

growthwellbeingfairnesssustainability

### Introduction

East Ayrshire is a place with strong, safe, vibrant communities where everyone has a good quality of life and access to opportunities, chances and high quality services which are sustainable, accessible and meet people's needs.

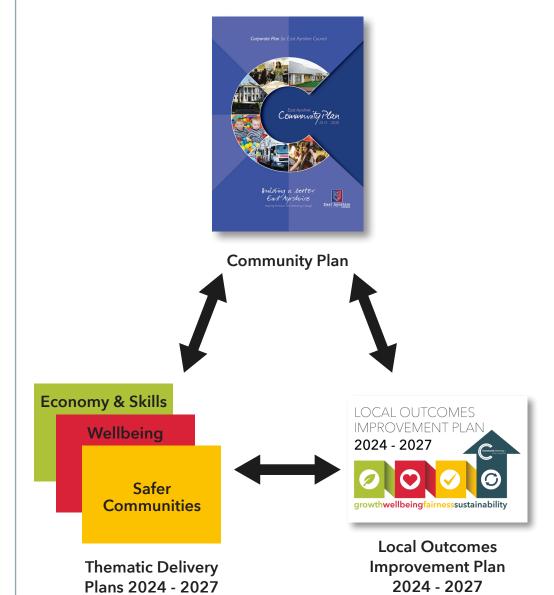
**East Ayrshire Community Plan** is recognised by all Community Planning Partners as the sovereign strategic planning document for the delivery of public services across the local area. The Community Plan is our plan for place and sets out how we will work to realise our shared Vision for our communities over the fifteen years, 2015 to 2030.

This Local Outcomes Improvement Plan (LOIP) sets out the performance management framework which allows us to account publicly to our communities for community planning in East Ayrshire and the work that we are doing together to tackle inequalities.

Our LOIP is reviewed and refreshed in a three yearly rolling review cycle, which ensures that it continues to reflect the needs and aspirations of our communities.

This LOIP has been developed for the three year reporting period 2024-2027 to

- Demonstrate our understanding of local needs, circumstances and aspirations
- Link this understanding to the key, high level priority outcomes that we are working in partnership to achieve through our agreed thematic Delivery Plans
- Set out the identified performance measures that will allow us to demonstrate our ambitions for our local communities and our impact in meeting these ambitions.



## UNDERSTANDING EAST AYRSHIRE People and Place

East Ayrshire is characterised by strong and active communities, spread across a diverse urban and rural landscape.



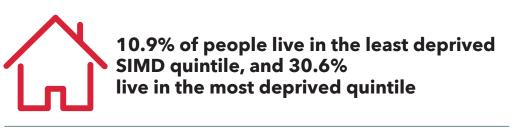
47% of the population (56,418 people) live in the largest town, Kilmarnock



93% of adults rate their neighbourhood as a very/fairly good place to live (Scottish Household Survey)

More detailed statistical information about the area may be found at **eastayrshirebynumbers** 

However social, economic and health inequalities continue to exist within and between our communities.





Children aged 0-15 living in relative poverty 26%



Economically active	71%
Economically inactive	<b>29%</b>



Healthy Life Expectancy is 56.9% for men and 59.9 for women, both lower than the Scottish Average



Adults suffering from a long-term condition by SIMD quintiles Least deprived- 40%, most deprived- 60%

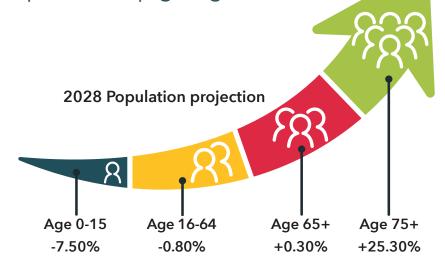
## We also know that our population is changing...

Overall, the population of East Ayrshire is projected to decrease by 1.7% (2,124 people) between 2018 and 2028, compared to a projected increase of 1.8% for Scotland as a whole.

However if we look in more detail at different communities across East Ayrshire, we see that population change will vary, with some areas in the south of the authority area expected to see their populations decrease by 16%, and other areas in the north predicted to increase by up to 13%.

East Ayrshire also has an aging population. Between 2018 and 2028, the 75 and over age group is projected to see the largest percentage increase and it is anticipated that this aging trend will continue, with fewer births and more people living longer.

Understanding and responding to these changes will be a priority for our partnership going forward.



## UNDERSTANDING EAST AYRSHIRE Community Voices



Source: Scottish Household Survey 2022

## UNDERSTANDING EAST AYRSHIRE Community Voices

Listening to local people adds to the body of statistical evidence that we hold as a partnership and helps us to make sense of it in a local context.

Effective participation by local people and communities is embedded in Community Planning in East Ayrshire. This strengthens our understanding of the distinctive needs of our communities of place and interest, and involves local people and communities in the decisions which affect their lives.

Our communities are directly represented on our Community Planning and Partnership Board by five local elected members and by four nominated community representatives, linked in to our network of Community Councils and Community Action Plan Steering Groups.

The Community Action Plans, developed by our local communities themselves, provide the foundation of our locality planning approach in East Ayrshire, with 'wrap around' tailored public sector provision, aligned to the three Health and Social Care localities, Northern, Kilmarnock and Southern.

More information about the <u>community and stakeholder</u> <u>engagement</u> that has informed the development of our priorities for the next 3 years can be found on our website.



We have now identified our shared priorities for 2024-2027 and are working closely with local stakeholders to develop shared solutions that we can deliver together.

## OUR SHARED PRIORITIES FOR 2024-2027



#### Growth

Sustained economic growth remains central to our ambitions for East Ayrshire, and we will work in partnership to deliver the education and skills reform needed to allow us to grow our own future workforce.



#### Wellbeing

Population health is fundamental to the achievement of our ambitions for East Ayrshire and we will continue to take a life-course approach to improving health and wellbeing.

#### Starting Well - Living Well - Aging Well - Dying Well



#### Fairness

Community Planning in East Ayrshire is at its heart about addressing inequalities, but the flip side of this is wanting to build a more equitable society where everyone has a chance in life and people feel safe.



#### **Sustainability**

This cross cutting priority captures several different but complimentary challenges that we now face - the sustainability and resilience of our communities, of our environment and of the partnership services that we deliver.

More information about these priorities may be found in the <u>Community</u> <u>Plan Review Supplement 2024-2027</u>.

## Understanding the Impact of our Work

The work that we will do in partnership to achieve these priorities is set out in our thematic Delivery Plans 2024-2027.

This work is monitored by members of our CP Executive Officers' Group and reported annually to our CPP Board, Elected Members of East Ayrshire Council and our wider communities.

The data that we will use to help us to understand the impact of this work are set out in the indicator tables which follow.

More information on how these indicators link to the national performance framework may be found at eastayrshirecommunityplan.org

# **COCOG growthwellbeingfairnesssustainability**

	LOIP Performance Indicators			
Vision (Community Plan 2015-2030)	What will success look like? Outcomes primarily lifted from community plan but additional measures added to reflect changes since publication of CP	How will we measure our progress?	Performance Trend	Comparison against National Performance
Make East Ayrshire a destination of choice for business growth and investment.		% of secondary school leavers entering positive destinations	% of Secondary School Leavers entering positive destinations 98% 97% 96% 96% 95% 95% 95% 94% 2018/19 2019/20 2020/21 2021/22 2022/23	% of Secondary School Leavers entering Positive Destinations 98% 95% 95% 96% 96% 96% 98% 95% 95% 96% 96% 96% 93% 93% 93% 93% 93% 93% 93% 95% 95% 50% 50% 50% 50% 50% 50% 50% 50% 50% 5
Develop a confident, successful, appropriately qualified and skilled workforce.	Our young people will be well educated and provided with the opportunity of a positive desitnation when leaving school	Annual participation in education in training or employment (ages 16-19)	Annual Participation in Education, Training or Employment (16-19) 96.0% 94.0% 92.0% 90.0% 90.0% 91.0% 92.0%	Annual Participation in Education, Training or Employment (16-19yr olds) 94.3% 920% 91.6% 92.1% 92.2% 92.5% 94.0% 91.9% 91.6% 91.9% 91.0% 91.9% 91.0% 91.9% 92.0% 92.1% 92.2% 92.5% 91.9% 91.9% 92.2% 92.5% 91.9% 92.2% 92.5% 91.9% 92.2% 92.5%
Embed ambition, aspiration and entrepreneurship in our culture.		School Attendance rates per 100 Pupils	EAC - School Attendance Rates per 100 Pupils 94.0% 93.0% 92.2% 90.0% 90.0% 89.0% 88.0% 88.0% 85.0% 2015/17 2018/19 2020/21 2022/23	School Attendance Rates per 100 Pupils           96.0%         93.3%         93.0%         92.0%           92.0%         93.0%         92.0%         90.0%           90.0%         92.2%         90.0%         90.0%           88.0%         88.0%         88.0%           84.0%         2016/17         2018/19         2020/21         2022/23

	LOIP Performance Indicators				
Vision (Community Plan 2015-2030)	What will success look like? Outcomes primarily lifted from community plan but additional measures added to reflect changes since publication of CP	How will we measure our progress?	Performance Trend	Comparison against National Performance	
Make East Ayrshire a destination of choice for business growth and investment.		Claimant Count as % of 16-24 Population	EAC- Claimant Count as % of 16-24 Population 12.0% 10.5% 10.5% 6.0% 6.4% 6.4% 6.4% 5.1% 5.1% 5.1% 2.0%	Claimant Count as % of 16-24 Population	
Develop a confident, successful, appropriately qualified and skilled workforce.	We will have adapted the provision of employability services and will provide re-training and upskilling opportunities for all our communities.	% of 16 - 64 year olds that are economically active	% of 16-64 Year Olds that are Economically Active 77.0% 75.5% 75.5% 75.5% 75.5% 75.5% 75.7% 75.7% 75.7% 75.7% 75.7% 75.7% 75.7% 75.7% 75.7% 75.7% 75.7% 75.7% 75.7% 75.7% 75.5% 75.7% 75.5% 75.7% 75.5% 75.7% 75.5%	% of 16-64 Year Olds that are Economically Active 79.0% 77.0% 75.0% 75.5% 75.5% 75.7% 75.7% 75.4% 74.5% 74.5% 72.0% 2018/19 2019/20 2020/23 2021/22 2022/23	
Embed ambition, aspiration and entrepreneurship in our culture.		Unemployment Rate	Unemployment Rate 16-64 7.5% 6.0% 5.5% 5.2% 5.2% 5.2% 3.8% 3.7% 3.0% 1.5% 0.0% 2018/19 2019/20 2020/21 2021/22 2022/23	Unemployment Rate (16-64yr old) 5.0% 4.0% 4.0% 3.2% 2.0% 1.0% 0.0% 2018/19 2019/20 2019/20 2020/21 2021/22 2022/23 Sottand	

	LOIP Performance Indicators				
Vision (Community Plan 2015-2030)	What will success look like? Outcomes primarily lifted from community plan but additional measures added to reflect changes since publication of CP	How will we measure our progress?	Performance Trend	Comparison against National Performance	
Make East Ayrshire a destination of choice for business growth and investment.	We will have a well-established and growing business base. We will have grown our enterprise culture to support our entrepreneurs. We will have stronger and more diverse economic growth	Business Start-ups Proportion of people earning	No. of Business Gateway start-ups per 10,000 Population 25 26 20 2018/19 2019/20 20 20 20 20 20 20 20 20 20 20 20 20 2	No. of business gateway start-ups per 10,000 population 25 20 15 16 20 2018/19 2019/20 2019/20 2019/20 2020/21 2021/22 2022/23 Exat Arythine Exat Arythine Exat Arythine 26 2027 20	
Develop a confident, successful, appropriately	opportunities. We will work with employers	less than the living wage	15.0% 5.0% 2018/19 2019/20 2020/21 2021/22 2022/23	15.2% 14.2% 8.7% 100% 9.4% 5.0% 0.0% 2018/19 2019/20 2020/21 2021/22 2022/23 	
qualified and skilled workforce. Embed ambition, aspiration and entrepreneurship	to ensure that opportunities created locally adhere to the principles of Fair Work, including payment of the Living Wage and high standards. Local businesses will be able to take advantage of public sector	Proportion of procurement spent on local enterprises	Proportion of Procurement Spent on Local Enterprises 25 22.9 23.4 20 17.7 15.5 10 5 0 2018/19 2019/20 2020/21 2021/22 2022/23	Proportion of Procurement Spent on Local Enterprises 28.7 28.5 29.1 29.9 29.6 20.0 20.0 20.0 20.0 20.0 20.0 20.0 20	
in our culture.	procurement opportunities, helping to increase their competitiveness nationally and internationally	Percentage of Unemployed People Assisted into Work from Council Programmes	% of Unemployed People Assisted into Work from Council Programmes 30.0% 25.0% 20.0% 18.2% 10.0% 5.0% 0.0% 2018/19 2019/20 2020/21 2021/22 2022/23	% of Unemployed People Assisted into work from Council Programmes 24.8% 200% 11.0% 11.0% 12.0% 12.0% 2018/19 2019/20 2019/20 2019/21 2019/20 2019/21 2019/20 2019/21 2019/22 2019/21 2019/20 2019/21 2019/22 2019/21 2019/20 2019/21 2019/20 2019/21 2019/20 2019/21 2019/21 2019/20 2019/21 2	

	LOIP Performance Indicators			
Vision (Community Plan 2015-2030)	What will success look like? Outcomes primarily lifted from community plan but additional measures added to reflect changes since publication of CP	How will we measure our progress?	Performance Trend	Comparison against National Performance
Make East Ayrshire a destination of choice for business growth and investment. Develop a confident, successful, appropriately qualified and skilled workforce. Embed ambition, aspiration and entrepreneurship in our culture.	Kilmarnock and Cumnock town centres will be places where local people and visitors want to spend time and money. We will have a flourishing cultural and tourism economy.	Town Centre Vacancy Rates	EAC - Town Centre Vacancy Rates 20.0% 15.0% 1.7% 1.9% 12.6% 12.4% 12.4% 16.0% 2.0	Town Centre Vacancy Rates

	LOIP Performance Indicators					
Vision (Community Plan 2015-2030)	What will success look like? Outcomes primarily lifted from community plan but additional measures added to reflect changes since publication of CP	How will we measure our progress?	Performance Trend	Comparison against National Performance		
Make East Ayrshire a safe, secure and attractive place	Our residents will feel safe and	Total Crimes Recorded	EAC - Overall Crimes Recorded 7,000 6,800 6,600 6,400 6,400 6,574 6,427 6,427 6,427 6,427 6,427 6,427 6,427 6,183 6,000 5,800 2018-19 2019-20 2020-21 2021-22 2022-23	Total Crimes Recorded per 10000 Population 570 562 559 550 561 548 530 523 541 523 528 510 523 507 490 2018-19 2019-20 2020-21 2021-22 2022-23 East Ayrther 5 Sottand		
to live, work and visit. Improve community safety in neighbourhoods and homes, and protect	protected in their homes and in their communities.	Anti Social Offences Recorded	EAC - Anti Social Offences Recorded	Anti Social Offences per 10000 Population 140 133 127 120 111 107 105 102 91 60 2018-19 2019-20 2020-21 2021-22 2022-23 East Ayrthire Scotland		
and support our most vulnerable individuals and families. Promote our vibrant	We will have reduced and will continue to reduce the number of sexual crimes within our communities.	Sexual Crimes Recorded	EAC - Sexual Crimes Recorded 350 300 250 217 200 150 100 50 0 2018-19 2019-20 2020-21 2021-22 2022-23	Sexual Crimes per 10000 Population 30 25 26 27 27 27 27 27 27 27 27 27 27		
communities by encouraging active and responsible citizenship.	We will have reduced instances of domestic abuse.	Domestic Abuse Incidents Recorded	EAC - Domestic Abuse Incidents Recorded 1,600 1,580 1,580 1,540 1,524 1,552 1,552 1,552 1,480 1,480 1,480 1,480 1,480 2018-19 2019-20 2020-21 2021-22 2022-23	Domestic Abuse Incidents per 10000 Population		

	LOIP Performance Indicators				
Vision (Community Plan 2015-2030)	What will success look like? Outcomes primarily lifted from community plan but additional measures added to reflect changes since publication of CP	How will we measure our progress?	Performance Trend	Comparison against National Performance	
Make East Ayrshire a safe,	We will have improved the uptake of drug/ alcohol prevention and	Drug Supply Offences	EAC - Drug Supply Crimes Recorded	Drug Supply Offences per 10000 Population 15 14 10 10 9 9 9 9 9 9 7 7 7 2018-19 2019-20 2020-21 2021-22 2022-23 Eax Ayrahe Scotland	
secure and attractive place to live, work and visit. Improve community safety in neighbourhoods and homes, and protect	diversionary activities, in particular in areas where the need is greatest.	Drug Possession Offences	EAC - Drug Possession Crimes Recorded	Drug Possession Offences per 10000 Population 70 66 50 55 56 56 47 43 40 43 41 20 2018-19 2019-20 2020-21 2021-22 2022-23 East Ayrahive Scotland	
and support our most vulnerable individuals and families. Promote our vibrant communities by	We will have reduced fire related incidents through	Accidental Fire Incidents	EAC - Accidental Fires Recorded	Accidental Fires Recorded per 10000 Population 24 22 24 25 20 21 21 21 21 21 20 21 21 21 21 20 20 20 20 20 20 20 20 20 20 20 20 20	
encouraging active and responsible citizenship.	prevention and early intervention approaches to fire safety.	Deliberate Fire Incidents (Excluding deliberate dwelling fires)	EAC - Deliberate Fires Recorded (Excluding Dwelling) 700 600 593 500 400 200 2018-19 2019-20 2020-21 2021-22 2022-23	Deliberate Fires Recorded per 10000 Population (Excluding Dwelling) 60 50 49 40 47 51 40 50 20 28 25 26 30 28 20 20 20 20 20 20 20 20 20 20	

LOIP Performance Indicators				
Vision (Community Plan 2015-2030)	What will success look like? Outcomes primarily lifted from community plan but additional measures added to reflect changes since publication of CP	How will we measure our progress?	Performance Trend	Comparison against National Performance
Children and young people, including those in early years and their carers, are supported to be active, healthy and to reach their potential at all	Our children will have better life chances, particularly those in our most deprived communities.	Proportion of children living in poverty (after housing costs)	EAC - Proportion of Children Living in Poverty (after housing costs) 8.0% 27.3% 27.2% 5.0% 26.6% 26.8% 24.0% 4.0% 24.0% 2.0% 2017-18 2018-19 2019-20 2020-21 2021-22	Proportion of Children Living in Poverty (after housing costs)           30.0%         26.5%         26.8%         27.3%         27.2%           25.0%         26.6%         25.8%         27.3%         22.6%         26.7%           20.0%         21.8%         21.2%         22.9%         20.9%         22.6%           15.0%         20.17-18         2018-19         2019-20         2020-21         2021-22           Last Ayrahre         Sotiland         -Family droup
life stages. All residents are given the opportunity to improve their wellbeing, to lead an active, healthy life and	We will have reduced the impact of alcohol and drugs misuse through a focus on recovery-oriented care.	Alcohol related hospital admissions	EAC - Alcohol Related Admissions per 100000 Population	Alcohol Related Hospital Admissions per 1000000 Population
to make positive lifestyle choices. Older people and adults who require support and their carers are included and empowered to live		Drug Related Deaths	EAC - Drug Related Deaths 45 41 40 36 38 35 29 30 25 20 15 10 5	Drug Related Deaths per 100000 Population (5 year periods) 35 30 25 19.7 20 15 16.3 22.9 23.4 25 10 5 0 2014-18 2015-19 2016-20 2017-21 2018-22

	LOIP Performance Indicators				
Vision (Community Plan 2015-2030)	What will success look like? Outcomes primarily lifted from community plan but additional measures added to reflect changes since publication of CP	How will we measure our progress?	Performance Trend	Comparison against National Performance	
Children and young people, including those in early years and their	People who use our services will have improved mental	Probable Deaths by Suicide	EAC - Probable Deaths by Suicide	Mortality Rate by Suicide (5 year periods)	
carers, are supported to be active, healthy and to reach their potential at all life stages. All residents are given the	wellbeing and reducing mental illness.	% of population prescribed medication for anxiety, depression, psychosis	EAC - % of Population Prescribed Medication for Anxiety/Depression/Psychosis 21.8% 21.5% 20.5% 20.5% 20.5% 20.5% 20.5% 20.7% 20.1% 2	% of Population Prescribed Medication for Anxiety/Depression/Psychosis           23%         21.4%           22%         21.4%           21%         20.9%           21%         20.9%           21%         20.1%           20%         19.7%           18.8%         19.3%           19%         19.3%           19%         20.1%           20%         20.1%           20%         20.1%           20%         20.1%           20%         20.1%           20%         19.3%           18.8%         19.3%           2018-19         2019-20         2020-21         2021-22           2018-19         2019-20         2020-21         2021-22           2018-19         2019-20         2020-21         2021-22	
opportunity to improve their wellbeing, to lead an active, healthy life and to make positive lifestyle choices. Older people and adults who require support and	Older and vulnerable people will live independently in their own homes and be well cared for in the community.	% of people aged 65+ with high levels of care needs who are cared for at home	45.0%         37.6%         38.8%         30.5%         24.2%           20.0%         37.6%         30.5%         24.2%         18.3%           20.0%         20.0%         20.17-18         2018-19         2019-20         2020-21         2021-22	% of people aged 65+ with high levels of care needs who are cared for at home	
their carers are included and empowered to live the healthiest life possible.	We will have halted the levels of overweight and obesity among children and adults.	% of Primary 1 Children with Healthy Weight	% of Primary 1 Children with Healthy Weight           90.0%         76.3%         75.8%         73.0%           70.0%         76.3%         75.8%         73.0%           70.0%         70.0%         70.0%         70.0%           50.0%         70.0%         70.0%         70.0%           50.0%         70.0%         70.0%         70.0%           50.0%         70.0%         70.0%         70.0%           20.0%         70.0%         70.0%         70.0%           20.0%         70.0%         70.0%         70.0%           2016-17         2017-18         2018-19         2019-20         2020-21	% of Primary 1 Children with Healthy Weight 80.0% 76.2% 76.3% 75.8% 76.3% 75.8% 75.8% 75.8% 75.8% 75.8% 75.8% 75.8% 75.8% 75.8% 75.8% 75.9%	

	LOIP Performance Indicators				
Vision (Community Plan 2015-2030)	What will success look like? Outcomes primarily lifted from community plan but additional measures added to reflect changes since publication of CP	How will we measure our progress?	Performance Trend	Comparison against National Performance	
Children and young people, including those in early years and their carers, are supported to be active, healthy and to reach their potential at all	We will work to reduce the number of homelessness presentations and support people to sustain tenancies.	Tenancy sustainment of over 365 days for those previously assessed as homeless	EAC - Percentage of those previously assessed as homesless who sustained a tenancy for 365+ days 100% 90% 80% 50% 50% 50% 2018-19 2019-20 2020-21 2021-22 2022-23	Percentage of those previously assessed as homesless who sustained a tenancy for 365+ days	
All residents are given the opportunity to improve their wellbeing, to lead an active, healthy life and to make positive lifestyle choices.	People who use our services will have a healthy life expectancy	Healthy Life	EAC - Healthy Life Expectancy (Male) 60.0 59.0 58.0 57.0 57.0 55.0 2015-2017 2016-2018 2017-2019 2018-2020 2019-2021	Healthy Life Expectancy (Male) 63.0 62.3 61.9 60.9 60.4 60.0 60.0 60.0 60.0 60.0 57.0 57.8 57.2 56.8 54.0 2015-2017 2016-2018 2017-2019 2018-2020 2019-2021 East Ayrahire Scotland	
Older people and adults who require support and their carers are included and empowered to live the healthiest life possible.	and an improving quality of life.	Expectancy	EAC - Healthy Life Expectancy (Female) 60.5 60.0 59.5 59.0 58.8 58.3 58.3 58.2 58.3 58.2 58.3 58.2 58.3 58.2 58.3 58.2 58.3 58.2 59.1 59.2 50.2 50	Healthy Life Expectancy (Female) 610 610 610 600 590 58.3 58.3 58.4 58.5 58.3 58.8 58.2 59.9 58.0 59.9 59.9 58.0 58.3 58.8 58.2 59.9 50.0 2015-2017 2016-2018 2017-2019 2018-2020 2019-2021 East Ayrshire Scotland	