

EAST AYRSHIRE COMMUNITY PLAN 2015-2030

Wellbeing Delivery Plan 2024-2027

Year One Annual Performance Update - 2024/25



**EAST AYRSHIRE COMMUNITY PLAN 2015-30
WELLBEING DELIVERY PLAN 2024-27
PARTNERSHIP ACTION UPDATES 2024/25**

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

2024-25 Update:

Our Children's Services Wellbeing Model is an innovative approach to improve how children and families are supported in East Ayrshire. Its vision is to ensure that our children and families can access support at an early stage within their community, in a way that challenges discrimination and stigma. Multi-disciplinary team working and the GIRFEC principles are central to this model, and it was given the name 'HEART' (Help Everyone At the Right Time). HEART was developed as a strategic driver for change in response to feedback from families who were struggling to obtain help when and where they need it. The model fundamentally seeks to improve the way that children and families are supported, ensuring they get help at an early stage and in the communities in which they live, through a 'no wrong door' approach.



A wide range of local services, including: Education, Early Years, School Nursing, Health Visiting, CAMHS, Vibrant Communities, Social Work, Housing and Allied Health Professionals, formally started to come together on a regular basis from April 2022 in locality based HEART meetings. As part of a four year Plan, a place-based HEART approach has been undertaken within the Shortlees community, where we have since seen evidence of greater collaboration between local partners, third sector organisations and the local community through focused work including holiday activities, back to school events, social activities, parental workshops and information sessions.

Further HEART workstreams during 2024/25 included implementing the Family Group Decision Making and Restorative Practice training and the Request for Assistance Team within our Children's Social Work service. The HSCP commissioned Children 1st to provide restorative family approaches at an early intervention and prevention stage, linked to the development of the HEART model. At an early stage of development, it was agreed that the service would initially link to the newly established Social Work Request for Assistance (RFA) team. An analysis of data identified a significant need for crisis intervention at point of RFA, therefore service delivery shifted from our original aim of early intervention to crisis intervention and prevention of escalation through the system as more families required detailed multi-agency plans at an earlier stage than is currently the case. This has enabled the service to provide the appropriate support to families when they need it.

We are passionate about further embedding the aspirations and values of 'The Promise' across our services. Despite changes to our Promise Participation team, we have continued to support our care experienced young people over the last year to maintain the Care Experienced Cabinet and ensure it both functions and grows. Working with the Chair and the Partnership's Planning and Performance team, the Cabinet recently agreed new perimeters for its functions and how it reports back to our young people, with the aspiration to complete the cycle of the Lundy model of participation (Article 12) around Space, Voice, Audience and Influence. Children and young people are also working to refresh the original East Ayrshire Connecting Voices 'Promise' at the time of reporting.



'ArtClub?', the co-curated group led by care experienced young people with an interest in contemporary visual art and activism, continues to flourish. The group won the UK Parliament Speaker's Art Fund for 2024/25 and were also invited to participate in the 'Big Art Show' in Paisley in August 2024, at which they won the Outspoken Arts Award. The group provides young people from various care backgrounds with an opportunity to creatively engage with issues and interests that affect them, creating a pathway into other participation work such as the Care Experienced Cabinet. We have also seen young people with care experience provide feedback to national consultations such as 'moving on', both with Who Cares Scotland? and within our own Cabinet context.



The team continues to promote 'The Promise' and build strong relationships with various partners, including: SL33, East Ayrshire Leisure, Ayrshire College, East Ayrshire CVO, Haus of Seisay and Action for Children regarding Ayrshire's Bairnshoose. The team has also forged a strong partnership with the Scottish Fire and Rescue Service in East Ayrshire, with one of our young participants having successfully applied for an 'Access For All Arts Fund', a grant to create artworks in collaboration with the Kilmarnock Station later in 2025. The Participation team delivered 55 Promise Participation activities in the reporting period, including: one-to-one sessions, home visits, external events, group participation events, various meetings and social events.

Our Children's Houses continue to meet and champion the needs of the most vulnerable children in East Ayrshire to ensure that they grow to their potential in every aspect of life. We want to keep 'The Promise' by ensuring that our children grow up safe, loved and respected, especially when their personal circumstances are challenging.



Our three Children's Houses endeavour to ensure that our young people have all the opportunities and experiences that their peers have. Over the last year, this has included enjoying activities and holidays ranging from trips to Disneyland and Spain, to holiday parks closer to home, whilst making sure our young people are thriving in education environments. We are particularly proud of our cohort of young people who have recently transitioned on to further education at Kilmarnock college. We are keen to see our young people fully participating in their local communities and having 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.

We work hard to ensure that our workforce is well equipped to understand that our young people, as well as being able to achieve fantastic achievements, are often vulnerable and in need of protection. A key focus this year has therefore been on ensuring that our Children's House staff are trauma informed and are able to understand and respond to these needs as they arise. We also continue to work closely with a wide range of colleagues, including: Speech and Language Therapists, Occupational Therapists, Educational Psychologists, Schools, School Nurses, Activities Coordinators, Police Scotland and national specialist residential groups, to create a web of support around our Houses, carers and young people.

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
<p>2024-25 Update: The Financial Inclusion Team (FIT) have continued to deliver income maximisation services for the residents of East Ayrshire throughout 2024/25. During this period, the FIT focused on three core models: Child Wellbeing; Employability; and Health, however due to non-recurring funding and budget restraints, some projects under these models came to an end. In the 2024/25 financial year, the FIT managed 1,671 referrals, resulting in a total of £5,589,628 in financial gains for East Ayrshire residents.</p> <p>Under the Child Wellbeing model, the Early Years project supported Health colleagues working with families and young children to ensure their income was fully maximised. The project worked with families with children from pre-birth to pre-school and referrals were received directly from Health Visitors through an agreed referral pathway. Between April and September 2024, the Early Years project assisted 83 families with financial gains totalling £637,510.</p> <p>Under the Employability model, the Employability team continued to support unemployed people, lone parents and low income households through self-referrals and referrals received from other agencies such as Employability partners. The project supported clients with income maximisation as well as breaking down barriers to allow people to move into positive financial destinations. During the reporting period, the Employability project received 128 referrals, with financial gains of £226,853 generated for 101 people and families. The In-Court Advice team assisted members of the public involved in civil court cases, providing advice and representation for people subject to court proceedings in relation to their tenancies, primarily due to rent arrears and facing the threat of eviction. The team also assisted with simple procedure cases up to September 2024. In 2024/25, the In-Court Advice team received 260 enquiries and accepted 111 new referrals, resulting in £18,049 being generated in financial gains, in addition to the team assisting people with £336,978 of debt.</p>		

Case Study: Mrs A was 5 months pregnant and was looking for assistance and advice to overcome the employment barriers she was facing to allow her to be able to sustain employment. She was contracted to work 36 hours a week however was often having to work 42 hour weeks due to staffing issues. Mrs A was looking to reduce her hours, however needed assistance on how this would affect her income and was looking for benefit entitlement checks. The barriers Mrs A was facing was the number of hours worked per week, public transport issues which were increasing her working day by a further two hours and child care for when her child was born.

The Financial Inclusion Officer made contact with Mrs A and carried out “what if” calculations. The calculations showed what her income may be if she was to reduce her hours to part-time and what benefits this would then entitle her to. A breakdown was provided of what her wages may look like based on a 16 hour week and what her Universal Credit entitlement would be both before and after her child was born. Statutory Maternity Pay projections were also provided to show both full-time and part-time equivalents. A breakdown of Scottish benefits were also provided to the client including Best Start Grant payments and Scottish Child Payment. The information provided to Mrs A empowered her to make a more confident decision and allowed her to be able to sustain her employment. Once fully informed, she was able to claim Universal Credit and Scottish Benefits once her child was born to maximise her income.

NHS Ayrshire and Arran’s Child Healthy Weight team has continued to support children and their families to achieve a healthy weight through the well established Jumpstart programme. Jumpstart works with families of children aged 5-17 years old and children with additional support needs, delivering four programmes: Junior (ages 5-9), Senior (ages 10-13), Teens (ages 14-17) and Jumpstart Plus (additional support needs). A total of 46 referrals were received during 2024/25 for children living in East Ayrshire, accounting for 32% of all referrals to the Ayrshire and Arran wide service. The referrals received were evenly split in terms of gender, with 23 male and 23 female. Of the 46 referrals, the majority originated from SIMD 1 and 2 (82%), with the remaining 18% from SIMD 3 and 4. No referrals were received from SIMD 5 areas. In addition, the team also supported 6 teenagers through a Teen Fit programme, delivered 92 group based physical activity and health education sessions and attended 14 events to promote the service over the last year.

The East Ayrshire CVO’s Gain Respect and Foster Trust (GRAFT) project continued to operate throughout 2024/25, providing valuable employment experience, volunteering and educational opportunities for people who have experienced the criminal justice system and individuals with substance use disorder. Through tailored support programmes, participants gain valuable practical skills and knowledge in various areas including: construction, cleaning, retail and hospitality within the organisation’s social enterprises, which contributes towards opening doors into further education or employment. During the reporting period, 15 people participated in the ‘Unlocking Potential’ course, engaging with a one-day work placement and a community-based education theory day. All 15 participants successfully completed the course, with 13 having since been offered employment opportunities. The GRAFT team with support from unpaid work placements, built a gym area within their unit, which has gone from strength to strength over the last year. The gym was introduced to encourage people with lived experience of the justice system to focus on improving their health and wellbeing, with regular participation in exercise having been evidenced to decrease levels of tension, elevate and stabilize mood, improve sleep and increase self-esteem.

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

2024-25 Update:

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 for young people throughout 2024/25 were wide ranging and included:

- 21,266 instances of 1:1 support for young people;
- completing 46 Young Carers Statements;
- 137 new young people registrations;
- delivering weekly age specific respite groups in Kilmarnock, Cumnock, New Cumnock and Dalmellington, incorporating various supportive, training and social activities, in addition to hot meal provision;
- 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 420 young carers and their siblings; and
- working within schools to address stigma experienced by young carers and to raise awareness of the challenges they face, and identifying 'Carers Champions' (named Teachers) within each school in East Ayrshire.

These supports have delivered numerous 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.

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, Kilmarnock Railway Heritage Trust, East Ayrshire CVO, NHS Ayrshire and Arran, Developing the Young Workforce, Ayrshire Colleges and Skills Development Scotland, which led to and strengthened established referral pathways.



Case Study: Mr. S, a young person who cares for his mother with epilepsy, plays a vital role in providing her with emotional support. He is protective of his mother as she struggles to control her seizures. Her neurodiversity also brings various complications, so he ensures that people are patient with her. Additionally, he makes an effort to understand and empathise with her feelings. He has attended weekly young carers groups in recent years and recently joined an additional music group. It has been remarkable to witness his growth in confidence. Initially, he was reserved and hesitant to sing or participate in dancing, however in recent months he has progressed significantly. He now has solos in shows and actively participates in the dances. Moreover, he has become more comfortable and engaged in group conversations, even helping others when he notices someone struggling.

The HSCP's Thinking Differently team also have an important role in supporting unpaid carers in East Ayrshire and a range of work was taken forward throughout 2024/25 to deliver on this. The Thinking Differently team and key partners including the East Ayrshire Carers Centre, continued to engage through the Partnership Working Group over the last year, with the aim of promoting improved partnership working and process links between the local authority and third sector partners in relation to delivering Self Directed Support to ensure supported people and carers receive the right support at the right time. The team have also continued to strengthen relationships and work closely with professionals and partners such as: Social Work colleagues, Health colleagues, East Ayrshire Carers Centre, Shared Care Scotland, Coalition of Carers, and other community partners, to support our unpaid carers and meet the needs and outcomes outlined in the legislation over the last year. This has included regularly engaging with carer groups across East Ayrshire. They are also well connected to the changing policy context and attend national Self Directed Support and Care Lead meetings, frequently sharing updates with wider teams within the HSCP.

The team have also worked closely with the Personal Outcomes Network and Matter of Focus to review our current practice in relation to personal outcomes, strength based and community led approaches and Self Directed Support, to inform and embed good practice across the Partnership in a backdrop of significant capacity and financial challenges. This work has involved a number of themed workshops and meetings with staff to assess current circumstances and co-produce a refreshed approach for how local social work practice and 'changing the conversation' can contribute towards improved outcomes for supported people and unpaid carers in East Ayrshire. Phase 3 of this work concluded in 2024/25, with key findings including: strong support for outcome focused, strength-based practice, the need for more opportunities for sharing experiences and reflecting on practice, the need for long term investment in culture and systems and the need to record and understand outcomes more consistently.

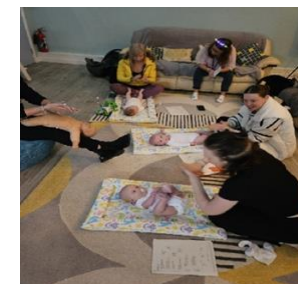


The Thinking Differently team have led on developing the new East Ayrshire Carers Strategy during the reporting period, which has been informed by comprehensive consultation with stakeholders and overseen by a dedicated working group with representatives including: three unpaid carers, Education, various independent organisations, Social Work staff, Scottish Care, Coalition of Carers, the Alcohol and Drugs Partnership and NHS Ayrshire and Arran. Consultation on the draft East Ayrshire Carers Strategy took place between March and April 2025 through a multi-faceted approach including online, in-person, targeted and light-touch engagement to encourage and generate meaningful feedback from stakeholders, with a particular focus on targeting: unpaid carers, people who use our services, staff, governance groups, third sector organisations and the wider public. Some findings from this consultation included: overall support for the priorities identified, however with the need for more clarity regarding the associated actions; concerns around delivering the Strategy in the current financial climate; the need for more clear information on services and supports available for carers; and consideration regarding the range of constraints faced by carers. Going forward, the Thinking Differently Team will support the associated Delivery Plan and will continue to raise awareness of unpaid carers in the HSCP and within the community.

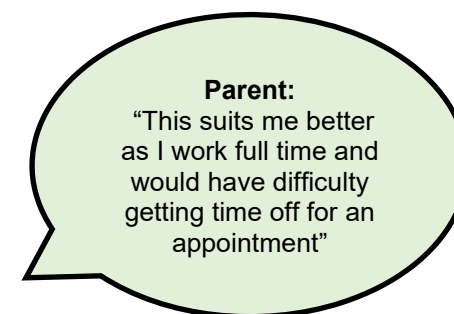
Action	Partnership Activity	Partners
W4 Support children and young people with their mental health and physical wellbeing.	Support and promote the mental health and physical wellbeing of children and young people of all abilities and ages across East Ayrshire using engaging and creative approaches. Improve 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, breastfeeding, oral health and smoking cessation, including vaping. Continue to embed trauma informed and trauma responsive practice.	EAC, HSCP, Public Health, Children and Young People's Strategic Partnership, Third Sector

2024-25 Update:

The Early Years service's seven 'Babychat' groups situated across East Ayrshire have continued to deliver health information, infant feeding advice and support to infants aged six weeks to six months and their carers on a range of topics. Families are identified by their Health Visitor to access support and are invited into the six to eight week programme. These sessions continue to be undertaken 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 and 'Bookbug' are also core elements of the programme. The service receives regular feedback from parents and carers to ensure it is meeting their needs and to inform the content covered within future sessions. Frequent comments received include a reduction in feelings of social isolation, improved knowledge of safe feeding practices, supporting mothers with breastfeeding and improved mental health.



In partnership with Education colleagues, the Early Years service delivered the 2-5 year old flu vaccine during 2024/25 within all nursery settings with one exception, across East Ayrshire where parents gave consent but did not have to be present. Parents also had the option to support their child whilst having their vaccines. The service's dedicated team of staff nurses delivered the flu vaccines over a 6 month period, as well as 27 routine immunisations per week. Nationally, the overall flu uptake across pregnant women, older people and staff groups was lower this year, however our staff have worked closely with Pharmacies, Public Health and Portering services to meet the demands of the programme and to promote local uptake of the vaccine.



Parent:

"This suits me better as I work full time and would have difficulty getting time off for an appointment"

The service achieved an uptake rate of 57.8% in East Ayrshire this year, which is lower than last year's uptake (62.2%), however benchmarks favourably against national (50.3%), North Ayrshire (48.2%) and South Ayrshire (51.1%) rates respectively. Due to our relatively successful campaign, Public Health Scotland and the Scottish Government are keen to review our delivery method with a view to replicating this practice nationally. Feedback from parents suggested that this method was more convenient than having to take time off work to attend other appointments within GP surgeries, community clinics or having to return to nurseries. Staff within nurseries also reported that the process was efficient and less stressful for the children.

NHS Ayrshire and Arran's Child Healthy Weight team has continued to support children and their families to achieve a healthy weight through the well established Jumpstart programme. Jumpstart works with families of children aged 5-17 years old and children with additional support needs, delivering four programmes: Junior (ages 5-9), Senior (ages 10-13), Teens (ages 14-17) and Jumpstart Plus (additional support needs). A total of 46 referrals were received during 2024/25 for children living in East Ayrshire, accounting for 32% of all referrals to the Ayrshire and Arran wide service. The referrals received were evenly split in terms of gender, with 23 male and 23 female. Of the 46 referrals, the majority originated from SIMD 1 and 2 (82%), with the remaining 18% from SIMD 3 and 4. No referrals were received from SIMD 5 areas. In addition, the team also supported 6 teenagers through a Teen Fit programme, delivered 92 group based physical activity and health education sessions and attended 14 events to promote the service over the last year.

734 East Ayrshire CAMHS referrals were received in 2024/25, of which 425 (58%) were accepted.

Our Children's Houses continue to meet and champion the needs of the most vulnerable children in East Ayrshire to ensure that they grow to their potential in every aspect of life. We want to keep 'The Promise' by ensuring that our children grow up safe, loved and respected, especially when their personal circumstances are challenging. We work hard to ensure that our workforce is well equipped to understand that our young people, as well as being able to achieve fantastic achievements, are often vulnerable and in need of protection. A key focus this year has therefore been on ensuring that our Children's House staff are trauma informed and are able to understand and respond to these needs as they arise. We also continue to work closely with a wide range of colleagues, including: Speech and Language Therapists, Occupational Therapists, Educational Psychologists, Schools, School Nurses, Activities Coordinators, Police Scotland and national specialist residential groups, to create a web of support around our Houses, carers and young people.

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

2024-25 Update:

The East Ayrshire approach to Locality Planning was endorsed by the Community Planning Partnership Board in 2016, with three Locality areas and associated Locality Planning Groups established, which were based on the three East Ayrshire Health and Social Care Partnership boundaries. Locality Planning is fundamental to ensuring that the work of the HSCP in addressing inequalities is targeted and that the aspirations identified through the HSCP Strategic Plan and the Council Strategic Plan are delivered at a local level, across our communities. We recognise that when people are involved in decisions about the services we deliver, that this can lead to better, more responsive services and better outcomes.

In 2024, partners agreed to conduct an assessment and review of HSCP locality planning arrangements, which was aligned with East Ayrshire Council's work on establishing a place-based approach to the provision of services. It was clear that the key principles and objectives of community power were intrinsically aligned with those of Locality Planning in terms of supporting collaborative working to ensure a strong vision for service delivery is achieved and supporting a proactive approach to capacity building in communities, by forging the connections necessary for participation and integrated working between partners.

The findings from the Review indicated that the previous model was proving ineffectual in addressing community priorities and based on these findings, 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 CPP that focused on cross organisational delivery of improvements that addressed community concerns and priorities. Importantly, this integrated model of Locality Planning would also provide services with a solid foundation for greater collaboration with communities, which would allow the new model to connect with and complement the work of wider partnership forums, community groups, networks and community councils and help to empower communities.

The new model will be implemented in April 2026 and will enhance the way we work across organisational boundaries to delivery effective services and achieve best value. It will also allow us to maximise the opportunity for collaborative working across the HSCP and the Community Planning Partnership and with our communities. It is intended that the LPGs will strengthen and coordinate collaborative working between professionals, community groups, partner organisations and Community Planning and the HSCP. This new model will enable us to work with and empower our communities in the planning and delivery of interventions required at a locality level and to improve short, medium and longer-term outcomes. We are confident that the new model and associated arrangements will provide a solid foundation for greater

collaboration with communities and ensure the integrated Locality Planning Model connects and complements the work of wider partnership forums, community groups, networks and community councils.

The integration of Community Planning and HSCP Locality Planning arrangements will provide an opportunity to provide 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 the greatest need. The Locality Planning Groups (LPGs) will support the development and delivery of the new integrated locality plans in each of the three localities (North, South and Kilmarnock). The main content of the locality plans will include:

- Demographic information;
- LOIP statistics and trends;
- Local data and intelligence;
- Regional strategic and thematic priorities;
- Locally identified priorities;
- Targeted input areas, extended information and interventions.

The Integrated Locality Plans will underpin East Ayrshire HSCP Strategic Plan as well as other Partnership strategies and will also focus on bridging the gap between the high-level strategic direction of the Council and the HSCP and the aspirations and priorities of the people, communities and groups living and working in the area. In respect of Community Planning, the integrated Locality Plans will also specify targeted work to be carried out in priority neighbourhoods and will give the CPP the scope to consider locality planning beyond the deprived areas. The Locality Planning Groups will support the development and delivery of the new integrated locality plans in each of the three localities (North, South and Kilmarnock) and will have responsibility for the regular review of the progress of the Locality Plans in supporting the delivering of improved outcomes for communities across the locality and in meeting local need and capitalising on local opportunities. They will also have responsibility for identifying and engaging on Locality Planning priorities and they will support community participation and empowerment with the facilitation of collaboration between professionals and community members being an essential feature of the Groups.

Three self-facilitating Communities of Practice (COP) groups were established in 2023 within each locality to provide a platform for coming together to network, learn, problem-solve and build relationships to enhance MDT working across East Ayrshire. Each COP group has continued to meet regularly throughout 2024/25 and comprise diverse memberships. Examples of conversations that have been held between members within this period include exploring and increasing awareness of local community resources and guest speakers presenting on specific areas of interest to the COP, such as statistics relating to the locality area and trauma-informed training.



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
<p>2024-25 Update: As with several other areas across Scotland, East Ayrshire has experienced a notable rise in drug-related deaths over the last decade, with our local rates having remained consistently above national levels. 31 people in East Ayrshire died as a result of drug misuse during 2023, which is a slight increase from the previous year (30). Evidence indicates that drug-related deaths in East Ayrshire occur frequently in males aged between 35 to 44, and are often associated with a combination of drugs and health conditions. 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 2024/25 to assess the circumstances within each death to identify any critical themes, patterns or service gaps to inform future local prevention activity.</p> <p>A range of targeted activity has been undertaken within East Ayrshire over the last year in response to this concerning trend. Operating from the North West Kilmarnock Area Centre, 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 allows for a comprehensive assessment 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 people, families, and professionals.</p> <p>Ongoing collaboration between the East Ayrshire ADP, the HSCP and third sector organisations has strengthened referral pathways across the East Ayrshire Recovery Network, and has enabled an increase in people receiving timely and appropriate interventions in line with the MAT Standards. Community engagement events and naloxone training sessions have also been facilitated, further promoting a harm reduction approach. Data collected from those using drug and alcohol services has seen significant improvements when analysing using a human rights based approach template (FAIR Model, AAQ and PANEL Principles), with many highlighting the relatability and approachability of Peer Workers as crucial to both engagement and the progress achieved. This evidence will inform improvement plans where there is a desire to expand outreach efforts and strengthen the role of lived experience within service delivery at operational and community levels. The ongoing work through the Peer Outreach Workers continues to demonstrate the value of a compassionate, community-based approach in addressing challenges associated with alcohol and drug use in East Ayrshire.</p> <p>A notable achievement of RADAR is the Near Me digital platform, developed in partnership with HMP Kilmarnock and NHS Ayrshire and Arran. This initiative provides people in custody with access to virtual support sessions, bridging the gap between being in prison and preparation for reintegration into the community. The platform has been recognised for its innovative use of technology to support individuals on their recovery journey, ensuring continuity of care and reducing barriers to access through a recent Health Award with Digital Lifelines.</p>		

The EACH Recovery Matters initiative provides the support and resources that people require to successfully navigate their recovery journey. Its aim is to promote and develop visible recovery groups within East Ayrshire, including activities and opportunities to volunteer and obtain new skills. The initiative continued to deliver a volunteering programme during 2024/25, which provided opportunities for those engaging to become part of the wider recovery community through various events and training available. EACH Recovery Matters has developed a new Digital Engagement Strategy in partnership with Digital Lifelines, which has been introduced to support people by making digital devices and connectivity more accessible, in addition to delivering a weekly digital inclusion support workshop. In 2024/25, the initiative contributed towards national policy consultations and also considered plans to develop a 'one stop shop' service in Kilmarnock working with partners across sectors.

In terms of impact achieved for people, service user feedback indicates high levels of satisfaction and improved wellbeing following engagement with the Recovery Workers and Peer Outreach Workers based at the EACH Recovery Matters Hub. Going forward, the initiative aims to build on this momentum by exploring new funding opportunities, as well as increased opportunities for women in recovery through its successful women's day group.

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 in December 2024, attended by Practitioners, Managers, members of the public, third sector providers, and people with living/lived experience met to discuss opportunities for extending and improving joint working to enhance service provision;
- supporting people with lived and living experience in 'getting ready to work' programmes;
- co-delivering a recovery football tournament, demonstrating the power of lived experience in promoting wellbeing, reducing stigma and building inclusive recovery networks across East Ayrshire;
- holding an event to mark International Overdose Awareness Day, which raised awareness of overdose and support services available, in addition to providing a platform for people to remember loved ones who sadly passed away due to overdose; and
- utilising a quality improvement framework to support the implementation of a Suspected Drug Death Review Group data set.



The ADP Peer Outreach Worker Initiative continued to make a significant and positive impact in supporting people affected by alcohol and drug use in the local area of Auchinleck at the Auchinleck Community Development Initiative (ACDI), with the Peer Outreach Worker playing a vital role in delivering person centred support for people at various stages of recovery during 2024/25.

Regular outreach sessions were also held in Auchinleck and surrounding rural areas over this period, with the Peer Worker offering 1:1 support, harm reduction advice and signposting to other services including RADAR, housing, benefits, and mental health services. The presence of a consistent, friendly face in the community has proven to be a valuable asset, contributing towards a more holistic approach to support and recovery. In partnership with other local organisations, ACDI continues to offer a safe environment where people can access peer support groups, structured activities and reconnect with their community, promoting social inclusion and personal development opportunities for the individual they are supporting.

As part of an award-winning Opiate Replacement Therapy Micro Dosing project, 53 people in East Ayrshire were successfully titrated off methadone onto a new, more manageable treatment in 2024/25. Our Specialist Pharmacist in Substance use Management has collated the clinical data from the project and this evidence will be used for validating microdosing in an upcoming research paper. Very positive feedback has been received from people who have transitioned from Methadone to Buprenorphine through the micro dosing pathway.

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

Patients:

"Best thing I've ever done...wish I had done it sooner!"

"I have had a new lease of life and have managed to do activities such as going shopping for the first time in

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

2024-25 Update:

NHS Ayrshire and Arran's Quit Your Way (QYW) Smoking Cessation service continued to support people within hospital and pharmacy settings throughout East Ayrshire during 2024/25. 1,150 referrals were received over this period with 789 quit dates set, an increase from last year. A number of new targeted smoking cessation programmes were also delivered within key settings across East Ayrshire over the last year. This has included the delivery of an information session on smoking and vaping to modern and young apprentices within Emergency One in Cumnock, which led to a weekly smoking cessation clinic being established in this workplace. A new smoking cessation group was also established at HALO in Kilmarnock. QYW Officers delivered several information sessions to modern apprentices employed by East Ayrshire Council and also engaged with young people at SL33 in Kilmarnock and SL66 in Cumnock regarding 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.

Service User:
"I'm glad I had help and support to stop vaping. Thanks to my advisor for helping and to my workplace for letting me attend the sessions"

NHS Ayrshire and Arran's Better Health Hub continued to provide support, signposting and onward referrals throughout 2024/25 to address issues which impact negatively on people's health and wellbeing, including: mental and physical health, weight management, menopause, smoking cessation, financial wellbeing, food insecurity, 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 has supported 39 staff members and 111 patients / members of the public with initial enquiries, with common themes including weight loss, being more active, smoking cessation and financial issues.

In 2024, the Better Health Hub secured space for a half day afternoon session in University Hospital Crosshouse for patients and the public to access health and wellbeing information on a drop-in basis. In addition to the new drop-in service, post boxes have been located within pre-op and outpatient departments within the hospital for patients to refer themselves to the Better Health Hub service using wellbeing prescription pads to select which type of health and wellbeing advice they would like to receive. The individual is then contacted by the service to discuss the wellbeing elements they identified on the wellbeing prescription pads. The Hub has also created links with the Child Asthma Team and the Abdominal Aortic Aneurysm Screening programme to offer Better Health Hub services to patients and their family members.

The Council's Wellbeing in East Ayrshire website continued to be regularly updated throughout 2024/25 to support our residents to improve their mental and physical health, alongside other wellbeing themes. The website includes a range of practical resources and links in relation to numerous topics, including: general wellbeing, mental health, physical exercises, social activities, financial help, and children, young people, parents and carers. In addition, the HSCP's Living Well in East Ayrshire website also provides useful resources to support people on their journey towards living well, by incorporating content on numerous 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 continued to provide a range of wellbeing material 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.

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
<p>2024-25 Update: Evidence indicates that a lack of suitable housing options and associated supports can be influential factors in re-offending behaviour. East Ayrshire Council has continued to work in partnership over the last year 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 involves a weekly Community Reintegration meeting within HMP Kilmarnock, at which Ayr Housing Aid attends to discuss individuals 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 continue to make onward support referrals from the date a person enters prison to support their transition from prison to the community. 63 homeless applications were made following prison discharge in 2024/25, which is a decrease of 16% from the previous year. 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 been found to have a positive impact on re-offending.</p> <p>Following the Scottish Government's announcement in May 2024 regarding its intention to bring forward a proposal for the emergency release of prisoners, the Council's Housing Options team collaborated with partners involved in early release planning processes from the outset. The first period of early release took place between June and July 2024, resulting in 477 individuals on short-term sentences being released early. This took place over 4 weekly tranches and included the release of 28 prisoners from East Ayrshire, of whom 10 individuals required Housing Options assistance. The recently passed Prisoners (Early Release) (Scotland) Bill will affect an estimated 260-390 prisoners nationally by making them immediately eligible for release. Early releases commenced in February 2025 and were managed within three tranches over a six-week period. These early releases continue to impact on the demand for homelessness advice and assistance, and on the associated requirement for temporary accommodation in East Ayrshire.</p> <p>Housing First, the Rapid Rehousing Transition Plan (RRTP) 2019-2025 has committed to creating 5 Housing First furnished tenancies in each year of the plan, aiming to achieve 20 tenancies in total, with wraparound intensive support delivered by Blue Triangle Housing Association Ltd.</p>		

10 tenancies have been achieved by Year 5 of the plan. The ability to upscale at an earlier date was impacted by the COVID-19 pandemic, limited RRTP funding and recruitment difficulties. With a high number of homeless applicants stating multiple support needs and limited access to Housing First tenancies, a referral process has been established to include specific criteria to identify individuals with the most complex and diverse needs and whose experiences of homelessness are further compounded by factors such as trauma, prison, repeat homelessness and substance use. Year 6 of the plan aims to upscale to 20 tenancies with RRTP funding securing the recruitment of an additional part-time Housing First Support Worker in place until 31 March 2025.

The Housing First Support Worker and Housing Options Team Manager were involved in the Housing First Sounding Board event held in February 2024 in Kilmarnock and supported several Housing First tenants to feed their lived experience directly into the Housing First Annual Check Up report published in 2024. Key findings from the report highlighted an unexpected rise in children living in Housing First households, hinting at the potential for Housing First to reunite families, with all the benefits that brings for people, communities and wider society.

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

2024-25 Update:

There has been a continued rise in the number of probable suicide deaths in East Ayrshire in recent years, with the local 5-year aggregate rate having increased from 14.6 between 2015-2019 to 19.1 per 100,000 population between 2019-2023. Caution should be taken when interpreting patterns in probable suicide statistics, however this remains an area of significant attention both locally and nationally to improve preventative 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 2024/25, including:

- ongoing promotion of the East Ayrshire Here to Listen campaign, with 353 suicide interventions delivered to date;
- the Suspected Suicide Review Group met regularly to assess probable suicide cases to identify contributory circumstances and provision gaps to inform future prevention work;
- ongoing promotion and maintenance of the East Ayrshire Suicide Prevention website, which contains key information including contact details for: Mental Health Practitioners, local GP Practices, Suicide First Aiders and other supports;
- the HSCP's Suicide Prevention Lead Officer continued to progress numerous local suicide prevention activities in line with the Creating Hope Together: Scotland's Suicide Prevention Strategy 2022-2032, through a closely monitored action plan;
- Penumbra continued to help East Ayrshire residents by offering 1:1 support and guidance for people who have lost someone to suicide;
- formation of the Creating Hope Together peer-led bereaved support group;

- distribution of prevention material in the prison setting, including the East Ayrshire Wellbeing booklet and the Staying Well in Prison booklet; and
- 78 East Ayrshire HSCP staff have attended various pan-Ayrshire suicide prevention training courses in the last year, including safeTALK, Skilled Suicide Prevention and ASIST.

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

2024-25 Update:

The Community Equipment and Adaptations service has focused on renewing its main contracts and frameworks over the last year. Within this work, new suppliers have been secured for vital services such as stairlifts, bathroom adaptations and equipment supplies. These new contracts along with improving internal processes within the equipment store during 2024/25, have resulted in strong cost controls eliminating the budget deficit experienced in previous years. The Community Equipment service also reviewed the risk assessments and processes for the provision of bed grab handles and has commenced work to visit all individuals with this equipment to ensure they are safe and appropriately installed.

Our Older People's Day service continues to deliver high quality, person-centred social opportunities for older adults in East Ayrshire. Following targeted work originating from a recent review, the service is well attended to ensure effective use of resources, with both North and South Locality areas operating at over 92% of the planned occupancy rate. To address waiting lists for the service in the North locality, afternoon care now operates in Rosebank Resource Centre, which will deliver an additional 1,248 day care places in the 2025/26 financial year.

The service management team have also developed service improvement activities over the last year to streamline processes, including digitising the ongoing consultation arrangements. This has been found to increase capacity for focussing on delivering the actions that service users, staff and other stakeholders identify as key to improving service delivery. In addition, the management team have sought to expand the use of Care Opinion to inform ongoing improvements within the service by seeking feedback directly from people as they attend the centres through the use of iPads connected to the Care Opinion website.

A new collaborative Care at Home Framework was also established in April 2024, with five independent providers working closely with East Ayrshire Care at Home provision to increase capacity and relieve some of the demands on the internal Care at Home service. From a baseline of 6,600 monthly hours (9% of total hours) provided by independent providers in April 2024, this has risen to 9,400 hours in March 2025, representing 12% of total provision.

Our Social Care Learning (SCL) Hub has continued to develop the programme of learning for the workforce across Adult and Older People services. Within the reporting period, the SCL Hub has also successfully set up a bespoke training venue in the CEVIC building in Catrine where all learning and development activity can take place within a welcoming and open learning environment. The space comprises two large training rooms, a Moving and Handling Training Suite, office space and a meeting room. All work planned and delivered in the CEVIC Building promotes the values of East Ayrshire Council: Flexible, Approachable, Caring and Empowered (FACE).



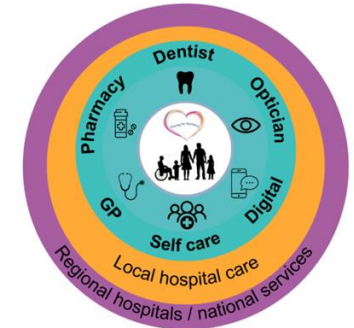
The SCL Hub in-house team and assessment centre continue to grow from strength to strength, with the SQA Assessment Centre having been subject to a recent inspection where all standards were met and exceeded. A busy year lies ahead for the service, with two planned cohorts totalling 40 new learners joining the centre. Collaborative work undertaken by Human Resources, the SCL Hub and the operational service has led to a supportive approach to guiding learners to complete their qualifications, in which a new suite of standard operating procedures around recruitment, Scottish Social Services Council (SSSC) qualifications and learners' commitments were successfully applied. The SVQ teams within the SCL Hub are also working closely with Human Resources and Planning and Performance colleagues to improve data quality and how this information is collated, stored and reported. The SSSC and Care Inspectorate guidance and requirements are woven into all improvement work.

The Caring for Ayrshire Programme continues to deliver on its long-term vision of creating a sustainable, person-centred health and care system that supports people to live well, closer to home. At the heart of this vision is a commitment to transforming how services are delivered across the whole health and care system by focusing on prevention, early intervention and community-based support. Progress has been made throughout 2024/25 to capture and understand the need for change within our health and care system and to determine the necessary steps to ensure that services can effectively meet future demands. Through comprehensive analysis, key challenges have been identified that shape the rationale for transformation. Fully understanding the need for change has enabled the Programme to scope how demand for services is expected to evolve over time. These insights have also been informed by challenges presented by the COVID-19 pandemic, which highlighted the need for resilience, flexibility and innovation in service delivery. The Programme's redesign efforts will take these lessons into account, ensuring that future models of care are robust and adaptable in the face of shifting public health needs.

The need for change is framed around four key themes, which collectively guide the Programme's approach to transforming health and care services across Ayrshire and Arran: People; Services; Infrastructure; and Communities and partners.

A whole-system plan has been drafted and submitted to the Scottish Government for consideration, outlining the direction of travel for the transformation of our services. This plan will provide the foundation for discussions with the Scottish Government, with the aim of securing their support and alignment to ensure that our local plans are shaped by national priorities and frameworks.

As we look to the future, we remain fully committed to shaping and advancing the Caring for Ayrshire vision. Through sustained engagement, transparent communication and collaborative working, we will continue to build on our progress to deliver meaningful and lasting transformation. The Programme's aim remains clear: to ensure that people across Ayrshire and Arran receive the right care, in the right place, at the right time, now and into the future.



A strategic programme of best value service reviews commenced in 2019 for HSCP services, with the aim of securing service improvement through identifying more effective and efficient methods of delivery. A refreshed programme is now in place for the next three years. The reviews are implemented through a person-centred approach based on collaborative design principles to provide better value for money and improved outcomes for our service users. Best value service reviews (BVSRs) comprehensively scrutinise services by following the Best Value Review framework to challenge the basis upon which these services are provided, consult with all stakeholders by following the Scottish Approach to Service Design principles, and include benchmarking to identify better ways of providing the service.

The reviews maintain a focus on the following strategic improvement themes: managing demand through early intervention and prevention; maximising choice, control, independence and inclusion; managing costs through efficiency; opportunities from deepening integration; considering the future workforce and shaping sustainable services; and identifying opportunities for reinvestment. Alternative forms of service review are also used to assess and deliver improvement in some HSCP services, for example services provided by the NHS, however these reviews follow similar methodology to the Best Value Review framework. The Strategic Commissioning Board is regularly updated in relation to the progress of all active reviews, and of the implementation progress of recently completed reviews.

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
2024-25 Update: The Community Equipment and Adaptations service has focused on renewing its main contracts and frameworks over the last year. Within this work, new suppliers have been secured for vital services such as stairlifts, bathroom adaptations and equipment supplies. These new contracts along with improving internal processes within the equipment store during 2024/25, have resulted in strong cost controls eliminating the budget		

deficit experienced in previous years. The Community Equipment service also reviewed the risk assessments and processes for the provision of bed grab handles and has commenced work to visit all individuals with this equipment to ensure they are safe and appropriately installed.

Based in Ross Court, Galston, the HSCP's Smart Hub provides an innovative, yet homely space to showcase a variety of different smart home technologies and digital telecare equipment to keep people feeling safe and independent within their own homes. These technologies promote an early intervention and prevention approach, by supporting people before there is an escalated situation or need for social care involvement. The Smart Hub is open every Wednesday from 9am to 5pm on an appointment only basis and people can attend with their allocated Worker.

The HSCP was awarded the Platinum Digital Telecare Implementation Award by Digital Telecare for Scottish Local Government in January 2025 in recognition of the completion of its local Analogue to Digital Telecare Transition project. To achieve the Platinum award, a Telecare service provider must have successfully rolled out a live digital telecare service to 100% of its service users, while operating successfully without serious issues or call failures for at least 8 weeks.



We acknowledge the importance of transitioning the Community Alarm service from analogue to digital. Following the announcement by telephony companies regarding the discontinuation of copper analogue lines and the shift to digital, the HSCP initiated immediate planning for this transition, including the recruitment of the Analogue to Digital team, tasked with overseeing the transition of the Community Alarm service and associated equipment. The Analogue to Digital team comprises a Coordinator, 3 Technicians and a Support Worker, who have led the transition programme and forms part of the Partnership's Thinking Differently Programme, with a focus on embedding a 'tech first' approach across our health and social care services. Since receiving the Bronze Digital Telecare Implementation Award in January 2023, the team has concentrated on the procurement and deployment of new digital-ready Community Alarm units, thereby reinforcing our position as the transition progressed.

The work undertaken by the team to complete the transition will ensure that East Ayrshire residents have uninterrupted access to a digitally enabled telecare that will continue to operate when analogue communications are deactivated, enabling supported people to continue to live as independently as possible in their own homes.

Since the Wheelchair Accessible Housing Target was introduced in 2020, 12 adult supported, 42 older ambulant and 19 wheelchair accessible new build properties have been delivered by the Council. This represents 14% of all Council completions during this period.

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
<p>2024-25 Update: The Dalmellington Community Health Hub opened in October 2022. Following the initial 2 year pilot phase where the Hub ran weekly, delivery has now moved to a fortnightly service on a Wednesday in Dalmellington Community Centre, where a range of NHS, HSCP, and third sector organisations offer appointments and drop-in services.</p> <p>A Diabetic Eye Screener continues to attend every fortnight offering up to 9 appointments. Community Treatment and Care (CTAC) nursing appointments are also available at the centre, where nurses can review patients, 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. Attendance at the diabetic eye screening, following the 2 year pilot, has increased to 90%, from less than 45% at the introduction of the project. Direct referrals to smoking cessation, financial inclusion and weight management services have also increased and people have reported easier access to services. The Dalmellington Health Hub also continues to host a range of wrap around services with Quit your Way (smoking cessation), Weight Management, Vibrant Communities, oral health, and the foot care service Feet First all continue to deliver from the Hub on a fortnightly basis.</p> <p>NHS Ayrshire and Arran's Better Health Hub continued to provide support, signposting and onward referrals throughout 2024/25 to address issues which impact negatively on people's health and wellbeing, including: mental and physical health, weight management, menopause, smoking cessation, financial wellbeing, food insecurity, 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 has supported 39 staff members and 111 patients / members of the public with initial enquiries, with common themes including weight loss, being more active, smoking cessation and financial issues.</p> <p>In 2024, the Better Health Hub secured space for a half day afternoon session in University Hospital Crosshouse for patients and the public to access health and wellbeing information on a drop-in basis. In addition to the new drop-in service, post boxes have been located within pre-op and outpatient departments within the hospital for patients to refer themselves to the Better Health Hub service using wellbeing prescription pads to select which type of health and wellbeing advice they would like to receive. The individual is then contacted by the service to discuss the wellbeing elements they identified on the wellbeing prescription pads. The Hub has also created links with the Child Asthma Team and the Abdominal Aortic Aneurysm Screening programme to offer Better Health Hub services to patients and their family members.</p>		

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

2024-25 Update:

The Social Care Learning Hub has continued to increase the skills and knowledge of the workforce and is having a positive impact on the standards of care and support provided to those who need it in our communities. The Hub continues to develop new ways of meeting the needs of our workforce and during this reporting period there has been development work around quality improvement and evaluation to better map learners' journeys within the Partnership. During 2024/25, the Social Care Learning Hub delivered a programme of learning and development opportunities, including: Food Hygiene and Nutrition, SSSC Codes of Practice, British Sign Language, Palliative and End of Life Care, Continuous Professional Learning, Best Practice Days, and eLearning suites on LearnPro.

The Ayrshire Urgent Care Service Call Handling service continues to have the highest volume of activity within the wider Out of Hours service, acting as the single point of contact for a variety of East, North and South Ayrshire HSCP services, including Care at Home, Out of Hours Social Work and District Nursing Services. The service now incorporates the Palliative End of Life Support Line for patients and their families accessing support during the final four weeks of life. 2024/25 saw an increase in calls handled by the service, reaching a total of 123,817 calls throughout the year, reflecting an increase of 4.7% (5,611 calls) from 2023/24.

The Palliative End of Life Support Line went live in early October 2023 and was created to facilitate a single point of contact for palliative patients for end of life care through the Flow Navigation Centre 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 the home setting and to prevent hospital admissions which may not be of benefit to them. A total of 140 patients with 531 contacts were referred to the service during 2024/25.

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 considered the future support needs of those who may require 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, was to move delivery "in-house" seamlessly migrating it into AUCS at the end of May 2024. Since June 2024, total of 133 patients have benefited from the service with a total of 418 contacts with these patients. 76% of patients requested a seven night per week cover with 72% of patients requiring this cover for one week or less. To date, 96% of patients have also been kept in their preferred place of care.

The Caring for Ayrshire Programme continues to deliver on its long-term vision of creating a sustainable, person-centred health and care system that supports people to live well, closer to home. At the heart of this vision is a commitment to transforming how services are delivered across the whole health and care system by focusing on prevention, early intervention and community-based support.

Progress has been made throughout 2024/25 to capture and understand the need for change within our health and care system and to determine the necessary steps to ensure that services can effectively meet future demands. Through comprehensive analysis, key challenges have been identified that shape the rationale for transformation. Fully understanding the need for change has enabled the Programme to scope

how demand for services is expected to evolve over time. These insights have also been informed by challenges presented by the COVID-19 pandemic, which highlighted the need for resilience, flexibility and innovation in service delivery. The Programme's redesign efforts will take these lessons into account, ensuring that future models of care are robust and adaptable in the face of shifting public health needs. The need for change is framed around four key themes, which collectively guide the Programme's approach to transforming health and care services across Ayrshire and Arran: People; Services; Infrastructure; and Communities and partners.

East Ayrshire: Proportion of the last 6 months of life spent in community setting in 2024/25 = 89.6% (up from 89.3% in 2023/24).

The Wellbeing Delivery Plan Update 2024/25 captures the actions being taken forward collectively by the broadest range of local wellbeing partners. Further detail on this work may be found in a range of annual Partnership reports, notably:

- Health and Social Care Partnership Annual Performance Report 2024/25
- Chief Social Work Officer Annual Report 2024/25
- Children and Young People's Service Plan Annual Report 2024/25
- Violence Against Women Partnership Annual Report 2024/25
- Alcohol and Drugs Partnership Annual Report 2024/25.