East Ayrshire
Community Plan
2015 - 2030

Local Outcomes
Improvement Plan
2018 - 2021

CONTENTS

INTRODUCTION

EAST AYRSHIRE COMMUNITY PLAN 2015-2030

The East Ayrshire Community Plan is recognised by all Community Planning Partners as the sovereign strategic planning document for the delivery of public services across the local area. The Community Plan, which sits centrally within the Community Planning Framework, is our plan for place and sets outs how we will work to realise our shared Vision for the area for the period from 2015 to 2030

OUR VISION

"East Ayrshire is a place with strong, safe and vibrant communities where everyone has a good quality of life and access to opportunities, choices and high quality services which are sustainable, accessible and meet people's needs."
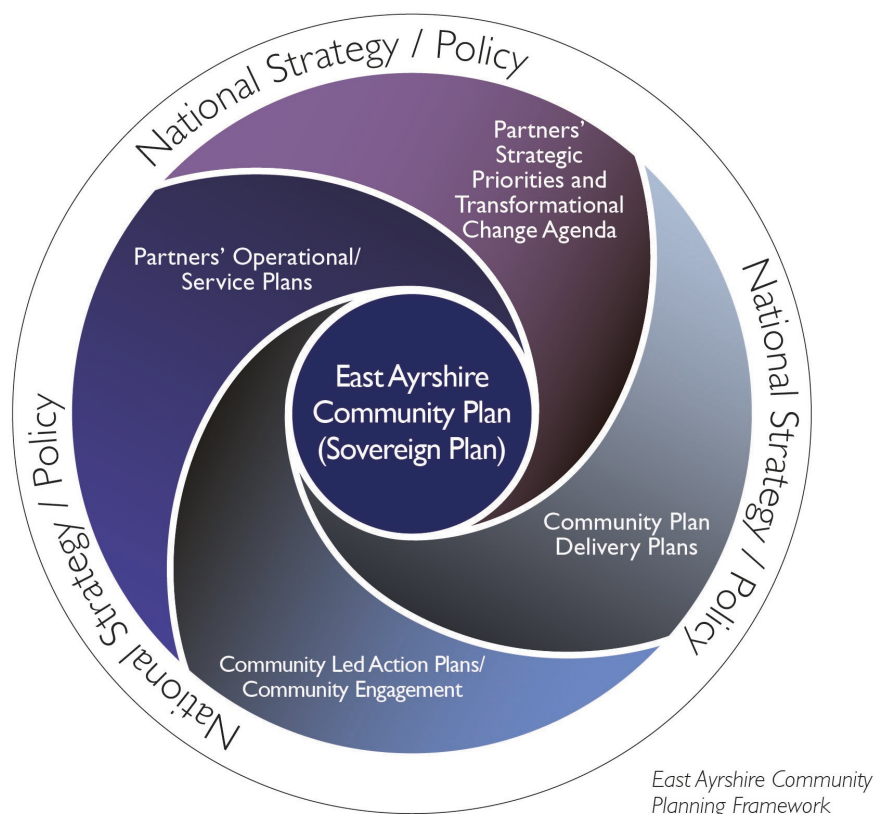
(East Ayrshire Community Plan 2015-2030)

LOCAL OUTCOMES IMPROVEMENT PLAN 2018-2021

In East Ayrshire, the Local Outcomes Improvement Plan will underpin our Community Plan, providing the formal performance management framework against which partnership activity is measured. The Local Outcomes Improvement Plan will demonstrate progress towards the achievement of agreed local outcomes for our communities and how we address inequality.

The Plan has been developed as part of the Community Planning Review 2017/18 and aligned to the three Thematic Community Plan Delivery Plans: Economy and Skills; Safer Communities; and Wellbeing. As the partnership's performance management framework, the Plan will also include indicators relevant to other partnership plans, for example, the Children and Young People's Service Plan, partners' operational/service improvement plans and community led action plans.

All partners take shared responsibility for the development and delivery of the Community Plan and as such the associated Local Outcomes Improvement Plan. Our focus continues to be directed to where our collective efforts as a partnership can add most value in improving local outcomes and tackling inequalities.

East Ayrshire Community Planning Framework

WELCOME TO EAST AYRSHIRE

OUR PLACE

East Ayrshire, situated in south west Scotland, has a varied natural environment, where residents enjoy a good quality of life, with a growing economy, good educational opportunities, a choice of housing to meet all needs and budgets, quality health and leisure services, and a strong sense of community. This was confirmed by the Community Planning Residents' Survey 2017, which demonstrated that 98% of respondents felt that their town or village was a good place to live. (Scottish average: 95%).

With a land mass of 127,000 hectares, we benefit from accessible road, rail and transport links across our communities, and connections to and from the rest of Scotland and beyond.

While many parts of East Ayrshire are prosperous and it is a vibrant area in which to live, work and visit, social, economic and health inequalities continue to exist within and between our communities.

The challenge for Partners, therefore, is to provide high quality services for all, while specifically targeting additional resources to those most in need and in the most disadvantaged communities, with a view to addressing inequality and closing the gap between them and the least disadvantaged communities.

OUR PEOPLE

Summary of key statistics

122,200
estimated population
(Scotland 5,404,700)

65+ YEARS — **19.6%** of our population are older people aged 65+ years (Scotland: 18.5%) and expected to rise to 27.4% by 2034

MALE LIFE EXPECTANCY
76.5 years
(Scotland: 77.1 years)

FEMALE LIFE EXPECTANCY
79.8 years
(Scotland: 81.1 years)

Claimant Count Unemployment (16-64), down from 5.1% to 3.3%
(Scotland: 3.3% to 2.4%)

Reduction in recorded crime, from 501 to 434 crimes per 10,000 population
(Scotland: 514 to 442 per 10,000 population)

26.5% children living in poverty (after household costs) **down from 28%**
(Scotland: data unavailable)

22.1% of our **DATAZONES** in 15% most deprived in Scotland

Further statistical information is available in the **East Ayrshire Area Profile**.

OUR COMMUNITY PLANNING PARTNERSHIP

East Ayrshire Community Planning Partnership is public agencies working in partnership locally with communities, and the private and third sectors to plan and deliver better services that make a real difference to people's lives.

We are committed to working together to improve local services, ensuring that they meet the needs of local people, in particular those who need our services most.

East Community Planning Partnership includes representation from the following organisations:

- *East Ayrshire Council*
- *NHS Ayrshire and Arran*
- *Police Scotland (including Police Authority)*
- *Scottish Fire and Rescue Service*
- *Scottish Enterprise*
- *Strathclyde Partnership for Transport*
- *Skills Development Scotland*
- *East Ayrshire Health and Social Care Partnership*
- *Ayrshire College*
- *Scottish Government*
- *Voluntary Sector*
- *Community Sector*
- *Ayrshire Chamber of Commerce*

COMMUNITY ENGAGEMENT

Effective participation by local people and communities is embedded in the Community Planning process in East Ayrshire, and strengthens the Community Planning Partnership's understanding of the distinctive needs of communities of place and interest, and of the importance of involving local people and communities in decisions which affect their lives.

In addition to the statistical information included in our Area Profile, a wide range of local intelligence is shared across our Community Planning Partnership and the views of local people about the key priority areas to be addressed are identified through, but not exclusively limited to, the following:

- **Community Led Action Plans** which set out the priorities for improving local communities as identified by the residents themselves;

- East Ayrshire Community Planning Partnership **Residents' Survey 2017**;

- East Ayrshire **Tenant Satisfaction Survey 2017** ; and

- **Vibrant Voices:** consultation feedback gathered as part of East Ayrshire Council's programme of transformation change.

LOCALITY PLANNING

In addition to working across East Ayrshire as a whole, we have a focus at a more local level and a three tier approach has been agreed by Community Planning Partners in respect of Locality Planning.

- **Community Led Action Plans:** A number of local communities have already engaged actively to develop their own 'community led action plans' for their local area. It is anticipated that over time, this model will be rolled out across all of our communities. Community Led Action Plans are used as the foundation of our locality planning approach in East Ayrshire.

- **Targeted Locality Plans:** To tackle the complex issues facing our most deprived communities, we have and will continue to build on the approach adopted through the Community Led Action Plans. There are ten data zones in the 0-5% most deprived areas of East Ayrshire, which have been targeted for specific attention through our locality planning arrangements, namely:

  - Kilmarnock North

  - Kilmarnock South

  - Bellsbank/Dalmellington

  - Muirkirk.

Key issues emerging from our engagement within these areas include social isolation, food poverty and community regeneration. As our targeted locality planning arrangements develop, we will further embed an assets based approach to tackling the issues being faced in local communities.

- **Localities:** To ensure a co-ordinated approach to our multi-agency working on a geographical basis, we have built on the boundaries adopted by the East Ayrshire Health and Social Care Partnership, which align to consolidated Electoral Multi Member Ward Boundaries, as follows:

  - **Northern Locality:** Annick; and Irvine Valley

  - **Kilmarnock Locality:** Kilmarnock North; Kilmarnock West and Crosshouse; Kilmarnock East and Hurlford; and Kilmarnock South

  - **Southern Locality:** Ballochmyle; Cumnock and New Cumnock; and Doon Valley.

Locality planning is fundamental to our approach to ensure that the aspirations identified in our Community Plan are delivered at local level and to secure better outcomes for disadvantaged communities. Within East Ayrshire steps have been taken to ensure that targeted locality planning is embedded within the Community Led Action Plan process for those areas in the most deprived 0-5% data zones.

The Locality Profiles for our three identified locality areas are available at:
eastayrshirecommunityplan.org

OUR PRIORITIES

As part of the Community Planning Review process in 2017/18, comprehensive engagement with communities, Partners and other key stakeholders re-confirmed the following key priority areas on which we will focus the delivery of services:

- *Economy and Skills*

- *Safer Communities*

- *Wellbeing*

In developing our thematic Delivery Plans to take each of these priorities forward, we have considered the emerging local and national context, identifying the key developments which will shape our partnership activity over the next three years and, in particular:

- The Community Planning Partnership Board, East Ayrshire Council and Health Board Transformation agendas, to allow us to identify key workstreams and priority areas for action going forward, with a focus on deliverability.

- The **Community Empowerment (Scotland) Act 2015** to help communities do more for themselves and have more say in the decisions that affect them.

- The **Fairer Scotland Action Plan**, which seeks to tackle poverty and build a fairer and more inclusive Scotland.

In all of our activity, we will maintain consistent attention on the impact of poverty on our communities and, in particular, our ambition to reduce child poverty. As a Community Planning Partnership, we seek to:

- **MITIGATE** the impact of inequalities through provision of support and delivery of services;

- work to **PREVENT** individuals and communities experiencing inequalities; and

- take action and influence to **UNDO** the root causes of inequalities.

In all of our strategic decision making, we will pay 'due regard' to how we can reduce inequality of outcome caused by socio-economic disadvantage and embed this thinking into every day practice.

The Council and the Community Planning Partnership Board has identified three strategic priorities, which will be reflected across all our work:

- Improving outcomes for vulnerable children and young people

- Older people - adding life to years

- Community regeneration and empowerment.

The Board's previous priorities (2015 - 2018) of Youth Employment; Alcohol and Drugs; and Child Poverty are now embedded within our partnership activity. The cross cutting elements of lifelong learning, tackling inequalities and early intervention and prevention continue to be embedded in our work.

All of this is in keeping with our **Community Planning Guiding Principles**.

TRANSFORMATIONAL CHANGE

Individually and collectively, Community Planning Partners are taking steps to ensure that services remain financially sustainable in the current economic climate. At a strategic level, Partners have come together to build a shared understanding of the financial challenges ahead and a shared approach to transformational change has emerged.

Following on from these strategic discussions, a series of key workstreams have been identified and agreed by the **Community Planning Partnership Board**. These workstreams have shaped development of our thematic Delivery Plans for the period 2018 -2021.

Common to each of the three Delivery Plans has been a focus on **future needs analysis**, our drive to map future demand and use predictive analysis to inform future service delivery and infrastructure development.

As our transformation change agenda further develops, the opportunity will be taken to reflect this within our future Delivery Plans.

ECONOMY AND SKILLS

Summary of Statistical Evidence

Business start-up, rose from **28.6** to **33.1** per 10,000 adult population
(Scotland: 40.4 to 41.2 per 10,000 adult population)

BUSINESS SURVIVAL RATE (3 years after start - up)
rose from **52.9%** to **62.9%**
(Scotland: 57.1% to 62.1%)

employment rate
66.6%
(Scotland: 73.4%)

Claimant count youth unemployment (18-24), down from **10.4%** to **5.6%**
(Scotland: 5.6% to 3.3%)

94.3% school leavers
(senior phase 2016/17 cohort)
into a positive destination
(Scotland: 93.7%)

The key driver underpinning our future prosperity and the ability to realise the potential of our communities is a local economy which develops and achieves sustainable growth. Delivering economic growth will contribute to improved outcomes across our communities, directly through business and employment opportunities, and more widely in relation to improving individual and collective wellbeing and strengthening communities.

Community Planning Partners continue to focus on supporting and developing the area's business base and raising the profile of and promoting East Ayrshire as a business location of choice. We will continue to invest in infrastructure and an environment that allows businesses to grow.

Resources will continue to be directed at preparing our young people for work by continuing to strengthen the links between schools, training, college, university and work. In addition, we will support all our residents to secure opportunities in employment, training and lifelong learning.

Detailed below are the priorities and local outcomes developed under Economy and Skills.

The Local Outcomes Profile for Economy and Skills is provided later in the report and sets out the local outcomes, indicators and targets, against which we will measure and assess our performance.

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 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.

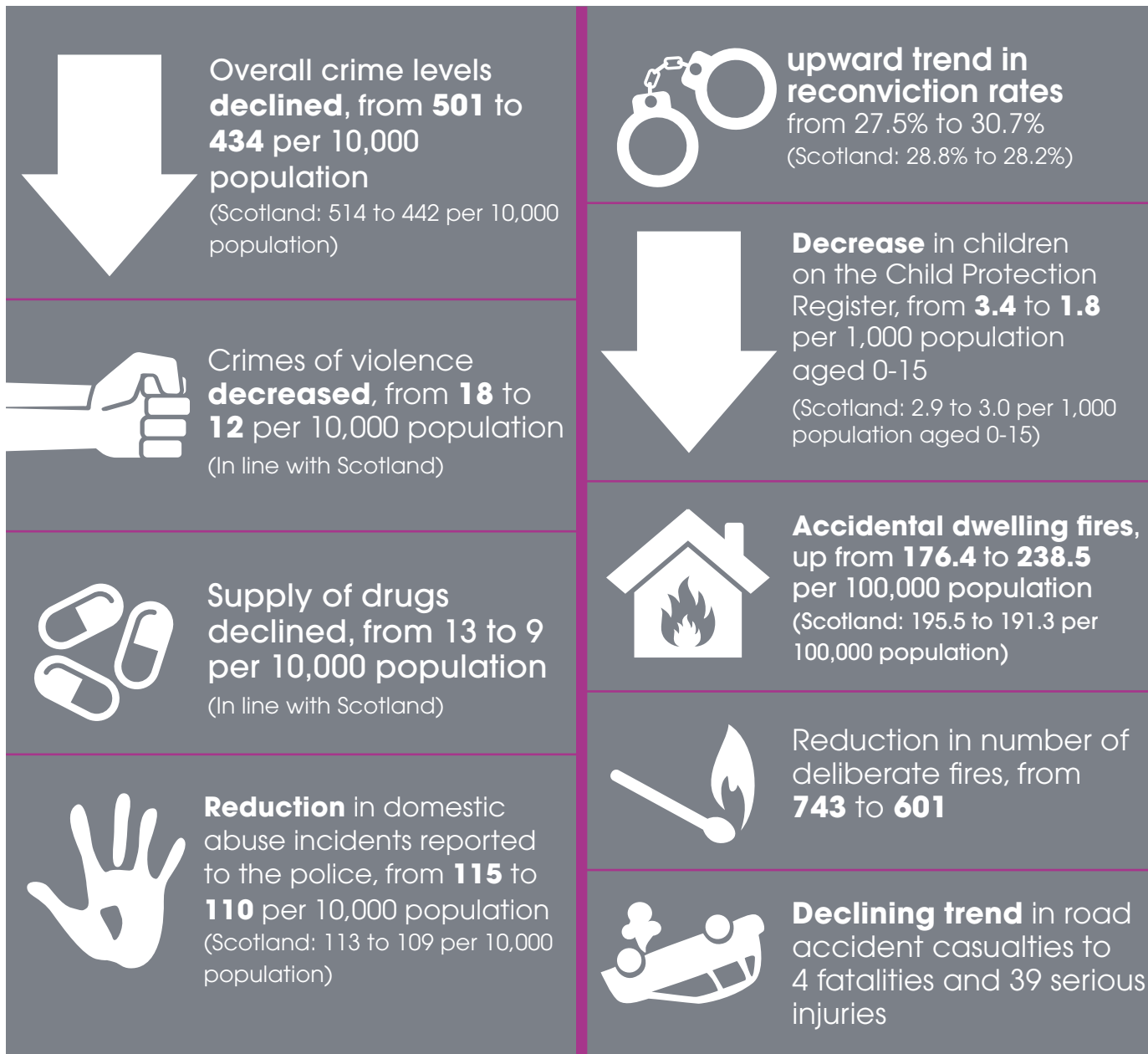| Local Outcomes	Priorities
1. Local economic activity increased	• Grow the business base in East Ayrshire • Accelerate the pace of infrastructure improvements and maximise the benefit of existing resources • Revitalise and diversify our town centres
2. Skills, qualifications and employability improved for all learners	• Ensure East Ayrshire residents, particularly our young people, have the relevant skills and qualifications and positive attitude needed for the world of work • Increase innovation and entrepreneurship

SAFER COMMUNITIES

Summary of Statistical Evidence

Overall crime levels **declined**, from **501** to **434** per 10,000 population
(Scotland: 514 to 442 per 10,000 population)

Crimes of violence **decreased**, from **18** to **12** per 10,000 population
(In line with Scotland)

Supply of drugs declined, from 13 to 9 per 10,000 population
(In line with Scotland)

Reduction in domestic abuse incidents reported to the police, from **115** to **110** per 10,000 population
(Scotland: 113 to 109 per 10,000 population)

upward trend in reconviction rates from 27.5% to 30.7%
(Scotland: 28.8% to 28.2%)

Decrease in children on the Child Protection Register, from **3.4** to **1.8** per 1,000 population aged 0-15
(Scotland: 2.9 to 3.0 per 1,000 population aged 0-15)

Accidental dwelling fires, up from **176.4** to **238.5** per 100,000 population
(Scotland: 195.5 to 191.3 per 100,000 population)

Reduction in number of deliberate fires, from **743** to **601**

Declining trend in road accident casualties to 4 fatalities and 39 serious injuries

We want to ensure that East Ayrshire is a safe place to live and where residents and visitors feel protected within their own home, in communities and in our town centres.

Crimes of violence and public disorder have continued to reduce and we want to maintain this downward trend, building on our commitment to preventative and diversionary activity to avert patterns of anti-social and criminal behaviour, in particular by addressing the misuse of alcohol and drugs.

Public protection remains a priority through a multi-agency approach to protecting children and young people, safeguarding vulnerable adults, supporting victims and their families, dealing with offenders of domestic abuse and tackling reoffending.

Through education, engineering and enforcement, we will work to ensure that drivers and pedestrians use the roads network with a minimum risk of harm.

Detailed below are the priorities and local outcomes developed under Safer Communities.

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.

Local Outcomes	Priorities
1. East Ayrshire residents are safe and protected from crime in their communities	• Tackle crime and the fear of crime
2. East Ayrshire residents are safe and supported in their homes and communities	• Support residents to live safely and independently in their homes and communities
3. Road safety improved through enforcement, engineering and education, positively influencing driver behaviour and effective early interventions	• Reduce road casualties
4. Drug supply and misuse prevented through effective enforcement, prevention and early intervention	• Tackle drug supply and minimise the impact of drug misuse on individuals, families and communities
5. Adults and children at risk protected from domestic abuse	• Facilitate effective action against offenders of domestic abuse, and improve the response and support provided for victims of domestic abuse and their families
6. Improved wellbeing and life chances for individuals who are at risk of harm	• Support and protect vulnerable individuals and families
7. East Ayrshire residents are safe and protected from anti-social behaviour and vandalism	• Reduce incidents of vandalism, disorder and anti-social behaviour

The Local Outcomes Profile for Safer Communities is provided later in the report and sets out the local outcomes, indicators and targets, against which we will measure and assess our performance.

WELLBEING

Summary of Statistical Evidence

89%+
healthy birth weight babies
(Level maintained over the last 4 years)

Children with a **healthy weight** in P1 increased from **72.0%** to **73.7%**

Reduction in women smoking during pregnancy, from **24.8%** to **19.4%**
(Scotland: 18.5% to 14.8%)

Drug misuse hospital stays **increased**, from **238.3** to **317.5** per 10,000 population
(Scotland: 108.0 to 162.2 per 10,000 population)

Alcohol related hospital stays **decreased**, from **819.7** to **737.0** per 100,000 population
(Scotland: 699.0 to 685.2 per 100,000 population)

There were **no delayed** discharges from hospital (people waiting over 2 weeks) throughout 2016/17

Bed days lost as a result of delayed discharge, **reduced** from **6,730** to **5,901**
(Upper group performance)

Increase in emergency in patient bed day rates for people aged **75+** per 1,000 population, from **4,424** to **5,439**
(Higher than the average for Scotland)

Premature Mortality, **reduced** from **515.7** to **458.2** per 100,000 adults **under 75**
(Scotland: 437.5 to 439.7 per 100,000 adults under 75)

As in Scotland, the pattern of ill health is changing in East Ayrshire. People are living longer and older people are more likely to suffer from multiple and complex care needs; therefore, placing a shift in demand on services.

We recognise that there are significant challenges for the wellbeing of our communities and will work through our Health and Social Care arrangements to tackle these challenges, including:

- Getting it right for every child and ensuring that our children have the best start in life;

- Improving life chances for children, young people and families at risk;

- Providing opportunities for residents to improve their overall wellbeing through leading an active life and making positive lifestyle choices;

- Reducing inequalities between the most and least deprived communities; and

- Supporting older people to live in their communities and to live in good health for longer.

Detailed below are the priorities and local outcomes developed under Wellbeing.

Key Priorities
• 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.
• All residents are given the opportunity improve their wellbeing, to lead an active, healthy life and to make positive lifestyle choices.
• Older people and 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 have on the health and wellbeing of our residents.

Local Outcomes	Priorities

1. Starting Well	• Children have the best start in life
	   - Children and Young People
	   - Protecting Children
	   - Corporate Parenting
	   - Implementation of Multi-agency Action Plans
	   - Universal Services
	   - Introduction of a 'Wellbeing Champion' role

2. Living Well	• People are able to look after and improve their own health and wellbeing and live in good health for longer
	   - A Healthier Future
	   - A Connected East Ayrshire
	   - Work and Wellbeing
	   - Integrated Supports
	   - End of Life Care
	   - Workforce Planning across all Partners

The Local Outcomes Profile for Wellbeing is provided later in the report and sets out the local outcomes, indicators and targets, against which we will measure and assess our performance.

GOVERNANCE, ACCOUNTABILITY AND REPORTING

The Community Plan and Local Outcomes Improvement Plan are supported by effective and robust governance, scrutiny and accountability arrangements that reflect the sovereignty of the Plan as the principal strategic planning document for the delivery of public services in East Ayrshire.

The Community Planning Partnership Board continues to set the strategic direction for Community Planning in East Ayrshire and ensures effective performance by undertaking a challenge and scrutiny role, supported by the Executive Officers' Group.

Through our new Local Outcomes Improvement Plan, Partners will continue to jointly review, assess and report on a focused range of performance measures to communities on an annual basis. The report will also encompass the extent to which effective community participation in community planning has been achieved. Through this process, progress, changing circumstances and continuous improvement in community planning will continue to be under review.

East Ayrshire Community Plan
2015 - 2030

Local Outcomes Improvement Plan 2018 - 2021

Local Outcomes Profile

It should be noted that quantified targets for the short, medium and longer term have been developed in line with the review of the three-year Community Plan Delivery Plans for implementation at 1 April 2018.

KEY THEME : **ECONOMY AND SKILLS**

Measures of Success Indicator(s) - (Frequency/Type/Source)	Baseline	'Progress' Target/s		'End' Target/s Direction of travel
		March 2019	March 2021	
Local Outcome 1: Local economic activity increased				
Priority 1:1: Grow the business base in East Ayrshire				
Links to National Outcomes: 1, 2 and 13				
1. Business start-up rate per 10,000 population Annual/Scottish Government	32.0 (East Ayrshire) 40.4 (Scotland) (2015)	32.0	33.0	**Increase** – close the gap with the Scottish average
2. Total number of VAT/PAYE registered businesses per 10,000 adult population Annual/Scottish Neighbourhood Statistics	293.9 (East Ayrshire) 387.6 (Scotland) (2015)	295	300	**Increase** – close the gap with the Scottish average
3. Business survival rate (3 years after start up) Annual/Office for National Statistics (ONS) Business Demography	61.3% (East Ayrshire) 62.0% (Scotland) (2015)	62%	63%	**Increase** to 65% by 2030
4. Median gross weekly earnings for all employees (residence based) Annual/Office for National Statistics (Annual Survey of Earning and Hours)	£426 (East Ayrshire) £434 (Scotland) (2016)	£430	£450	**Increase** - close the gap with the Scottish average
5. Median gross weekly earnings for all employees (workforce based) Annual/Office for National Statistics (Annual Survey of Earning and Hours)	£396 (East Ayrshire) £432 (Scotland) (2016)	£400	£410	**Increase** - close the gap with the Scottish average

Measures of Success Indicator(s) - (Frequency/Type/Source)	Baseline	'Progress' Target/s		'End' Target/s Direction of travel
		March 2019	March 2021	
Local Outcome 1: Local economic activity increased				
Priority 1:1: Grow the business base in East Ayrshire				
Links to National Outcomes: 1, 2 and 13				
6. Tourism generated income Annual/East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report	£86.87 million (2016)	£89 million	£92 million	**Increase** to £95 million by 2030
7. Annual number of visitors to the area Annual/East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report	1,037,710 (2016)	1.03 million	1.15 million by 2020	**Increase** in visitor numbers
Priority 1.2: Accelerate the pace of infrastructure improvements and maximise the benefit of existing resources				
Links to National Outcomes: 1, 2 and 10				
1. Total business and industrial land (strategic sites) Annual/East Ayrshire Council	118.38 ha (2016/17)	118.38 ha	118.38 ha	I**ncrease** by 10% to 130 ha by 2030
2. Percentage of premises/households with access to superfast broadband Quarterly/East Ayrshire Council	89.9% (December 2016)	98%	100%	**Maintain** at 100%
3. Percentage of 'A' class roads requiring maintenance treatment Annual/APSE/Ayrshire Roads Alliance	19.1% (2015-2017)	18.1%	17.1%	**Reduce** by 1% annually
Priority 1.3: Revitalise and diversify our town centres				
Links to National Outcomes: 1, 10, 12 and 13				
1. Percentage of floor space in Kilmarnock town centre that is vacant Annual/East Ayrshire Council	15% (March 2017)	15%	13%	**Reduce** to 10% by 2030
2. Percentage of floor space in Cumnock town centre that is vacant Annual/East Ayrshire Council	7% (March 2017)	7%	7%	**Reduce** to 7% by 2030 (Note 1)
3. Number of buildings in town centres that are both vacant and derelict Annual/East Ayrshire Council	146 (December 2016)	145	130	**Reduce** to 100 by 2030
4. Total number of new build houses Annual/East Ayrshire Council	To be confirmed	To be confirmed	To be confirmed	To be confirmed

Note 1: The end target in respect of floor space for Cumnock town centre that vacant is identified at 7% as considerably more floor space in Cumnock town centre is in the process of being created. As a consequence, the amount of vacant space is likely rise in the short term and it is considered that achieving a 7% vacancy rate, which is significantly less than the Scottish average (10.2%), will reflect major success.

Measures of Success Indicator(s) - (Frequency/Type/Source)	Baseline	'Progress' Target/s		'End' Target/s
		March 2019	March 2021	Direction of travel
Local Outcome 2: Skills, qualifications and employability improved for all learners				
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				
Links to National Outcomes: 2, 3, 4, 5 and 8				
1. Employment rate Biennial/Scottish Government, Labour Markets in Scotland	66.6% (East Ayrshire) 73.4% (Scotland) (2016/17)	72%	**Close the gap** with Scotland average	**In line** with the Scotland average
2. Claimant count unemployment (16-64) Monthly/Nomis	3.5% (East Ayrshire) 2.4% (East Ayrshire) (March 2017)	3.0%	**Close the gap** with Scotland average	**Close the gap** with Scotland average
3. Claimant count unemployment (17-18) Monthly/Nomis	0.2% (East Ayrshire) 0.3% (Scotland) (March 2017)	0.2%	**In line** with the Scotland average	**In line** with the Scotland average
4. Claimant count unemployment (18-24) Monthly/Nomis	6.3% (East Ayrshire) 3.7% (Scotland) (March 2017)	5.4%	**Close the gap** with Scotland average	**Close the gap** with Scotland average
5. Claimant count unemployment (25-49) Monthly/Nomis	3.7% (East Ayrshire) 2.5% (Scotland) (March 2017)	3.5%	**Close the gap** with Scotland average	**Close the gap** with Scotland average
6. Claimant count unemployment (50+) Monthly/Nomis	2.4% (East Ayrshire) 1.9% (Scotland) (March 2017)	2.4%	**Close the gap** with Scotland average	**Close the gap** with Scotland average
7. 27-30 month review-Children showing no concerns across all domains Annual/ISD Scotland	61.9 (2016/17)	64%	85% by 2020	**Increase** to 85% by 2020 – national stretch

Measures of Success Indicator(s) - (Frequency/Type/Source)	Baseline	'Progress' Target/s		'End' Target/s Direction of travel
		March 2019	March 2021	
Local Outcome 2: Skills, qualifications and employability improved for all learners				
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				
Links to National Outcomes: 2, 3, 4, 5 and 8				
				aim
8. 27-30 month review-Uptake Annual/ISD Scotland	93.0% (2016/17)	95.0%	98.0%	100%
9. Primary – Literacy (P1, P4, P7 combined) Annual/Teacher Judgement Survey/December	60.7% (2016/17)	73.0%	85.0% by 2020	**Increase** to 85% by 2020 – national stretch aim
10. Secondary 3 – Literacy Achieving Third level or better Annual/Teacher Judgement Survey/December	79.9% (2016/17)	82.0%	85.0% by 2020	**Increase** to 85% by 2020 – national stretch aim
11. Primary – Numeracy (P1, P4, P7 combined) Annual/Teacher Judgement Survey/December	67.4% (2016/17)	75.0%	85.0% by 2020	**Increase** to 85% by 2020 – national stretch aim
12. Secondary 3 – Numeracy Achieved Third level or better Annual/Teacher Judgement Survey/December	85.9% (2016/17)	85.0%	85.0% by 2020	**Increase** to 85% by 2020 – national stretch aim
13. SCQF 4 or above (1 or more on leaving school) Source: Scottish Government/Insight, February Update	95.5% (2018, referencing 2016/17 cohort)	In line with Scotland average	Higher rate than the Scottish average	Higher rate than the Scottish average
14. SCQF 5 or above (1 or more on leaving school) Source: Scottish Government/Insight, February Update	85.1% (2018, referencing 2016/17 cohort)	In line with Scotland average	Higher rate than the Scottish average	Higher rate than the Scottish average
15. SCQF 6 or above (1 or more on leaving school) Source: Scottish Government/Insight, February Update	63.0% (2018, referencing 2016/17 cohort)	In line with Scotland average	Higher rate than the Scottish average	Higher rate than the Scottish average

| Measures of Success Indicator(s) - (Frequency/Type/Source) | Baseline | 'Progress' Target/s | | 'End' Target/s Direction of travel |
		March 2019	March 2021	
Local Outcome 2: Skills, qualifications and employability improved for all learners				
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				
Links to National Outcomes: 2, 3, 4, 5 and 8				
16. Percentage of care experienced young people accessing high quality work experience placements Annual/East Ayrshire Council	70.0% (2016/17)	75.0%	All young people accessing high quality work experience placements	All young people accessing high quality work experience placements
17. Percentage of pupils with an additional support need accessing high quality work experience placements Annual/East Ayrshire Council	65.0% (2016/17)	65.0%	All young people accessing high quality work experience placements	All young people accessing high quality work experience placements
18. Participation Measure: Proportion of 16-19 year olds participating in education, training or employment over the whole year Annual/Skills Development Scotland/Scottish Government National Improvement Framework (Stretch Aim)	88.1% (2017)	90%	In line with Scottish average	All young people with an opportunity to secure a positive destination
19. Percentage of school leavers progressing into positive destinations (initial destinations) Annual/Insight, Scottish Government	94.3% (February 2018, referencing 2016/17 cohort)	95%	97%	**Increase** to 100%
20. Percentage of looked after children in positive and sustained destinations (employment, training or education) Annual/Scottish Government (Educational Outcomes for Scotland's Looked After Children)	61.8% (2015/16)	In line with Scottish average	In line with Scottish average	All young people with an opportunity to secure a positive destination
21. Percentage of students successfully completing courses at SCQF 6 (FE) or below within Ayrshire College Annual/Ayrshire College	71.6% (East Ayrshire residents) 71.2% (All students) (2016-17)	73% provisional Ayrshire College targets being finalised	75% provisional Ayrshire College targets being finalised	**In line** with the Scottish average

Measures of Success Indicator(s) - (Frequency/Type/Source)	Baseline	'Progress' Target/s		'End' Target/s Direction of travel
		March 2019	March 2021	
Local Outcome 2: Skills, qualifications and employability improved for all learners				
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				
Links to National Outcomes: 2, 3, 4, 5 and 8				
22. Percentage of students successfully completing courses at SCQF 7 (HE) or above within Ayrshire College Annual/Ayrshire College	72.8% (East Ayrshire residents) 71.0% (All students) (2016-17)	73% provisional Ayrshire College targets being finalised	75% provisional Ayrshire College targets being finalised	**In line** with the Scottish average
23. Percentage of residents claiming main out of work benefits Annual/Nomis	12.9% (East Ayrshire) 10.2% (Scotland) (November 2016)	12%	**Close the gap** with the Scotland average	**In line** with the Scottish average

Measures of Success Indicator(s) - (Frequency/Type/Source)	Baseline	'Progress' Target/s		'End' Target/s
		March 2019	March 2021	Direction of travel
Local Outcome 2: Skills, qualifications and employability improved for all learners				
Priority 2.2: Increase innovation and entrepreneurship				
Links to National Outcomes: 3, 4, 5 and 8				
1. Number of young people achieving qualifications linked to early education and childcare in schools or school/college link programme Annual/East Ayrshire Council	New indicator – baseline to be developed	New Indicator – targets to be developed		New Indicator – targets to be developed
2. Number of pupils/students achieving positive outcomes linked to: • STEM; and • key growth areas Annual/East Ayrshire Council/Ayrshire College	New indicator – baseline to be developed	New Indicator – targets to be developed		New Indicator – targets to be developed
3. Percentage of pupils/students achieving digital qualifications Annual/East Ayrshire Council/Ayrshire College	New indicator – baseline to be developed	New Indicator – targets to be developed		New Indicator – targets to be developed
4. Number of Ayrshire College students accessing Bridge2Business support Annual/Ayrshire College	New indicator – baseline to be developed	New Indicator – targets to be developed		New Indicator – targets to be developed

KEY THEME : **SAFER COMMUNITIES**

Measures of Success Indicator(s) - (Frequency/Type/Source)	Baseline	'Progress' Target/s March 2019 and March 2021	'End' Target/s Direction of travel
Local Outcome 1: East Ayrshire residents are safe and protected from crime in their communities			
Priority 1: Tackle crime and the fear of crime			
Links to National Outcomes: 7, 9 and 11			
1. Total crimes recorded by Police Scotland (Groups 1 to 5) • number recorded • rate per 10,000 population Annual/Police Scotland	5,300 434.2 (2016/17)	Annual progress will be reported against the baseline position	Annual progress will be reported against the baseline position
2. Total number of detections and detection rate (%) (Groups 1-5) Annual/Police Scotland	2,836 (53.5%) (2016/17)	Annual progress will be reported against the baseline position	Annual progress will be reported against the baseline position
3. Crimes of violence (Group 1) • number reported • rate per 10,000 population • number of detections • detection rate (%) Annual/Police Scotland	143 11.7 137 95.8% (2016/17)	Annual progress will be reported against the baseline position	Annual progress will be reported against the baseline position
4. Sexual crimes (Group 2) • number reported • rate per 10,000 population • number of detections • detection rate (%) Annual/Police Scotland	151 12.4 98 64.9% (2016/17)	Annual progress will be reported against the baseline position	Annual progress will be reported against the baseline position
5. Crimes of dishonesty (Group 3) • number reported • rate per 10,000 population • number of detections • detection rate (%) Annual/Police Scotland	2,241 183.6 949 42.3% (2016/17)	Annual progress will be reported against the baseline position	Annual progress will be reported against the baseline position

Measures of Success Indicator(s) - (Frequency/Type/Source)	Baseline	'Progress' Target/s March 2019 and March 2021	'End' Target/s Direction of travel
Local Outcome 1: East Ayrshire residents are safe and protected from crime in their communities			
Priority 1: Tackle crime and the fear of crime			
Links to National Outcomes: 7, 9 and 11			
6. Hate crime: • number reported • rate per 10,000 population • number of detections • detection rate Annual/Police Scotland	84 6.9 68 81.0% (2016/17)	Annual progress will be reported against the baseline position	Annual progress will be reported against the baseline position
7. Average number of reconvictions per 100 offenders Annual/Community Justice Ayrshire	54 (2014/15 cohort at May 2017) Ayrshire figure provided Source: SW Scotland Community Justice Authority	To be confirmed	To be confirmed

Measures of Success Indicator(s) - (Frequency/Type/Source)	Baseline	'Progress' Target/s March 2019 and March 2021	'End' Target/s Direction of travel
Local Outcome 2: East Ayrshire residents are safe and supported in their homes and communities			
Priority 2: Support residents to live safely and independently in their homes and communities			
Links to National Outcomes: 8, 9 and 15			
1. Accidental dwelling fires Annual/Scottish Fire and Rescue Service	110 Based on the rolling three-year average 2014 - 2017	5% reduction annually in the rolling three year average	Reduced
2. Fire related casualties and fire fatalities as a result of accidental dwelling fires Annual/Scottish Fire and Rescue Service	20 Based on the rolling three-year average 2014 - 2017	5% reduction annually in the rolling three year average	Reduced
3. Percentage of older people living in their own home or in a community setting rather than in a care home setting Annual/East Ayrshire Health and Social Care Partnership	96.8% (2016/17)	Maintain the number of older people living in their own home or a community setting	**Maintain** the number of older people living in their own home or a community setting
4. Number of places on the 'Keepsafe' scheme in East Ayrshire Annual/East Ayrshire Adult Protection Team	Zero – New programme (2016/17)	**I**ncrease by 10 'safe places' annually	**I**ncreased

Measures of Success Indicator(s) - (Frequency/Type/Source)	Baseline	'Progress' Target/s March 2019 and March 2021	'End' Target/s Direction of travel
Local Outcome 3: Road safety improved through enforcement, engineering, education, positively influencing driver behaviour and effective early intervention			
Priority 3: Reduce road casualties			
Links to National Outcomes: 9 and 10			
1. People killed and seriously injured in road accidents Annual/Police Scotland	People killed: 4 People Seriously injured: 44 Children killed: 0 Children seriously injured: 7 (2016/17)	**Reduce** people killed and seriously injured in road accidents	**Reduce** to zero
2. Percentage of the overall road network requiring maintenance treatment Annual/Road Condition Survey/East Ayrshire Council	39.1% (2015-17)	**Reduce** by 1% annually	**Reduce** by 1% annually
Local Outcome 4: Drug supply and misuse prevented through effective enforcement, prevention and early intervention			
Priority 4: Tackle drug supply and minimise the impact of drug misuse on individuals, families and communities			
Links to National Outcomes: 6, 8 and 9			
1. Drugs supply and production: • number reported • rate per 10,000 population • number of detections • detection rate (%) Annual/Police Scotland	 113 9.3 93 82.3% (2016/17)	Annual progress will be reported against the baseline position	Annual progress will be reported against the baseline position
2. Production, manufacture, cultivation of controlled drugs : • number reported • rate per 10,000 population • number of detections • detection rate (%) Annual/Police Scotland	 28 2.29 28 100% (2016/17)	Annual progress will be reported against the baseline position	Annual progress will be reported against the baseline position

Measures of Success Indicator(s) - (Frequency/Type/Source)	Baseline	'Progress' Target/s March 2019 and March 2021	'End' Target/s Direction of travel
Local Outcome 5: Adults and children at risk protected from domestic abuse			
Priority 5: Facilitate effective action against offenders of domestic abuse, and improve the response and support provided for victims of domestic abuse and their families			
Links to National Outcomes: 7, 8 and 9			
1. Number of domestic abuse incidents recorded by the police Annual/Police Scotland	1,345 (2016/17)	Annual progress will be reported against the baseline position	Annual progress will be reported against the baseline position
2. Proportion (%) of crimes which result in a crime report Annual/Police Scotland	52.1% (2016/17)	Annual progress will be reported against the baseline position	Annual progress will be reported against the baseline position
3. Detection rate (%) for domestic abuse Annual/Police Scotland	77.6% (2016/17)	Annual progress will be reported against the baseline position	Annual progress will be reported against the baseline position
Local Outcome 6: Improved wellbeing and life chances for individuals who are at risk of harm			
Priority 6: Support and protect vulnerable individuals and families			
Links to National Outcomes: 6, 7,8 and 9			
1. Number of Early and Effective Interventions for children and young people Annual/East Ayrshire Health and Social Care Partnership	218 (2016/17)	250	**Increase** in Early and Effective Interventions
2. Total adult protection interventions as a percentage of all referrals Annual/East Ayrshire Health and Social Care Partnership (Scottish Government National Data Set)	2.2% (2016/17)	**Maintain** level below 3%	**Maintain** level below 3%
3. Number of individuals engaging in drug treatment programmes Annual/Alcohol and Drugs Partnership	987 (March 2017)	**Increase**	**Increased**

Measures of Success Indicator(s) - (Frequency/Type/Source)	Baseline	'Progress' Target/s March 2019 and March 2021	'End' Target/s Direction of travel
Local Outcome 7: East Ayrshire residents are safe and protected from anti-social behaviour			
Priority 7: Reduce incidents of vandalism, disorder and anti-social behaviour			
Links to National Outcomes: 6, 8, 9 and 11			
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 31.4% (2016/17)	Annual progress will be reported against the baseline position	Annual progress will be reported against the baseline position
2. Incidents of anti-social behaviour recorded by Police Scotland (public reported): • number reported • rate per 10,000 population Annual/Police Scotland	7,487 613.4 (2016/17)	Annual progress will be reported against the baseline position	Annual progress will be reported against the baseline position
3. Incidents of disorder reported to the police • number reported • rate per 10,000 population Annual/Police Scotland	5,442 445.3 (2016/17)	Annual progress will be reported against the baseline position	Annual progress will be reported against the baseline position
4. Deliberate primary fires Annual/Scottish Fire and Rescue Service	53 Based on the rolling three-year average 2014 - 2017	3% reduction annually in the rolling three year average	**Reduced**
5. Deliberate secondary fires Annual/Scottish Fire and Rescue Service	548 Based on the rolling three-year average 2014 - 2017	3% reduction annually in the rolling three year average	**Reduced**

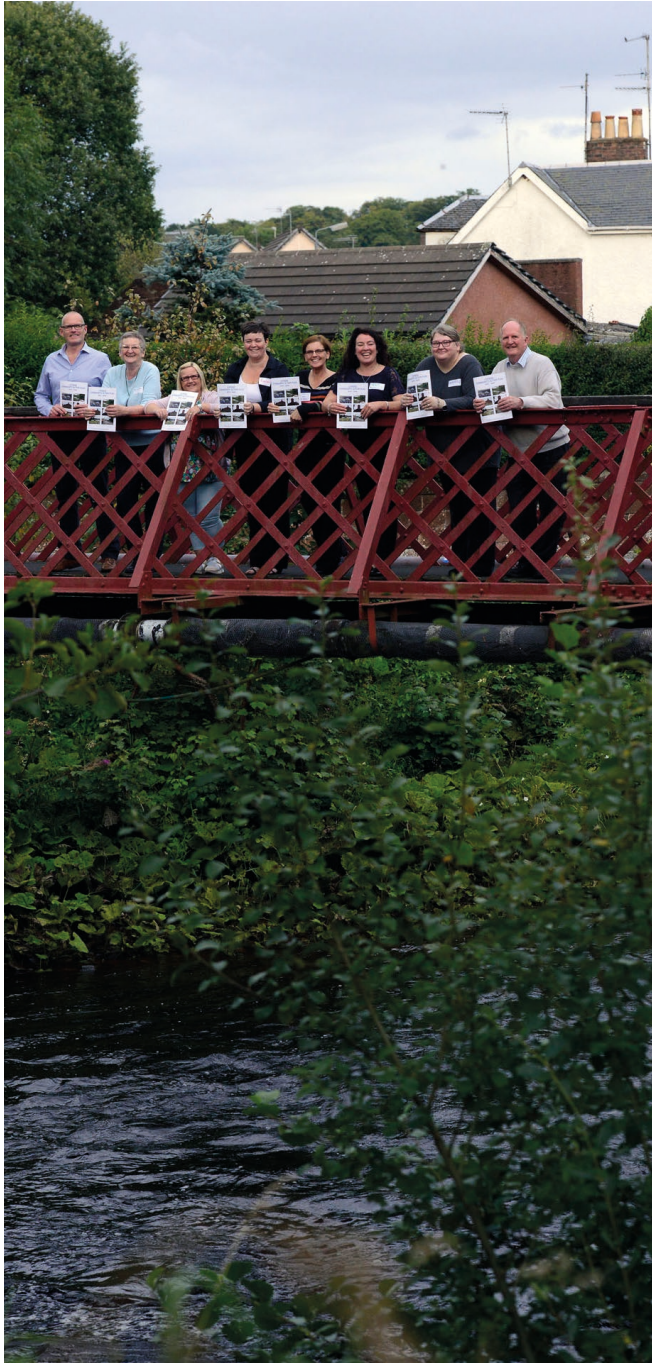| Measures of Success Indicator(s) - (Frequency/Type/Source)		Baseline	'Progress' Target/s to 2021	'End' Target/s Direction of travel
Local Outcome 1: Starting Well				
Priority 1: Children have the best start in life				
Links to National Outcomes 5, 7, 8 and 16				
1.	By 2020, participation by children and young people in extra-curricular, community sporting and physical activity (out with schools) will have grown by 15% (Source: EAC, Vibrant Communities, annual).	95,075 (2016-17)	**Increase** to 109,336	**Maintain** at 109,336
2.	Encourage early identification of neglect by increasing the number of non-police referrals to social work which identify neglect as the main concern (Source: HSCP information systems, annual).	Baseline determined Y1	**Increase** by agreed %	**Increase** by agreed %
3.	By 2020, reduce the percentage of pregnant women drinking 1+ units of alcohol per day by 50% (Baseline 30.8%, Scottish Average 6.4%) (Source: ISD, annual).	30.8%	**Reduce** to 15.4% by 2020	**Reduce** to Scottish Average
4.	By 2020, reduce the number of mothers smoking during pregnancy by 25% (Baseline 24.4% 2012-15, Scottish Average 18.5%) (Source: ISD, annual).	24.4%	**Reduce** to 18.3% by 2020	**Reduce** to 16.3%
5.	By 2020, the % of babies exclusively breastfed at 6-8 week review will be 28.2% (current Scottish average) (Baseline 14.7%, Scottish average 28.2%) (Source: ISD, annual).	14.7% (2015/16)	**Increase** to 28.2% by 2020	**Increase** to 28.2% by 2020
6.	By 2020, increase the percentage of 0-2 year olds registered with a dentist to 60%. (Baseline is 46.5%, national average 48.3%) (Source: ISD, annual).	46.5% (2016)	**Increase** to 60% by 2020	**Maintain** at 60%
7.	By 2020, the number of referrals to CAMHS will have a fallen by 20% (Source: CAMHS service, annual).	604 (2016)	**Reduce** to under 500 by 2020	**Maintain** at 500
8.	We aspire to ensure that all of our children are included in the education system. As a first step, by 2020, the rate of exclusions per 1,000 pupils across all schools in East Ayrshire will be reduced by 30% (Source: EAC, Education Services, annual).	Baseline 43.0 (2015/16)	**Reduce** to 28.8	**Reduce** to upper quartile
9.	By 2020, 100% 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, whilst showing resilience and an ability to take advantage of the positive opportunities the internet has to offer (Source: EAC/Ayrshire College, annual).	Baseline determined Y1	**Increase to 100%** by 2020	**Maintain** at 100%

10.	By 2020, we will endeavour to achieve all educational stretch aim targets set at local level for our looked after children (Source: EAC, Education Services, annual).	Reported through Economy and Skills Delivery Plan

Measures of Success Indicator(s) - (Frequency/Type/Source)		Baseline	'Progress' Target/s to 2021	'End' Target/s Direction of travel
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				
Links to National Outcomes 6, 7, 9, 15 and 16				
1.	Percentage of adults able to look after their health very well or quite well (Source: Health and Care Experience Survey, bi-annual supplemented locally).	94% (2015/16)	**Increase** to 95%	**Increase** to 96%
2.	Percentage of adults supported at home who agree that they are supported to live as independently as possible (Source: Health and Care Experience Survey, bi-annual supplemented locally).	88% (2015/16)	**Increase** to 89%	**Increase** to 90%
3.	Percentage of adults supported at home who agree that they had a say in how their help, care or support was provided (Source: Health and Care Experience Survey, bi-annual supplemented locally).	79% (2015/16)	**Increase** to 83%	**Increase** to 88%
4.	Percentage of adults supported at home who agree that their health and care services seemed to be well co-ordinated (Source: Health and Care Experience Survey, bi-annual supplemented locally).	81% (2015/16)	**Increase** to 82%	**Increase** to 83%
5.	Percentage of adults receiving any care or support who rate it as excellent or good (Source: Health and Care Experience Survey, bi-annual supplemented locally).	86% (2015/16)	**Increase** to 88%	**Maintain** at 88%
6.	Percentage of adults supported at home who agree that their services and support had an impact in improving or maintaining their quality of life (Source: Health and Care Experience Survey, bi-annual supplemented locally).	85% (2015/16)	**Increase** to 86%	**Increase** to 87%
7.	Percentage of carers who feel supported to continue in their caring role (Source: Health and Care Experience Survey, bi-annual supplemented locally).	51% (2015/16)	**Increase** to 55%	**Increase** to 60%
8.	Rate of emergency bed days for adults (Source: ISD, annual).	121,232 (2015/16)	**Reduce** by 4%	**Maintain** at 4% reduction level
9.	Readmissions to hospital within 28 days of discharge (Source: ISD, annual).	10.2% (2015/16)	**Reduce** to 9.2%	**Reduce** to 8.2%

Measures of Success Indicator(s) - (Frequency/Type/Source)		Baseline	'Progress' Target/s to 2021	'End' Target/s Direction of travel
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				
Links to National Outcomes 6, 7, 9, 15 and 16				
10.	Number of days people spend in hospital when they are ready to be discharged (Source: ISD, annual).	6,043 (2015/16)	**Reduce** by 20%	**Reduce** to 1,173 bed days lost based on aim to discharge within 72 hours
11.	Proportion of last 6 months of life spent at home or in community setting (Source: ISD, annual).	86.6% (2013/14)	**Increase** to 89.4%	**Increase** to 91.7%
12.	Proportion of care services graded 'good' (4) or better in Care Inspectorate Inspections (Source: Care Inspectorate, annual).	86% (2015/16)	**Increase** to 87%	**Increase** to 88%
13.	Rate for alcohol related hospital stays per 100,000 population (Source: ISD, annual).	803.9 (2013/14)	**Reduction** to 790 per 100,000 population	**Reduction** to 697 per 100,000 population by 2030
14.	Number of bed days per 1,000 population for long term conditions (asthma, COPD, heart failure, diabetes) (Source: ISD, annual).	9,523 (2013/14)	**Reduction** to 8,877	**Reduction** to 8,712
15.	Life expectancy at birth – males/females (Source: NRS, annual).	75.8 years Males 79.7 years females (2011-2013)	**Increase** to 76 years in male life expectancy **Increase** to 80 years in female life expectancy	**Increase** to 77 years in male life expectancy **Increase** to 81 years in female life expectancy
16.	Close the gap in the employment rate between the overall employment rate and the rate for people with learning disabilities, mental health problems and long-term conditions (Source: SCLD/Nomis, annual).	Established Year 1	**Reduce** to benchmark level	**Reduced**
17.	Rate for general acute and day case stays with a diagnosis of drug misuse per 100,000 population (Source: ISD, annual)	257.2 (2014/15)	**Reduction** to 230 per 100,000	**Reduction** to 182 per 100,000 by 2030

This information can be made available, on request, in braille, large print or audio formats and can be translated into a range of languages. Contact details are provided below.

درخواست کرنے پر یہ معلومات نابینا افراد کے لئے اُبھرے حروف، بڑے حروف یا آڈیو میں مہیا کی جاسکتی ہے اور اسکا مختلف زبانوں میں ترجمہ بھی کیا جاسکتا ہے۔ رابطہ کی تفصیلات نیچے فراہم کی گئی ئیں۔

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ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕੇ ਬੇਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਅਤੇ ਸਣਨ ਵਾਲੇ ਰਪ ਵਿਚ ਵੀ ਲਈ ਜਾ ਸਕਦੀ ਹੈ, ਅਤੇ ਇਹਦਾ ਤਰਜਮਾ ਹੋਰ ਬੋਲੀਆਂ ਵਿਚ ਵੀ ਕਰਵਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਸੰਪਰਕ ਕਰਨ ਲਈ ਜਾਣਕਾਰੀ ਹੇਠਾਂ ਦਿੱਤੀ ਗਈ ਹੈ।

Niniejsze informacje mogą zostać udostępnione na życzenie, w alfabecie Braille'a, w druku powiększonym lub w formacie audio oraz mogą zostać przetłumaczone na wiele języków obcych. Dane kontaktowe znajdują się poniżej.

Faodar am fiosrachadh seo fhaighinn, le iarrtas, ann am braille, clò mòr no clàr fuaim agus tha e comasach eadar-theangachadh gu grunn chànanan. Tha fiosrachadh gu h-ìosal mu bhith a' cur fios a-steach.

For more information on Community Planning in East Ayrshire, log on to:

www.eastayrshirecommunityplan.org

or contact:

Policy, Planning and Performance Division
East Ayrshire Council Headquarters
London Road, Kilmarnock KA3 7BU
Tel: 01563 576000

Email: communityplanning@east-ayrshire.gov.uk

Community Planning in
EAST AYRSHIRE
achieving as one • working as one • planning as one