



East Ayrshire Community Planning Partnership

Single Outcome Agreement 2015 - 2018

*Building a better
East Ayrshire*

Inspiring Ambition and Delivering Change

East Ayrshire Community Planning Partnership

Single Outcome Agreement

2015 - 2018

Contents

Introduction	4
Scope of the Single Outcome Agreement	4
A Clear Understanding of Place – Area Profile.....	6
Planning and Delivering Outcomes.....	6
CPP Board Strategic Priorities	7
Prevention and Early Intervention.....	7
Community Engagement.....	7
Equalities.....	8
Governance and Scrutiny Arrangement.....	8
Performance Management and Reporting.....	9
Community Planning: Going Forward.....	9
Annex 1: Area Profile	10
Annex 2: Outcomes, Core Indicators and Targets.....	39

Introduction

Community planning in East Ayrshire: 'East Ayrshire, one plan'

The East Ayrshire Community Plan continues to be recognised by all Community Planning Partners as the sovereign strategic planning document for the delivery of public services in East Ayrshire. The Plan covers the fifteen years from 2015 to 2030 and sets out the overall Vision for the local area as follows:

"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)

The adoption of the Community Plan as the strategic planning mechanism in East Ayrshire reflects the ongoing commitment of the Partners to partnership working through the Community Planning process.

Since the introduction of Single Outcome Agreements in 2008, the East Ayrshire Community Planning Partnership took a collective view from the outset that a Community Planning Partnership Single Outcome Agreement (SOA) would be developed for the local area.

As part of Partners' commitment to ongoing review, our SOA has been updated, reshaped and aligned to the ongoing review of our Community Plan, the key plans of the Community Planning Partners and the National Review of Community Planning and Single Outcome Agreements.

Our SOA for implementation from 1 April 2015 was reviewed and developed as a key element of the comprehensive Review of the Community Plan in 2014/15 to ensure alignment with identified and agreed strategic priorities and high level local outcomes.

The SOA underpins our Community Plan and provides the performance management framework which links local outcomes to the Scottish Government's National Outcomes.

East Ayrshire Community Planning Partnership is committed to supporting progress at national level, through improvement in outcomes at a local level.

Our SOA sets out how our agreed local outcomes will help support the National Outcomes, while taking account of local priorities.

The work of the Community Planning Partnership and its commitment to delivering an outcomes focused approach as set out in the SOA is a key mechanism for delivering positive change and improved outcomes at local level. East Ayrshire Community Planning Partnership remains committed to the process and continues to take collective ownership for achieving improved outcomes and delivering our Community Plan.

Scope of the Single Outcome Agreement

The shared Statement of Ambition (15 March 2012) agreed as a result of the National Review of Community Planning makes clear the commitment of the Scottish Government, COSLA and representatives of Community Planning Partnerships to retain and develop Community Planning and SOAs as the foundation of an outcomes based approach to public services in Scotland. It also sets out what is required from the Community Planning and SOA framework, and of national government, for these aspirations to be fully and effectively realised. In doing so, it takes on board the findings of the Christie Commission, which were reported in June 2011 and identified four key objectives of reform as follows:

- Public services built around people and communities, their needs, aspirations, capacities and skills, and work to build up their autonomy and resilience.
- Public service organisations work together effectively to achieve outcomes.
- Public service organisations prioritise prevention, reduce inequalities and promote equality.
- All public services constantly seek to improve performance and reduce costs, and are open, transparent and accountable.

In line with the requirements of the Statement of Ambition, East Ayrshire Community Planning Partnership Single Outcome Agreement 2015-2018 is a binding 'plan for place' and includes clear and formally agreed outcomes, indicators and targets, for which all partners are jointly accountable in line with their respective contributions.

East Ayrshire's SOA is subject to review on an annual basis and builds on the strategic priorities of the Community Plan. Our SOA will support the achievement of improved outcomes and reduced inequalities for communities across East Ayrshire through the delivery of high quality, efficient and effective public services.

Guiding Principles

As a Community Planning Partnership, we work with the community, the voluntary sector and all relevant partners to plan and deliver high quality, local services which are accessible and meet the needs of everyone who lives in East Ayrshire.

The following guiding principles, developed as part of our new Community Plan for 2015-2030, will be reflected in all that we do, in that we will:

- promote equality and tackle inequality;
- adopt a preventative approach;
- ensure effective community engagement in the planning and delivery of local services;
- utilise the strengths and resilience within communities;
- drive efficiency and performance improvement; and
- promote lifelong learning.

Key themes

The development of the Community Plan and SOA has been built on the results of the wide ranging consultation and engagement with communities, Partners and other stakeholders to identify key local priorities on which we will focus service delivery over the life of the Community Plan. Detailed below are the Strategic Priorities listed under the key themes. The Local Outcomes form the basis of our Community Plan/SOA reporting framework and are set out at Annex 2.

Economy and Skills

- Make East Ayrshire a destination of choice for business growth and investment.
- Develop a confident, successful, appropriately qualified and skilled workforce.
- Embed ambition, aspiration and entrepreneurship in our culture.

Safer Communities

- 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.

Wellbeing

- 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.

SOA links to other strategic plans

The mainstream activity of individual organisations is detailed within the range of Partner agency strategic documents and service plans, which are aligned to the overarching Community Plan. Importantly, the action plans of our communities and Voluntary Sector Partners also contribute to achieving improved outcomes across East Ayrshire. Within the framework of Community Planning, further opportunities to integrate services to ensure the maximum benefit for service users are afforded through a range of other local and national strategies and plans linked to the SOA.

In addition, a range of national social policy frameworks provide the strategic framework for tackling the long standing inequalities that exist in Scotland through collaborative working and early intervention. This approach is consistent with the priorities for action identified within the East Ayrshire Community Planning/SOA process.

A Clear Understanding of Place – Area Profile

An integrated profile of the social, economic and environmental conditions in East Ayrshire forms the basis of our SOA. The Area Profile provided at Annex 1 presents an evidence base for identifying past trends and future challenges and opportunities, and, subsequently, the strategic local priorities expressed as local outcomes.

The Area Profile takes into account the information contained in the Community Plan and the corporate and service/implementation plans of the Partners; draws on a range of indicators which are relevant, robust and measurable; and evidences the views of communities via the Community Planning Partnership's Residents' Survey.

In addition, our work continues to be informed by our recognition and understanding of the social, economic and health inequalities facing different areas and population groups across East Ayrshire, supporting further opportunities to identify priorities, target resources and service provision, and contribute to the achievement of improved outcomes for local people.

Planning and Delivering Outcomes

In developing our new Community Plan and Single Outcome Agreement, comprehensive engagement with communities, Partners and other key stakeholders confirmed the following key priority areas on which we will focus the delivery of services:

Economy and Skills

Safer Communities

Wellbeing

High level strategic priorities and local outcomes will be delivered through the implementation of each three year Delivery Plan, the actions in which will be taken forward to bring about real and lasting change for local people and communities.

Our priorities are reflected in the Local Outcome information presented at Annex 2, including indicators and targets against which we will assess and improve performance.

Targets have initially been set to March 2018, with longer term targets provided where appropriate, through which the achievement of the local outcomes can be demonstrated. In the main, quantified projections have been provided. In cases where this has not been possible, 'direction of travel' ambition has been set out.

Reporting of progress is scheduled on an annual basis, linked to our public performance reporting arrangements.

Local priorities identified for East Ayrshire remain central to our new SOA and these are clearly in alignment with the key policy priorities identified within the SOA Guidance, and are as follows:

- Economic recovery and growth
- Employment
- Early years
- Safer and stronger communities
- Health inequalities and physical activity
- Outcomes for older people.

CPP Board Strategic Priorities

Within each three year period, the Community Planning Partnership Board will focus on 2-3 priority issues, with the expectation of a demonstrable shift in relation to improved performance. The following strategic priorities have been agreed by the Board for specific attention in 2015-2018:

- Focus on youth employment
- Giving every child the best start in life – tackling child poverty
- Tackling the impact of alcohol and drugs on individuals and communities.

To supplement the relevant actions and performance measures included in the Community Plan Delivery Plans, further planned work will be taken forward to identify additional actions, indicators and targets, as appropriate, to support the achievement of improved performance in these priority areas of activity.

Prevention and Early Intervention

Community Planning Partners in East Ayrshire are committed to improving outcomes and reducing future demand in our communities through early intervention and preventative actions. Partners also recognise that moving resources will become increasingly challenging as pressures on budgets and employees continue to tighten.

All partners take shared responsibility for the development and delivery of our SOA and the provision of resources to do this. As a partnership, we will progress activity to further evidence a decisive shift to prevention and improving outcomes, including through the contribution of the third and independent sectors and other key stakeholders, who we recognise have an important role in promoting and contributing to early intervention and preventative approaches.

Sharp contrasts in the prosperity of communities within East Ayrshire reflect some experiencing significant deprivation while others are relatively affluent. The Scottish Index of Multiple Deprivation (SIMD) 2012 highlights that 20% (1 in 5) of

East Ayrshire residents live in the 0-15% most deprived areas in Scotland. The challenge for Partners, therefore, is to provide high quality services for all, while specifically targeting additional resources in our most disadvantaged communities to improve outcomes and outcome inequalities.

Population of datazones in 0-15% most deprived by domain

<i>Income deprived</i>	<i>Employment deprived</i>	<i>Health deprived</i>	<i>Education deprived</i>
26,030	22,984	33,290	21,828

Source: Scottish Index of Multiple Deprivation 2012

Community Engagement

Empowering Communities

Meaningful, sustained and effective engagement with local people and communities lies at the heart of the Community Planning process in East Ayrshire, and robust systems are in place to promote and support their involvement at both strategic and local levels. It is essential to promote and support the involvement of local people and communities in the decisions which affect their lives.

The development of our SOA has been informed by a comprehensive and ongoing consultation and engagement process, including surveys and engagement events, as part of the Review of the Community Plan and community planning arrangements taken forward in 2014/15.

The Community Planning Residents' Survey provides robust local information about resident satisfaction and their current and future needs. In addition, a Residents' Panel of 1,000 members provides an increased understanding of residents' views and consultation in the planning and development of services. Panel consultations have informed the Community Plan Review process and the ongoing development of our SOA.

The CPP values the skills, capacity, knowledge and potential inherent in our communities, and continues to work closely with individuals and communities to understand their needs, maximise talents and resources, support self-reliance and build resilience.

The Council's Vibrant Communities Team has a key role in developing the capacity and resilience of communities, and work continues to be progressed across East Ayrshire to support communities to develop and drive forward local action plans, which will impact on the outcomes set out in our Community Plan and the SOA.

The Scottish Government is currently finalising the Community Empowerment (Scotland) Bill, which aims to make the most of the talents that exist in our communities; deliver high quality and improving public services; and support strong local democracy and local decision making. The Bill provides an enabling framework to support community participation in setting priorities and in the design and delivery of local services. Community Planning Partners will give consideration to the content of the Bill as its development is enacted.

Equalities

The work of the Community Planning Partnership is underpinned by a commitment to promoting equality and tackling inequality. We will continue to pursue an 'equalities' agenda which recognises diversity within our communities and ensures that the needs of all residents are taken into account irrespective of disability, gender, ethnic origin, sexual orientation, age, religion and belief, gender reassignment, pregnancy or maternity, or economic circumstances.

The development of equality outcomes in East Ayrshire contributes to developing a broader understanding of the equality agenda and building the capacity of our communities and employees to work in a way which promotes equality and tackles inequality, a guiding principle of the Community Plan.

Equalities outcomes have been linked to our SOA, which will ensure that information and data collected as part of this process will be used to support wider planning and delivery of activity, and that we are continuing to moving forward in relation to mainstreaming equality within Community Planning as part of the ongoing development of our SOA.

Governance and Scrutiny Arrangements

The new Community Plan and SOA 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 will continue to set the strategic direction for Community Planning in East Ayrshire and ensure effective performance by undertaking a challenge and scrutiny role, supported by the Executive Officers' Group.

Management arrangements and systems will ensure that the Community Planning Partnership will monitor, measure and review progress in taking forward the SOA. Annual reporting will be carried out, with improvement plans developed to ensure continuous improvement.

All partners are expected to contribute effectively and take shared responsibility for the effectiveness of the Community Planning Partnership, including the development and delivery of the SOA and the provision of resources to do this. Community Planning Partners in East Ayrshire remain committed to this process.

East Ayrshire's SOA has been endorsed by all Community Planning Partner agencies individually, and signed off both by the Council and the Community Planning Partnership Board. At the time of writing, the Community Planning Partners in East Ayrshire are as follows:

- East Ayrshire Council
- NHS Ayrshire and Arran
- Scottish Enterprise
- Skills Development Scotland
- Scottish Fire and Rescue Service
- Police Scotland
- Strathclyde Partnership for Transport
- Ayrshire College
- Coalfield Communities Federation
- East Ayrshire North Communities Federation
- Voluntary Action East Ayrshire
- Ayrshire Chamber of Commerce and Industry
- The Scottish Government

Performance Management and Reporting

Reporting on progress to communities, stakeholders and the Scottish Government

A focus on performance improvement is a fundamental pillar of public sector reform and a key element in the development of local Community Planning arrangements.

Through the Single Outcome Agreement, Partners will continue to jointly review and report on a focused range of performance measures to communities on an annual basis and to meet national requirements. Through this process, progress and changing circumstances will continue to be considered.

Actions will be identified in respect of areas for improvement in the Community Planning/SOA Annual Performance Report and remedial action taken forward to facilitate the achievement of agreed local outcomes. These actions will form the basis of our SOA Improvement Plan.

Progress in relation to the following high level core indicators, which have been aligned where possible to the national performance frameworks, will be reported on an annual basis to the Community Planning Partnership Board. More detailed performance information in relation to the Single Outcome Agreement and Community Plan Delivery Plans will be considered by the Community Planning Partnership Executive Officers' Group.

Economy and Skills Core Indicators

- Business start-up rate
- VAT/PAYE registered businesses
- Business survival rate (3 years after start up)
- Median gross weekly earnings - residence based and workforce based
- Employment rate
- Youth claimant unemployment (16-24)
- Percentage of school leavers in positive and sustained destinations

Safer Communities Core Indicators

- Rate of recorded crimes (Groups 1 to 5)
- Total number of detections and detection rate (Groups 1 to 5)

- Supply of drugs - crime rate, detections and detection rate
- Anti social behaviour incidents reported to the police
- Average number of reconvictions per 100 offenders
- People killed and seriously injured in road accidents
- Accidental dwelling fires
- Deliberate fires
- Domestic abuse incidents reported to the police and detection rate

Wellbeing Core Indicators

- Percentage of children in poverty (after housing costs)
- Percentage of babies with a healthy birth weight
- Percentage of children in primary 1 with no obvious dental decay experience
- Estimated percentage of children with a healthy weight in primary 1
- Life expectancy at birth
- Mortality rates per 100,000 for people aged under 75 in Scotland
- Rate for alcohol related hospital stays per 100,000 population
- Rate for general acute and day case stays with a diagnosis of drug misuse per 100,000 population
- Bed days lost as a result of delayed discharge
- Emergency inpatient bed day rates for people aged 75+ per 1,000 population

Community Planning: Going Forward

The targets set by the Partnership in our SOA are ambitious and challenging, and we recognise that achievement of improved outcomes will be demanding and influenced by a range of external factors outwith our control. In East Ayrshire, our focus will be to work in partnership to address this challenging agenda as we go forward.

Through our Community Plan and the SOA, we will work individually and in partnership to achieve the shared Vision for East Ayrshire and deliver on our agreed strategic priorities and improved local outcomes to the benefit of local people and our communities.

Building a better East Ayrshire

Inspiring Ambition and Delivering Change





East Ayrshire Community Planning Partnership

Single Outcome Agreement

2015 - 2018

Annex I: Area Profile

Introduction

East Ayrshire is situated in south west Scotland and covers an area of 490 square miles from Lugton in the north to Loch Doon in the south. It has a population of 122,440 who live in a mixture of urban, rural and isolated communities. Kilmarnock is the major urban area with a population of around 44,000. The remainder of the population lives in smaller communities ranging from less than a hundred people in small villages and rural areas to around 9,000 people in Cumnock.

East Ayrshire has a high quality environment with good quality services, including health, education, housing, social and leisure services, and a strong community spirit. This was confirmed by the Community Planning Residents' Survey 2014, which demonstrated that 77% of respondents felt that the quality of life in their town or village was good.

These are valuable assets upon which we continue to build and Community Planning Partners are committed to working together to make a real difference to the lives of local people.

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



East Ayrshire is situated in south west Scotland

Key Themes

The development of our Single Outcome Agreement has been built on the results of robust engagement within communities, Partners and other stakeholders as part of the comprehensive Review of our Community Plan progressed in 2014/15, which have confirmed the following as the key priority areas on which we will focus the delivery of services:

Economy and Skills

Safer Communities

Wellbeing

Cross cutting elements of lifelong learning, tackling inequalities, and early intervention and prevention permeate through each of the Delivery Plans.

Challenges

In difficult and challenging times of reducing public sector budgets, a number of key challenges have been identified, which will require to be addressed if we are to achieve the Vision for East Ayrshire, including:

- changing demographics, in particular an ageing population;
- sustainable economic growth;
- employment/unemployment, in particular youth employment;
- ensuring people continue to feel safe in their homes and communities;
- tackling inequalities and health inequalities;
- poverty and deprivation; and
- maximising the strengths within communities.

Area Profile

The following integrated profile of the social, economic and environmental conditions of East Ayrshire forms the basis for our Community Planning Partnership Single Outcome Agreement (SOA), which highlights past and projected trends, and evidences the views of local communities through the Community Planning Residents' Survey.

Changing Demographics

Population

The population for East Ayrshire is 122,440, and accounts for 2.3% of the total population of Scotland.

In East Ayrshire, 16.7% of the population are aged 15-29 years, compared to 18.3% in Scotland. Persons aged 60 and over make up 25.0% of the East Ayrshire population, compared to 23.7% in Scotland.

Population Projections

The latest available estimates indicate that the population of East Ayrshire is projected to remain relatively static, with a rise of 0.4%, between 2015 and 2030. By contrast, the population of Scotland is projected to increase by 5.9%.

East Ayrshire's population is ageing significantly, with the 65-74 age group projected to rise by 20.2% between 2015 and 2030. Importantly, there will be a significant increase in the 75+ age group, where there is a projected increase of 51.4%. In addition, the number of residents aged 85 and over is projected to increase markedly from around 2,500 to 4,800, representing a rise of 94%.

Conversely, the working age population and children and young people aged 0-15 years are projected to decline in the same period by 9.4% and 1.4% respectively.

Source: National Records of Scotland

These changes present significant challenges for the shape and delivery of our public services and the resources required to deliver them. In particular, while most older people do not require formal support, as people live longer we know from experience that they are likely to develop health conditions which become complex and, as a consequence, require a growing reliance on local services.

Age Structure

Mid year estimates 2013.

Age	Male	Female	All	East Ayrshire	Scotland
0-4	3,478	3,358	6,836	5.6%	5.5%
5-9	3,418	3,188	6,606	5.4%	5.3%
10-14	3,204	3,267	6,471	5.3%	5.2%
15-19	3,890	3,501	7,391	6.0%	5.9%
20-24	3,734	3,710	7,444	6.1%	6.9%
25-29	3,442	3,636	7,078	5.8%	6.6%
30-34	3,377	3,599	6,976	5.7%	6.4%
35-39	3,259	3,561	6,820	5.6%	5.9%
40-44	4,376	4,621	8,988	7.3%	7.0%
45-49	4,686	5,210	9,896	8.1%	7.7%
50-54	4,504	4,724	9,228	7.5%	7.4%
55-59	3,950	4,193	8,143	6.7%	6.5%
60-64	3,804	3,962	7,766	6.3%	6.0%
65-69	3,588	3,879	7,467	6.1%	5.6%
70-74	2,575	2,939	5,514	4.5%	4.2%
75-79	1,961	2,435	4,396	3.6%	3.4%
80-84	1,227	1,763	2,990	2.4%	2.4%
85-89	583	1,006	1,589	1.3%	1.4%
90+	218	623	841	0.7%	0.7%
All Ages	59,265	63,175	122,440	100%	100%

Source: National Records of Scotland

Analysis: Figures show that in East Ayrshire there are fewer people aged 20-39 as a percentage of the total population than in Scotland. East Ayrshire also has a larger percentage share of people aged 65+ than Scotland.

Ethnic Grouping

Percentage of population.

	East Ayrshire %	Scotland %
White Scottish	93.0	84.0
White Other British	4.5	7.9
White Irish	0.5	1.0
White Polish	0.2	1.2
White Other	0.6	2.0
Asian, Asian Scottish/British	0.7	2.7
Other Ethnic Group	0.4	1.3

Source: National Records of Scotland (Census 2011)

Analysis: In East Ayrshire, the ethnic minority population is significantly lower than Scotland for all ethnic minority groupings. In addition, in the 2014 Residents' Survey, 90% of respondents said they were Scottish; this is a reduction from 2011, when 94% of respondents said they were Scottish, and 2008, when 96% of respondents said they were Scottish.

Projected Population

Population in 1,000s (2012 based projections).

	East Ayrshire			Scotland		
	2012	2017	2022	2012	2017	2022
All Ages	122.7	123.1	123.6	5,313.6	5,407.0	5,519.6
0-15	21.6	21.4	21.7	914.7	919.3	954.3
16-29	20.6	19.8	18.4	975.8	967.3	910.1
30-49	33.4	30.5	28.7	1,450.7	1,387.6	1,389.0
50-64	25.0	26.6	27.7	1,046.6	1,109.3	1,141.8
65-74	12.6	13.9	14.3	507.3	563.9	589.5
75+	9.7	10.8	12.7	418.5	459.6	534.7

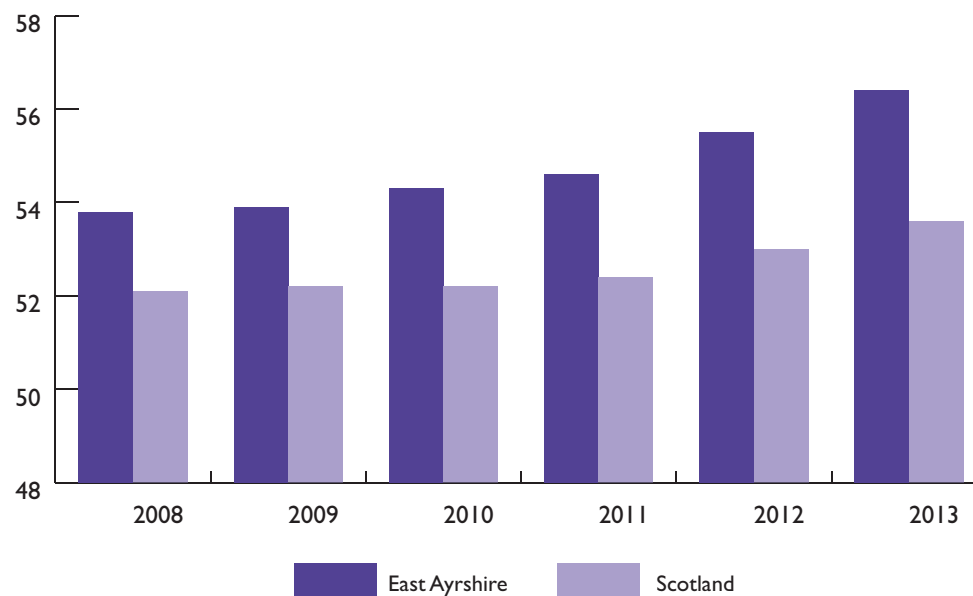
Source: National Records of Scotland

Analysis: Population projections indicate that the total population in East Ayrshire will remain relatively static between 2012 and 2022; however, by 2022 an estimated 21.8% of the population will be 65 and over compared to 18.2% in 2012. It is expected that there will be a 30.9% increase in the population aged 75 and over between 2012 and 2022. During the same period, the working age population is projected to decline by 10.7% and children and young people aged 0-15 years are projected to remain relatively static, rising by 0.5%.

Dependency Ratio

Children aged 0-15 and people aged 65 and over as percentage of the working age population.

	East Ayrshire (%)	Scotland (%)
2008	53.8	52.1
2009	53.9	52.2
2010	54.3	52.2
2011	54.6	52.4
2012	55.5	53.0
2013	56.4	53.6



Source: National Records of Scotland

Analysis: Dependency ratio is increasing in line with the Scottish trend and remains higher than the average for Scotland.

Key Themes and Challenges: Economy and Skills

Education and Learning

A key priority for the Partnership is to increase attainment in literacy and numeracy skills for children, young people and adults, in particular in relation to their importance in building the skills of the existing workforce and improving the employability of those seeking work.

School leavers are often at disproportionate risk from reductions in employment opportunities. Within education, our efforts and available resources are directed at providing sustained destinations for our young people by strengthening the links between education and learning, and employability.

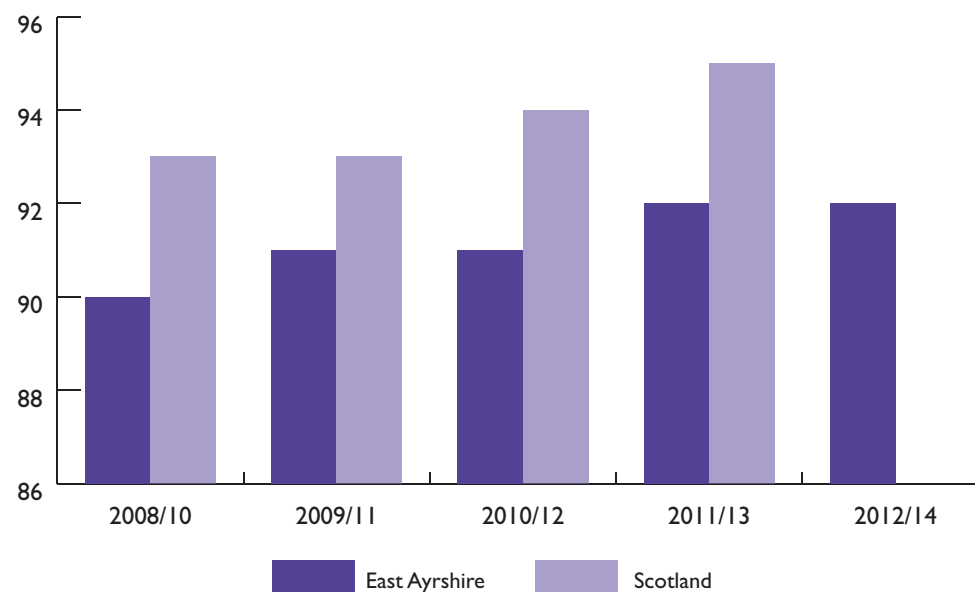
To this end, we continue to work to build a strong partnership involving our schools, the local colleges and business partners, the core aim of which is to develop an enterprising culture and ensure that our young people acquire the skills which are in demand in the labour market, particularly within East Ayrshire.

As employment opportunities have declined, pressure has increased on education as a positive alternative. Curriculum for Excellence, a major educational reform, is designed to nurture successful, effective, confident and responsible young people and means that young people staying in education post-16 will develop a much greater range of skills and qualifications, which will equip them well for the world of work.

School Qualifications

Percentage of pupils achieving English and Maths at SCQF Level 3 (Standard Grade Foundation) or better by the end of S6 (3 year average).

	East Ayrshire (%)	Scotland (%)
2008/10	90	93
2009/11	91	93
2010/12	91	94
2011/13	92	95
2012/14	92	N/A



Source: Scottish Government

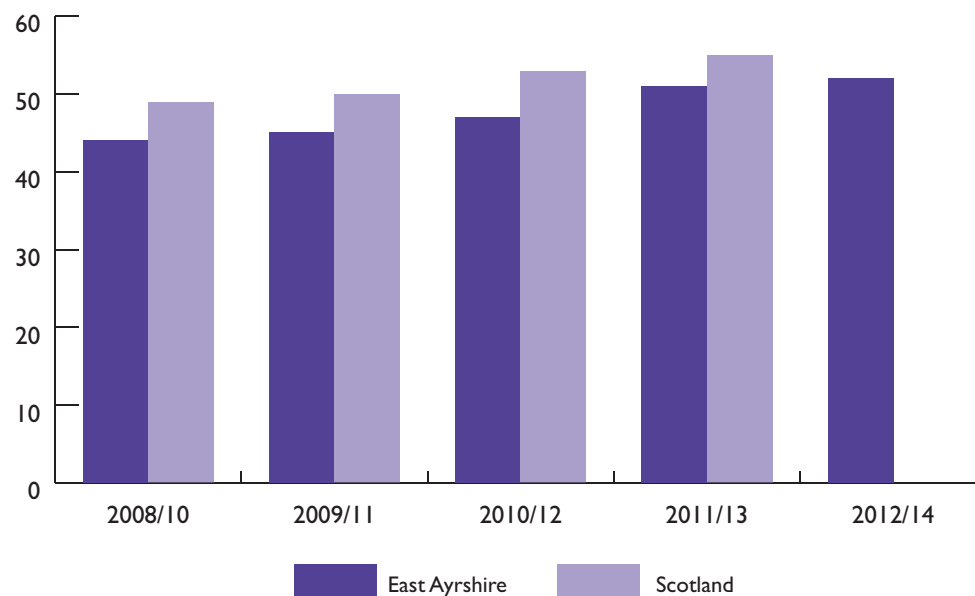
Analysis: East Ayrshire rates have improved over the last five years but are lower than the Scottish average.

NB: The introduction of new national qualifications means that three-year average data is no longer published nationally and comparison with Scotland is not available for 2012/14.

School Qualifications

Percentage of pupils achieving 5+ Awards at SCQF Level 5 (Standard Grade Credit) or better by the end of S6 (3 year average).

	East Ayrshire (%)	Scotland (%)
2008/10	44	49
2009/11	45	50
2010/12	47	53
2011/13	51	55
2012/14	52	N/A



Source: Scottish Government

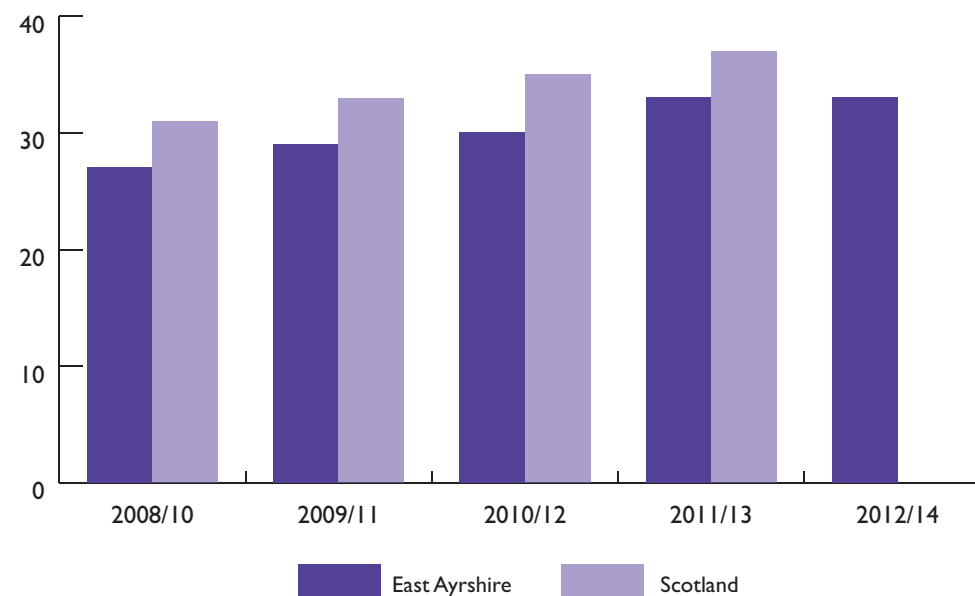
Analysis: East Ayrshire rates have improved over the last five years but are lower than the Scottish average.

NB: The introduction of new national qualifications means that three-year average data is no longer published nationally and comparison with Scotland is not available for 2012/14.

School Qualifications

Percentage of pupils achieving English and Maths at SCQF Level 3 (Standard Grade Foundation) or better by the end of S6 (3 year average).

	East Ayrshire (%)	Scotland (%)
2008/10	27	31
2009/11	29	33
2010/12	30	35
2011/13	33	37
2012/14	33	N/A



Source: Scottish Government

Analysis: East Ayrshire rates have improved over the last five years but are lower than the Scottish average.

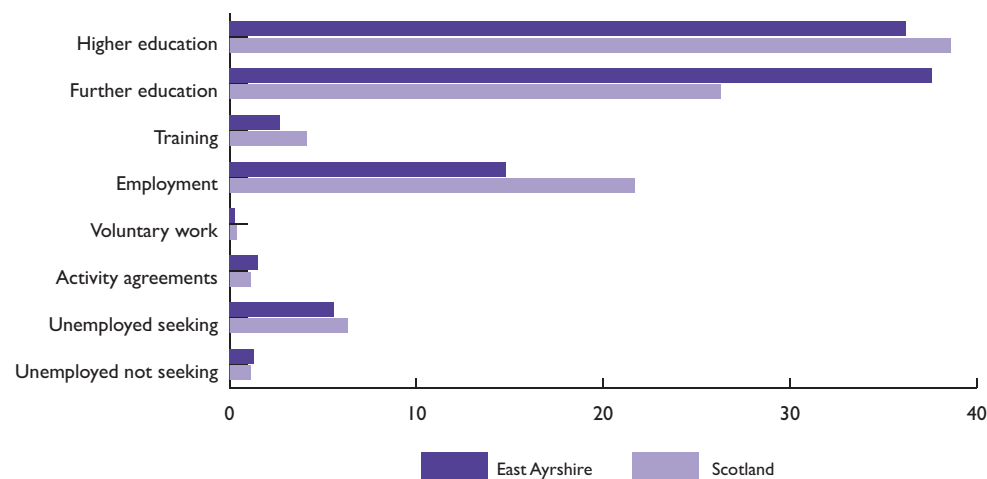
NB: The introduction of new national qualifications means that three-year average data is no longer published nationally and comparison with Scotland is not available for 2012/14.

School Leaver Destinations – Initial Destinations

Percentage of school leavers from publicly funded secondary schools 2013/14 – initial destinations at September 2014.

	East Ayrshire (%)	Scotland (%)
Higher education	36.2	38.6
Further education	37.6	26.3
Training	2.7	4.1
Employment	14.8	21.7
Voluntary Work	0.3	0.4
Activity Agreements	1.5	1.1
Unemployed Seeking	5.6	6.3
Unemployed Not Seeking	1.3	1.1

Figures are subject to rounding and may not add up to totals for positive destinations.



Source: Skills Development Scotland (School Leaver Destination Returns)

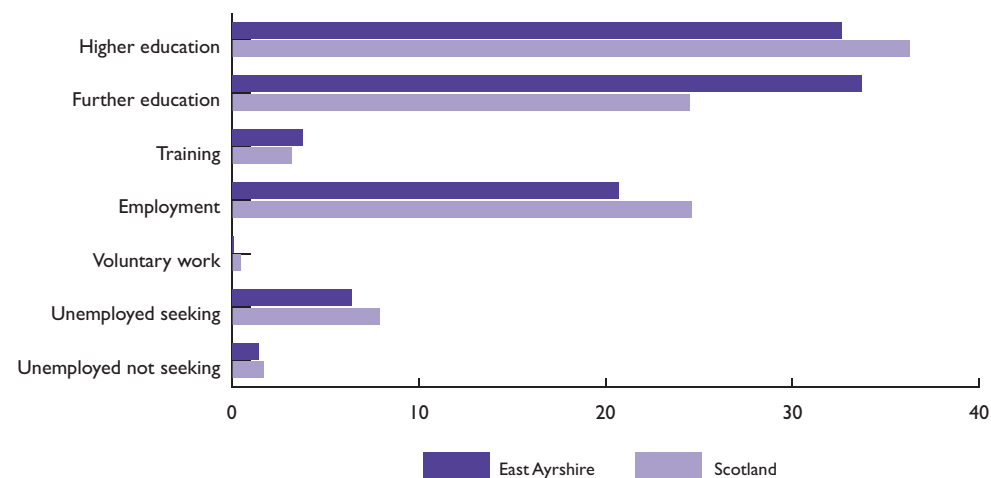
Analysis: In East Ayrshire, 93.1 % of school leavers went into a positive destination in 2013/14, higher than the Scottish average (92.6%). A higher proportion of school leavers entered further and higher education than went into employment.

School Leaver Destinations – Follow Up Destinations

Percentage of school leavers from publicly funded secondary schools 2012/13 – follow up destinations at March 2014.

	East Ayrshire (%)	Scotland (%)
Higher education	32.6	36.3
Further education	33.7	24.5
Training	3.8	3.2
Employment	20.7	24.6
Voluntary Work	0.1	0.5
Unemployed Seeking	6.4	7.9
Unemployed Not Seeking	1.4	1.7

Figures are subject to rounding and may not add up to totals for positive destinations.



Source: Skills Development Scotland (School Leaver Destination Returns)

Analysis: In East Ayrshire, 92.1 % of school leavers were in a positive and sustained destination at March 2014, compared to 90.0 % in Scotland. A higher proportion (33.7%) of school leavers in East Ayrshire were in further education (33.7%) and higher education (32.6%) compared to those in employment (20.7%).

Empowering communities

The Community Planning Partnership values the skills, capacity, knowledge and potential that our communities have and seeks to build on the commitment and confidence evident in local groups and organisations. The Partnership continues to work closely with individuals and communities to understand their needs, maximise talents and resources and support self reliance and build resilience.

Communities are being supported to develop local actions plans and opportunities are being explored with interested community groups in relation to managing community facilities.

- Over 450 community based organisations were supported to build community capacity in 2013/14.
Source: East Ayrshire Council
- Six Community Led Action Plans were developed and launched in 2013/14, following an extensive process of community engagement led by local community organisations and residents.
Source: East Ayrshire Council
- The two Federations of Community Groups are actively engaged in Community Planning and the ongoing development of the Single Outcome Agreement through involvement in the Community Planning Partnership Board.
Source: East Ayrshire Council

The Economy

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 recovery will contribute to improved outcomes for young and old, improved health, employment, inclusion, and safer and stronger communities.

Unemployment

Claimant count data provides an indication of the relative nature of the labour market adjustment across local authority areas. In East Ayrshire, claimant count unemployment at 3.7% in January 2015 is higher than the Scottish average of 2.4%.

In particular, youth unemployment in the area remains unacceptably high at 5.5% in January 2015, compared to the Scottish average of 3.1%, and is the second highest youth unemployment rate in Scotland.

These rates mask significantly higher levels of unemployment and deprivation in communities across the area.

Connectivity

The challenge in terms of transport infrastructure is to build on the good transport connections which we currently have and develop an integrated and sustainable transport system to further improve accessibility to town centres, particularly Kilmarnock, and the road and rail links between East Ayrshire communities and beyond.

The area's local and external connectivity plays a key role in attracting businesses and improvements to the M77 and M74 continue to be maximised to promote the area as a viable business alternative to our cities.

Working with local authority partners, Dumfries and Galloway, the A76 Route Action Plan offers opportunities to improve accessibility to many of our more rural communities and to build on the business base and, specifically, our tourism offer.

Equally important is continued support for Prestwick Airport, recognising the potential that European destinations offer in terms of business and leisure travel.

In addition, the delivery of East Ayrshire's broadband strategy will deliver high speed broadband access to our business locations and to 98% of our area.

The Environment

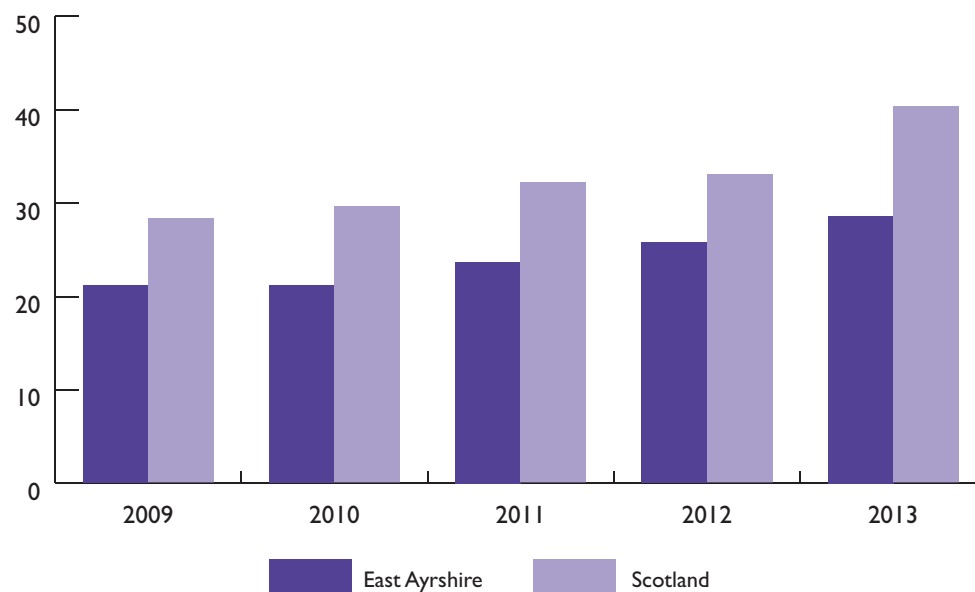
East Ayrshire has a rich and varied landscape. The area has much to offer in terms of natural heritage and scientific interest, and the built environment has a distinctive local character. In addition, many areas benefit from good quality local services, such as housing, sports facilities, libraries, parks and open spaces, and path networks, which make a positive contribution to the local environment in many areas.

Despite the development which is taking place in many of our communities, East Ayrshire, like many other areas in Scotland, has a number of empty and run down properties on our main streets which make the area look unattractive. We also face challenges in relation to tackling run-down industrial areas.

Company Birth Rates

Rate per 10,000 population.

	East Ayrshire	Scotland
	Rate per 10,000 population	
2009	21.2	28.4
2010	21.2	29.7
2011	23.7	32.2
2012	25.8	33.1
2013	28.6	40.4



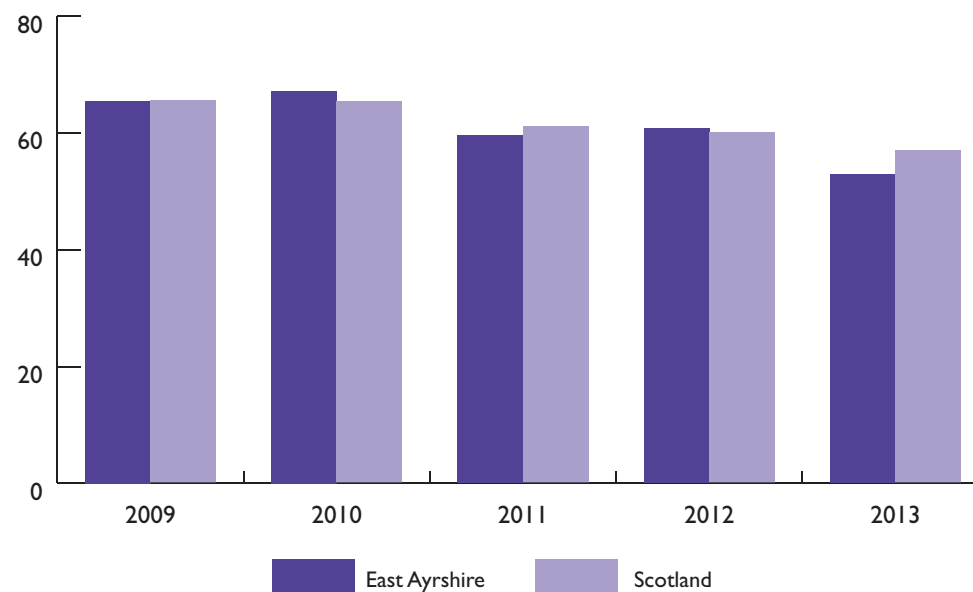
Source: Office for National Statistics Business Demography

Analysis: East Ayrshire business start-up rates increased between 2010 and 2013, in line with the increase across Scotland, although the East Ayrshire rates are below the Scottish average.

Business Survival Rates

Percentage survival rate 3 years after start up.

	East Ayrshire (%)	Scotland (%)
2009	65.5	65.7
2010	67.2	65.5
2011	59.6	61.2
2012	60.8	60.1
2013	52.9	57.1



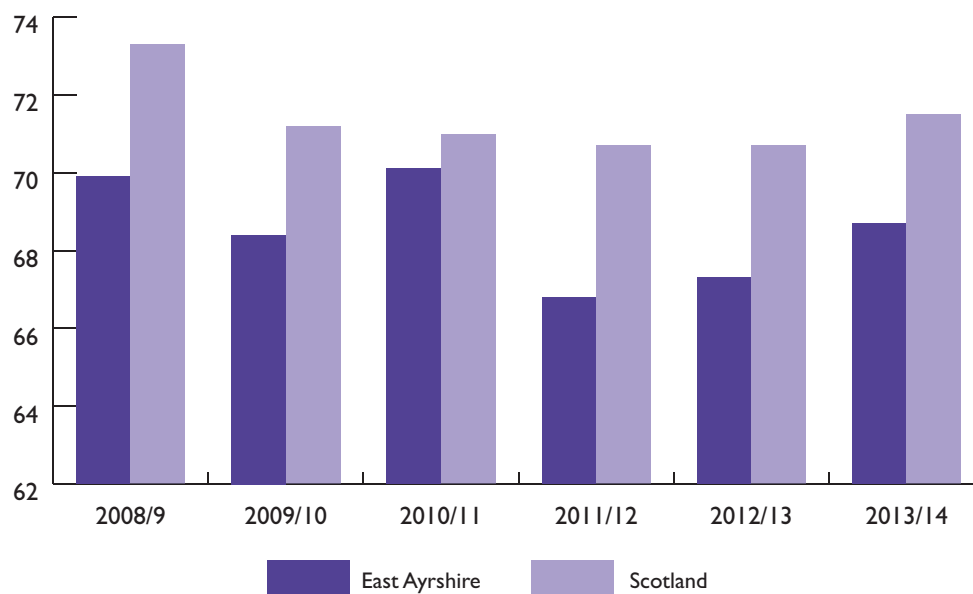
Source: Office for National Statistics Business Demography

Analysis: Business survival rates have fallen across the previous five years following the national trend.

Employment

Percentage of 16-64 population in employment.

	East Ayrshire (%)	Scotland (%)
2008/09	69.9	73.3
2009/10	68.4	71.2
2010/11	70.1	71.0
2011/12	66.8	70.7
2012/13	67.3	70.7
2013/14	68.7	71.5



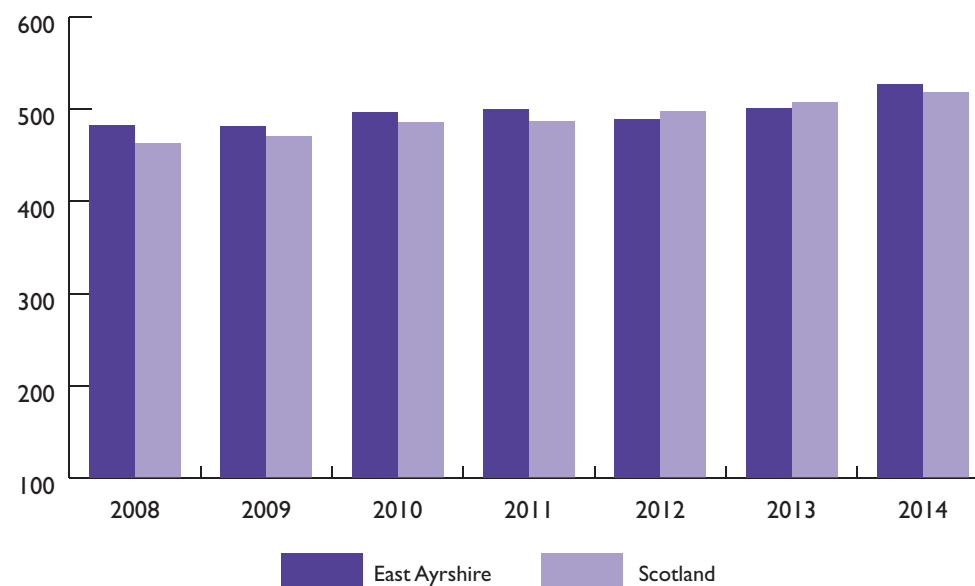
Source: Office for National Statistics Annual Population Survey, Nomis

Analysis: East Ayrshire employment rates have improved since 2011/12 but are below the Scottish average.

Income (residents)

Median full-time gross weekly earnings.

	East Ayrshire (£)	Scotland (£)
2008	482.8	462.9
2009	481.1	471.2
2010	496.3	486.6
2011	500.0	487.2
2012	488.4	498.3
2013	501.3	507.9
2014	526.7	518.2



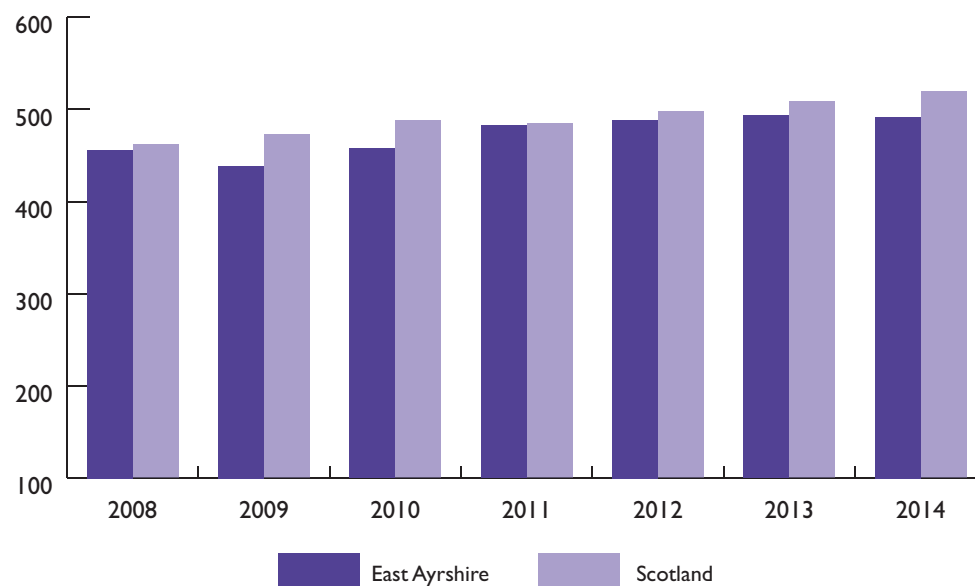
Source: Office for National Statistics Annual Survey of Hours and Earnings – Resident Analysis

Analysis: Median full-time gross weekly earnings for residents in East Ayrshire reflect an upward trend in line with the Scottish average.

Income (workplace)

Median full-time gross weekly earnings.

	East Ayrshire (£)	Scotland (£)
2008	455.8	462.6
2009	438.5	472.8
2010	457.9	488.0
2011	482.5	485.0
2012	488.8	497.7
2013	493.5	508.7
2014	491.7	519.4



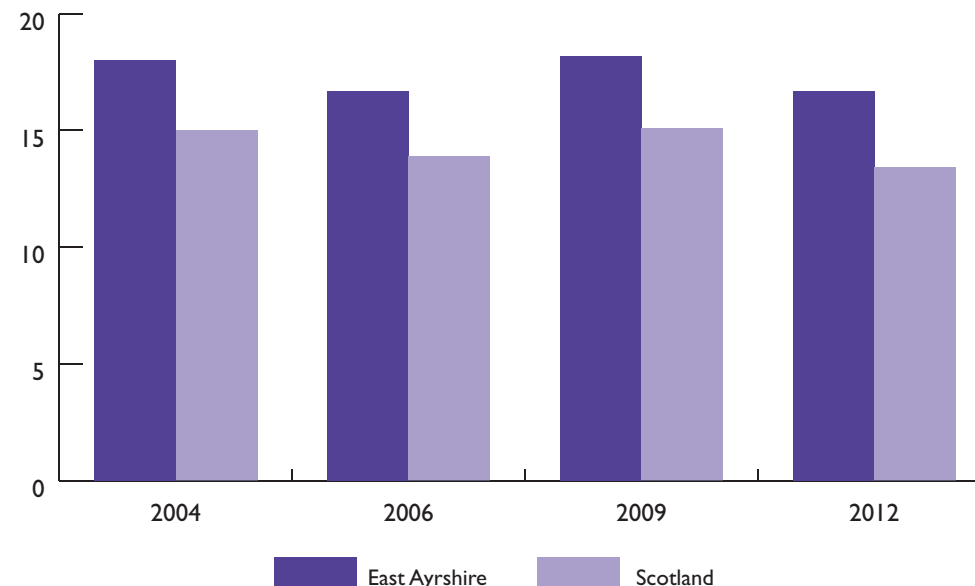
Source: Office for National Statistics Annual Survey of Hours and Earnings

Analysis: Median full-time gross workplace earnings in East Ayrshire have been lower than the Scottish average since 2008.

Income Deprivation

Percentage of the population who are income deprived.

	East Ayrshire (%)	Scotland (%)
2004	18.0	15.0
2006	16.7	13.9
2009	18.2	15.1
2012	16.7	13.4



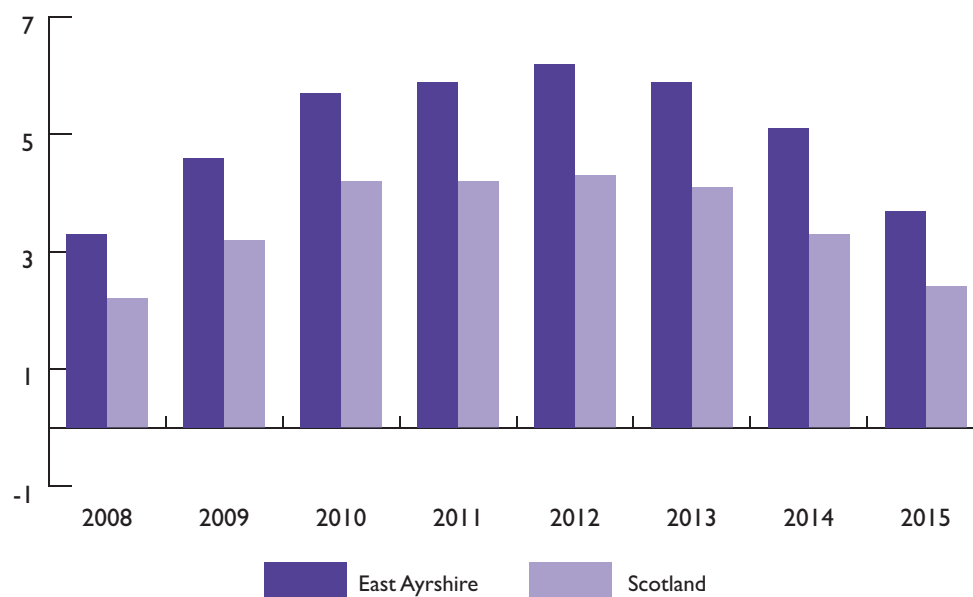
Source: Scottish Index of Multiple Deprivation 2012, Income Domain, Scottish Government

Analysis: In East Ayrshire, the percentage of the population defined as income deprived (16.7%) in 2012 remains above the Scottish average (13.4%).

Unemployment

Percentage of working age people claiming Jobseekers allowance (16-64)
(January data).

	East Ayrshire (%)	Scotland (%)
2008	3.3	2.2
2009	4.6	3.2
2010	5.7	4.2
2011	5.9	4.2
2012	6.2	4.3
2013	5.9	4.1
2014	5.1	3.3
2015	3.7	2.4



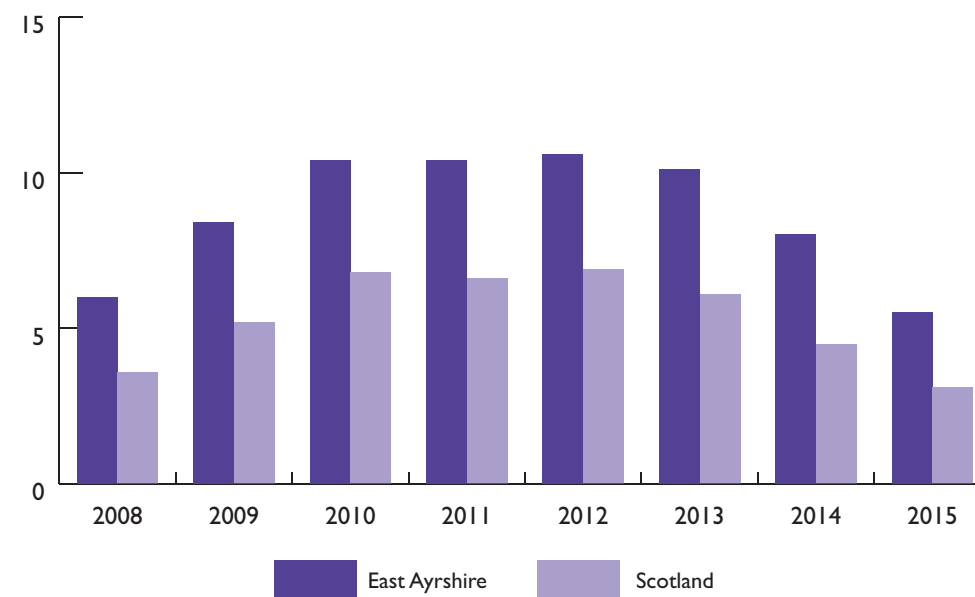
Source: Nomis

Analysis: Claimant count unemployment in East Ayrshire has fallen since 2012, although figures remain higher than the Scottish average. At January 2015, East Ayrshire had the sixth highest rate of claimant count unemployment in Scotland.

Youth Unemployment

Percentage of working age people claiming Jobseekers allowance (16-24)
(January data)

	East Ayrshire (%)	Scotland (%)
2008	6.0	3.6
2009	8.4	5.2
2010	10.4	6.8
2011	10.4	6.6
2012	10.6	6.9
2013	10.1	6.1
2014	8.0	4.5
2015	5.5	3.1



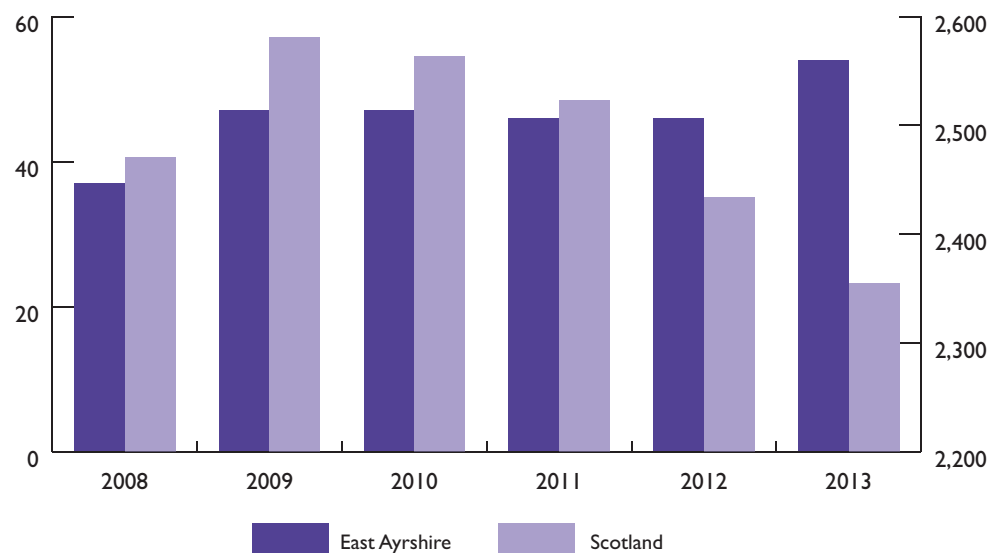
Source: Nomis

Analysis: Youth claimant count unemployment in East Ayrshire has fallen since 2012, although remain higher than the Scottish average. In January 2015, East Ayrshire had the second highest rate of youth claimant unemployment in Scotland.

Urban Vacant Land

Area in hectares.

	East Ayrshire	Scotland
	Area in hectares	
2008	37	2,471
2009	47	2,581
2010	47	2,564
2011	46	2,523
2012	46	2,434
2013	54	2,355



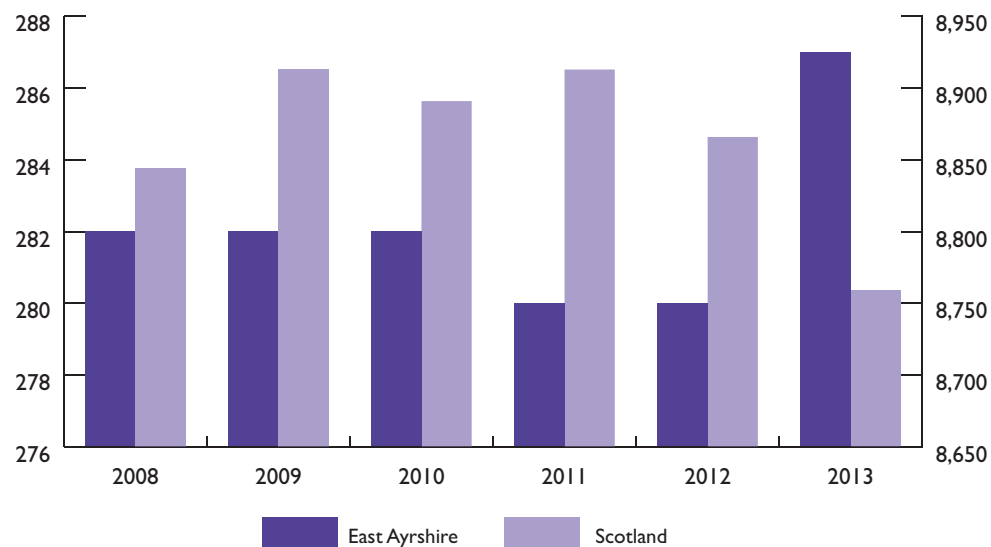
Source: Scottish Government, Vacant and Derelict Land Surveys

Analysis: The area of urban vacant land in East Ayrshire has been generally consistent over the last four years, with an increase recorded between 2012 and 2013.

Derelict Land

Area in hectares.

	East Ayrshire	Scotland
	Area in hectares	
2008	282	8,844
2009	282	8,913
2010	282	8,891
2011	280	8,913
2012	280	8,866
2013	287	8,759



Source: Scottish Government, Vacant and Derelict Land Surveys

Analysis: The total area of derelict land in East Ayrshire has generally been consistent since 2007; although figures for 2013 show an increase.

The following statistical information is also significant in relation to the environment:

- East Ayrshire's total land area of 127,033 hectares comprises 3.4% urban land and 96.6% rural land.
- There were 75 vacant and derelict town centre buildings (October 2014) compared to 68 in 2011.
- There are 751 listed buildings in East Ayrshire; this figure is unchanged from 2011.
- There are 26 conservation areas in East Ayrshire (8 of which are outstanding), 2 special areas of conservation, 1 special protection area, 20 sites of special scientific interest and 111 provisional wildlife sites.
- The 'Keep Scotland Beautiful' Street Cleanliness Index, which compares street cleanliness throughout Scotland based on the amount of litter found during seven inspections carried out each year, demonstrates a street cleanliness score of 75 in 2013/14, which is higher than the Scottish average (67).
- 41.7% of the road network in East Ayrshire was considered as requiring maintenance treatment in 2013/14, compared with 40.1% in 2009/10.

Source: East Ayrshire Council

Tourism

Arts and Museums attendance figures.

Venue	2011/12	2012/13	2013/14
The Baird	1,520	1,601	2,229
Burns House Museum	4,444	3,987	4,664
Dean Castle	37,038	33,500	28,059
The Dick	138,794	131,371	125,879
Doon Valley	1,566	1,656	1,222
Palace and Grand Hall Complex	193,885	196,086	192,293
Future Museum	83,326	144,584	206,921
Total attendances	460,664	512,785	561,287

Source: East Ayrshire Council

Analysis: Attendance across East Ayrshire Arts and Museum venues has generally declined while there has been an increase in Future Museum figures.

The following statistical information is also significant in relation to tourism:

- The value of the tourism industry to the East Ayrshire local economy has steadily grown from £62.9 million in 2009 to £79.1 million in 2013.
- The total number of visitors to the area has increased by 21.4% from 884,800 in 2009 to 1,073,000 visitors in 2013.
- The total number of jobs in the tourism sector has increased by 4.4% from 1,513 in 2009 to 1,580 in 2013.

Source: East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report

Key Strategic Priorities and Challenges: Safer Communities

Crime and Community Safety

East Ayrshire is a safe place to live where crimes of violence and public disorder have continued to reduce. We want to continue this downward trend and ensure that people feel safe within their communities.

Despite falling crime rates, local people continue to have a fear of crime. In the 2014 Residents' Survey, 7% of respondents said they felt threatened by crime in their area. We recognise the damaging effect this can have on people's quality of life.

Recognising that the misuse of alcohol and drugs can frequently be a contributory factor in violence and disorder, Community Planning Partners continue to work together to address this issue.

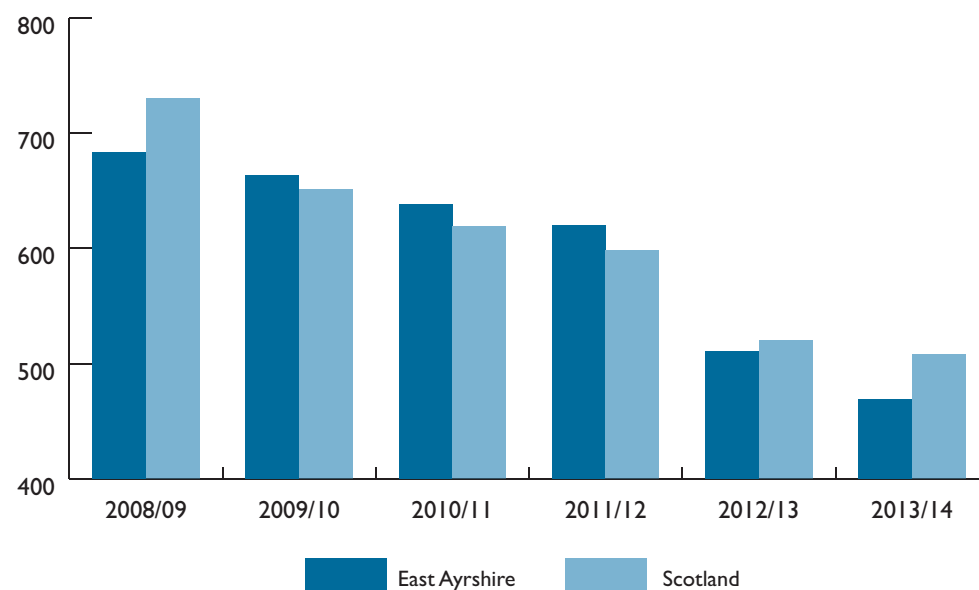
Public protection remains a key priority and Partners continue to strengthen the multi-agency approach to protect children and young people, safeguard vulnerable adults and older people, support victims and their families, and deal with offenders of domestic abuse. In addition, Partners work collectively to tackle reoffending.

Fire prevention is a key issue being addressed in East Ayrshire. In addition, road safety is a major concern in all communities, particularly in relation to children and older people. While there has been a reduction in the number of road casualties, deaths and serious injuries in East Ayrshire as a result of road accidents and road traffic collisions, work will continue to be taken forward to build on this success through education, engineering measures and enforcement.

Crime

Overall recorded crime rate per 10,000 population.

	East Ayrshire	Scotland
	Rate per 10,000 population	
2008/09	683	730
2009/10	663	651
2010/11	638	619
2011/12	620	598
2012/13	511	520
2013/14	469	508



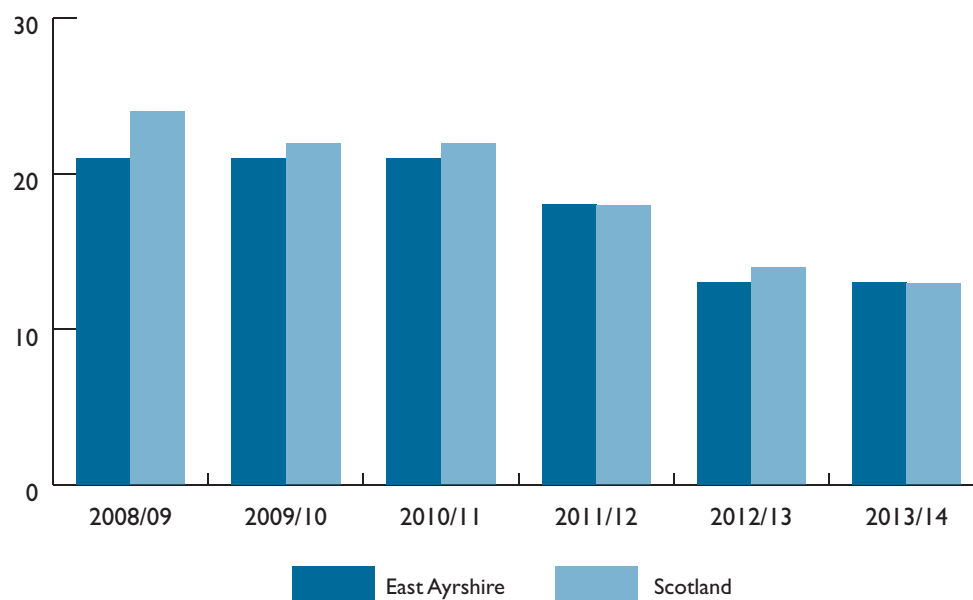
Source: Recorded Crimes in Scotland Series, Scottish Government

Analysis: East Ayrshire crime levels are generally declining and are near or below the Scottish average.

Crimes of Violence (non sexual)

Rate per 10,000 population.

	East Ayrshire	Scotland
	Rate per 10,000 population	
2008/09	21	24
2009/10	21	22
2010/11	21	22
2011/12	18	18
2012/13	13	14
2013/14	13	13



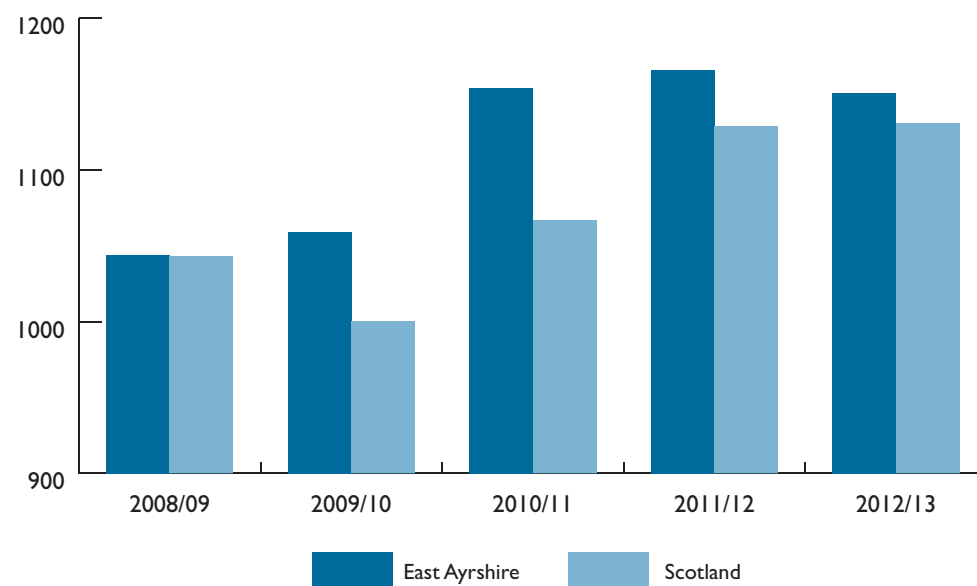
Source: Recorded Crimes in Scotland Series, Scottish Government

Analysis: East Ayrshire rates of crimes of violence are decreasing generally in line with Scotland. In the 2014 Residents' Survey, 12% of respondents said that they were 'very' or 'slightly' worried about being subjected to a physical attack.

Domestic Abuse

Recorded domestic abuse rate per 100,000 population.

	East Ayrshire	Scotland
	Rate per 10,000 population	
2008/09	1,044	1,043
2009/10	1,059	1,000
2010/11	1,154	1,067
2011/12	1,166	1,129
2012/13	1,151	1,131



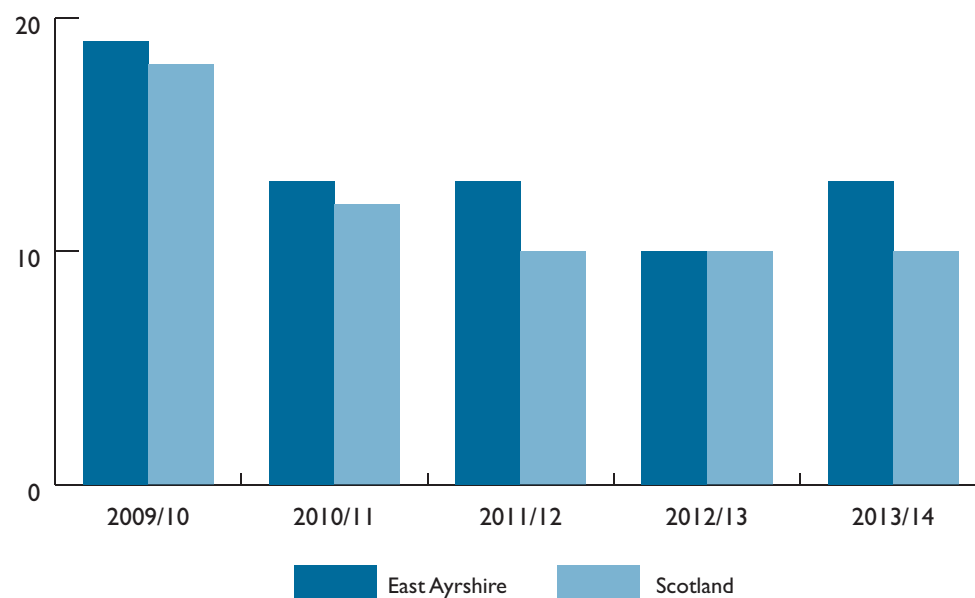
Source: Domestic Abuse Data, Scottish Government

Analysis: East Ayrshire rates of recorded domestic abuse incidents have generally increased in recent years, which can be attributed to a local focus on raising awareness and addressing this issue. East Ayrshire rates are generally close to the Scottish average.

Supply of Drugs

Supply of drugs rate per 10,000 population.

	East Ayrshire	Scotland
	Rate per 10,000 population	
2009/10	19	18
2010/11	13	12
2011/12	13	10
2012/13	10	10
2013/14	13	10



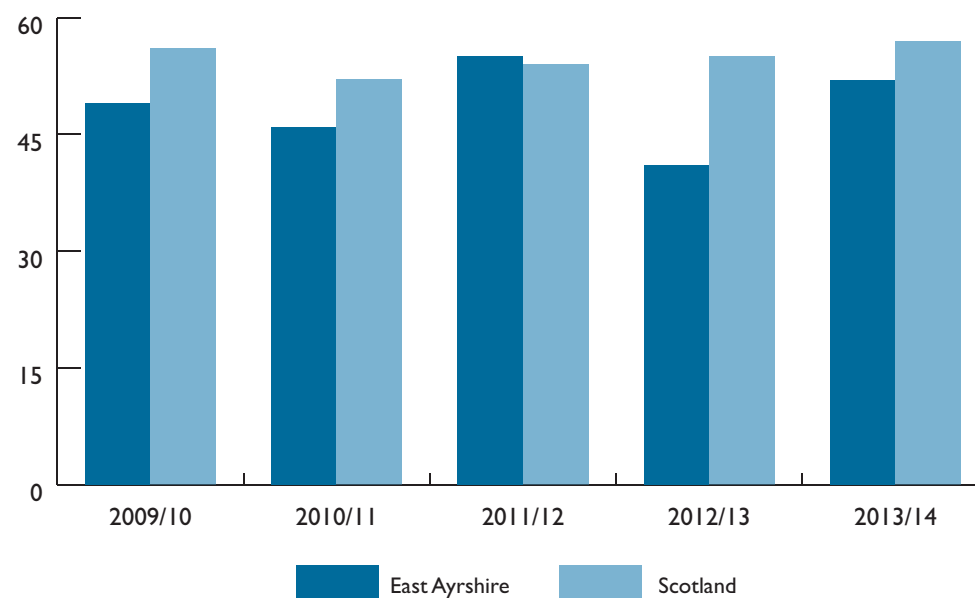
Source: Police Scotland

Analysis: The rate for supply of drugs declined in East Ayrshire between 2009/10 and 2012/13, with a slight increase in 2013/14. The rate for East Ayrshire has been generally in line with the Scottish average.

Possession of Drugs

Possession of drugs rate per 10,000 population.

	East Ayrshire	Scotland
	Rate per 10,000 population	
2009/10	49	56
2010/11	46	52
2011/12	55	54
2012/13	41	55
2013/14	52	57



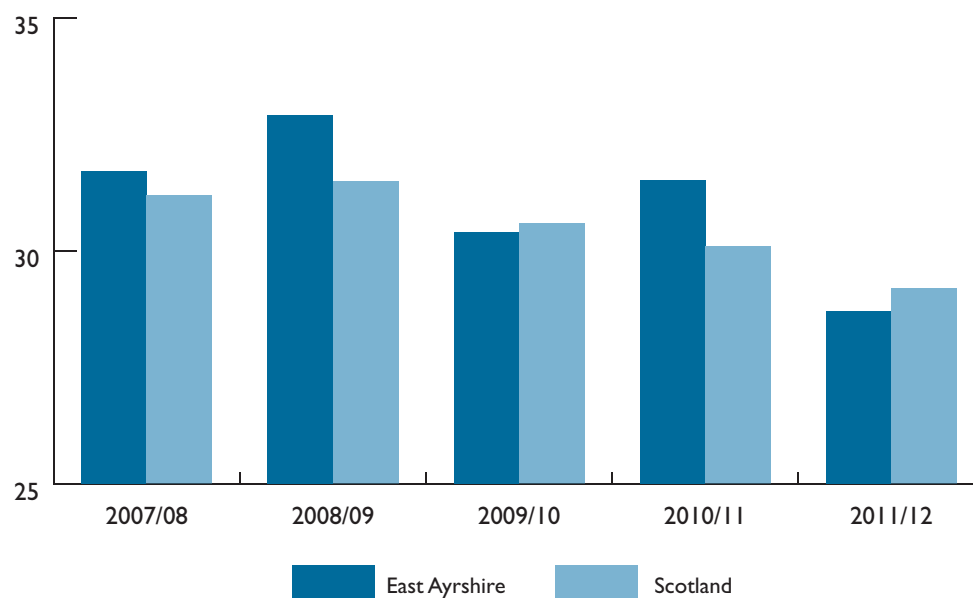
Source: Police Scotland

Analysis: The rate for possession of drugs in East Ayrshire in the last five years has been near or below the Scottish average.

Reconviction of Offenders

Reconviction rate (data is not available at East Ayrshire level).

	Ayrshire (%)	Scotland (%)
2007/08	31.7	31.2
2008/09	32.9	31.5
2009/10	30.4	30.6
2010/11	31.5	30.1
2011/12	28.7	29.2



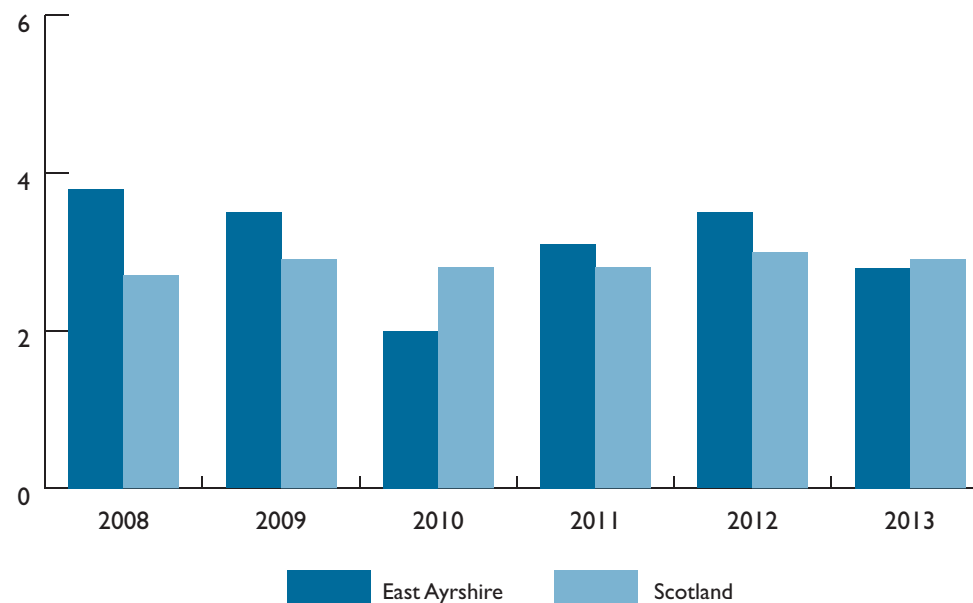
Source: Reconviction of Offenders, Scottish Government

Analysis: There is a downward trend in the reconviction rate in Ayrshire with figures generally in line with Scotland.

Children on the Child Protection Registers

Rate per 1,000 population aged 0-15.

	East Ayrshire	Scotland
	Rate per 1,000 population	
2008	3.8	2.7
2009	3.5	2.9
2010	2.0	2.8
2011	3.1	2.8
2012	3.5	3.0
2013	2.8	2.9



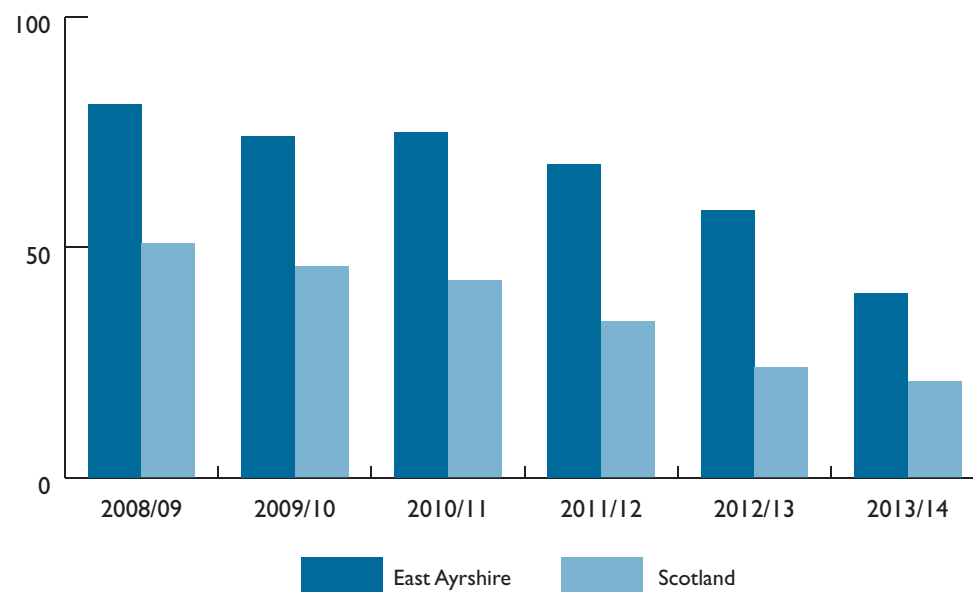
Source: Scottish Government (Children's Social Work Statistics)

Analysis: The rate of children on the child protection registers in East Ayrshire has declined between 2008 and 2013; and is generally higher than the Scottish average.

Referrals to the Children's Reporter

All referrals, rate per 1,000 children.

	East Ayrshire	Scotland
	Rate per 1,000 children	
2008/09	81	51
2009/10	74	46
2010/11	75	43
2011/12	68	34
2012/13	58	24
2013/14	40	21



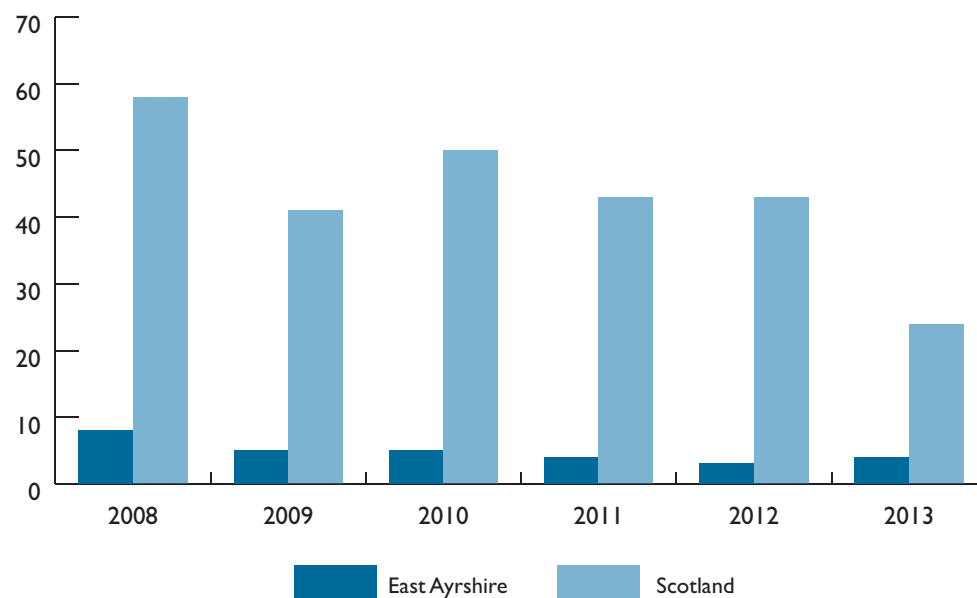
Source: Scottish Children's Reporter Administration (SCRA)

Analysis: The rate of children referred to the Children's Reporter in East Ayrshire, for both offence and non offence reasons, is above the Scottish average.

Road Casualties

Number of casualties per year for East Ayrshire.

	Fatal	Serious Injury
	Number of casualties	
2008	8	58
2009	5	41
2010	5	50
2011	4	43
2012	3	43
2013	4	24



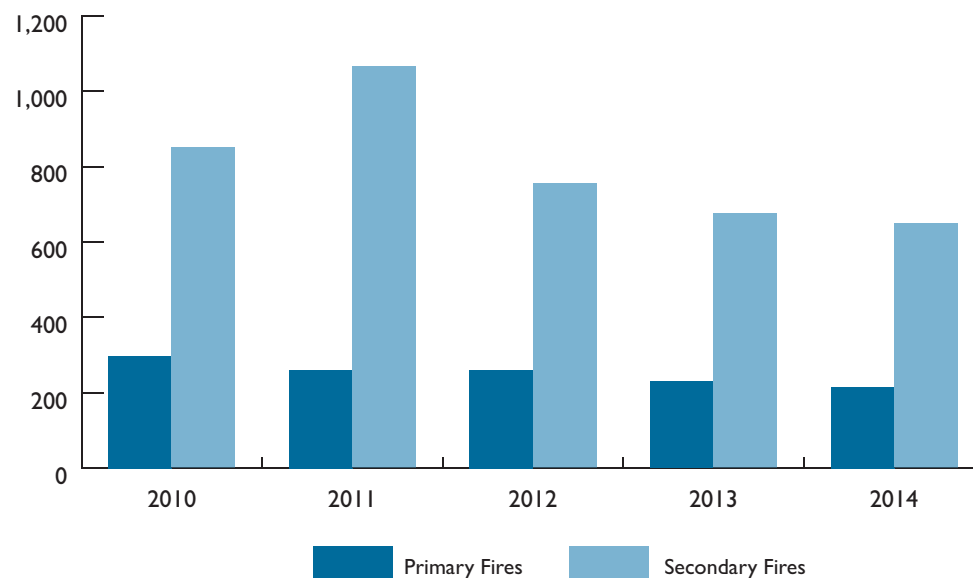
Source: Reported Road Casualties Scotland, Transport Scotland

Analysis: The number of road accidents resulting in fatalities or serious injuries in East Ayrshire continues to decline. There have been no children killed on East Ayrshire's roads since 1996.

Primary and Secondary Fires

Number of primary and secondary fires recorded per year in East Ayrshire.

	Primary	Secondary
	Number of fires	
2010	298	851
2011	261	1,065
2012	260	756
2013	230	676
2014	215	650



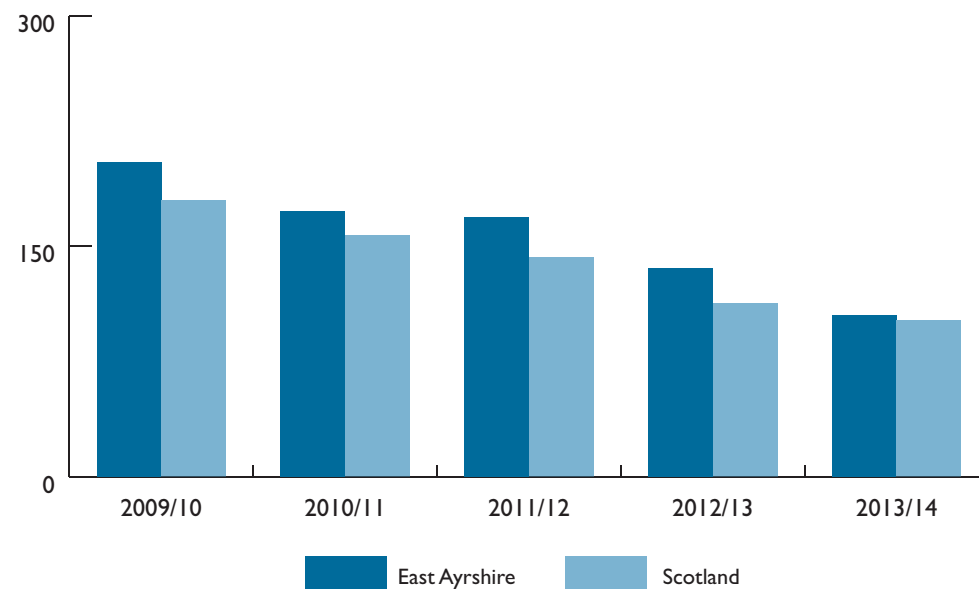
Source: East Ayrshire Performance Management Report, Scottish Fire and Rescue Service

Analysis: The number of primary and secondary fires in East Ayrshire has generally declined over the last five years.

Fire Raising and Vandalism

Rate per 10,000 population.

	East Ayrshire	Scotland
	Rate per 10,000	
2009/10	205	180
2010/11	173	157
2011/12	169	143
2012/13	136	113
2013/14	105	102



Source: Scottish Government (Recorded Crime in Scotland Series), 2014

Analysis: The rate of fire raising and vandalism in East Ayrshire has declined over the last five years in line with the Scottish trend.

Strategic Priorities and Challenges: Wellbeing

Health and Health Inequalities

As in Scotland, the pattern of ill health is changing in East Ayrshire. People are living longer and there has been a decrease in many of the illnesses that in the past resulted in death.

Average life expectancy for males has increased from 74.6 years in 2006-08 to 76.1 years in 2010-12; this is slightly lower than the life expectancy for males across Scotland, which was 75.0 years in 2006-08 and 76.6 years in 2010-12. Female life expectancy has also increased over the same period and was 80.2 years in East Ayrshire in 2010-12; however, this is lower than the life expectancy of 80.8 years for females across Scotland.

Source: Information Services Division (NHS Scotland)

In terms of the three main causes of premature mortality rates in Scotland, namely cancer, coronary heart disease and stroke, national trends are moving in a downward direction. This downward trend in relation to coronary heart disease and stroke is mirrored in East Ayrshire; deaths from cancer also continue to decline.

Although life expectancy as a whole is improving, there are health issues that continue to give cause for concern. In terms of health indicators, for East Ayrshire:

- the rate for patients hospitalised with chronic obstructive pulmonary disease (COPD) is worse than average (369.8 standardised rate per 100,000 population compared with the Scottish average of 252.6) per 100,000 population;
- older patients (65 and over) with multiple hospitalisations (6,062.4 standardised rate per 100,000 population); is higher than the Scottish average of 5,201.6 per 100,000 population;
- smoking prevalence in East Ayrshire is 32.3%, higher than the Scottish average of 22.9%;
- the percentage of mothers smoking in pregnancy is higher than the Scottish average (27.3% compared to 20.7%);

- the percentage of babies exclusively breastfed at 6-8 weeks is lower than the Scottish average (17.9% compared to 27.1%); and
- 63.9% of Primary 1 children in East Ayrshire have no obvious dental disease, compared to 68.2% in Scotland.

Source: Scottish Public Health Observatory - Health and Wellbeing Profiles: East Ayrshire Community Health Partnership

Obesity is a health issue that can lead to physical and mental health problems. In addition, tobacco and poor mental health problems continue to pose challenges.

The impact of alcohol and drug use in East Ayrshire is considerable and creates complex issues for people and communities. The consequences affect individuals, families (particularly children) and communities – physically, psychologically and socially.

Despite overall improvements in health, the most deprived individuals and communities are falling behind. East Ayrshire is one of four local authorities to have seen large increases in the percentage of datazones in the 0-15% most deprived on the health domain between 2006 and 2012, with 29% of the datazones in East Ayrshire featuring among Scotland's 0-15% most health deprived.

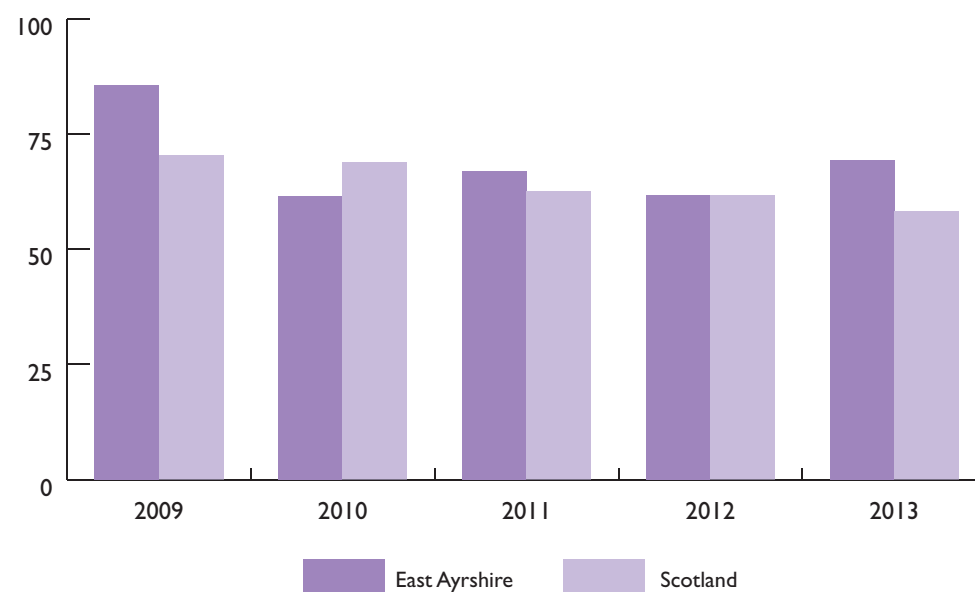
Consequently, there is evidence to suggest that the biggest challenge for East Ayrshire, and Scotland as a whole, is the need to tackle health inequalities in our communities. Our programme of activity will seek to reduce this trend.

Within East Ayrshire, we recognise that structural inequalities, including income and wealth inequalities, are the key determinants of health inequalities.

Deaths due to (ischaemic) Coronary Heart Disease - under 75s

European Standard Population rate per 100,000 population.

	East Ayrshire	Scotland
	Rate per 100,000 population <75	
2009	85.5	70.4
2010	61.4	68.8
2011	67.0	62.4
2012	61.7	61.6
2013	69.4	58.1



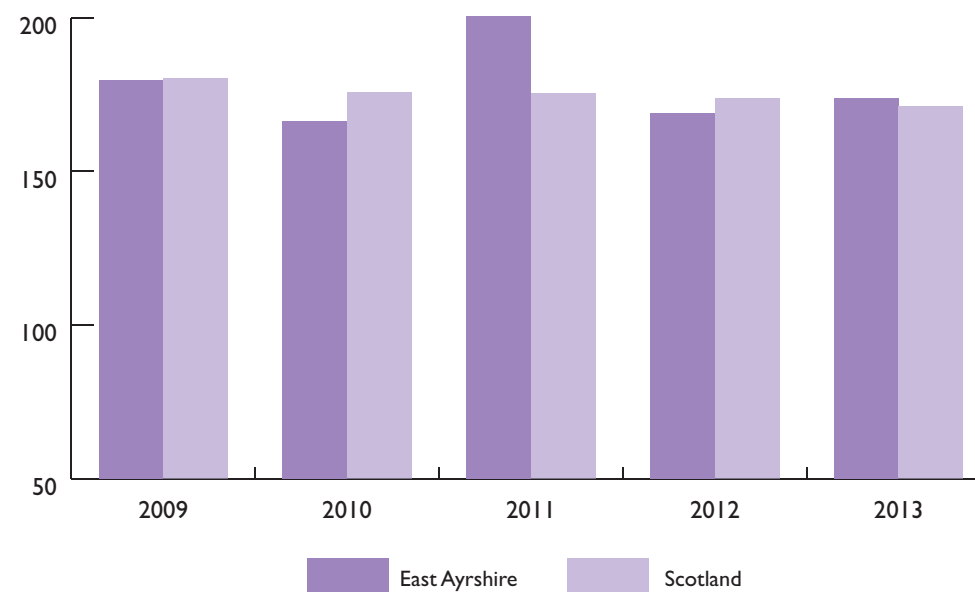
Source: Information Services Division (NHS Scotland)

Analysis: Death rates due to heart disease in East Ayrshire have been declining, although there has been an increase in 2013. Figures are generally above the Scottish average.

Deaths due to Cancer - under 75s

European Standard Population rate per 100,000 population.

	East Ayrshire	Scotland
	Rate per 100,000 population <75	
2009	179.6	180.4
2010	166.4	175.6
2011	200.6	175.4
2012	169.0	173.8
2013	173.8	171.3



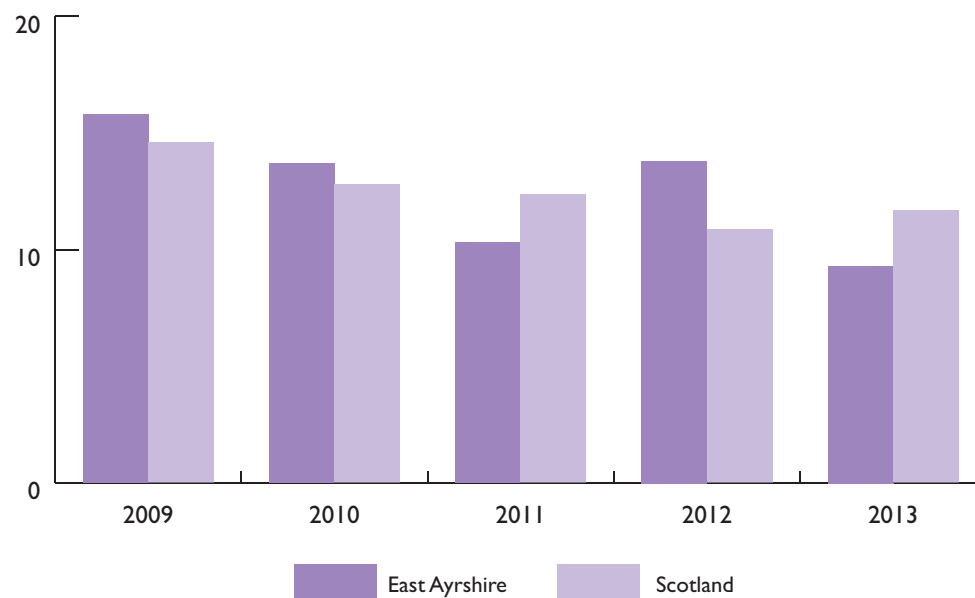
Source: Information Services Division (NHS Scotland)

Analysis: Death rates due to cancer in East Ayrshire have declined and are generally above the Scottish average.

Deaths due to Stroke - under 75s

European Standard Population rate per 100,000 population.

	East Ayrshire	Scotland
	Rate per 100,000 population <75	
2009	15.8	14.6
2010	13.7	12.8
2011	10.3	12.4
2012	13.8	10.9
2013	9.3	11.7



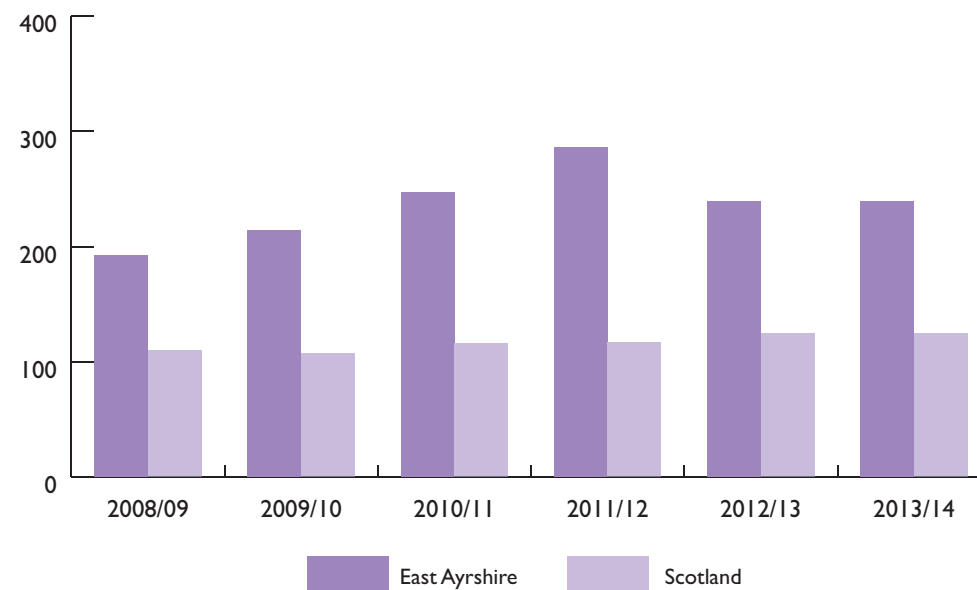
Source: Information Services Division (NHS Scotland)

Analysis: Death rates due to stroke in East Ayrshire are generally comparable with Scotland and have been declining in line with the Scottish trend.

Drug misuse acute inpatient and day case stays

European Age standardised rate per 100,000 population.

	East Ayrshire	Scotland
	Rate per 100,000 population	
2008/09	192.3	110.2
2009/10	214.0	107.6
2010/11	246.6	116.6
2011/12	285.9	117.5
2012/13	239.1	117.8
2013/14	239.3	124.6



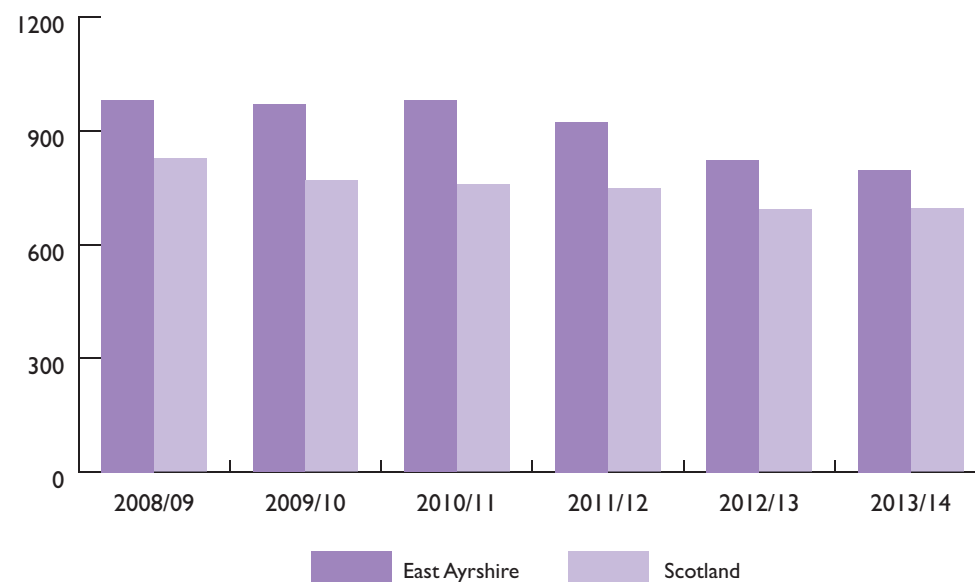
Source: Information Services Division (NHS Scotland)

Analysis: East Ayrshire rates for drug related hospital discharges are significantly higher than the rates for Scotland.

Alcohol related hospital stays

European Age standardised rate per 100,000 population.

	East Ayrshire	Scotland
	Rate per 100,000 population	
2008/09	981.0	828.0
2009/10	968.4	771.4
2010/11	980.1	758.4
2011/12	922.9	749.1
2012/13	823.1	693.3
2013/14	796.7	696.9



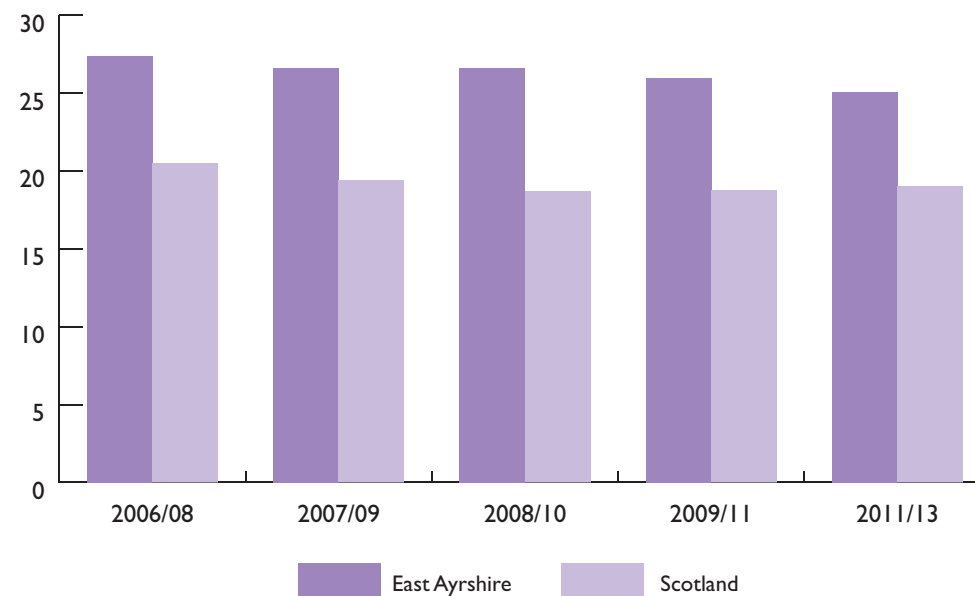
Source: Scottish Neighbourhood Statistics

Analysis: East Ayrshire rates for alcohol related hospital discharges are higher than the rates for Scotland.

Smoking

Percentage of pregnant women smoking at their ante-natal booking visit.

	East Ayrshire (%)	Scotland (%)
2006/08	27.4	20.5
2007/09	26.6	19.4
2008/10	26.6	18.7
2009/11	26.0	18.8
2011/13	25.1	19.0



Source: Information Services Division (NHS Scotland)

Analysis: In East Ayrshire, smoking during pregnancy is declining in line with the national trend, although is higher than the Scottish average.

Breastfeeding

Percentage of babies exclusively breastfed at the 6-8 week review.

	East Ayrshire (%)	Scotland (%)
2008/09	17.0	26.6
2009/10	18.0	26.1
2010/11	16.8	26.5
2011/12	18.2	26.2
2012/13	15.1	26.1
2013/14	17.9	27.1



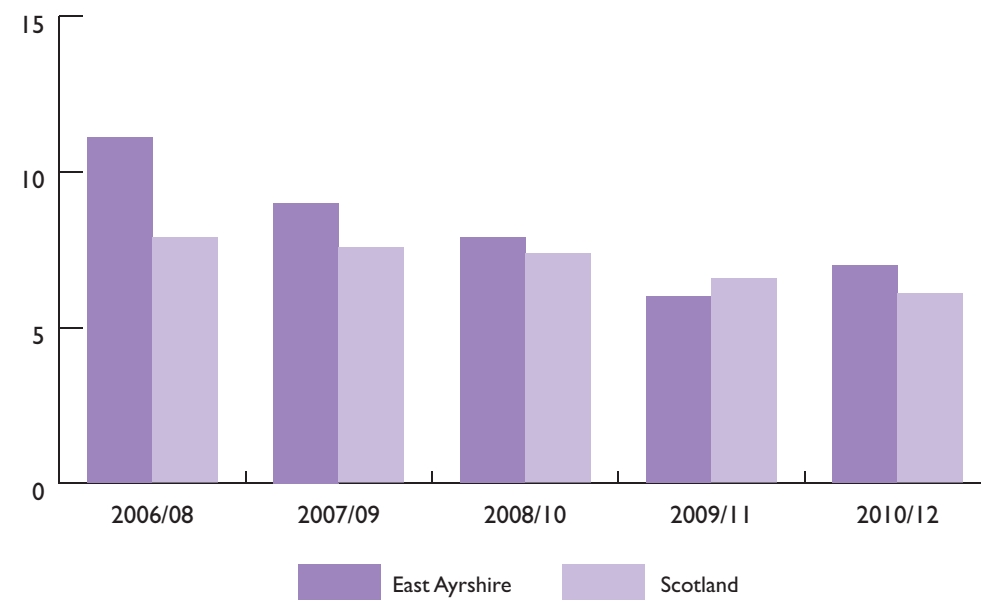
Source: Information Services Division (NHS Scotland)

Analysis: In East Ayrshire, breastfeeding rates are below the Scottish average.

Teenage Pregnancies

Pregnancies per 1,000 women aged under 16.

	East Ayrshire (%)	Scotland (%)
2006/08	11.1	7.9
2007/09	9.0	7.6
2008/10	7.9	7.4
2009/11	6.0	6.6
2010/12	7.0	6.1



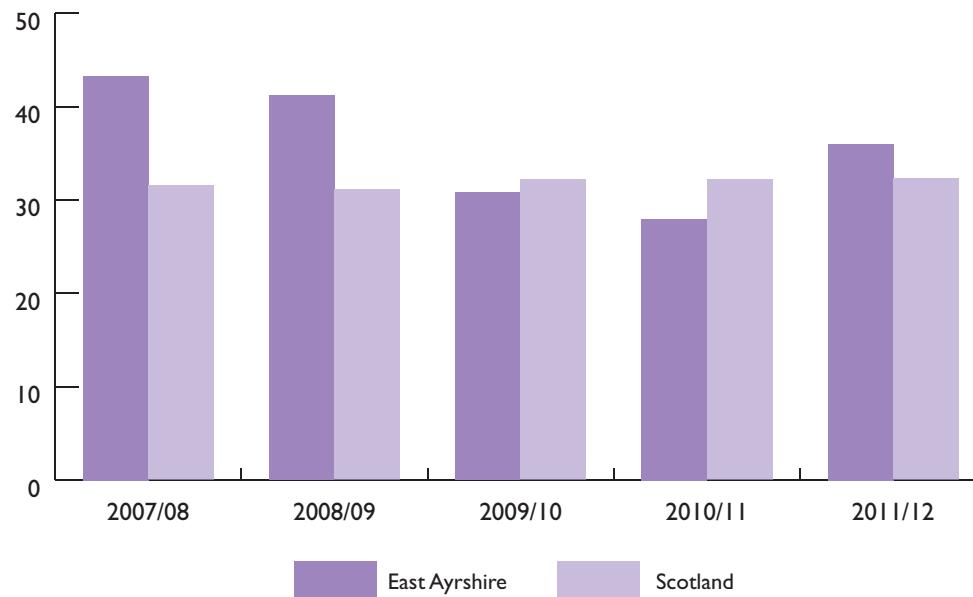
Source: Information Services Division (NHS Scotland)

Analysis: Teenage pregnancy rates in East Ayrshire are historically above the Scottish average.

Cared for at home - over 65

Percentage of people aged 65+ with high levels of care needs who are cared for at home.

	East Ayrshire (%)	Scotland (%)
2007/08	43.3	31.6
2008/09	41.2	31.2
2009/10	30.8	32.3
2010/11	28.0	32.3
2011/12	36.0	32.4



Source: Scottish Neighbourhood Statistics

Analysis: Rates of people receiving intensive support at home in East Ayrshire has generally shown a downward trend following a planned move to intensive short term support.

Strategic Priorities and Challenges: Poverty and Deprivation

Poverty and Deprivation

There are sharp contrasts in the prosperity of communities across East Ayrshire. While many parts of the area are prosperous, significant 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 in the most disadvantaged communities, as defined by the Scottish Index of Multiple Deprivation, with a view to narrowing/closing the opportunity gap between them and the least disadvantaged communities.

Scottish Index of Multiple Deprivation

The Scottish Index of Multiple Deprivation (SIMD) measures income, education, employment, health, crime, housing and access to services to establish an overall score for each datazone.

There are 154 datazones in East Ayrshire (2.4% of the Scottish total). There are 32 datazones in the 0-15% most deprived and 41 datazones in the 15-30% most deprived, identified in SIMD 2012 as follows:

- 12 datazones in the most deprived 0-5%
- 8 datazones in the most deprived 5-10%
- 12 datazones in the most deprived 10-15%
- 16 datazones in the most deprived 15-20%
- 11 datazones in the most deprived 20-25%
- 14 datazones in the most deprived 25-30%

The SIMD 2012 highlights that 20% (1 in 5) of East Ayrshire residents live in the 0-15% most deprived areas in Scotland and we have the tenth largest proportion of population categorised as most deprived.

Through Welfare Reform, the UK Government has plans to encourage people back to work and save up to £11 billion annually through significant changes to the welfare benefit system. The impact of Welfare Reform and the rising cost of living has major implications for many of our most vulnerable residents and families.

The following statistical information is significant in terms of poverty and deprivation:

- 15,894 East Ayrshire residents were in receipt of Council Tax Benefit and/or Housing Benefit in December 2014.
- 6.0% tenants were in severe rent arrears in 2013/14.
- 25.7% of primary school pupils in East Ayrshire were receiving free school meals in 2013/14, compared to 20.6% in Scotland.
- The number of long term Jobseeker's Allowance Claimants (claiming for 12 months or more) was 880 claimants at January 2015, which 30.2% of all claimants.
- In total, 26% of the children in East Ayrshire live in poverty, which is the fifth highest proportion of all local authority areas in Scotland.

Source: East Ayrshire Council

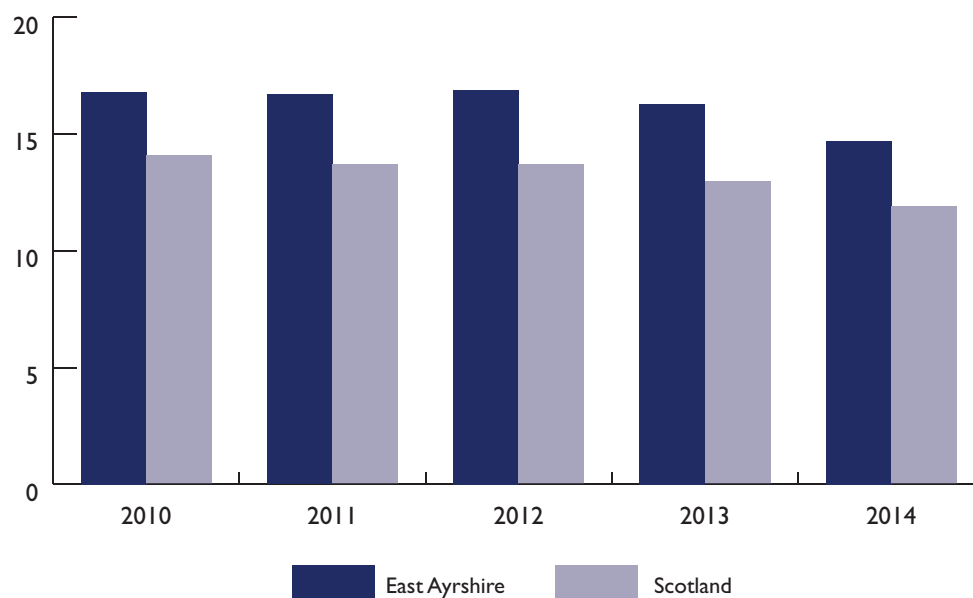
Source: Nomis

Source: Child Poverty Action Group

Key Out of Work Benefits

Percentage of resident population aged 16-64 groups include: Jobseekers, Employment Support Allowance and incapacity benefits, lone parents and others on income related benefits (May data)

	East Ayrshire (%)	Scotland (%)
2010	16.8	14.1
2011	16.7	13.7
2012	16.9	13.7
2013	16.3	13.0
2014	14.7	11.9



Source: Nomis

Analysis: The percentage of residents in East Ayrshire claiming key out of work benefits is decreasing in line with the Scottish trend but is higher than the Scottish average.

Household Income

The following extract from the 2014 Residents' Survey highlights low-income households; 30% of households in East Ayrshire have income of less than £15,600.

What would you say your total household income is before tax and other deductions?	
Up to £5,199	2%
£5,200 and up to £10,399	16%
£10,400 and up to £15,599	12%
£15,600 and up to £20,799	7%
£20,800 and up to £25,999	4%
£26,000 and up to £31,199	3%
£31,200 and up to £36,399	2%
£36,400 and up to £51,999	2%
£52,000 and above	1%
Refused	25%
Don't Know	28%

Source: East Ayrshire, Residents' Survey

In addition, 16.7% of the East Ayrshire population is considered income deprived, compared to 13.4% in Scotland.

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

www.eastayshirecommunityplan.org





East Ayrshire Community Planning Partnership

Single Outcome Agreement

2015 - 2018

Annex 2: Outcomes, Core Indicators and Targets

Economy and Skills: Outcomes, Core Indicators and Targets

	Indicator	Baseline at 2013/14	'Progress' target/s to March 2018	'End' target/s Direction of travel	Links to National Outcomes
	Local Outcome 1: Local economic activity increased.				
1.	Business start-up rate per 10,000 population <i>Annual/Scottish Government</i>	28.6 (East Ayrshire) 40.4 (Scotland) (2013)	Increase to 30 per 10,000 population	Business start-up in line with the Scottish average	National Outcome 1 National Outcome 2 National Outcome 13
2.	VAT/PAYE registered businesses per 10,000 adult population <i>Annual/Scottish Neighbourhood Statistics</i>	313.2 (East Ayrshire) 362 (Scotland) (2013)	Increase to 330 per 10,000 adult population	VAT/PAYE registered businesses in line with the Scottish average	
3.	Business survival rate (3 years after start up) <i>Annual/Office for National Statistics (ONS) Business Demography</i>	52.9% (East Ayrshire) 57.1% (Scotland) (2013)	Increase to 58%	Business survival rate in line with the Scottish average	
4.	Median gross weekly earnings for all employees: • residence based <i>Annual/Office for National Statistics (Annual Survey of Earning and Hours)</i>	£380 (East Ayrshire) £413 (Scotland) (April 2014)	Increase to £500 residence based earnings	Median gross weekly earnings above the Scottish average	
5.	Median gross weekly earnings for all employees: • workforce based <i>Annual/Office for National Statistics (Annual Survey of Earning and Hours)</i>	£353 (East Ayrshire) £414 (Scotland) (April 2014)	Increase to £425 workforce based earnings	Median gross weekly earnings above the Scottish average	

	Indicator	Baseline at 2013/14	'Progress' target/s to March 2018	'End' target/s Direction of travel	Links to National Outcomes
	Local Outcome 2: Skills, qualifications and employability improved for all learners.				
6.	Employment rate <i>Biennial/Scottish Government, Labour Markets in Scotland</i>	68.1% (2014)	Increase to 70%	Increase in employment rate	National Outcome 2
7.	Youth claimant unemployment (16-24) <i>Monthly/Nomis</i>	7.8% (March 2014)	Reduction to 6.0%	Reduction in youth claimant count	National Outcome 3
8.	Percentage of school leavers in positive and sustained destinations <i>Annual/Scottish Government (Attainment and Leaver Destinations Supplementary Data)</i>	92.1% <i>(2012/13 cohort in follow up positive and sustained destinations at March 2014)</i> (June 2014)	Increase to 95%	Increase to 100%	National Outcome 4

Safer Communities: Outcomes, Core Indicators and Targets

	Indicator	Baseline at 2013/14	'Progress' target/s to March 2018	'End' target/s Direction of travel	Links to National Outcomes
Local Outcome 1: East Ayrshire residents are safe and protected from crime in their communities.					
1.	Total crimes recorded by Police Scotland (Groups 1 to 5) rate per 10,000 population <i>Annual/Police Scotland</i>	467.2 (2013/14)	Annual target setting and review undertaken by Police Scotland.	Annual target setting and review undertaken by Police Scotland.	National Outcome 7 National Outcome 9
2.	Total number of detections and detection rate (%) (Groups 1 to 5) <i>Annual/Police Scotland</i>	2,973 (51.8%) (2013/14)	Annual target setting and review undertaken by Police Scotland.	Annual target setting and review undertaken by Police Scotland.	National Outcome 11
3.	Average number of reconvictions per 100 offenders <i>Annual/South West Scotland Community Justice Authority</i>	49 (2011/12 cohort at June 2014) <i>Ayrshire figure provided</i>	Reduction to 46.5 per 100 offenders	Reduction in reconviction rates	
Local Outcome 2: East Ayrshire residents are safe and supported in their homes and communities.					
4.	Accidental dwelling fires <i>Annual/Scottish Fire and Rescue Service</i>	97 (2011/12-2013/14 3 year average)	Reduction by 5% per year based on the previous 3 year rolling average	Achieve an overall downward trend in accidental dwelling fires	National Outcome 8 National Outcome 9 National Outcome 15
Local Outcome 3: Road safety improved through enforcement, engineering and education, positively influencing driver behaviour and effective early intervention.					
5.	People killed and seriously injured in road accidents: • people killed • people seriously injured • children killed • children seriously injured <i>Annual/Scottish Government</i>	4 24 0 2 (2013/14)	Reduction in people killed and seriously injured in road accidents	Reduction to zero	National Outcome 9 National Outcome 10

	Indicator	Baseline at 2013/14	'Progress' target/s to March 2018	'End' target/s Direction of travel	Links to National Outcomes
<i>Local Outcome 4: Drug supply and misuse prevented through effective enforcement, prevention and early intervention.</i>					
6.	Supply of drugs: <ul style="list-style-type: none"> incidents reported to the Police crime rate per 10,000 population number of detections and detection rate (%) <i>Annual/Police Scotland</i>	155 12.6 153 (98.7%) (2013/14)	Targets are not set by Police Scotland. Progress against the baseline will be measured and updates provided on an annual basis.	Targets are not set by Police Scotland. Progress against the baseline will be measured and updates provided on an annual basis.	National Outcome 8 National Outcome 9 National Outcome 10
<i>Local Outcome 5: Adults and children at risk protected from domestic abuse</i>					
<i>Local Outcome 6: improved wellbeing and life chances for individuals who are at risk of harm.</i>					
7.	Domestic abuse: <ul style="list-style-type: none"> incidents reported to the police detection rate <i>Annual/Police Scotland</i>	1,509 80.4% (2013/14)	Targets are not set by Police Scotland. Progress against the baseline will be measured and updates provided on an annual basis. Increase to 82.0%	Targets are not set by Police Scotland. Progress against the baseline will be measured and updates provided on an annual basis. Annual target setting and review undertaken by Police Scotland.	National Outcome 7 National Outcome 8 National Outcome 9
<i>Local Outcome 7: East Ayrshire residents are safe and protected from anti-social behaviour.</i>					
8.	Anti-social behaviour incidents reported to the police <ul style="list-style-type: none"> number reported rate per 100,000 population <i>Annual/Police Scotland</i>	7,988 650.9 (2013/14)	Targets are not set by Police Scotland. Progress against the baseline will be measured and updates provided on an annual basis.	Targets are not set by Police Scotland. Progress against the baseline will be measured and updates provided on an annual basis.	National Outcome 9
9.	Deliberate fires: <ul style="list-style-type: none"> primary fires secondary fires <i>Annual/Scottish Fire and Rescue Service</i>	75 668 (2011/12-2013/14 3 year average)	Reduction by 5% per year based on the previous 3 year rolling average	Achieve an overall downward trend in deliberate primary fires and deliberate secondary fires	

Wellbeing: Outcomes, Core Indicators and Targets

	Indicator	Baseline at 2013/14	'Progress' target/s to 2017/18	'End' target/s Direction of travel	Links to National Outcomes
	Local Outcome 1: 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.				
1.	Percentage of children in poverty (after housing costs) <i>Annual/End Child Poverty, Poverty Map of the UK</i>	26% (2014)	Reduction of children in poverty <i>(NB: The Institute of Fiscal Studies modelling suggests that up to 100,000 more children will be living in relative poverty by 2020.)</i>	Reduction of children in poverty	National Outcome 5 National Outcome 7 National Outcome 8
2.	Percentage of babies with a healthy birth weight <i>Annual/NHS Ayrshire and Arran (ISD Scotland)</i>	89.6% (2013)	Achieve and maintain 90% of babies with a healthy birthweight	Increase to 91% of babies with a healthy birthweight	
3.	Percentage of children in primary 1 with no obvious dental decay experience <i>Every 2 years/NHS Ayrshire and Arran (National Dental Inspection Programme)</i>	63.9% (2014)	Increase to 64%	Increase to 68%	
4.	Estimated percentage of children with a healthy weight in primary 1 <i>Annual/NHS Ayrshire and Arran (ISD Scotland)</i>	72% (2013/14)	Increase in percentage of children with a healthy weight in primary 1	Increase to 77%	
	Local Outcome 2: All residents are given the opportunity to improve their wellbeing, to lead an active healthy life and to make positive lifestyle choices.				
5.	Rate for alcohol related stays per 100,000 population <i>Annual/East Ayrshire Health and Social Care Partnership (ISD Scotland)</i>	796.7 (2013/14)	Reduction to 790 per 100,000 population	Reduction to 697 per 100,000 population	National Outcome 6 National Outcome 11
6.	Rate for general acute and day case stays with a diagnosis of drug misuse per 100,000 population <i>Annual/East Ayrshire Health and Social Care Partnership (ISD Scotland)</i>	239.3 (2013/14)	Reduction to 230 per 100,000 population	Reduction to 182 per 100,000 population	

	Indicator	Baseline at 2013/14	'Progress' target/s to 2017/18	'End' target/s Direction of travel	Links to National Outcomes
Local Outcome 3: Older people and adults who require support and their carers are included and empowered to live the healthiest life possible.					
7.	Bed days lost as a result of delayed discharge <i>Annual/East Ayrshire Health and Social Care Partnership (ISD Scotland)</i>	6,730 (391 registrations) (2013/14)	Reduction to 5,865 bed days lost as a result of delayed discharge	Reduction to 1,173 bed days lost as a result of delayed discharge by 2030 based on a 72 hour discharge target	National Outcome 6 National Outcome 11
8.	Emergency inpatient bed day rates for people aged 75+ per 1,000 population - NHS HEAT 2011/12 <i>Annual/NHS Ayrshire and Arran (Change Fund Metric)</i>	4,724 (2013/14)	Reduction to 4,500 per 1,000 population	Maintain at 4,500 per 1,000 population	National Outcome 15
Local Outcome 4: Work with communities to address the impact inequalities has on the health and wellbeing of our residents.					
9.	Life expectancy at birth – males/females <i>Annual/East Ayrshire Health and Social Care Partnership (National Records of Scotland – Life Expectancy for Administrative Areas)</i>	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	National Outcome 6 National Outcome 7
10.	Mortality rates per 100,000 adults for people aged under 75 <i>Annual/East Ayrshire Health and Social Care Partnership (National Records of Scotland – Age Standardised Death Rates)</i>	515.4 (2013)	Reduction to 506 per 100,000 population	Reduction to 400 per 100,000 population	

Building a better East Ayrshire

Inspiring Ambition and Delivering Change

