

EAST AYRSHIRE COMMUNITY PLAN 2015-2030

Wellbeing Delivery Plan 2024-2027

Annual Performance Update - 2025/26



**EAST AYRSHIRE COMMUNITY PLAN 2015-30
WELLBEING DELIVERY PLAN 2024-27
PARTNERSHIP ACTION UPDATES 2025/26**

THEME: STARTING WELL

Action	Partnership Activity	Partners
W1 Implement our integrated Children's Services Delivery Model.	Embed partnership approaches to supporting children and young people and their families, based on what matters to them, ensuring that their voices are heard and acted upon to bring services closer to families through the HEART model. Ensure that UNCRC rights are being consistently upheld. Sustain the commitment to The Promise.	EAC, HSCP, Public Health, Children and Young People's Strategic Partnership, Third Sector

HEART

At the time of reporting, Senior Leaders across Children's Services have been meeting with Practitioners to consider models of locality and community working, through utilising a multi-agency approach. The third session took place on 31 March 2026 and there is a real appetite across all services to progress this way of working. We will be engaging with children and families in the near future and will work with them to co-design what our model will look like. This will be based around Getting it Right for Every Child (GIRFEC) principles, with an emphasis on wider family support and how third sector partners will work alongside our services to deliver positive outcomes for children and families. A Strategic Needs Assessment is also being developed to support the identification of specific needs across our localities in East Ayrshire. This will support our model of locality working as we move forward.

Promise Participation

We are passionate about further embedding the aspirations and values of 'The Promise' across our services and our work around this and wider participation has continued to build on the successes of the previous year. The Care Experience Cabinet continues to meet quarterly with prior pre-meetings to set agendas and talk to matters arising. The Cabinet also engages with young people through various partners including Blue Triangle, SL33, SL66, SL99, our Children's Houses and Social Work teams. Young people have indicated a desire to refresh and relaunch the Care Experience Charter in 2026 and there is scope to widen the voices we hear within this context.

A number of relationships and connections have been developed in the last year, including with Education colleagues through engagement with Care Experience Lead Teachers, which has led to powerful and co-produced participation work with some of our education establishments. This level of participation within our schools is an exciting development and should bring new views and voices to our attention, in addition to providing a platform for us to celebrate our children and young people and their achievements. Welcome connections were also made with the Nest around Neurodiversity awareness and understanding in the last year.



'ArtClub?' has continued to meet weekly in the Dick Institute Kilmarnock, with up to 12 young people in attendance every week. Attendees participate in various social activities, events and projects to express their voices and raise awareness of care experienced young people through artwork. 'ArtClub?' hosted the Winter Warmer event in December 2025, which saw a good number of young people attend with an extensive offer of services, activities and supports also in attendance, including: Health, Housing, the CVO food bank, Thera-pets, a raffle, clothes swap, home-baking and various other offers. 'ArtClub?' hopes to repeat this event in 2026, in addition to hosting a summer version. In addition to the above, a range of participation work has been undertaken in 2025/26, including:

- the co-design of the new Children and Young People's Action Plan; developing actions around 'moving on' with partners;
- connecting with young people who are in out of authority placements;
- supporting the Bairnshoose Working Group and the Evolve Youth Group;
- attending 'The Promise' Scotland regional meetings; and
- participating in numerous social events including: Care Leavers Week, a bingo tea party, a Kilmarnock football match, a Halloween party, a book event and a UNCRC event.



Children's Houses

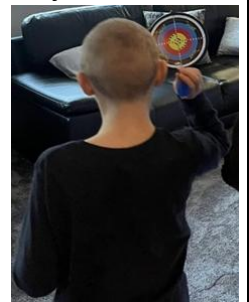
Our Children's Houses have continued to promote and meet the needs of the most vulnerable children in East Ayrshire to ensure that they grow to their potential in all aspects of life. The service has strived to keep 'The Promise' by ensuring that our children grow up safe, loved and respected, particularly when their personal circumstances are challenging.

Our Children's Houses try to give young people similar opportunities to those that they would receive in family settings. Over the last year, this has included enjoying holidays to Spain and London, holiday homes and parks across the United Kingdom, in addition to day trips to Edinburgh, various attractions and weekend outings to the cinema and restaurants. We are particularly proud of our cohort of young people who have recently transitioned on to further education at Kilmarnock College. Some of these young people have sustained this with great success and are now moving onto their second year in advanced courses.



We want our young people to fully participate in their local communities and to have their voices heard in relation to what it means to be care experienced. As such, our young people are regularly involved in a range of groups including 'ArtClub?', football clubs and various youth clubs, in addition to participating in rewarding fundraising activities. Our young people have also been involved in refurbishing their homes to make them more comfortable and attractive places to live.

The service has continued to ensure that its staff are sufficiently equipped to understand that our young people, as well as being able to achieve great achievements, are often vulnerable and in need of protection. A key focus has been maintained in the last year on ensuring that our Children's House staff are trauma informed and are able to understand and effectively respond to these needs as they arise. To achieve this, our carers have attended training through Educational Psychology colleagues in relation to neurodiversity, as well as working with colleagues in Speech and Language to develop responses



and supports for the young people in our houses. In addition, service staff have also completed Life Story Work and our House Managers have completed Signs of Safety training along with wider service colleagues.

Children and Young People’s Wellbeing and Rights

The annual Youth Conference took place in November 2025 and focused on three themes that are pertinent to young people in relation to safety and wellbeing. 14 schools participated in workshops which discussed the following topics:

- My Rights, Your Rights, Everyone’s Rights - With the UNCRC embedded in Scots Law and being promoted throughout East Ayrshire, the workshop highlighted the importance of young people’s rights, supported them to understand their rights and how they can use them to positively affect change;
- Looking After Your Wellbeing – This workshop was designed to teach young people about positive affirmations and the power they have on our mental health; and
- Deepfake AI Detectives – With the dangers of artificial intelligence (AI) images, the workshop focused on the dangers of AI images, deepfakes, social media behaviours and consequences, encouraging young people to not put themselves at risk and to interact safely whilst online.

Action	Partnership Activity	Partners
W2 Tackle child poverty through income maximisation and whole family support.	Reduce the impact of poverty by supporting families to access community-based supports. Increase access to information and supports to ensure families can make nutritious, affordable, and healthy eating choices. Develop sector skills-based activity that provides progression pathways into employment and training. Support and encourage partners to embed a range of poverty proofing approaches to support equity and reduce poverty related barriers to learning and development.	EAC, HSCP, Public Health, Children and Young People’s Strategic Partnership, Third Sector

GRAFT Project

The East Ayrshire CVO’s Gain Respect and Foster Trust (GRAFT) project continued to be delivered during 2025/26, providing valuable employment experience, volunteering and educational opportunities for people who have experienced the criminal justice system and individuals with substance use challenges, whilst making a positive contribution in local communities. Through bespoke support programmes, participants gain valuable practical skills, knowledge and experience in various areas including: construction, cleaning, maintenance services, retail and hospitality within the organisation’s social enterprises, which contributes towards opening doors into further education or employment. These programmes also promote personal responsibility and accountability, in addition to reducing the likelihood of re-offending and re-engagement in risk behaviours, which collectively support positive personal development. Over the last year, the project has also supported young people on community orders or diversion programmes, adults serving unpaid work as part of a court order or rehabilitation plan, and people at risk of offending who would benefit from 1:1 placements and support.



The GRAFT Community Boxing and Gym project provides a supportive and structured environment for people affected by the justice system, addiction or poverty. By combining physical training with mentorship, the programme helps attendees to build discipline, resilience and self-worth, while offering a healthy alternative to harmful behaviours. In 2025/26, a number of individuals who were previously involved in the justice system or struggling with addiction, reported reduced re-offending, improved mental health and greater emotional stability. Through consistent engagement, participants have been found to develop discipline, daily routines and a sense of accountability, which often translates into better decision-making outside the gym. Beyond individual outcomes, GRAFT strengthens the wider community by creating safer spaces and fostering positive relationships, and demonstrates that with the right support, people can rebuild their lives and make valuable contributions in constructive ways.

Participants:

"Finally, something I'm good at! Training gives me a reason to stay clean"

"This place keeps me on track. If I didn't have the gym, I don't know where I'd be"

Healthy Weight Team

NHS Ayrshire and Arran's Child Healthy Weight team has continued to support children and their families to achieve a healthy weight through the Jumpstart programme during 2025/26. Jumpstart works with families of children aged 5-17 years old, delivering three programmes: 'Junior' (ages 5-9), 'Senior' (ages 10-13) and 'Teens' (ages 14-17). A total of 42 referrals were received for children living in East Ayrshire, accounting for 39% of all referrals to the Ayrshire and Arran wide service. The referrals received were fairly evenly split in terms of gender, with 22 being male and 20 female. Of the 42 referrals, the majority were from SIMD 1 and 2 (79%) with a further 19% being from SIMD 3 and 4 and (2%) received from the SIMD 5 area. In addition, the team also delivered 68 group-based physical activity and health education sessions, along with 4 teen gym programmes during the reporting period. All children were offered a free leisure pass to East Ayrshire based leisure centres. Participants reported various positive outcomes, including increased levels of physical activity, healthier eating habits and improved parent rated scores of children's health related quality of life.

Online Wellbeing Resources

The Council's Wellbeing in East Ayrshire website continued to be regularly refreshed and updated throughout 2025/26 to support our residents to improve their mental and physical health, alongside other wellbeing themes. The website conveys a range of practical resources and links regarding numerous topics, including: bereavement support, general wellbeing, mental health, being more physically active, social activities, financial help, and children, young people, parents and carers.

In addition, the HSCP's Living Well in East Ayrshire website provides useful resources to support people on their journey towards living well by including content on various themes such as: working well, healthy lifestyles, keeping safe, staying connected, mental health, growing up well, staying fit and financial wellbeing. Similarly, NHS Ayrshire and Arran also provides a range of wellbeing materials on its Better Health website, with a particular focus on the following areas: alcohol, physical activity, smoking, mental health, oral health, green health and cost of living support.

16.7% of children in East Ayrshire are living in poverty (after housing costs), which is a notable reduction compared to previous years.

Action	Partnership Activity	Partners
W3 Further develop targeted support for our young carers.	Build on the support provided to young carers to lead a happy and fulfilling life alongside their caring responsibilities. Improve the voice of young carers to ensure they are able to actively participate and have their voices heard.	EAC, HSCP, Children and Young People's Strategic Partnership, Third Sector
East Ayrshire Carers Centre The East Ayrshire Carers Centre continues to be a key partner which provides valuable assistance for both adult and young carers across the authority. The activities and supports delivered during 2025/26 were wide ranging and included: • 7,167 instances of 1:1 support for adults; • 10,446 instances of 1:1 support for young people; • completing 986 Adult Carers Support Plans and 112 reviews; • completing 119 Young Carers Statements and 41 reviews; • 806 new adult registrations; • 134 new young people registrations; • 590 benefit applications completed on behalf of adult carers; • delivering free, weekly age specific respite groups in Kilmarnock, Cumnock, New Cumnock and Dalmellington, which include: various supportive, training and social activities, in addition to refreshments; • delivering themed training sessions and employability opportunities; • provision of information, advice, resources and signposting to other organisations; • undertaking outreach work, including home visits; • coordinating special events including day trips, parties, BBQs and festive celebrations; • gifting Christmas presents to 554 young carers and siblings; • 143 successful Blue Badge applications; • 260 adult carers accessed the Time to Live Fund to get short breaks from their caring role; • re-establishing presence in every East Ayrshire primary school and working within schools to address stigma experienced by young carers, to raise awareness of the challenges they face, and identifying 'Carers Champions' (named Teachers) within each school in East Ayrshire.		

These supports have achieved various positive outcomes for unpaid carers in East Ayrshire over the last year, including: reducing social isolation; increasing carers' confidence, resilience and self-esteem; improving health and wellbeing; reducing levels of stress and anxiety; and improving financial circumstances, collectively empowering carers to enjoy a better quality of life while caring. Several of the figures presented above also represent notable increases in activity from the previous year, underlining the level of carer support needs in our communities and the importance of the work undertaken by the East Ayrshire Carers Centre.

Unpaid Carer:

"This has helped by taking my mind off stressful situations... It is very hard for me to get some personal time so this is like a portable outlet which is really handy"

The East Ayrshire Carers Centre also continued to network with a range of local organisations during the reporting period, including: Citizens Advice, The Zone, YiP World, East Ayrshire CVO, Developing the Young Workforce, Ayrshire Colleges, NHS Ayrshire and Arran, and Skills Development Scotland, which strengthened established referral pathways.



HSCP Thinking Differently Team

The HSCP's Thinking Differently team also have an important role in supporting unpaid carers in East Ayrshire and a range of work was undertaken throughout 2025/26 to deliver this. During the last year, a key focus was placed on progressing from strategy development to implementation, and

embedding sustainable approaches across the system, alongside wider practice development through the Changing the Conversation programme. During this period, the team has led on the implementation of the East Ayrshire Carers Strategy following its approval. This has included establishing the Carers Strategy Implementation Group, alongside dedicated sub-groups for Adult Carers and Young Carers, to support delivery and oversight of the key priorities. Early activity has focused on progressing a number of fundamental actions to improve how unpaid carers are identified, supported and connected to the right support at the right time. This has included:

- The development of a carer identification tool and supporting guidance for services;
- Improving awareness and understanding of unpaid carers across the workforce;
- Enhancing the information on available supports, including short breaks and community opportunities; and
- Supporting consistent communication and promotion of support available to carers.

The Thinking Differently team has also supported the promotion of the East Ayrshire Carers Strategy during the reporting period through the development of accessible materials, including a 'plan on a page', with further awareness-raising activity planned, including Carers Week. Engagement with unpaid carers has remained central to this work, with ongoing involvement from carers helping to shape priorities and ensure that lived experience informs implementation. Feedback continues to highlight the importance of accessible information, timely support and recognition of the challenges that carers face, particularly in the context of ongoing financial and capacity pressures.

The team has continued to strengthen partnership working with key stakeholders, including: the East Ayrshire Carers Centre, Social Work and Health colleagues, Education, Coalition of Carers and wider community organisations. This has supported a more joined-up and consistent

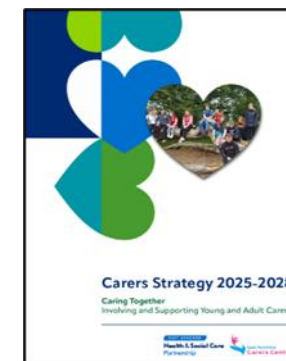
response for our unpaid carers, aligned with statutory duties and national policy expectations. The team has also maintained strong links to national developments, contributing to and sharing learning from national Self Directed Support and Care Lead networks. In addition, the team has continued to progress work to support outcome-focused, strengths-based and community-led approaches across the HSCP's practice. Building on the "Changing the Conversation" programme, this has included engagement with staff through workshops and development sessions, with a focus on embedding consistent approaches that prioritise people's strengths, community resources and preventative supports.

East Ayrshire Carers Strategy 2025-2028

The East Ayrshire Carers Strategy 2025-2028 sets out our commitment to fully supporting unpaid carers in East Ayrshire, ensuring that our carers: stay healthy, get support early, are involved in decisions, and take sufficient breaks from caring. This strategy reflects our dedication to recognising and valuing carers contributions, ensuring 'the right support in the right way at the right time', setting out how we respond to our responsibilities and duties to carers.

The Strategy incorporates the following priorities:

- Promoting Health, Wellbeing, Respite, Short Breaks and Enjoyable Activities;
- Strengthening Financial Security and Employment Opportunities;
- Ensuring Voice, Recognition and Inclusion;
- Improving Support, Information and Care transitions; and
- Digital and Technology.



The following arrangements are in place to ensure delivery and monitoring of the Strategy over its lifespan:

- A Carers Strategy Implementation Group will oversee all priorities;
- The Delivery Plan will be monitored through using both traditional and digital metrics, ensuring carers are meaningfully involved in the evaluation; and
- Flexibility to adapt to changing needs, policy developments, and emerging technologies.

The development of this Strategy was informed by comprehensive consultation with stakeholders and was overseen by a dedicated working group with representatives including: three unpaid carers, Education, various independent organisations, Social Work staff, Scottish Care, Coalition of Carers, the Alcohol and Drugs Partnership and NHS Ayrshire and Arran.

Action	Partnership Activity	Partners
W4 Support children and young people with their mental health and physical wellbeing.	Support and promote the mental health and physical wellbeing of children and young people of all abilities and ages across East Ayrshire using engaging and creative approaches. Improve our support by providing access to training in mental health improvement and interventions for all staff working with children and families. Sustain the focus on childhood immunisation,	EAC, HSCP, Public Health, Children and Young People's Strategic Partnership, Third Sector

	breastfeeding, oral health and smoking cessation, including vaping. Continue to embed trauma informed and trauma responsive practice.	
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Babychat Groups

The Early Years service's seven 'Babychat' groups situated across the authority, have continued to deliver infant feeding advice, health information and support to infants aged from six weeks to six months and their carers on a wide range of topics. Families are identified by their Health Visitor to access support and are invited onto the six to eight week programme, with common reasons for referral including social isolation, a lack of family support and alcohol or drug use impacting on family life. These sessions are delivered through a collaborative approach involving various partners such as Speech and Language Therapists, Dietetics and Community Practitioners, and are delivered by Health Visitor Support Workers. Infant massage, PEEP sessions and 'Bookbug' are also core elements of the programme.



Over the last year, the Doon Valley Babychat groups moved frequently to optimise attendance and meet local needs. The Babychat group in Patna also became more established with improved levels of attendance, which was a result of persistent efforts by the Health Visitor Support Worker in building a relationship with the local Early Childcare Centre.

Participant feedback indicated that 99% of the expected outcomes were met, with parents and carers expressing their satisfaction with the service they received and commenting that attending the groups enhanced their parenting knowledge and confidence, as well as reducing feelings of isolation and loneliness. Parents also reported an improved knowledge of safe feeding practices, as well as being supported in their breastfeeding journey.

Healthy Weight Team

NHS Ayrshire and Arran's Child Healthy Weight team has continued to support children and their families to achieve a healthy weight through the Jumpstart programme during 2025/26. Jumpstart works with families of children aged 5-17 years old, delivering three programmes: 'Junior' (ages 5-9), 'Senior' (ages 10-13) and 'Teens' (ages 14-17). A total of 42 referrals were received for children living in East Ayrshire, accounting for 39% of all referrals to the Ayrshire and Arran wide service. The referrals received were fairly evenly split in terms of gender, with 22 being male and 20 female. Of the 42 referrals, the majority were from SIMD 1 and 2 (79%) with a further 19% being from SIMD 3 and 4 and (2%) received from the SIMD 5 area. In addition, the team also delivered 68 group-based physical activity and health education sessions, along with 4 teen gym programmes during the reporting period. All children were offered a free leisure pass to East Ayrshire based leisure centres. Participants reported various positive outcomes, including increased levels of physical activity, healthier eating habits and improved parent rated scores of children's health related quality of life.

School Nursing Service

The School Nursing service has continued to support unaccompanied asylum-seeking children in East Ayrshire over the last year, ensuring that any unmet health needs are identified, addressed and appropriately signposted. Many of these young people have experienced significant and often traumatic journeys through multiple countries before reaching a place of safety. On arrival in East Ayrshire, each child is supported by the School Nurse team, who provide holistic health assessments and ongoing care if required. The service works closely with Social Work, Public

Health and other partner agencies to ensure a coordinated and multi-agency approach. This collaboration ensures that unaccompanied asylum-seeking children receive the support they need and are given the best possible opportunities to thrive and settle safely in their new environment. This approach is firmly aligned with the United Nations Convention on the Rights of the Child, particularly Article 22, which states that refugee and asylum-seeking children are entitled to protection and assistance, and Article 24, which upholds every child's right to the highest attainable standard of health. The coordinated and compassionate response provided by School Nurses in East Ayrshire demonstrates a strong commitment to meeting these rights in practice.

Breastfeeding Support

Breastfeeding rates in East Ayrshire have remained relatively low compared to national levels for a number of years. The Early Years service has continued to develop its champion model for breastfeeding support, with a focus on improving breastfeeding rates at the 6-8 week review and beyond for infants. There are now 14 breastfeeding champions across staff bases in East Ayrshire who undertake additional training, provide additional support to Health Visitors, and support occasional joint home visits for breastfeeding challenges where required. The Early Years team also link with a specialist infant feeding team where more specialist support is deemed necessary and additional peer support is delivered in SIMD areas 1 and 2. The service is also developing an improvement action plan at the time of reporting, which will be based on local data and feedback from Health Visitors, breastfeeding champions and service users.

Child and Adolescent Mental Health Service (CAMHS)

407 referrals were accepted from East Ayrshire into the CAMHS, accounting for 59% of all referrals received. On average, patients were seen within 5.8 weeks for assessment.

THEME: LIVING WELL

Action	Partnership Activity	Partners
W5 Further develop place-based service delivery models through partnership and integrated working.	Promote and embed a place-based, multi-disciplinary approach to health and wellbeing across all supports and interventions. Maximise opportunities for collaboration and joint working with people, families and carers to achieve their outcomes. Provide further opportunities for local leadership on community health and wellbeing through locality networks, as place-based, decision-making delivery partnerships.	HSCP, EAC, NHS, Public Health, Third Sector

Locality Planning

Following the review of Locality Planning arrangements in 2024/25 which was aligned with East Ayrshire Council's work on establishing a place-based approach to the provision of services, it was agreed by partners to design and implement a shared delivery model for Locality Planning in East Ayrshire that facilitated a more integrated approach between the HSCP and the Community Planning Partnership (CPP). This proposed model would also maintain a focus on cross organisational delivery of improvements to address community concerns and priorities. The new Locality Planning model was established in April 2026 and will implement a shared delivery approach for Locality Planning in East Ayrshire to facilitate a unified approach between the HSCP and the CPP. As previously outlined, this approach will focus on cross organisational delivery of improvements to address community concerns and priorities, and will allow the HSCP and the CPP to work together to develop a greater understanding of shared priorities and agendas, in addition to cross checking of priorities in relation to each other's plans.

The integration of Community Planning and HSCP Locality Planning arrangements will also provide an opportunity to develop a single Locality Plan for each of the three Locality areas. These Plans will provide a holistic view of the area to help direct resources to the people and communities in greatest need. The integrated Locality Plans will also specify the targeted work to be carried out in priority neighbourhoods and will give the CPP scope to consider locality planning beyond deprived areas. The Locality Plans will also underpin the East Ayrshire Local Outcomes Improvement Plan as well as other Partnership strategies. Furthermore, the Locality Plans will focus on bridging the gap between the high-level strategic direction of the Council, the HSCP and the aspirations and priorities of the people, communities and groups living and working across the authority.

This new approach will enhance the way we work across organisational boundaries to deliver effective services and achieve best value, and will allow us to maximise opportunities for collaborative working across the HSCP, the Community Planning Partnership and with our communities. It is intended that the Locality Planning Groups (LPGs) will help strengthen and coordinate collaborative working between professionals, community groups, partner organisations, the CPP and the HSCP.

The LPGs will support the development and delivery of the new integrated Locality Plans in each of the three localities and will have responsibility for the regular review of the progress of the Locality Plans in supporting the delivery of improved outcomes for communities across the locality and in meeting local need and capitalising on local opportunities. The LPG membership will include a range of professions and partners including: Community Planning, Health, Housing, Education, Community Justice, Social Work, the third/voluntary sector, the

independent care sector, and people who use services. Representatives of each Locality Engagement Group will also be on the Locality Planning Groups. The LPGs will also have responsibility for identifying and engaging on Locality Planning priorities and as part of this they will support community participation and empowerment, with the facilitation of collaboration between professionals and community members being an fundamental feature of the Groups.

As outlined above, we are confident that this new model will support the empowerment of our communities in the context of planning and delivering targeted interventions at a local level to improve short, medium and longer-term outcomes. This new approach should also provide a strong foundation for greater collaboration with communities and ensure that the integrated Locality Planning Model connects and complements the work of wider partnership forums, community groups, networks and community councils.

Communities of Practice

There are three locality-based Communities of Practice (COP) established across East Ayrshire; Northern, Kilmarnock and Southern. Over the last year, these forums have continued to bring together statutory, voluntary, third sector, community-based organisations and groups from our local communities, to share knowledge and build working relationships. By enhancing these connections and collaborating, these groups are continuing to improve our collective understanding of local service provision and identification of shared opportunities. The COPs create a space for problem solving and shared learning, with the overall aim of collectively improving local supports delivered for East Ayrshire residents and communities.

Some of the focused session topics discussed during 2025/26 have included: supporting unpaid careers, vicarious trauma, suicide prevention, digital and assistive technology support, mental health and wellbeing, leisure and rehabilitation services, and addiction services. The COPs were also presented with the findings of the consultation on our HSCP Strategic Plan and discussed elements specific to each locality, allowing members to consider local need and targeting services appropriately. The Southern locality COP also used a session to consult on the use of the additional available space at East Ayrshire Community Hospital, following Ayrshire Hospice's departure back to its own refurbished premises.

The COPs also have access to the Knowledge Hub resource, which is an online space for members to discuss pertinent themes and share information. This platform hosts a library which allows documents to be uploaded and shared, including service leaflets, information, referral forms, and local events. A recent addition is a dedicated space for Getting it Right For Everyone (GIRFE) Coordinators to converse, share experiences and suggestions to solve practical issues together regarding coordinating care within the GIRFE Framework.

Feedback from members over the last year has been highly positive in terms of learning about other services and making operational connections, however maintaining a consistent and sufficient level of attendees has proven challenging at some COP meetings due to colleagues having competing commitments.

Moving forward into 2026/27, the current COP configuration will be evaluated and views will be sought from COP members to inform this and an action plan for the next year. Consideration will be given to meeting frequency, format, topics of interest and the potential for combined COP sessions across East Ayrshire for themes relevant across our communities. Potential topics identified for discussion at upcoming meetings in 2026/27 include: community brokerage; diet/nutrition and healthy eating; dedicated time for problem solving; trauma informed and responsive

practice; welfare rights; early intervention and prevention regarding falls/frailty; and violence against women and girls. The groups will also explore the potential for utilising different online platforms.

Getting it Right for Everyone (GIRFE)

Getting it Right for Everyone (GIRFE) is a multi-agency approach that places people at the centre of decisions regarding their health and care. It ensures that support is coordinated, person-centred, proportionate, and focused on improving outcomes through early intervention and collaboration. Building on the strong foundations established previously, GIRFE is now being delivered operationally through the Front Door Integrated Response Service Team (FIRST). FIRST provides a coordinated, multi-disciplinary front door, ensuring that individuals receive:

- The right assessment first time, through a person-centred, strengths-based response;
- Input from the right professional(s) at the right time, enabling a shared understanding of need;
- A proportionate response which avoids unnecessary escalation to statutory services; and
- A focus on what matters to the person, including their strengths and existing support networks.

Where needs do not meet thresholds for statutory services, people continue to be supported through advice and guidance, signposting to community and third sector services, and access to preventative supports in line with the Sequence of Support. FIRST also supports GIRFE delivery beyond the initial contact by ensuring:

- MDT-led triage and decision-making;
- Holistic and proportionate assessment of need, including joint working where appropriate;
- Use of My Life, My Plan as a core, shared assessment framework;
- Ongoing review and adjustment of care; and
- Clear differentiation between needs requiring statutory intervention and needs being appropriately met through community, universal or preventative supports.

Strategic Change Programmes

Implementation of the Partnership's Strategic Change Programmes has continued to support the development of integrated and coordinated service delivery aligned to GIRFE principles. Key developments during the reporting period include the redesign of front door services through the establishment of a multi-disciplinary Front-door Integrated Response Service Team (FIRST), improving early assessment and ensuring the right intervention based on assessed need. Our Communities of Practice (CoP) have been strengthened to support shared learning and consistency, alongside the continued development of specialist models such as Frailty in line with national standards. The CoP have continued to support service improvement through regular engagement around key themes, and are now operating as a business-as-usual function, with periodic realignment to emerging priorities to ensure they continue to enrich practice, support consistency, and inform service development. In addition, the Health and Wellbeing model has been further refined in preparation for delivery at East Ayrshire Community Hospital once premises become available. Achievements in the interim have included: strengthened partnership collaboration including joint funding applications, increased delivery of long-term condition clinics and sessions, expansion of the Health and Wellbeing hub offer, and a programme of themed health and wellbeing events has been delivered. Collectively, these developments are contributing to a system that is increasingly:

- Utilising resources more efficiently;
- Integrated and collaborative;

- Responsive to individual need;
- Focused on prevention and early intervention; and
- Continuously improving through shared learning.

Action	Partnership Activity	Partners
W6 Tackle stigma experienced by those affected by mental ill health and problem drug or alcohol use.	Address the stigma and discrimination faced by people in recovery from mental ill health, problem alcohol and drug use and improve access to treatment services and community supports. Ensure there is a focused effort on supporting women due to their specific experiences of stigma.	All partners

Drug-related Deaths

As with several other areas across Scotland, East Ayrshire has experienced a general rise in drug-related deaths over the last decade, with our local rates having remained above national levels for the majority of this period. 21 people in East Ayrshire died as a result of drug misuse during 2024, a significant decline from the previous year (31). Although this is a positive trend, with our local rate (19.4 per 100,000 population) being in line with the national level, it remains a concerningly high figure. A wide range of substance misuse prevention and early intervention work is well established in East Ayrshire, including the East Ayrshire Suspected Drug Death Review Group, which continued to meet regularly during 2025/26 to assess the circumstances within each death to identify any pertinent themes, patterns or service gaps, to inform our future prevention activity.

RADAR

Operating from the North West Area Centre Kilmarnock, the Rapid Access to Drug and Alcohol Recovery service (RADAR) is a collaborative effort involving NHS Addiction Services, We Are With You, Ayrshire Council on Alcohol, and East Ayrshire Advocacy Services. This multi-agency approach enables timely, comprehensive assessments and tailored support plans that address the unique needs of each individual. The service is accessible to anyone concerned about their own or someone else's drug and/or alcohol use, with referrals accepted from members of the public and professionals.

A new Residential Rehabilitation Pathway within the RADAR service was also introduced in East Ayrshire during the reporting period, which offers people aged 18 and over access to a comprehensive and holistic support package. This Pathway aligns with the Scottish Government's assertion that Residential Rehabilitation should be part of the full range of drug prevention and treatment services available to people in all local authority areas. At the time of reporting, there have been 30 referrals for assessment for Residential Rehabilitation, and of these, 12 people received initial assessments based over two appointments.



Alcohol and Drug Partnership (ADP)

East Ayrshire was one of two successful Alcohol and Drug Partnerships (ADP) which applied for Digital Lifelines Scotland funding to pilot a test of change with four identified delivery partners, on how a digital approach can be embedded across services to ensure those most at risk of drug-related harm and their families are digitally included through a harm reduction approach. This funding has enabled the East Ayrshire ADP

to enhance digital inclusion for people at risk of drug related harm through device provision and the development of four 'Digital Zones'. Significant progress has been made to date in improving access to services, connectivity, and support networks for these individuals. Going forward, addressing challenges around stigma, sustainability, and commissioning will be critical to ensuring that digital access remains equitable, embedded and impactful.

East Ayrshire's Women's Recovery Month was held in March 2026 and highlighted the strength of partnership working and community engagement across services. Members of the East Ayrshire Recovery Network showcased their services in an informal and approachable way, encouraging women to engage and learn about services and supports within their local community. A calendar of activities were delivered within this month, including an afternoon tea, public and employee events, games days, wellness days, and arts and crafts workshops.



The East Ayrshire Recovery Hub celebrated the opening of its 'One Stop Shop' in August 2025. This is a joint venture with East Ayrshire Churches Homelessness Action, which offers bespoke drug and alcohol addiction support for East Ayrshire residents. This occasion was marked with an event at the John Finnie Street premises on 8 August, which was attended by a number of representatives, including: the Recovery Hub Network Service, Whole Systems Unit Head for the Scottish Government's Drug Policy Division, local Councillors, HSCP staff, Recovery Hub staff and service users.

Recovery Hub Manager:

"We want this to be a place of welcome, hope and connection [which] cultivates belonging and restores dignity...a place where a door is opened into the future. We want people to feel supported, not just to recover but to learn and rebuild their lives"

The ADP Peer Outreach Engagement service continued to make a significant impact in supporting people affected by alcohol and drug use in local communities over the last year. In 2025/26, a funding proposal to the Council's Early Intervention and Prevention Fund was successful, which will enable the East Ayrshire ADP to expand the 'Peer Outreach Engagement Worker' initiative into three additional rural/semi-rural areas where unmet need was identified: Cumnock / New Cumnock; Stewarton / Kilmaurs; and Newmilns. This initiative will be supported with a commitment from the ADP to continue funding all seven posts, including the existing four posts, beyond the lifespan of the grant.

Whilst the main aim of this initiative is to reduce drug related harm and death by providing early intervention and holistic support for individuals at high risk, it will also further invest in people with lived experience, reduce inequalities, and build resilient, recovery oriented communities. The

four Workers currently in post seek to engage with people who are not engaged in services, and therefore have an increased risk of drug related harm or death. A secondary aim is to provide flexible paid experience and employment opportunities for those with ‘lived experience’ to develop personally. Having ‘paid peers’ deployed within a service has been found to bridge a gap between services and those residing within local communities.



The ADP has also been involved in various other pieces of work to support people affected by substance misuse during the reporting period, including:

- coordinating an annual ADP conference, attended by: Practitioners, Managers, members of the public, third sector providers, and people with living/lived experience, who met to discuss opportunities for enhancing service provision;
- developing a Stigma Action Plan 2026-29 through the Tackling Stigma Working Group;
- holding an event to mark International Overdose Awareness Day;
- co-delivering a recovery football tournament, demonstrating the power of lived experience in promoting wellbeing, reducing stigma and building inclusive recovery networks; and
- continued utilisation of quality improvement methodology to support the implementation of a Suspected Drug Death Review Group data set.



99% of people started alcohol / drug treatment within three weeks in 2025/26 (target = 90%).

Action	Partnership Activity	Partners
W7 Promote self-management approaches to emotional, mental and physical health.	Promote self-management for good mental health and wellbeing through person-centred, community-led responses. Further embed a whole system approach to diet, healthy weight and physical activity across local partnerships. Support people to live well by encouraging uptake of screening programmes. Sustain the focus on smoking cessation, including vaping. Improve our understanding of, and responses to neglect and self-neglect.	All partners

Better Health Hub

NHS Ayrshire and Arran’s Better Health Hub continued to provide support, signposting and onward referrals during 2025/26 to address key issues which impact negatively on health and wellbeing, including: mental and physical health, weight management, menopause, smoking, financial wellbeing, housing and discharge aids. The service in East Ayrshire is delivered from the Staff Wellbeing Centre at University Hospital Crosshouse, with staff, patients and the public being the key target groups. Over the last year, the Better Health Hub received 114 new referrals and enquiries, as well as supporting additional staff who attended on a weekly/biweekly basis for the drop-in weight service. The most common support enquiry themes during this period were: weight loss, being more active, managing stress, smoking cessation and financial concerns.

Going forward, the Better Health Hub will aim to reach a higher number of colleagues to raise awareness of the service and promote the range of supports available. Through taking a digital first approach, the service will explore new promotion avenues, including refreshed digital posters, updated campaign materials such as desktop banners, and promoting the service more visibly through regular communications such

as staff payslips. Furthermore, recent additions to the 'Prescription Pad' has increased the range of topics that can be supported by the Better Health Hub, including signposting to Dental services.

Online Wellbeing Supports and Resources

The Council's Wellbeing in East Ayrshire website continued to be regularly refreshed and updated throughout 2025/26 to support our residents to improve their mental and physical health, alongside other wellbeing themes. The website conveys a range of practical resources and links regarding numerous topics, including: bereavement support, general wellbeing, mental health, being more physically active, social activities, financial help, and children, young people, parents and carers.

In addition, the HSCP's Living Well in East Ayrshire website provides useful resources to support people on their journey towards living well by including content on various themes such as: working well, healthy lifestyles, keeping safe, staying connected, mental health, growing up well, staying fit and financial wellbeing. Similarly, NHS Ayrshire and Arran also provides a range of wellbeing materials on it's Better Health website, with a particular focus on the following areas: alcohol, physical activity, smoking, mental health, oral health, green health and cost of living support.

Quit Your Way

NHS Ayrshire and Arran's Quit Your Way (QYW) Smoking Cessation service continued to support people within community and pharmacy settings in East Ayrshire throughout 2025/26. A total of 1,028 referrals were received over this period, with 705 individuals setting a quit date. The service delivered a number of targeted smoking cessation initiatives at key locations across East Ayrshire over the past year, including engagement with NEST in Cumnock.

QYW Officers also delivered several information sessions to Modern Apprentices employed by East Ayrshire Council and engaged with young people at SL33 in Kilmarnock and SL66 in Cumnock in relation to smoking and vaping behaviours to raise awareness of the associated dangers on health, which were well received by the attendees. Furthermore, the QYW service has developed stronger links with local addiction services over the last year and was invited to the East Ayrshire Campus Police's 'Pitching in' programme to deliver a workshop on smoking and vaping for young people who generally do not engage well with education.

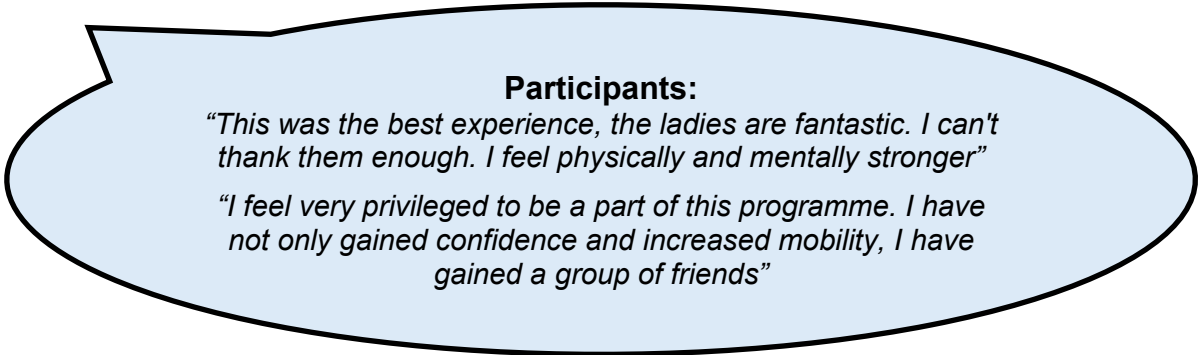
MSK Services

It is estimated that approximately 1.5 million people in Scotland live with arthritis and other Musculoskeletal (MSK) conditions. Clinical guidelines for the management of Osteoarthritis (OA) recommend therapeutic exercise, with evidence showing that long term adherence to an exercise programme can reduce pain and improve quality of life. MSK Services and the East Ayrshire Community Health Activity Team have worked collaboratively to deliver an OA knee class within the community in the last year. This class combines structured exercise with an education programme to support self-management.



The first cohort to complete the newly redesigned programme demonstrated positive improvements in their MSK Health Questionnaire outcomes. Participants continue to meet weekly at the time of reporting to use the facility, benefit from ongoing peer support, and show further gains in mobility and social connection. The programme has also contributed to increased East Ayrshire Leisure memberships, with attendees

progressing to additional classes and engaging in wider health behaviour change. The collaboration was recognised by achieving the Impact and Innovation Award at the Scottish Leisure Awards.



Action	Partnership Activity	Partners
W8 Ensure a coordinated approach to tackling homelessness.	Further embed our collaborative trauma-informed approach to tackle homelessness and housing need through prevention measures, accessible housing options advice, robust partnership working and resourced, flexible, wraparound housing support.	EAC, HSCP, Police Scotland, Public Health

Housing Supports

Evidence suggests that a lack of suitable housing options and associated supports can be key factors in re-offending behaviour. The Council continues to work in partnership with SERCO, the HSCP, Community Justice Ayrshire, NHS Ayrshire and Arran and Ayr Housing Aid, to meet the SHORE Standards and to improve the preparation and support for those in and leaving custody. This includes a weekly Community Reintegration meeting within HMP Kilmarnock, at which Ayr Housing Aid attends to discuss people due to be liberated, in addition to information being provided by SERCO on a weekly basis to Housing Options for people who have entered prison and those due for release with an expected liberation date. Ayr Housing Aid also make onward support referrals from the date an individual enters prison to support the transition from prison to the community. 49 homeless applications were made following prison discharge in 2025/26, with the vast majority being males. This is a decrease of 22% from the previous year when there were 63 homeless applications.

The Council’s Housing First initiative, which is a collaborative trauma-informed approach to providing a stable home with intensive wraparound support for homeless people with multiple and complex needs, has also been found to have a positive impact on re-offending. The ability to manage a home and become part of a community often requires the support of statutory services and third sector organisations, particularly when people have undergone a journey through homelessness. Housing First provides a safe and settled base from which to access supports, meet health and wellbeing goals and become part of a community.

Housing First also reduces the time spent in temporary accommodation and can prevent future homeless presentations. This reduces the need for resources from other services such as Housing, the Health and Social Care Partnership and Justice Services. There are currently 20 Housing First tenancies in East Ayrshire, with ongoing referrals being considered at the time of reporting. In 2025/26, the tenancy sustainment rate achieved for Housing First in East Ayrshire was 100%, which compares positively against the Scottish average of 85%. Plans are currently underway to expand Housing First Provision in East Ayrshire to up to 30 tenancies going forward.

Action	Partnership Activity	Partners
W9 Promote and support local and national Suicide Prevention Programmes.	Sustain the partnership approach to delivery of the Creating Hope Together: Suicide Prevention Strategy 2022 -32 and Action Plan. Improve support pathways for people in crisis to access the support they need when they need it. Continue to develop our communication and engagement on the support available. Improve our offer of support to those bereaved by suicide. Develop and implement East Ayrshire's Children and Young People Suicide Prevention Strategy.	EAC, HSCP, NHS, Public Health, Children and Young People's Strategic Partnership, Third Sector

Local Suicide Prevention Work

There has been a general rise in the number of probable suicide deaths in East Ayrshire in recent years, with our local 5-year aggregate rate having increased from 16.7 between 2016-2020 to 17.4 per 100,000 population between 2020-2024. Caution should be taken when interpreting patterns in probable suicide statistics, however this remains an area of significant attention both locally and nationally to improve prevention and early intervention approaches.

In response to this concerning trend, a wide range of suicide prevention activity was undertaken in East Ayrshire by the Council's Health and Safety team, Vibrant Communities, the HSCP, NHS Ayrshire and Arran, and partners throughout 2025/26, including:

- ongoing promotion of the East Ayrshire 'Here to Listen' campaign, with 113 suicide interventions delivered in 2025/26;
- the Suspected Suicide Review Group met regularly to assess probable suicide cases to identify contributory factors and service provision gaps to inform future prevention work;
- ongoing promotion and refreshment of the Suicide Prevention East Ayrshire website, which contains key information including contact details for: Mental Health Practitioners, local GP Practices, Suicide First Aiders and other supports;
- the Penumbra Suicide Bereavement Support Service continued to offer 1:1 support and guidance for Ayrshire residents who have lost someone to suicide;
- A steering group supported multi-agency governance of the local Creating Hope Together Action Plan;
- distribution of suicide prevention material in the prison setting, including the East Ayrshire Wellbeing booklet and the Staying Well in Prison booklet; and
- 68 East Ayrshire HSCP staff attended various pan-Ayrshire suicide prevention training courses in the last year, including safeTALK, Skilled Suicide Prevention and ASIST.

The HSCP's Suicide Prevention Lead Officer has also continued to progress numerous local suicide prevention activities through a closely monitored action plan. Significant improvement work has been undertaken over the last year to strengthen local suicide prevention infrastructure and to enhance consistency across services and community settings. This has included refining referral pathways, streamlining communication processes between partner agencies, and updating key guidance to reflect current best practice. A targeted review of local data and incident learning also informed several quality-improvement actions, ensuring that the work remains evidence-led and responsive to emerging need. In addition, coordinated engagement with lived-experience voices shaped service improvements and helped ensure that all developments aligned with a compassionate and person-centred approach.

A range of refreshed suicide prevention materials and resources were distributed across community venues, HMP Kilmarnock, third-sector organisations, health and social care settings, and public-facing locations. These included updated leaflets, posters, digital assets, and guidance packs designed to increase visibility of local supports and strengthen community readiness to respond. These resources highlighted the importance of early conversations, promoted helplines and local pathways, and were tailored to ensure accessibility across diverse groups. Materials were also provided directly to partners to support internal awareness campaigns, ensuring consistent messaging across the wider workforce and within local communities.

A comprehensive schedule of suicide prevention training was also delivered to staff, volunteers, and community members. During 2025/26, 8 Introduction to Suicide Prevention sessions were delivered, reaching 68 people from a range of backgrounds including community organisations, support services, and frontline teams. These sessions focused on developing confidence to recognise distress, start supportive conversations, and signpost effectively. Additional bespoke inputs were provided to partner agencies on request, to embed suicide prevention knowledge within workplaces and local networks. Ongoing evaluation highlights strong engagement levels and increased participant confidence following attendance.

The Suicide Prevention Steering Group continued to meet regularly over the reporting period to provide oversight, monitor progress, and ensure alignment with the local Suicide Prevention Action Plan. The Group reviewed training uptake, campaign impact, and feedback from both staff and lived-experience contributors. The Group also maintained strong links with national guidance and Scottish Government priorities, ensuring local activity remained current, compliant, and connected to wider strategic developments. This collaborative, multi-agency approach has been central to maintaining momentum and ensuring accountability.

THEME: AGEING WELL

Action	Partnership Activity	Partners
W10 Develop partnership responses to our changing demographics and population projections.	Develop and implement our approach to ageing well in East Ayrshire that responds to the needs of our older people and plans for the long-term implications of our ageing population. Build resilience as part of aging well to reduce the risks of falls the onset of frailty.	EAC, HSCP, NHS, Public Health, Third Sector

Older People's Day Services

The HSCP's Older People's Day Care service continues to provide relationship based, person centred support that helps to keep people active, engaged and connected. Our Coordinators remain committed to maintaining small, consistent staff teams in each centre, who understand each individual's life story and not just their care needs.

A key area of ongoing improvement is ensuring that our activities reinforce people's sense of identity. The service continues to consult with those who attend, as well as their families, to tailor activities wherever possible. This consultation takes place throughout the year through a variety of approaches, including questionnaires, service user meetings and close involvement with East Ayrshire Advocacy, ensuring truly independent perspectives on our service delivery. The service has taken forward several service user led suggestions for enhancing our provision over the last year. These improvements have included meal and environmental changes, such as menu revisions, upgraded window blinds and access to outdoor bench seating, which have made a meaningful difference to people's service experience.

Social Care Learning Hub

The Social Care Learning Hub (SCL Hub) has continued to make a significant contribution to the HSCP's ambition of delivering high quality, safe, compassionate and sustainable care across our communities throughout 2025/26. The last year has been defined by strengthened developments in the programme, enhanced quality monitoring and reporting processes, and clear alignment with national and local priorities, including learning and development training opportunities that include trauma informed practices, dementia strategy delivery, and a focus on workforce wellbeing.

Attendees:

"I am at home the minute I walk into the centre"

"Absolutely brilliant. I get a lovely welcome every time I arrive"

"I'm treated really good when I come here and I feel safe"

"Staff will always include me in every part of the day. They show dignity on how I am treated"

During the reporting period, the Hub delivered a comprehensive programme of induction, core and essential learning, in addition to specialist bespoke opportunities responding to service level requests. A total of 9 ten-day induction programmes and 7 eight-day National Induction Framework (NIF) programmes were delivered using the SCL Hub's adapted model. The redesign and implementation of the NIF has significantly improved learner experience, with evaluation evidencing increased clarity, confidence and preparedness for frontline practice. A key achievement has been the implementation of the full six month NIF induction programme, with the first full cohort successfully completed. Staff have responded positively to the blended structure. This approach supports the HSCP's commitment to accessible, paced and sustainable workforce development.



Quality assurance and regulatory alignment have also been areas of notable success. The SQA, now Qualifications Scotland (QS) carried out an assessment centre inspection during the reporting period, with the SCL Hub achieving top scoring across all evaluated areas. The SSSC has formally acknowledged the strength of the new induction programme and has used it as a best practice example across wider audiences. These achievements reflect the Hub's commitment to delivering high quality, evidence informed learning that meets national standards.

Furthermore, the in house SVQ programme has continued to strengthen its learning structure, working collaboratively with operational service leads and HR to ensure a supportive and coherent assessment environment. The SVQ team has successfully transitioned to an online portfolio management system (Qualifications Direct), improving accessibility, transparency, and efficiency for both learners and assessors. The team have also supported the commencement and ongoing programme for the Modern Apprenticeship places relating directly to social care.

The Hub has also made significant progress in developing monitoring and management information systems. Continued refinement of recording, monitoring and reporting processes has strengthened the HSCP's ability to track workforce learning and compliance. A key achievement has been the successful linking of LearnPro and Turas, enabling the social care workforce to access all core and essential training in one place. This integration supports workforce sustainability and improves the learner journey by reducing duplication and simplifying access to mandatory learning.

Looking ahead, the SCL Hub will continue to evolve its offer in response to operational learning, EAHSCP priorities, national policy developments and the ongoing transformation of social care. This is being planned and developed with financial sustainability considerations. Planned areas of focus for 2026/27 include expanding digital and blended learning resources, further developing trauma informed learning pathways and embedding continuous improvement across all aspects of programme design and delivery. The Hub remains committed to ensuring that all staff have access to high quality, inclusive learning that supports informed and best practice.

Delivering Caring for Ayrshire

The '[Delivering Caring for Ayrshire](#)' vision is that people receive the care they need as close to home as possible. This entails building strong community services, while still ensuring timely, safe and high-quality access to specialist care when required. This programme is being delivered in the context of addressing increasing demand for health and care services during a period of significant financial challenges in Ayrshire, which are being driven by a number of factors including shifts in local demography and wider population health and wellbeing needs. While addressing these challenges, it is vital that our services remain safe, of high-quality and financially sustainable.

In October 2025, approximately 100 Senior Leaders across Ayrshire and Arran met and discussed a call to action to address themes and questions that are critical to the future viability and sustainability of our health and care system. This work underlines a commitment to working together to build a modern, person-centred health and care system that meets the needs of local residents both now and in the future. The programme is working in partnership with local communities to explore new and innovative ways of designing and delivering care, and regards the insights, experiences and ideas of all stakeholders to be vital in helping shape services that truly reflect what matters to them.

Delivering Caring for Ayrshire is jointly led by NHS Ayrshire and Arran and the three Ayrshire Integration Joint Boards. In recent conversations, the programme has reflected on the progress made to date and will identify the priorities that will guide the next phase of Delivering Caring for Ayrshire. These discussions will continue to shape how this important work is taken forward, together with people and communities.



This work to redesign our health and care system began before the COVID-19 pandemic, and it is now moving decisively from a planning stage to a delivery phase. Over the next three years, the primary objective is to build a sustainable system that meets the needs of Ayrshire and Arran residents both now and in the future. This work will be shaped by four principles:

- Reducing duplication to ensure services are delivered efficiently and effectively;
- Using digital solutions first, where appropriate, to support care and improve access;
- Prioritising prevention to help people stay well for longer; and
- Strengthening decision making, with clearer processes and accountable governance.

In looking ahead, the Delivering Caring for Ayrshire programme will continue to build on the progress made to date through sustained engagement, transparent communication and collaborative working, to achieve lasting transformation that ensures people across Ayrshire and Arran receive the right care, in the right place, at the right time.

Service Reviews

A number of Health and Social Care service reviews and implementation of approved recommendations were progressed throughout 2025/26, with the aim of securing improvement by identifying more effective and efficient ways of delivering services, through a person-centred approach based on collaborative design principles. These reviews took various forms, including: Best Value Service Reviews (BVSRs); Cross-Cutting BVSRs; and Rapid Reviews, with a greater emphasis being placed on achieving efficiencies over the last year due to the financial pressures previously highlighted. These included reviews of our: multi-disciplinary team approach at the initial point of contact for Adult Services; Learning Disability and Mental Health Commissioned Services; Adult Care at Home and Housing Support and Learning Disability Adult Day Services; Thinking Differently Services; and Community Alarm Provision. Staged progress reports have been presented to the Strategic Commissioning Board on a regular basis, outlining evidence-based improvements and delivery models to enhance service provision and achieve financial efficiencies.

Action	Partnership Activity	Partners
W11 Ensure that housing provision accounts for the needs of people as they age.	Further develop partnership approaches to ensuring people's homes are suitable for their changing needs as they age. Consider further developing supported living accommodation and an increase in supply of social rented housing suitable for older people. Continue to improve the accessibility of properties to allow people to remain in their own homes.	All partners

Sensory Impairment

The HSCP's Sensory Impairment team has continued to reduce waiting times and provide practically valuable services for East Ayrshire residents over the last year. The team comprises a qualified Habitation Specialist and 2 Resource Workers, who have focussed on addressing waiting times for assessment, equipment provision and further rehabilitation for those with visual impairments. Innovative technology is now playing a central role in much of the team's work, including utilising modern devices such as 'Meta Glasses' to support people, which have made a transformational difference for some service users. The team has also worked closely with Housing and Adaptations colleagues to deliver a range of home support alterations at pace, such as installing downstairs toilets, lighting enhancements and handrails, to create safe home environments which promote wellbeing and independence.

Community Alarms

Our Community Alarm Emergency Response team provide a 24-hour emergency care service for residents in East Ayrshire who experience a fall, an unplanned care need or technical emergencies relating to their equipment. There are approximately 4,000 people in the authority who use Telecare services and the Community Alarms service continues to respond to critical needs, with staff working compassionately and flexibly to provide timely care for vulnerable people.

Equipment and Adaptations

Demand for equipment and adaptations remained high during 2025/26 and despite two Technicians moving onto other roles within the Partnership, the team has worked hard to maintain its high standard of service and customer care, which is reflected in service user feedback received. A number of contracts were renewed and tendered during the year, including the pan-Ayrshire equipment maintenance contract, which has provided stability and expertise in the servicing and maintenance of our specialist equipment in the community.

A further significant contract finalised in 2025/26 was in relation to our Care and Repair service, which was designed to focus on the specific needs of East Ayrshire residents, including an enhanced element of digital inclusion. This contract work was jointly undertaken with internal Procurement colleagues who provided expert support and advice, and with staff from NHS Ayrshire and Arran, South Ayrshire Council and North Ayrshire

Local Councillor:

"I just wanted to pass on my sincere thanks for the fantastic job your team did installing the ramp for Mrs A. She is absolutely delighted with the work and spoke so warmly about how lovely and helpful the workmen were throughout the process"

Council. Members of the team also attended the joint Housing and Adaptations Conference held in November 2025, which included insightful presentations regarding various topics, such as living independently, inclusive design and housing.

Smart Hub

The HSCP's Smart Hub has continued to provide an innovative and homely setting to showcase a range of smart home technologies and digital telecare equipment to help keep people feeling safe and independent in their own homes. These technologies promote and enable an early intervention and prevention approach, by supporting people before an escalated situation or social care need arises. Natural support networks are also considered in this work, ensuring a holistic approach.

The Smart Hub has remained open every Wednesday from 9am to 5pm on an appointment only basis and people can attend with their allocated Worker. The Hub has also welcomed members of the public to the space (referred by the Front Door service), to hold person centred conversations around family circumstances and how technology can be an effective alternative to formal services. To date, the Smart Hub has welcomed 362 members of staff from: the HSCP, East Ayrshire Council, the NHS, the third sector, and emergency services, in addition to 127 members of the public. It continues to be a valuable resource for upskilling people in relation to the benefits of technology enabled care, which has been reflected in the ongoing positive feedback received, with 96% of attendees rating the Smart Hub sessions as "excellent".

Attendees:

"The layout was amazing and showcased different smart supports that I had never thought of"

"Loads of information and demonstrations...you can see the team have a real passion and care about empowering people to live the best lives they can"

TEC Project

The Thinking Differently Team's 1-year Technology Enabled Care Project funded by the Council's Innovation Fund, concluded on 2nd June 2026. Over the last year, the project has focussed on upskilling our workforce and expanding people's knowledge on the benefits of using technology enabled care (TEC), with the wider aim of empowering people to live more independently and confidently through using TEC and smart devices to support people to live in their communities.

More than 250 referrals / interventions were actioned through the project over the reporting period, with the main themes of these including: guidance on utilising consumer technology; Smart Hub visits; carer/family anxiety and stress; digital connectivity; medication prompts; hydration prompts; and KOMP (passive communication device) use for people that are digitally disconnected.

Four Peer Mentors delivered this work within specific areas of the HSCP, including: Hospital Services; Front Door and Locality Services; Mental Health and Learning Disability Teams; and through fulfilling a Technical Advisor role. Case studies demonstrate that the work of these Peer Mentors has contributed towards:

- reducing pressures on traditional care services;
- reducing reliance on traditional packages of care;
- budget savings through utilising technology in appropriate cases;
- supporting independent daily living; and
- building digital confidence across the workforce.



Action	Partnership Activity	Partners
W12 Support people to age healthily through increased uptake of screening programmes.	To prevent illness and intervene at the earliest stage, we will improve our promotion of screening programmes. Ensure screening is accessible and available in local areas.	All partners

Community Health Hub

The Community Health Hub has continued to operate a fortnightly service throughout 2025/26 in the Dalmellington Community Centre, where a range of NHS, HSCP and third sector organisations offer appointments and drop-in services for local residents. The Hub hosts a number of wrap around services, including: Quit your Way (smoking cessation), Weight Management, Vibrant Communities, oral health, and the foot care service Feet First. Furthermore, a diabetic eye screener continues to attend every fortnight offering up to 9 appointments. Community Treatment and Care nursing appointments are also available at the centre, where Nurses can review patients and perform monitoring tests such as blood investigations and blood pressure measurements. These appointments are available to all patients with chronic disease registered at the Dalmellington Medical Practice. Recent additions to the Hub have included a pilot programme to detect atrial fibrillation using a portable Kardia mobile device, and delivery of a Dementia Café where young people from the local secondary school learn barista skills and serve people with dementia and their carers, promoting intergenerational support.

Primary and Urgent Care Services

Community Optometrists provide a first point of treatment for minor eye ailments. If people require medicine for a basic eye problem, this is provided free of charge from the Community Pharmacy through Pharmacy First Scotland. 50 Opticians based within 26 Community Optometry Practices in Ayrshire and Arran are also Independent Prescribers. This allows them to manage more complex eye issues by prescribing medicines such as topical steroids and oral antibiotics, thus reducing the number of referrals to secondary care. Community Optometry provides a range of services in addition to routine eye examinations and dispensing glasses. Optometry Practices also continue to carry out post-operative cataract reviews. Some are accredited to undertake Diabetic Eye Screening, and some provide the Low Vision Aid service.

A pathway for Juvenile Idiopathic Arthritis screening continues to allow younger patients to receive their screening nearer home and at a time that suits them outside school hours.

Better Health Hub

NHS Ayrshire and Arran's Better Health Hub continued to provide support, signposting and onward referrals during 2025/26 to address key issues which impact negatively on health and wellbeing, including: mental and physical health, weight management, menopause, smoking, financial wellbeing, housing and discharge aids. The service in East Ayrshire is delivered from the Staff Wellbeing Centre at University Hospital Crosshouse, with staff, patients and the public being the key target groups. Over the last year, the Better Health Hub received 114 new referrals and enquiries, as well as supporting additional staff who attended on a weekly/biweekly basis for the drop-in weight service. The most common support enquiry themes during this period were: weight loss, being more active, managing stress, smoking cessation and financial concerns. Going forward, the Better Health Hub will aim to reach a higher number of colleagues to raise awareness of the service and promote the range of supports available. Through taking a digital first approach, the service will explore new promotion avenues, including refreshed digital posters, updated campaign materials such as desktop banners, and promoting the service more visibly through regular communications such as staff payslips. Furthermore, recent additions to the 'Prescription Pad' has increased the range of topics that can be supported by the Better Health Hub, including signposting to Dental services.

THEME: DYING WELL

Action	Partnership Activity	Partners
W13 Ensure people are cared for with dignity, respect and compassion through palliative and end of life care.	Ensure our approach to dying is open, honest and respectful. Collaborate with partners to support people to plan for the future such as Future Care Planning and Power of Attorney. Ensure family members have the support they need when loved ones are dying and after death.	All partners

Primary and Urgent Care Services

The AUCS call handling service continues to have the highest volume of activity within the OOH service, acting as the single point of contact for a variety of East, North and South Ayrshire HSCPs including Care at Home, Out of Hours Social Work and District Nursing Services. The service also incorporates the Palliative End of Life Support Line (PEOL) for patients and their families accessing support during the final four weeks of a patient's life. Call volumes increased to 130,134 during 2025/26, compared to 123,817 in 2024/25, representing a 5.1% increase. This reflects an overall year on year increase of 20.1% in call handling activity since 2022/23.

The PEOL was launched in early October 2023 and was created to facilitate a single point of contact for palliative patients for end of life care through the FNC using existing call handling services. The service is designed to enable timely management of unscheduled care episodes for palliative patients in the community and to address care needs effectively in their normal place of residence and prevent hospital admissions which may not be of benefit to them. A total of 153 patients with 414 contacts have been referred to the service during 2025/26.

In early 2024, a review was undertaken of the community nursing model and the model of care delivery for palliative and end of life patients. This looked at the future support needs of people who may need to receive end of life care, and how this links with our wider whole system approach. The outcome of the review, to ensure best value and sustain continuing care for this cohort of patients, was to move delivery “in-house” by seamlessly migrating it into AUCS at the end of May 2024. During 2025/26, 170 patients benefited from the service with a total of 341 contacts with these individuals. 52% of patients requested a seven night per week cover, with 74% of patients requiring this cover for one week or less. To date, 96% of patients have been supported to remain in their preferred place of care with dignity.

Social Care Learning Hub

The Social Care Learning Hub (SCL Hub) has continued to make a significant contribution to the HSCP’s ambition of delivering high quality, safe, compassionate and sustainable care across our communities throughout 2025/26. The last year has been defined by strengthened developments in the programme, enhanced quality monitoring and reporting processes, and clear alignment with national and local priorities, including learning and development training opportunities that include trauma informed practices, dementia strategy delivery, and a focus on workforce wellbeing.

Delivering Caring for Ayrshire

The ‘Delivering Caring for Ayrshire’ vision is that people receive the care they need as close to home as possible. This entails building strong community services, while still ensuring timely, safe and high-quality access to specialist care when required. This programme is being delivered in the context of addressing increasing demand for health and care services during a period of significant financial challenges in Ayrshire, which are being driven by a number of factors including shifts in local demography and wider population health and wellbeing needs. While addressing these challenges, it is vital that our services remain safe, of high-quality and financially sustainable.

In October 2025, approximately 100 Senior Leaders across Ayrshire and Arran met and discussed a call to action to address themes and questions that are critical to the future viability and sustainability of our health and care system. This work underlines a commitment to working together to build a modern, person-centred health and care system that meets the needs of local residents both now and in the future. The programme is working in partnership with local communities to explore new and innovative ways of designing and delivering care, and regards the insights, experiences and ideas of all stakeholders to be vital in helping shape services that truly reflect what matters to them.

Delivering Caring for Ayrshire is jointly led by NHS Ayrshire and Arran and the three Ayrshire Integration Joint Boards. In recent conversations, the programme has reflected on the progress made to date and will identify the priorities that will guide the next phase of Delivering Caring for Ayrshire. These discussions will continue to shape how this important work is taken forward, together with people and communities. This work to redesign our health and care system began before the COVID-19 pandemic, and it is now moving decisively from a planning stage to a delivery phase. Over the next three years, the primary objective is to build a sustainable system that meets the needs of Ayrshire and Arran residents both now and in the future. This work will be shaped by four principles:

- Reducing duplication to ensure services are delivered efficiently and effectively;
- Using digital solutions first, where appropriate, to support care and improve access;
- Prioritising prevention to help people stay well for longer; and
- Strengthening decision making, with clearer processes and accountable governance.

In looking ahead, the Delivering Caring for Ayrshire programme will continue to build on the progress made to date through sustained engagement, transparent communication and collaborative working, to achieve lasting transformation that ensures people across Ayrshire and Arran receive the right care, in the right place, at the right time.

Improving the Cancer Journey Service

NHS Ayrshire and Arran's Improving the Cancer Journey Service launched in September 2025. This service, delivered in partnership with Macmillan Cancer Support, is free and aims to provide people living in Ayrshire and Arran that have been affected by cancer, including those living with cancer, families and carers, with vital assistance in finding support for any non-clinical concerns they may have. The service is part of the Improving the Cancer Journey initiative, which is established in other parts of Scotland. A launch event took place at the Park Hotel, Kilmarnock on 15th September 2025 and was well attended by representatives from across Ayrshire and Arran. East Ayrshire: Proportion of the last 6 months of life spent in community setting in 2025 = 89.4% (up from 89.3% in 2024).



The Wellbeing Delivery Plan Update 2025/26 captures actions being taken forward collectively by a broad range of local wellbeing partners. Further detail on this work may be found in a number of annual Partnership reports, including:

- Health and Social Care Partnership Annual Performance Report 2025/26;
- Chief Social Work Officer Annual Report 2025/26;
- Children and Young People's Service Plan Annual Report 2025/26;
- Violence Against Women Partnership Annual Report 2025/26;
- Alcohol and Drugs Partnership Annual Report 2025/26.