

LOCAL OUTCOMES
IMPROVEMENT PLAN 2024-2027
ANNUAL REPORT YEAR 1



Introduction

2024/25 is the first year of reporting against the East Ayrshire Local Outcomes Improvement Plan 2024-2027.

This overview report is part of a suite of annual performance materials that has been prepared to help us to understand how we are performing as a partnership, what we are doing well and where we could be doing better.

This report has been prepared to supplement our LOIP Dashboard which is available at www.eastayrshirecommunityplan.org.

The dashboard presents time series data for the indicators that we have chosen to measure our partnership performance, with national/benchmarking comparisons where these are available.

In this report we present additional contextual information and analysis to help better understand the dashboard data, highlighting our ongoing work to drive positive change in East Ayrshire and some of the challenges that we are facing.

Importantly we are trying to answer the ‘so what?’ question and to understand the difference that we are making as a CPP. The data only tells us so much, so we have also included a series of case studies in the performance reporting pages of our website, to give more of a flavour of how community planning impacts on the lives of local people:
www.eastayrshirecommunityplan.org/Performance



Community Empowerment

The 2015 Community Empowerment Act is the legislative framework for community planning in Scotland.

In East Ayrshire we put this into practice through effective community representation in our community planning structures, and genuine partnership working with our communities to co-produce solutions to our shared challenges.

Five Elected Members and 4 Community Representatives (from our Community Councils and Community Led Action Plans) are included in the membership of our Community Planning Partnership Board.

Community conversations inform and shape our partnership work – particularly recently in relation to the future direction of our locality planning arrangements, and our emerging anti-poverty and inequalities strategy. We recognised that lived experience is at the heart of understanding and tackling our shared challenges.

Our children and young people are actively supported and encouraged to participate and shape our decision making through formal involvement in our Children and Young People's Cabinet and our wider work to support and implement the rights of our children and young people to have a voice in the decisions that affect them. The views of children, parents and carers informed the ('good') outcome of our recent Inspection of Services for Children and Risk of Harm, and the improvement plan that followed.

We also have an active equalities network which meets regularly and provides challenge and input to the design and delivery of partnership services.

Significantly we will share in this report updates on new initiatives where public sector resources are being passed to community and voluntary organisations – when we recognise that they are the best placed to deliver particular services, and to try out new approaches to prevention and early intervention.



Our Performance

What is going well.....



Community Wealth Building

Procurement spend with local enterprises up 6.4% from last year

Community Wealth Building is a priority for us through the Ayrshire Growth Deal and we've worked hard as community planning partners to support local enterprises to tackle barriers (such as lack of tender experience and capacity) to secure contracts with anchor institutions. 389 enterprises in East Ayrshire received support through the Business Supplier Development Programme during 2024/25, of which 54 were new businesses.



Supporting Our Young People to Progress

Over 95% of School Leavers Entering Positive Destinations (22/23)

East Ayrshire's percentage of school leavers entering positive destinations continues to trend in a positive direction - following a record high in 2021/22, the nationally reported figures for 2022/23 remained above 95%. This is further complimented by our annual participation rates (in education, training, or employment) for 16-19-year-olds trending upwards since 2020, and being maintained around 92%. Looking at the wider picture and the latest DWP claimant count data, the proportion of 16-24-year-olds claiming benefits has been decreasing year on year since 2020/21, reducing to 4.9% in 2024/25.



Child Health

% of primary 1 children with healthy weight trending upwards since 2020/21

Performance has levelled off in 2023/24 but has trended upwards since 2020/21, remaining higher than pre-pandemic. We have also closed the previously significant gap with the Scottish average.

Our whole family approach to children's services has seen greater coordination of supports across partner agencies, including NHS, HSCP, and the council (Education and Housing & Communities Services), and this has been further strengthened in 2024/25 with a strategic review of children and young people's services and the creation of a new Executive Leadership Group for Infants, Children and Young People.

Partnership activity to deliver improved outcomes for our children and young people over the last year is reported in our [Children and Young People's Services Plan Annual Report 2024/25](#).

Our Performance

Some progress, ongoing challenges.....



Child Poverty

23.6% of children in East Ayrshire living in poverty

The data shows a 4.3 percentage point reduction in the proportion of East Ayrshire children living in poverty (after housing costs), from 27.9% in 2022/23 to 23.6% in 2023/24. National and family group rates have also fallen, although by lesser degrees. And yet we still have around 6,000 children living in poverty. Our Local Child Poverty Action Plan is now reported through our East Ayrshire Children and Young People Services Plan 2023-2026, and going forward a new partnership Anti-Poverty and Inequalities Strategy, to be launched Autumn 2025, will bring a renewed and re-focused strategic approach to tackling child poverty as well as the related issue of household poverty.



Drug Misuse

31 people in East Ayrshire died as a result of drug misuse during 2023

While the data shows us that our drug supply and possession rates have been trending downwards since 2019/20, East Ayrshire has experienced a notable rise in drug-related deaths over the last decade. Our local rates have remained consistently above national levels and 31 people in East Ayrshire died as a result of drug misuse during 2023, a slight increase from the previous year (30). East Ayrshire Suspected Drug Death Review Group continues to meet regularly to assess the circumstances within each death to identify any critical themes, patterns or service gaps to inform future local prevention activity.



Crime Rates

A mixed picture across different categories of crime

[Police Scotland's end of year report for 2024/25](#)

showed that the overall crime rate for East Ayrshire remained broadly consistent with the previous year. Reducing numbers of Anti-social behaviour (-14.2%), sexual crimes (-5.6%) were encouraging although these remain areas of focus for the partnership.

However, there was an increase in Violent Crime (+7.9%), primarily due to the number of Common Assaults recorded. Assaults on emergency workers (including Police) recorded the main increase, up 40.2% on the 5-year mean.

Police Scotland's National Violence Prevention Strategy uses a public health approach with local partners, to support the co-ordination, implementation and sharing of good practice in prevention activity, reducing the number of victims of violent crime.

Our Performance

Where we want to be doing better.....



Living wage

14.3% of EA population earning less than the living wage

This figure increased from 8.7% in 2022/23 to 14.3% in 2023/24. While partners continue to support our supply chain and the wider business base to adopt payment of the Living Wage and Fair Work principles, we are very aware of the concerns of many smaller businesses who continue to face significant trading difficulties due to the challenging economic climate and cost of living crisis. A wide range of business supports are available across our CPP, and we also continue to work proactively with wider regional partners in this. As a living wage employer, East Ayrshire has also supported more than 240 local young people into graduate internships and apprenticeships through its Jobs and Training Fund.



Death by Suicide

24 probable deaths by suicide

There has been a continued rise in the number of probable suicide deaths in East Ayrshire in recent years, with the local 5-year aggregate rate having increased from 14.6 between 2015-2019 to 19.1 per 100,000 population between 2019-2023. Caution should be taken when interpreting patterns in probable suicide statistics, however this remains an area of significant concern. Suicide prevention activity is coordinated locally across our wellbeing and safer communities delivery partners.



School Attendance

East Ayrshire's school attendance rate was 88.3% in 2023/24

East Ayrshire's school attendance rate of 88.3% in 2023/24 is ranked as the lowest in Scotland, although only two percent less than the national average of 90.3%. The attendance of secondary pupils and that of ASN pupils are the biggest contributors to the reported absence figures.

Attendance rates have yet to fully recover to pre-pandemic levels, with a significant correlation between attendance and deprivation. Collaborative efforts and strategic actions have been taken to combat this issue, including enhanced professional learning, further support for vulnerable groups and strengthened partnerships. Local data for the 2024/25 academic year indicates improving attendance at all levels, however updated national figures will not be published until December 2025.

A Flash Report, drawn from our LOIP data dashboard and setting out the end of year position for the identified LOIP indicators, is attached at Appendix 1.

Our Work

Our partnership activity is framed around the priority areas of work that we identified for 2024-2027.



Delivery is coordinated through our three delivery plan working groups, Economy & Skills, Safer Communities and Wellbeing, overseen by the CPP Executive Officers' Group and a designated Strategic Lead officer.

Details of the activity taken forward in partnership by each delivery group can be found in their [annual update reports](#), and an overview of our collective progress (and challenges) in relation to the priority areas of work is provided below.



Growth

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

- **Continuing to harness the potential of Ayrshire Growth Deal and Working with our Local Business Community**
 - Ayrshire Growth Deal updates can be found at www.ayrshiregrowthdeal.co.uk
 - AGD progress specific to East Ayrshire is reported in our [Economy and Skills Annual Update](#).
- **Equipping our children and young people with the skills and opportunities to thrive**
 - In September 2024, [Ayrshire College](#) unveiled its Strategic Ambition 2024-2027, which outlines plans to extend partnerships with Ayrshire's 10,000+ businesses while aligning education programmes with the region's key sectors
- **Reviewing and strengthening our employability offer**
 - The outcome of a [crosscutting review of employability services](#) was presented to Council in June 2025, and will bring strengthened coordination and leadership to this work

Challenges

- **The economic climate remains challenging for both local businesses and public sector partners**
- **The longer term impacts of the covid-19 pandemic, for example in relation to the development and mental and emotional wellbeing of some of our children and young people**

Impact

- Senior phase data released in February 2025 indicated a significant increase in almost all attainment measures for young people leaving school in 23/24. EAC outperformed national, South West Educational Improvement Collaborative (SWEIC) and Virtual Comparator measures in almost all key areas
- 'A positive independent evaluation of the pan-Ayrshire Community Wealth Building Programme found that procurement support was instrumental in business growth and job creation. The majority of firms supported reported increased confidence in applying for public contracts and several cited procurement readiness as a key factor in securing new contracts'
- The Business Support Team supported the development of 242 new businesses in East Ayrshire in 2024/25
- The official opening of SL66 in Netherthird, Cumnock in October 2024 allows unemployed residents in the southern area to access a wide range of activity which complements existing delivery in Kilmarnock at SL33. This includes No-One Left Behind provision for economically inactive young people who undertake workshops and group sessions building soft skills through relationship development and practical activities. Work has also been taken forward in relation to an Employability Hub in Galston, which will open in 2025/26





Wellbeing

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

The [Health and Social Care Partnership Annual Report 2024/25](#) and [Wellbeing Delivery Plan Update](#) provide a comprehensive overview of partnership wellbeing activity, which is undertaken under the priority areas of Starting Well – Living Well – Aging Well – Dying Well.

Collaborative Commissioning

A strategic cross cutting review of wellbeing services was undertaken during 2024/25 and good progress has been made in respect of the actions agreed, with the Health and Social Care Partnership now leading on collaborative commissioning arrangements for community-based wellbeing services. Positive discussions have taken place with the Improvement Service in relation to place-based approaches and work is being advanced to develop specific, measurable outcomes that will support the collaborative commissioning framework.

Getting It Right for Everyone

As an active Getting it Right for Everyone (GIRFE) pathfinder, East Ayrshire Health and Social Care Partnership is collaborating with Scottish Government GIRFE Team with a focus on the wellbeing of older people experiencing frailty, communities accessing Primary Care in areas of high deprivation, people recovering from alcohol or drug misuse, and people in prison.

Challenges

East Ayrshire has an ageing population. Between 2018 and 2028, the 75 and over age group is projected to see the largest percentage increase and it is anticipated that this aging trend will continue, with fewer births and more people living longer. This challenge is compounded by reducing healthy life expectancy for both sexes locally and nationally.

Poverty continues to have a negative impact on health and wellbeing with local people struggling with the costs of living and related pressures.

Both public and third sector providers face having to balance service user demand and resource constraints/challenges

Impact

- A collaborative partnership approach to delivering health information, infant feeding advice and support to infants aged six weeks to six months and their carers on a range of topics has received positive service user feedback including a reduction in feelings of social isolation, improved knowledge of safe feeding practices, supporting mothers with breastfeeding and improved mental health
- Ongoing collaboration between the East Ayrshire ADP, the HSCP and third sector organisations has strengthened referral pathways across the East Ayrshire Recovery Network, and has enabled an increase in people receiving timely and appropriate interventions in line with the MAT Standards
- Case studies available on the [CPP website](#) highlight the transformative potential of peer support within recovery frameworks and the profound impact of lived experience in building trust and offering relatable guidance. A notable insight is the significance of addressing practical barriers, such as transportation and unfamiliarity with services. Without the peer volunteer's accompaniment, individuals may not have accessed addiction services, which further highlights the importance of proactive, hands-on support in early recovery stages

"Recovery is not linear but deeply relational, requiring patience, persistence, and a collective effort to get it right for everyone."





Fairness

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

Tackling Poverty

A new partnership Anti-Poverty and Inequalities Strategy has been developed (launching Autumn 2025) and co-designed with people who have direct experience of poverty and the related challenges. The agreed strategic themes are Child Poverty, Household Poverty, Health and Wellbeing Inequalities, Building Organisation Capacity to Tackle Poverty and Building Individual/Community Resilience.

Fairer Futures

[East Ayrshire Fairer Futures Partnership](#) is a partnership between the Council, third sector and Scottish Government set up to support families living in poverty. The partnership aims to reduce child poverty through testing and adopting locally determined and collaborative approaches, based on local needs and assets. Third sector partners include Centrestage, Yipworld and The Zone, who are based in Kilmarnock, Cumnock and Dalmellington respectively.

Tackling Anti-Social Behaviour

The Anti-Social Behaviour (ASB) Team have worked collaboratively with partners from Police Scotland, Scottish Fire and Rescue, East Ayrshire Council Education, Killie Community, EA Leisure, the Health and Social Care Partnership and Housing Options to tackle perceived issues of youth ASB across East Ayrshire. These partnerships have formed programmes and educational work to engage with young people face-to-face to raise awareness around the impact of ASB whilst also exploring concerns of problematic drug and alcohol use, vaping, smoking, gate-keeping and criminal activity, among others. Case studies on this work are available on the community planning website ([link](#))

Looking forward, East Ayrshire Council recently agreed to undertake a

strategic review of community safety and enforcement, which will include the refresh and strengthening of our ASB strategy, further strengthening this area of work.

Challenges

- Increasing demand for services, public sector funding cuts and an aging population
- Ongoing challenges related to poverty and deprivation, as individuals and families continue to struggle with the costs of living

Impact

- The Financial Inclusion Team (FIT) have continued to deliver income maximisation services for the residents of East Ayrshire throughout 2024/25, managing 1,671 referrals and securing a total of £5,589,628 in financial gains for East Ayrshire residents. This work will be further strengthened by integration of FIT and Universal Credit Team to create new Welfare Rights Service, following a recent cross cutting review of financial inclusion services
- Reduced social isolation; increased resilience; reduced stress/anxiety; and improving financial circumstances were just some of the positive outcomes reported by unpaid carers supported through East Ayrshire Carers Centre. Outreach work in schools and across communities supported the identification and registration of 137 more young carers who are now able to access a wide range of supports.





Sustainability

This cross cutting priority captures several different but complimentary challenges that we now face - the sustainability and resilience of our communities, of our environment and of the partnership services that we deliver.

Prevention and Early Intervention

The Early Intervention and Prevention Fund was established by the Council in February 2024 as part of the annual budget setting process and saw the Council set aside around £4m each year, for ten years, to support early intervention and prevention initiatives, including those aimed at supporting communities and enhancing jobs and skills. An [update on the projects funded to date](#) was presented to Council in June 2025. These include Half-Price School Meals, ASN Holiday Support, Power of Attorney, Jobs and Training, Speech, Language and Communication and a third sector wellbeing initiative.

Thinking Differently

These interventions are part of a wider programme of intervention and learning across our CPP, including work to address areas such as social care where we are seeing exponential demand for a range of services. Our approach will be to work alongside and not 'do to' our third sector partners. With the support of the Scottish Government we will further drive and deliver change for our communities, thinking differently about public services with the aim of reducing demand and consumption. The impact of this work will be reflected in future reports.

Environmental Sustainability

Progress towards net zero is reported in our [Economy & Skills Delivery Plan Update Report](#).

Challenges

- Overall, the population of East Ayrshire is projected to decrease by 1.7% (2,124 people) between 2018 and 2028, compared to a projected increase of 1.8% for Scotland as a whole.
- However, if we look in more detail at different communities across East Ayrshire, we see that population change will vary, with some areas in the south of the authority area expected to see their populations decrease by 16% and other areas in the north predicted to increase by up to 13%
- Fiscal challenges continue to impact on all partners

Impact

- In terms of carbon reduction, there has been a reduction of over 14,500 tonnes across the 50 local businesses participating in East Ayrshire Council's Net Zero Accelerator programme. Participation in the programme, launched in partnership with Scottish Enterprise and Net Zero Nation, has also assisted those companies to secure over £37 million in new contracts, creating over 100 jobs
- East Ayrshire Health and Social Care Partnership was awarded the Platinum Digital Telecare Implementation Award by Digital Telecare for Scottish Local Government in January 2025, in recognition of the completion of its local Analogue to Digital Telecare Transition project. This transition ensures the sustainability of our digital care at home services, supporting more people to live safely in their own homes for longer.



Conclusion

Throughout this annual update report we have sought to be honest about the progress that we are making and the significant challenges that are faced by communities, public and private sector partners across East Ayrshire.

Looking ahead to 2025/26 our wider partnership workplan will include the following:

- **The launch and implementation of a new partnership strategy to address Poverty and Inequalities**
- **A continued focus on prevention and early intervention**
- **A refreshed approach to locality based planning**
- **Embedding our new strengthened governance arrangements for Children and Young People's Services Planning**
- **Developing the strategic response to our significant demographic change**
- **Continued support for public sector reform at local, regional and national level**

We know that the good relationships that we have across our CPP are our strength. We will continue to use this this going forward, working effectively in partnership to address our shared challenges and to improve outcomes for the people and communities of East Ayrshire.



Appendix 1

LOIP Indicator Flash Report 2024/25

LOIP Performance Indicators																																		
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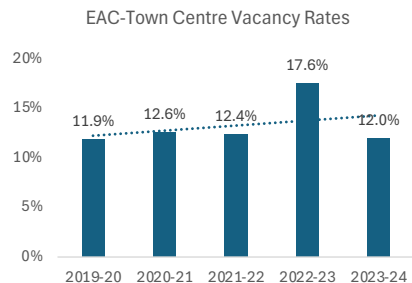
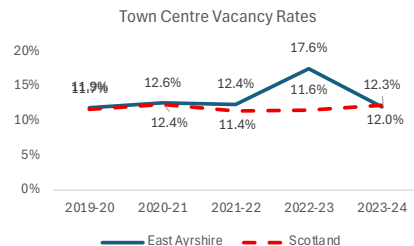
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% of 16 - 64 year olds that are economically active	<p>EAC- % of 16-64 Year Olds that are Economically Active</p> <table><thead><tr><th>Year</th><th>% of 16-64 Year Olds that are Economically Active</th></tr></thead><tbody><tr><td>2019-20</td><td>75.7%</td></tr><tr><td>2020-21</td><td>75.4%</td></tr><tr><td>2021-22</td><td>77.0%</td></tr><tr><td>2022-23</td><td>74.5%</td></tr><tr><td>2023-24</td><td>74.1%</td></tr></tbody></table>	Year	% of 16-64 Year Olds that are Economically Active	2019-20	75.7%	2020-21	75.4%	2021-22	77.0%	2022-23	74.5%	2023-24	74.1%	<p>% of 16-64 Year Olds that are Economically Active</p> <table><thead><tr><th>Year</th><th>East Ayrshire Total</th><th>Scotland</th></tr></thead><tbody><tr><td>2019-20</td><td>75.7%</td><td>77.0%</td></tr><tr><td>2020-21</td><td>75.4%</td><td>76.5%</td></tr><tr><td>2021-22</td><td>77.0%</td><td>76.5%</td></tr><tr><td>2022-23</td><td>74.5%</td><td>77.4%</td></tr><tr><td>2023-24</td><td>74.1%</td><td>77.1%</td></tr></tbody></table>	Year	East Ayrshire Total	Scotland	2019-20	75.7%	77.0%	2020-21	75.4%	76.5%	2021-22	77.0%	76.5%	2022-23	74.5%	77.4%	2023-24	74.1%	77.1%		
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<p>Make East Ayrshire a destination of choice for business growth and investment.</p> <p>Develop a confident, successful, appropriately qualified and skilled workforce.</p> <p>Embed ambition, aspiration and entrepreneurship in our culture.</p>	<p>We will have a well-established and growing business base.</p> <p>We will have grown our enterprise culture to support our entrepreneurs.</p> <p>We will have stronger and more diverse economic growth opportunities.</p> <p>We will work with employers to ensure that opportunities created locally adhere to the principles of Fair Work, including payment of the Living Wage and high standards.</p> <p>Local businesses will be able to take advantage of public sector procurement opportunities, helping to increase their competitiveness nationally and internationally</p>	Business Start-ups	<p>EAC- No. of Business Gateway start-ups per 10,000 population</p> <table><tr><th>Period</th><th>Value</th></tr><tr><td>2020-21</td><td>5.5</td></tr><tr><td>2021-22</td><td>24.6</td></tr><tr><td>2022-23</td><td>26.2</td></tr><tr><td>2023-24</td><td>18.2</td></tr><tr><td>2024-25</td><td>19.5</td></tr></table>	Period	Value	2020-21	5.5	2021-22	24.6	2022-23	26.2	2023-24	18.2	2024-25	19.5	<p>No. of Business Gateway start-ups per 10,000 population</p> <table><tr><th>Period</th><th>East Ayrshire</th><th>Scotland</th></tr><tr><td>2020-21</td><td>11.3</td><td>5.5</td></tr><tr><td>2021-22</td><td>24.6</td><td>14.5</td></tr><tr><td>2022-23</td><td>26.2</td><td>14.4</td></tr><tr><td>2023-24</td><td>18.2</td><td>12.4</td></tr><tr><td>2024-25</td><td>19.5</td><td>12.4</td></tr></table>	Period	East Ayrshire	Scotland	2020-21	11.3	5.5	2021-22	24.6	14.5	2022-23	26.2	14.4	2023-24	18.2	12.4	2024-25	19.5	12.4
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	Anti Social Offences Recorded	<p>EAC- Anti-Social Crimes Recorded</p> <table><tr><th>Year</th><th>Anti-Social Crimes Recorded</th></tr><tr><td>2019-20</td><td>1391</td></tr><tr><td>2020-21</td><td>1541</td></tr><tr><td>2021-22</td><td>1412</td></tr><tr><td>2022-23</td><td>1217</td></tr><tr><td>2023-24</td><td>1312</td></tr></table>	Year	Anti-Social Crimes Recorded	2019-20	1391	2020-21	1541	2021-22	1412	2022-23	1217	2023-24	1312	<p>Anti-Social Crimes Recorded (per 10,000 of the population)</p> <table><tr><th>Year</th><th>East Ayrshire</th><th>Scotland</th></tr><tr><td>2019-20</td><td>114</td><td>107</td></tr><tr><td>2020-21</td><td>127</td><td>105</td></tr><tr><td>2021-22</td><td>116</td><td>102</td></tr><tr><td>2022-23</td><td>101</td><td>82</td></tr><tr><td>2023-24</td><td>109</td><td>88</td></tr></table>	Year	East Ayrshire	Scotland	2019-20	114	107	2020-21	127	105	2021-22	116	102	2022-23	101	82	2023-24	109	88	
Year	Anti-Social Crimes Recorded																																	
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We will have reduced and will continue to reduce the number of sexual crimes within our communities.	Sexual Crimes Recorded	<p>EAC- Sexual Crimes Recorded</p> <table><tr><th>Year</th><th>Sexual Crimes Recorded</th></tr><tr><td>2020-21</td><td>284</td></tr><tr><td>2021-22</td><td>297</td></tr><tr><td>2022-23</td><td>258</td></tr><tr><td>2023-24</td><td>330</td></tr><tr><td>2024-25</td><td>284</td></tr></table>	Year	Sexual Crimes Recorded	2020-21	284	2021-22	297	2022-23	258	2023-24	330	2024-25	284	<p>Sexual Crimes Recorded (per 10,000 of the Population)</p> <table><tr><th>Year</th><th>East Ayrshire</th><th>Scotland</th></tr><tr><td>2020-21</td><td>24</td><td>23</td></tr><tr><td>2021-22</td><td>27</td><td>24</td></tr><tr><td>2022-23</td><td>27</td><td>21</td></tr><tr><td>2023-24</td><td>27</td><td>27</td></tr><tr><td>2024-25</td><td>26</td><td>22</td></tr></table>	Year	East Ayrshire	Scotland	2020-21	24	23	2021-22	27	24	2022-23	27	21	2023-24	27	27	2024-25	26	22	
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We will have reduced instances of domestic abuse.	Domestic Abuse Incidents Recorded	<p>EAC- Domestic Abuse Incidents Recorded</p> <table><tr><th>Year</th><th>Domestic Abuse Incidents Recorded</th></tr><tr><td>2019-20</td><td>1524</td></tr><tr><td>2020-21</td><td>1556</td></tr><tr><td>2021-22</td><td>1574</td></tr><tr><td>2022-23</td><td>1552</td></tr><tr><td>2023-24</td><td>1588</td></tr></table>	Year	Domestic Abuse Incidents Recorded	2019-20	1524	2020-21	1556	2021-22	1574	2022-23	1552	2023-24	1588	<p>Domestic Abuse Incidents Recorded (Per 10,000 of the Population)</p> <table><tr><th>Year</th><th>East Ayrshire</th><th>Scotland</th></tr><tr><td>2019-20</td><td>126</td><td>116</td></tr><tr><td>2020-21</td><td>129</td><td>121</td></tr><tr><td>2021-22</td><td>131</td><td>120</td></tr><tr><td>2022-23</td><td>129</td><td>114</td></tr><tr><td>2023-24</td><td>132</td><td>116</td></tr></table>	Year	East Ayrshire	Scotland	2019-20	126	116	2020-21	129	121	2021-22	131	120	2022-23	129	114	2023-24	132	116	
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Drug Possession Offences	<p>EAC- Drug Possession Offences Recorded</p> <table><thead><tr><th>Year</th><th>2020-21</th><th>2021-22</th><th>2022-23</th><th>2023-24</th><th>2024-25</th></tr></thead><tbody><tr><td>Offences</td><td>660</td><td>579</td><td>527</td><td>535</td><td>485</td></tr></tbody></table>	Year	2020-21	2021-22	2022-23	2023-24	2024-25	Offences	660	579	527	535	485	<p>Drug Possession Offences (Per 10,000 of the Population)</p> <table><thead><tr><th>Year</th><th>2020-21</th><th>2021-22</th><th>2022-23</th><th>2023-24</th><th>2024-25</th></tr></thead><tbody><tr><td>East Ayrshire</td><td>56</td><td>47</td><td>44</td><td>44</td><td>40</td></tr><tr><td>Scotland</td><td>54</td><td>43</td><td>41</td><td>39</td><td>37</td></tr></tbody></table>	Year	2020-21	2021-22	2022-23	2023-24	2024-25	East Ayrshire	56	47	44	44	40	Scotland	54	43	41	39	37		
Year	2020-21	2021-22	2022-23	2023-24	2024-25																													
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East Ayrshire	56	47	44	44	40																													
Scotland	54	43	41	39	37																													
Accidental Fire Incidents	We will have reduced fire related incidents through prevention and early intervention approaches to fire safety.	<p>EAC- Accidental Fires Recorded</p> <table><thead><tr><th>Year</th><th>2019-20</th><th>2020-21</th><th>2021-22</th><th>2022-23</th><th>2023-24</th></tr></thead><tbody><tr><td>Fires</td><td>87</td><td>95</td><td>83</td><td>88</td><td>94</td></tr></tbody></table>	Year	2019-20	2020-21	2021-22	2022-23	2023-24	Fires	87	95	83	88	94	<p>Accidental Fires Recorded (Per 10,000 of the Population)</p> <table><thead><tr><th>Year</th><th>2019-20</th><th>2020-21</th><th>2021-22</th><th>2022-23</th><th>2023-24</th></tr></thead><tbody><tr><td>East Ayrshire</td><td>148.4</td><td>156.2</td><td>140.7</td><td>143.5</td><td>157.4</td></tr><tr><td>Scotland</td><td>165.6</td><td>161.5</td><td>156.9</td><td>148.4</td><td>140</td></tr></tbody></table>	Year	2019-20	2020-21	2021-22	2022-23	2023-24	East Ayrshire	148.4	156.2	140.7	143.5	157.4	Scotland	165.6	161.5	156.9	148.4	140	
		Year	2019-20	2020-21	2021-22	2022-23	2023-24																											
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Deliberate Fire Incidents (Excluding deliberate dwelling fires)	<p>EAC- Deliberate Fires Recorded</p> <table><thead><tr><th>Year</th><th>2019-20</th><th>2020-21</th><th>2021-22</th><th>2022-23</th><th>2023-24</th></tr></thead><tbody><tr><td>Fires</td><td>20</td><td>14</td><td>12</td><td>12</td><td>14</td></tr></tbody></table>	Year	2019-20	2020-21	2021-22	2022-23	2023-24	Fires	20	14	12	12	14	<p>Deliberate Fires Recorded (Per 10,000 of the Population)</p> <table><thead><tr><th>Year</th><th>2019-20</th><th>2020-21</th><th>2021-22</th><th>2022-23</th><th>2023-24</th></tr></thead><tbody><tr><td>East Ayrshire</td><td>34.1</td><td>23.8</td><td>20.3</td><td>20.2</td><td>23.4</td></tr><tr><td>Scotland</td><td>19.9</td><td>19.5</td><td>16.4</td><td>16</td><td>16.1</td></tr></tbody></table>	Year	2019-20	2020-21	2021-22	2022-23	2023-24	East Ayrshire	34.1	23.8	20.3	20.2	23.4	Scotland	19.9	19.5	16.4	16	16.1		
Year	2019-20	2020-21	2021-22	2022-23	2023-24																													
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<p>Children and young people, including those in early years and their carers, are supported to be active, healthy and to reach their potential at all life stages.</p> <p>All residents are given the opportunity to improve their wellbeing, to lead an active, healthy life and to make positive lifestyle choices.</p> <p>Older people and adults who require support and their carers are included and empowered to live the healthiest life possible.</p>	Our children will have better life chances, particularly those in our most deprived communities.	Proportion of children living in poverty (after housing costs)	<p>EAC- Proportion of Children Living in Poverty</p> <table><tr><th>Year</th><th>Proportion (%)</th></tr><tr><td>2019-20</td><td>27.3%</td></tr><tr><td>2020-21</td><td>24.0%</td></tr><tr><td>2021-22</td><td>27.2%</td></tr><tr><td>2022-23</td><td>27.9%</td></tr><tr><td>2023-24</td><td>23.6%</td></tr></table>	Year	Proportion (%)	2019-20	27.3%	2020-21	24.0%	2021-22	27.2%	2022-23	27.9%	2023-24	23.6%	<p>Proportion of Children Living in Poverty</p> <table><tr><th>Year</th><th>East Ayrshire (%)</th><th>Family Group (%)</th><th>Scotland (%)</th></tr><tr><td>2019-20</td><td>27.3%</td><td>26.5%</td><td>21.6%</td></tr><tr><td>2020-21</td><td>24.0%</td><td>22.8%</td><td>19.8%</td></tr><tr><td>2021-22</td><td>27.2%</td><td>26.7%</td><td>21.5%</td></tr><tr><td>2022-23</td><td>27.9%</td><td>27.2%</td><td>21.8%</td></tr><tr><td>2023-24</td><td>25.3%</td><td>23.6%</td><td>20.7%</td></tr></table>	Year	East Ayrshire (%)	Family Group (%)	Scotland (%)	2019-20	27.3%	26.5%	21.6%	2020-21	24.0%	22.8%	19.8%	2021-22	27.2%	26.7%	21.5%	2022-23	27.9%	27.2%	21.8%	2023-24	25.3%	23.6%	20.7%
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2023-24	25.3%	23.6%	20.7%																																					
We will have reduced the impact of alcohol and drugs misuse through a focus on recovery-oriented care.	Alcohol related hospital admissions	<p>EAC- Alcohol Related Hospital Admissions (Per 100,000)</p> <table><tr><th>Year</th><th>Admissions (Per 100,000)</th></tr><tr><td>2019/20</td><td>783</td></tr><tr><td>2020/21</td><td>660</td></tr><tr><td>2021/22</td><td>660</td></tr><tr><td>2022/23</td><td>561</td></tr><tr><td>2023/24</td><td>594</td></tr></table>	Year	Admissions (Per 100,000)	2019/20	783	2020/21	660	2021/22	660	2022/23	561	2023/24	594	<p>Alcohol Related Hospital Admissions (Per 100,000)</p> <table><tr><th>Year</th><th>East Ayrshire</th><th>Scotland</th></tr><tr><td>2019/20</td><td>648</td><td>666</td></tr><tr><td>2020/21</td><td>547</td><td>602</td></tr><tr><td>2021/22</td><td>547</td><td>603</td></tr><tr><td>2022/23</td><td>465</td><td>525</td></tr><tr><td>2023/24</td><td>492</td><td>544</td></tr></table>	Year	East Ayrshire	Scotland	2019/20	648	666	2020/21	547	602	2021/22	547	603	2022/23	465	525	2023/24	492	544							
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Drug Related Deaths	<p>EAC- Drug Related Deaths</p> <table><tr><th>Year</th><th>Deaths</th></tr><tr><td>2019</td><td>41</td></tr><tr><td>2020</td><td>36</td></tr><tr><td>2021</td><td>38</td></tr><tr><td>2022</td><td>30</td></tr><tr><td>2023</td><td>31</td></tr></table>	Year	Deaths	2019	41	2020	36	2021	38	2022	30	2023	31	<p>Drug Related Deaths per 100,000 Population (5 year periods)</p> <table><tr><th>Period</th><th>East Ayrshire</th><th>Scotland</th></tr><tr><td>2015 - 2019</td><td>24.3</td><td>19</td></tr><tr><td>2016 - 2020</td><td>28.5</td><td>21.4</td></tr><tr><td>2017 - 2021</td><td>30</td><td>23.2</td></tr><tr><td>2018 - 2022</td><td>31.2</td><td>23.7</td></tr><tr><td>2019 - 2023</td><td>31.4</td><td>23.6</td></tr></table>	Period	East Ayrshire	Scotland	2015 - 2019	24.3	19	2016 - 2020	28.5	21.4	2017 - 2021	30	23.2	2018 - 2022	31.2	23.7	2019 - 2023	31.4	23.6								
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% of population prescribed medication for anxiety, depression, psychosis	<p>EAC- % of Population prescribed medication for anxiety, depression, psychosis</p> <table><tr><th>Year</th><th>% of Population</th></tr><tr><td>2019/20</td><td>21.6</td></tr><tr><td>2020/21</td><td>21.1</td></tr><tr><td>2021/22</td><td>22.1</td></tr><tr><td>2022/23</td><td>22.6</td></tr><tr><td>2023/24</td><td>22.9</td></tr></table>	Year	% of Population	2019/20	21.6	2020/21	21.1	2021/22	22.1	2022/23	22.6	2023/24	22.9	<p>% of Population Prescribed Medication for Anxiety/Depression/Psychosis</p> <table><tr><th>Year</th><th>East Ayrshire</th><th>Scotland</th></tr><tr><td>2019/20</td><td>21.6</td><td>19.9</td></tr><tr><td>2020/21</td><td>21.1</td><td>19.5</td></tr><tr><td>2021/22</td><td>22.1</td><td>20.4</td></tr><tr><td>2022/23</td><td>22.6</td><td>20.7</td></tr><tr><td>2023/24</td><td>22.9</td><td>20.9</td></tr></table>	Year	East Ayrshire	Scotland	2019/20	21.6	19.9	2020/21	21.1	19.5	2021/22	22.1	20.4	2022/23	22.6	20.7	2023/24	22.9	20.9		
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Older and vulnerable people will live independently in their own homes and be well cared for in the community.	% of people aged 65+ with high levels of care needs who are cared for at home	<p>EAC - % of people aged 65+ with high levels of care needs who are cared for at home</p> <table><tr><th>Year</th><th>% of people</th></tr><tr><td>2019/20</td><td>30.5</td></tr><tr><td>2020/21</td><td>24.2</td></tr><tr><td>2021/22</td><td>26.3</td></tr><tr><td>2022/23</td><td>25</td></tr><tr><td>2023/24</td><td>23.4</td></tr></table>	Year	% of people	2019/20	30.5	2020/21	24.2	2021/22	26.3	2022/23	25	2023/24	23.4	<p>EAC - % of people aged 65+ with high levels of care needs who are cared for at home</p> <table><tr><th>Year</th><th>East Ayrshire</th><th>Scotland</th></tr><tr><td>2019/20</td><td>35.5</td><td>30.5</td></tr><tr><td>2020/21</td><td>24.2</td><td>37.6</td></tr><tr><td>2021/22</td><td>26.3</td><td>36.7</td></tr><tr><td>2022/23</td><td>25</td><td>36.7</td></tr><tr><td>2023/24</td><td>23.4</td><td>36.9</td></tr></table>	Year	East Ayrshire	Scotland	2019/20	35.5	30.5	2020/21	24.2	37.6	2021/22	26.3	36.7	2022/23	25	36.7	2023/24	23.4	36.9	
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We will have halted the levels of overweight and obesity among children and adults.	% of Primary 1 Children with Healthy Weight	<p>EAC- % of Primary 1 Children with Healthy Weight</p> <table><tr><th>Year</th><th>% of Primary 1 Children</th></tr><tr><td>2019/20</td><td>73</td></tr><tr><td>2020/21</td><td>63.9</td></tr><tr><td>2021/22</td><td>69.9</td></tr><tr><td>2022/23</td><td>76.8</td></tr><tr><td>2023/24</td><td>75.8</td></tr></table>	Year	% of Primary 1 Children	2019/20	73	2020/21	63.9	2021/22	69.9	2022/23	76.8	2023/24	75.8	<p>% of those previously assessed as homeless who sustained a tenancy for 365+ days</p> <table><tr><th>Year</th><th>East Ayrshire</th><th>Scotland</th></tr><tr><td>2020/21</td><td>77%</td><td>90%</td></tr><tr><td>2021/22</td><td>82%</td><td>90%</td></tr><tr><td>2022/23</td><td>86%</td><td>90%</td></tr><tr><td>2023/24</td><td>85%</td><td>90%</td></tr><tr><td>2024/25</td><td>82%</td><td>90%</td></tr></table>	Year	East Ayrshire	Scotland	2020/21	77%	90%	2021/22	82%	90%	2022/23	86%	90%	2023/24	85%	90%	2024/25	82%	90%	
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People who use our services will have a healthy life expectancy and an improving quality of life.	Healthy Life Expectancy	<p>EAC- Female Healthy Life Expectancy</p> <table><tr><th>Period</th><th>Value</th></tr><tr><td>2016-2018</td><td>58.8</td></tr><tr><td>2017-2019</td><td>58.2</td></tr><tr><td>2018-2020</td><td>59.1</td></tr><tr><td>2019-2021</td><td>59.9</td></tr><tr><td>2021-2023</td><td>55.4</td></tr></table>	Period	Value	2016-2018	58.8	2017-2019	58.2	2018-2020	59.1	2019-2021	59.9	2021-2023	55.4	<p>Female Healthy Life Expectancy</p> <table><tr><th>Period</th><th>East Ayrshire Female</th><th>Scotland Female</th></tr><tr><td>2016-2018</td><td>58.8</td><td>62.2</td></tr><tr><td>2017-2019</td><td>58.2</td><td>61.9</td></tr><tr><td>2018-2020</td><td>59.1</td><td>61.8</td></tr><tr><td>2019-2021</td><td>59.9</td><td>61.1</td></tr><tr><td>2021-2023</td><td>55.4</td><td>60</td></tr></table>	Period	East Ayrshire Female	Scotland Female	2016-2018	58.8	62.2	2017-2019	58.2	61.9	2018-2020	59.1	61.8	2019-2021	59.9	61.1	2021-2023	55.4	60	
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2021-2023	55.4	60																																
		<p>EAC- Male Healthy Life Expectancy</p> <table><tr><th>Period</th><th>Value</th></tr><tr><td>2016-2018</td><td>57.8</td></tr><tr><td>2017-2019</td><td>59.3</td></tr><tr><td>2018-2020</td><td>57.2</td></tr><tr><td>2019-2021</td><td>56.8</td></tr><tr><td>2021-2023</td><td>55.8</td></tr></table>	Period	Value	2016-2018	57.8	2017-2019	59.3	2018-2020	57.2	2019-2021	56.8	2021-2023	55.8	<p>Male Healthy Life Expectancy</p> <table><tr><th>Period</th><th>East Ayrshire Male</th><th>Scotland Male</th></tr><tr><td>2016-2018</td><td>57.8</td><td>61.9</td></tr><tr><td>2017-2019</td><td>59.3</td><td>61.7</td></tr><tr><td>2018-2020</td><td>57.2</td><td>60.9</td></tr><tr><td>2019-2021</td><td>56.8</td><td>60.4</td></tr><tr><td>2021-2023</td><td>55.8</td><td>59.6</td></tr></table>	Period	East Ayrshire Male	Scotland Male	2016-2018	57.8	61.9	2017-2019	59.3	61.7	2018-2020	57.2	60.9	2019-2021	56.8	60.4	2021-2023	55.8	59.6	
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