



Community Planning
in East Ayrshire

ECONOMY AND SKILLS

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

planning as one • working as one • achieving as one

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

ECONOMY AND SKILLS

Summary of Performance at March 2019

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

Key		Denotes improving progress and on target or target achieved.
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		Denotes area for review or improvement.
Progress at March 2019 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

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

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

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

Measures of Success – Progress at March 2019

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

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

Summary of Activity 2018/19

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

Business Support

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

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

Ayrshire Growth Deal




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




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

Tourism

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

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

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

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

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

Key business locations

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

Transport services and infrastructure

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

Broadband capacity and Wi-Fi services





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




SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

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

Ayrshire Growth Deal

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

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

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SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

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- Attract, grow and retain business.
- Develop a confident, successful, highly skilled and qualified workforce, which is aligned to key local sectors.
- Deliver the Ayrshire Growth Deal, through a regional partnership.

Measures of Success – Progress at March 2019

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

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

Summary of Activity 2018/19

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

Town Centre Regeneration

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

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

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

Regeneration of Kilmarnock Town Centre

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

Community Led Action Plans

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

Housing development

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

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

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

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

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

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

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

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

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

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

Measures of Success – Progress at March 2019

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

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

Summary of Activity 2018/19

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

Employability Support

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

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

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

Employability Support for 25+

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

Employer engagement

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

Educational Attainment and Achievement.

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

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

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

Young People in Positive Destinations

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

Priority support for vulnerable groups

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

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

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

Developing the Young Workforce

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

Closing the Attainment Gap

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

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

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

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

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

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

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

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- Deliver the Ayrshire Growth Deal, through a regional partnership.

Summary of Activity 2018/19

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

Early Years Expansion

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

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

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

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

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

Support for Key Sectors

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

Business Enterprise in schools

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

Enterprise and entrepreneurship

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

Building a better East Ayrshire

Inspiring Ambition and Delivering Change

