports should “include additional relevant information beyond the minimum set out here in order to build as full and accurate an assessment as possible as to how the integration of health and social care is delivering for people and communities”.
7. The Regulations and Guidance documents are supported by a Core Suite of Integration Indicators and data definitions issued by the Scottish Government in March 2015, in addition to a suite of six key Ministerial Strategic Group indicators issued in 2016/17.
8. While Guidance specifies that performance reports are a requirement from 2016/17, the establishment of the East Ayrshire Health and Social Care Partnership from April 2015 meant that to provide transparency and accountability, it was appropriate to produce a performance report adhering to the Regulations and Guidance for the 2015/16 period. The Annual Performance Report for 2019/20 is therefore the fifth substantive performance report and is prepared in line with the Public Bodies (Joint Working) (Scotland) Act 2014 and subordinate Statutory Instruments and Scottish Government Guidance.
9. The Annual Performance Report 2019/20 was considered and approved by the Audit and Performance Committee on 11th August 2020. The Report was also considered and approved by the Integration Joint Board on 26th August 2020.

ANNUAL PERFORMANCE REPORT 2019/20

10. The Annual Performance Report 2019/20 addresses the requirements described above. The report is structured according to the national outcomes and includes health, wellbeing, children and young people, and justice outcomes. This year’s Annual Performance Report (2019-2020) has been subject to the impact of Covid-19, in respect of national and local data availability and the availability of colleagues who normally contribute towards reporting on our Partnership’s performance over the last year, who have been focussed on delivering vital services, resulting in examples of delivering what matters to our communities being more concise than in previous years. This arrangement was agreed through the National Strategic Commissioning and Improvement Network, together with Public Health Scotland.

11. Tackling inequalities including health inequalities is a cross-cutting priority for the Community Planning Partnership ('CPP') in East Ayrshire and is at the core of the Wellbeing Delivery Plan which the Partnership leads on behalf of the CPP. The Annual Performance Report 2019/20 sets out how working with our partners across third sector, Public Health, Education and Vibrant Communities supports the delivery of the Wellbeing Delivery Plan and how our activities contribute to mitigating, preventing and undoing the causes and effects of inequality.
12. The outcomes include key performance measures, a performance assessment and practice examples for the reporting period, highlighting personal stories and outcomes achieved under the heading 'Delivering Our Plan & What Matters To You'. Performance measures are drawn from the Core Suite of Integration Indicators and are cross-referenced to Service Improvement Plan measures, the Partnership Scorecard and the Community Plan, and Local Outcomes Improvement Plan measures contained in the Wellbeing Delivery Plan. The measures issued by the Ministerial Strategic Group for Health and Community Care in 2016/17 under the banner 'measuring performance under integration' have been incorporated into the Performance Framework, are referenced throughout the body of the Report and are the subject of a focussed assessment in Section 3. Where appropriate, the performance measures are 'RAG-rated' using a traffic light system for illustrating progress against expected performance.
13. The Annual Performance Report 2019/20 includes sections on governance and decision-making, financial performance, Best Value, inspection findings, the Caring for Ayrshire Programme, Audit and Performance Committee activity during the reporting period, lead Partnership arrangements and developments made in respect of locality arrangements.
14. In addition, the Report includes a Covid-19 section which outlines the Partnership's response to the pandemic and a 'looking ahead' section which summarises the Strategic Plan 2018-21 priorities, linking to associated improvement activity in 2020/21 via Service Improvement Plans and outlines Covid-19 recovery and renewal ambitions.

PERFORMANCE SUMMARY

15. 2019/20 results from the Core Suite of Integration Indicators (CSII) 'Data Indicators' indicate that East Ayrshire has made notable progress across the majority of areas reported from the previous year, in addition to performing above national levels in some measures. However, despite this improved performance, the dataset highlights that further improvement is required to reach national levels in some areas. 2019/20 updates were not available for the 'Outcome' indicators within the CSII (sourced from Health and Care Experience Survey), due to Scottish Government staff redeployment for Covid-19 work.
16. Similarly, East Ayrshire performance in relation to a number of Ministerial Strategic Group (MSG) indicators improved throughout 2019/20 from the previous year, particularly in relation to unscheduled care and delayed discharge. However, further improvement is required to achieve similar rates to that of national levels in some areas.
17. In addition to the progress made in relation to CSII and MSG indicators, we are reporting notable improvement across health and wellbeing and children and young people outcomes, including: delayed discharge, rate of bed days for key long term conditions, breastfeeding and healthy birth weight.

18. The Partnership is committed to continuous improvement and a number of challenging areas of performance across our services have been identified, including: hospital readmission within 7 days, compliance with the 4 hour Emergency Department standard, child protection re-registration within 12 months and workforce absence rates.

STRATEGIC PLAN 2018-21

19. An annual review of our Strategic Plan 2018-2021 was undertaken during 2019/20, in line with our Participation and Engagement Strategy and through a comprehensive programme of stakeholder engagement. The Strategic Planning and Wellbeing Delivery Group ('the Group') considered key aspects of the Strategic Plan, alongside the indicative partnership budget to deliver these commitments. The review concluded that the Strategic Plan continues to be fit for purpose and that there is no requirement for a replacement plan. The Group reaffirmed the vision, values and Strategic Commissioning intentions as set out in the plan and also considered key priorities for 2020/21 and beyond.
20. Within this annual review, a longer term approach to developing future Strategic Plans was endorsed in line with the IJB's long term transformational priorities and programmes. In developing the Partnership's third Strategic Plan from 2021, we intend to strategically align with the wider East Ayrshire Community Plan 2015-30, with a continuation of the annual review process and progress reporting every three years.

GOVERNANCE AND DECISION MAKING

21. Over the course of the year, the Integration Joint Board has taken key decisions in relation to a variety of service improvements across the Partnership's portfolio of delegated functions, including establishing a Stakeholder Forum to further improve involvement and engagement in decision making and leading national work with Scottish Government focusing on the use and implementation of binding directions. Where appropriate, the Annual Performance Report 2019/20 provides relevant performance for these key decisions and directions.

FINANCIAL PERFORMANCE

22. The IJB must comply with national financial regulations, codes of practice and guidance. A detailed auditing process is in place to ensure that proper practice is adhered to, which in 2017/18 highlighted financial sustainability as a key risk for the Partnership and accordingly resulted in development of a Medium Term Financial Plan 2017/18-2021/22. The net cost of services commissioned through the IJB for 2019/20 was £242.957m. A £2.408m net underspend was achieved for 2019/20, however this total has been earmarked for various commitments in future financial years, resulting in an overall balanced position for 2019/20.

BEST VALUE

23. The Partnership's transformational change journey, aligned with the Integration Partners' strategic direction, continues to be driven by the Strategic Commissioning for Sustainable Outcomes Programme Board, delivered through our Strategic Plan. The Programme Board has delegated responsibility for the Partnership Transformation Fund, aiming through temporarily increased capacity in high priority areas, to achieve sustainable improvements in outcomes for people and communities within a reduced financial and human resource.

INSPECTION FINDINGS

24. Scheduled and unscheduled inspections by the Care Inspectorate continued throughout 2019/20. Quality of care was assessed as 'good' or better in 75% of our services, which was a notable increase from the previous year (65%). Findings from a thematic inspection of Self Directed Support in 2018/19 and continuous self-evaluation activity identified a number of areas for improvement going forward. Focused improvement action was taken throughout 2019/20 based on these learnings and good progress has been made to enhance key elements of Self Directed Support in East Ayrshire.

CARING FOR AYRSHIRE

25. Caring for Ayrshire is a 10 year transformative change programme, with a focus on implementing whole system redesign of health and care services across Ayrshire and Arran to best meet the health and care needs of residents. The programme is a response to a range of significant challenges in Ayrshire, including: increasing service demand, aging populations with complex health requirements, workforce gaps, general population health, buildings which are no longer fit for purpose and financial restraints. These drivers for change alongside evolving policy, clinical and quality requirements necessitate a need for transforming local health and care services with an emphasis on delivering care closer to home to reduce dependence on hospital-based care and to improve outcomes.

AUDIT AND PERFORMANCE COMMITTEE

26. In 2019/20, the Audit and Performance Committee considered internal audit reports from East Ayrshire Council and Grant Thornton LLP on behalf of NHS Ayrshire and Arran and external reports from Audit Scotland and Deloitte LLP. Over this period, the Committee continued to oversee the Strategic Commissioning for Sustainable Outcomes Programme Board, considered governance and assurance arrangements and performance reporting to the IJB and considered a detailed Self-Evaluation of East Ayrshire implications identified from an Audit Scotland/Accounts Commission report in November 2018. The Committee also approved a programme of Best Value Service Reviews to ensure that transformation is achieved to meet the sustainability challenge detailed in the Strategic Plan and Medium Term Financial Plan.

LEAD PARTNERSHIP ARRANGEMENTS

27. Lead Partnership arrangements continue to be in place across Ayrshire and Arran. The East Ayrshire Health and Social Care Partnership has Lead Partnership responsibility for Primary Care and Out of Hours Community Response. This lead responsibility relates to: Medical Practices, Community Pharmacies, Optometry Practices, Dental Practices, Public Dental Service and the Ayrshire Urgent Care Service (AUCS). The North Ayrshire Partnership leads on Mental Health Services in addition to some Early Years Services. The South Ayrshire Partnership leads on Continence, Falls Prevention and Sensory Impairment in Ayrshire.

LOCALITIES

28. The Partnership continued to embed a locality-based approach to service planning and delivery to meet local needs. Our Locality Planning Groups continued to implement their action plans throughout the last year to progress local priorities. Throughout 2019/20, the Locality Groups maintained a focus on tackling social isolation and loneliness by hosting a series of community events which brought members of the public, partners and numerous groups together to make meaningful connections with each other. Over the last year, Community Health and Care Services and General Medical Services in the form of GP Clusters, have continued to develop delivery arrangements aligned to localities and the objectives set out in our Property and Asset Management Strategy continue to support local needs and the creation of opportunities within our localities.

COVID-19

29. The Partnership mobilised to respond to the Covid-19 pandemic in March 2020, with a focus on delivering safe and effective services for those at risk in our communities. The nature of the pandemic required a swift and proactive response, comprising a number of workstreams to ensure that people in the community were kept safe. Examples of vital work undertaken within this response included: establishing a Covid-19 Community Clinical Assessment Centre, creating additional community and social care capacity, community testing, ensuring provision of personal protective equipment, maintaining a sufficient workforce to support the delivery of core services and revising local operating and management arrangements.
30. Our next Annual Performance Report (2020-2021) will fully outline the impacts of the pandemic across our communities and services, in addition to describing how our integrated recovery and renewal journey has progressed to ensure continued delivery of effective and person-centred care.

LOOKING AHEAD

31. Our Strategic Plan 2018-21 focuses on four priority areas:
 - Early Intervention and Prevention;
 - New Models of Care;
 - Building Capacity in Primary and Community Care and;
 - Transformation and Sustainability.
32. Our new Strategic Plan 2021-30 will be developed during the course of the coming year together with partners in all sectors and we will collaboratively review our priorities and long term strategic intent within this process.

33. A key focus throughout 2020-21 will be on recovery and renewal from the impact of Covid-19 and our Service Improvement Plans will be key to delivering this. The recovery and renewal process will be a significant piece of work over the next year and through comprehensive engagement and collaboration with partners and communities, this process will generate further learning towards our new models of care and will be central to the Partnership's long term strategic intent.

PEOPLE WHO USE SERVICES AND CARERS IMPLICATIONS

34. The Annual Performance Report 2019/20 demonstrates our performance in relation to national outcomes for health and wellbeing, children and justice, which relate directly to those who use services and carers. Content within the report includes key performance indicators and examples of what was delivered in East Ayrshire to illustrate impact achieved over the reporting period.

FINANCIAL IMPLICATIONS

35. The Annual Performance Report 2019/20 aligns with the production of the Annual Accounts for the same period and cross-refers to these. The net cost of services commissioned through the IJB for 2019/20 was £242.957m. A £2.408m net underspend was achieved for 2019/20, however this total has been earmarked for various commitments in future financial years, resulting in an overall balanced position for 2019/20.

HUMAN RESOURCE IMPLICATIONS

36. There are no Human Resource implications arising directly from the report.

LEGAL IMPLICATIONS

37. The Annual Performance Report 2019/20 is prepared in compliance with the Public Bodies (Joint Working) (Scotland) Act 2014 and associated Regulations and Guidance.

POLICY / COMMUNITY PLANNING IMPLICATIONS

38. The Annual Performance Report 2019/20 aligns with Community Plan: Wellbeing Delivery Plan. It also links to Economy and Skills and Safer Communities Delivery Plans.

EQUALITY IMPACT IMPLICATIONS

39. There are no Equality Impact Implications arising directly from the report.

RISK IMPLICATIONS

40. There are no risk implications arising directly from the report.

TRANSFORMATION STRATEGY

41. The Annual Performance Report for 2019/20 links principally to four of the six transformational workstreams: A Fairer, Kinder and Connected East Ayrshire, Workforce Planning - Cultural Change and Service Re-design; A Digitally Connected East Ayrshire, and A Vibrant and Empowered East Ayrshire. The Report refers directly to the Transformation Strategy, highlighting a range of good practice in relation to prevention and early intervention, community capacity and innovative outcomes-focused support, including digital.

RECOMMENDATIONS

42. East Ayrshire Council and East Ayrshire Community Planning Partnership are asked to:
- (i) Receive the Partnership's Annual Performance Report 2019/20;
 - (ii) Note and comment on the Partnership's Annual Performance Report 2019/20;
 - (iii) Note that the Annual Performance Report 2019/20 has been presented to the Audit and Performance Committee on 11th August 2020 and the Integration Joint Board on 26th August 2020;
 - (iv) Note that the Annual Performance Report will be presented to the NHS Board on 5th October 2020, and;
 - (v) Otherwise note the content of the report.

Eddie Fraser
Director of Health and Social Care
31 August 2020

Person to Contact: Kevin Mills, Planning and Performance Officer,
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Background Papers:

- [Annual Performance Report 2019/20](#)
- [Performance Indicator Matrix](#)
- [Registered Services Inspections](#)
- [Care Home Inspections](#)

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