

# Single Outcome Agreement for South Ayrshire 2009-2012



# South Ayrshire

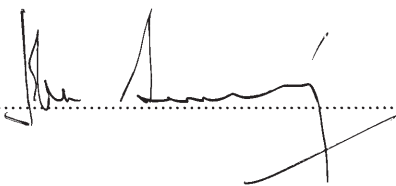
## Single Outcome Agreement 2009-2010

This Single Outcome Agreement for 2009-2010 between the Scottish Government and South Ayrshire Community Planning Partnership sets out priorities which will focus the delivery of better outcomes for the people in South Ayrshire.


It upholds the new working relationship between central and local government based on mutual respect and partnership as set out in the Concordat of November 2007. It extends the opportunity for both Scottish Government and the Community Planning Partnership to further enhance existing relationships underpinned by a new level of trust and confidence in the other as a partner.

For Scottish Government

For South Ayrshire  
Community Planning Partnership



**John Swinney** - Cabinet Secretary for  
Finance & Sustainable Growth



**Hugh Hunter** - Leader of South Ayrshire Council  
and Chair of South Ayrshire  
Community Planning Partnership

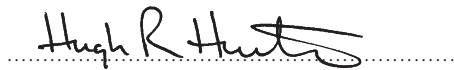
Date: 29th July 2009

# Joint Declaration

This Single Outcome Agreement for 2009-2012 sets out the vision of the South Ayrshire Community Planning Partnership for the area and identifies the strategic objectives which the partners are committed to jointly delivering.

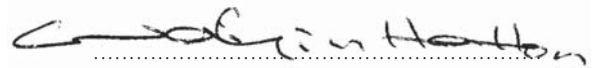
It also attests to the increased working relationship, based on trust and mutual respect, between the local partners and was signed on 11th June 2009.

*For South Ayrshire Council*



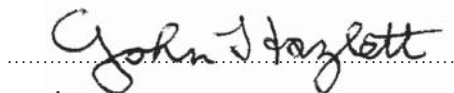
Council Leader

*For NHS Ayrshire & Arran*



Chief Executive

*For Strathclyde Police*



Superintendent

*For Strathclyde Fire & Rescue*



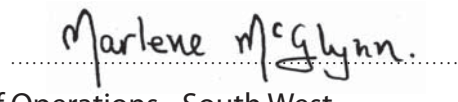
Area Commander

*For Scottish Enterprise*



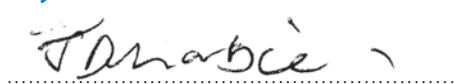
Director of Regional Support

*For Skills Development Scotland*



Head of Operations - South West

*For CVO Kyle & Carrick*



Development Manager

*For Strathclyde Partnership for Transport*



Director HR & Organisational Development

*For Ayr College*



Principal

*For the Community*



Community Representatives

# Purpose of the Agreement

## South Ayrshire Single Outcome Agreement

South Ayrshire Council produced a one year Single Outcome Agreement (SOA) for the period 2008-2009, the main focus of which was services delivered by the council.

The Community Planning Partnership has developed a new Agreement for the period 2009 – 2012 which sets out key local outcomes, strategic objectives and targets relating to services delivered by all partner organisations.

The new SOA reflects commitments made in both the Community Plan '*A Better Future Together 2006-2010*' and a vision statement for South Ayrshire '*Securing the Future for South Ayrshire*' prepared by the Council.

## Purpose of the Single Outcome Agreement (SOA)

The main purpose of the SOA is to demonstrate how partners in South Ayrshire are working together to deliver local priorities which will assist the Scottish Government in achieving its five high level strategic objectives and the fifteen key National Outcomes as agreed in the 2007 Concordat:

- We live in a Scotland that is the most attractive place for doing business in Europe
- We realise our full economic potential with more and better employment opportunities for our people
- We are better educated, more skilled and more successful, renowned for our research and innovation
- Our young people are successful learners, confident individuals, effective contributors and responsible citizens
- Our children have the best start in life and ready to succeed
- We live longer, healthier lives
- We have tackled the significant inequalities in Scottish society
- We have improved the life chances for children, young people and families at risk
- We live our lives safe from crime, disorder and danger
- We live in well designed, sustainable places where we are able to access the amenities and services we need
- We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others
- We value and enjoy our built and natural environment and protect it and enhance it for future generations.
- We take pride in a strong, fair and inclusive identity
- We reduce the local and global environmental impact of our consumption and production
- Our public services are high quality, continually improving, efficient and responsive to local needs

## Purpose of the Agreement

The Concordat was jointly agreed by COSLA and the Scottish Government and sets out a new working relationship between the Scottish Government and local government, based on mutual respect, partnership working and joint accountability.

The SOA is seen as a symbol of this new relationship and as the catalyst for greater transparency in our commitment to delivering better outcomes for the people of South Ayrshire. The proposed local outcomes reflect particular challenges in South Ayrshire and areas that require improvement. The Scottish Government has recognised the significance of joint working with community planning partners to drive this agenda forward.

The SOA is also a testament to our commitment to work as a partnership in order to:

- Jointly deliver better outcomes for our communities
- Work towards delivering objectives that cut across our organisations
- Contribute to the overall objective of improving the quality of life, both economically and socially, in South Ayrshire and Scotland as a whole.

The Concordat has provided a range of measures which will result in greater flexibility at a local level. These include:

- Removal of ring-fencing from a number of funding streams within the local government grant settlement.
- The ability to retain any efficiencies savings to re-invest in local services
- A reduction in monitoring and reporting requirements which means that staff time can be freed up and bureaucracy reduced.

## Scope of the Agreement

The Local Government in Scotland Act 2003 placed a statutory duty on Local Government to take the lead in facilitating Community Planning with a range of other statutory partners including

- NHS Ayrshire and Arran
- Strathclyde Police
- Scottish Enterprise
- Strathclyde Partnership for Transport
- Strathclyde Fire and Rescue.

The Act also includes the Duty of Best Value, to ensure continuous improvement and value for money in delivering public services and the Power to Advance Wellbeing giving local government and partners the scope to develop innovative ways to improve outcomes for local communities.

This Community Planning SOA covers the public services provided in South Ayrshire by South Ayrshire Council and the statutory community planning partners mentioned previously. A number of other partners are also active members of the Community Planning Partnership, including:

- Skills Development Scotland
- CVO Kyle and Carrick
- Jobcentre Plus
- University of the West of Scotland
- Ayr College
- Scottish Agricultural College
- Ayrshire Chamber of Commerce and Industry
- Visitscotland
- Scottish Environment Protection Agency
- Scottish Natural Heritage
- Representation from the Private Sector
- Community and Third Sector Organisations.

In preparing the SOA, account has been taken of both the national priorities for Scottish Government and our own local priorities, as set out in the Community Plan for 2006-10, "*A Better Future Together 2006 -2010*" and the vision document, "*Securing the Future for South Ayrshire*" prepared in 2008. The resulting Agreement embraces the Partnership's commitments to:

- Strengthen the local economy
- Reduce economic, social and health inequalities
- Build a sustainable future for the area
- Deliver Best Value services
- Improve joint working within the Partnership.

The SOA looks to achieve significant medium-term improvements in the quality of life in South Ayrshire, but specifically sets out targets for the period 2009-2012. The intention is that the SOA will be reviewed and updated annually to produce a rolling three-year strategic framework for Partnership planning and activities.

## Development of the Agreement

The new SOA was developed with all our Community Planning partners and will cover the three year period 2009-2012. The agreement has evolved through a series of workshops and consultations from October 2008 – January 2009. These have specifically included:

**Five SOA workshops for community planning partners.** The aim of the workshops was to work with all our partners to identify specific challenges and priorities for South Ayrshire and to develop a set of mutually agreed local outcomes and strategic objectives to address these.

**Two workshops for elected members.** Drafts of the evolving SOA outcomes and objectives were taken to workshops for discussion and comment by elected members. Follow up workshops with a more developed SOA allowed further discussion and comment.

**Theme Group Sessions** – Special meetings were organised by each Theme Group to allow a wider number of partners, who are active at Theme Group level, to discuss and comment on the proposed outcomes and strategic objectives, as well as to inform the choice of both high level and secondary level indicators.

**SOA Workshop with the Youth and Pupil Forums** – Members of the Youth Forum helped to organise and facilitate workshops with representatives from all the secondary schools in South Ayrshire. The young people were tasked with reviewing the draft SOA and putting forward comments for elements they thought were missing and suggestions for actions that could be taken to deliver the outcomes. They then prepared action plans to show how they planned to raise awareness of the SOA and consult with other pupils and staff in their own schools.

The SOA was also taken to a number of groups and committees including the CHP Forum, the CHP Committee, the Third Sector Development Group, the Council's Corporate Management Team and executive and team meetings of other partner organisations.

Each Community Planning Partner has signed off the Agreement in line with their own internal decision making procedures.

# Governance

South Ayrshire Community Planning Partnership undertook a review of structures in 2007. Recommendations emerging from that review were implemented in 2008 and a Community Planning Co-ordinator was appointed.

The new structure (Figure 1) comprises the Community Planning Board, an Implementation Group and seven Theme Groups. There are also proposals to establish locality based planning structures, or Area Forums.

An Annual Community Planning Conference offers the opportunity for a wide range of community planning partners, members of local voluntary and community groups and individuals to discuss local services and priorities.

Figure 1



Membership of the Community Planning Board has been extended beyond the statutory partners to include elected members from each of the three main political parties, two community representatives, on an interim basis, and representatives from both the Third Sector and the Further and Higher Education sectors. It is chaired by the Leader of South Ayrshire Council.

The role of the Board is to set the strategic direction of the Partnership and agree the priorities for the Community Plan and the Single Outcome Agreement. The Board also has responsibility for ensuring that robust financial and performance management arrangements are in place for community planning.

## Governance

A new Implementation Group links the Board and the Theme Groups and membership includes the lead officers of each of the Theme Groups and a number of community planning partners. The main remit of the group is to ensure that areas of work in relation to the Community Plan and Single Outcome Agreement are progressed.

The Theme Groups have responsibility for the delivery of objectives and actions in the Community Plan and report progress in implementing these action plans directly to the Board. The Groups will now take on responsibility for progressing the delivery of the SOA outcomes and strategic objectives through a set of action plans.

Independent scrutiny of decisions made by the Community Planning Board is provided through the Council's Corporate and Community Planning Standing Scrutiny Panel. While the Panel has the power to scrutinise all decisions made by the Board, its role is limited to making observations and recommendations in relation to the Board's decisions

### **Governance Arrangements for the Single Outcome Agreement**

The Community Planning Board will have responsibility for overseeing the delivery of the South Ayrshire Single Outcome Agreement.

The local outcomes for the SOA have been grouped into five main themes:

- *Prosperous, Learning and Achieving*
- *Children, Young People and Families*
- *Healthy and Caring*
- *Safe and Supported*
- *Clean, Attractive and Sustainable*

A further theme, *Ambitious, Forward Looking and Responsive*, incorporates cross cutting local outcomes and objectives in relation to improving service delivery.

The relevant Theme Groups are developing action plans, setting out specific actions and responsibilities that each partner will take to progress towards delivering each of the local outcomes and strategic objectives outlined in the SOA. Lead partners will be identified for each of the actions.

Outcomes, strategic objectives and actions will be also gradually be aligned to the strategies and service plans of community planning partner organisations.

## Reporting Mechanisms

A mid-term progress report will be prepared by each Theme Group for submission to the Community Planning Board in October of each year. This will allow partners to review progress being made towards achieving SOA outcomes and targets and to make recommendations on any remedial action necessary at that stage.

Progress on SOA outcomes, strategic objectives and targets will be reported to a wider audience in November of each year through the Council's public performance reporting mechanisms.

An Annual SOA Report will be produced and submitted to the Scottish Government in September of each year, reporting on activities and progress relating to the preceding financial year. This will allow sufficient time for the Partnership to gather data relating to the indicators.

## Performance Management

The Community Planning Partnership recognises the need for a robust performance management system to ensure that progress towards achieving the SOA outcomes can be demonstrated to our partners and, more importantly, to our communities and service users.

The partners have jointly agreed a set of high level indicators that can be used to measure progress. A number of these have been chosen from the menu of indicators provided by the Improvement Service and others are locally agreed measures.

An analysis of trend data has been conducted to ensure that targets set by partners, in relation to each indicator, are realistic and achievable.

As partners align the SOA outcomes and objectives to their own strategic and service plans, it is important that these performance indicators are also incorporated into the performance management framework of each partner organisation and that we move towards integrated performance reporting mechanisms and timescales.

### Risk Management Arrangements

The Community Planning Partnership has developed a Risk Management Strategy and accompanying Risk Register which highlights potential risks, how they will be managed and an identified risk owner. The register is reviewed quarterly by the Community Planning Board and is due to be updated in 2009.

The following risks have been identified in relation to the delivery of the SOA

No	Risk	Impact	Likelihood	Controls
1	Partners do not adhere to agreed performance management systems	Major	Possible	An agreed performance framework is in place for the Partnership
2	Resources are not committed and /or are withdrawn by one or more partner organisations	Critical	Possible	An agreed resource plan is in place for the Partnership
3	Partners do not fully commit to delivering agreed outcomes, objectives or actions in the SOA	Major	Possible	An agreed procedure for conducting mid-term and annual reviews is in place for the Partnership

## Performance Management

No	Risk	Impact	Likelihood	Controls
4	Changes in policy, legislation or resource deployment at a national level	Moderate	Possible	Provision has been made in the mid-term reviews of the SOA for adapting the local outcomes and strategic objectives to changes in the national policy context
5	A partner organisation ceases to exist	Moderate	Very Unlikely	Provision has been made in the mid-term reviews to adapt local outcome and targets to the changing profile of the Partnership
6	External factors	Major	Possible	Provision has been made in the mid-term reviews of the SOA for mitigating the impact of unforeseen external events on the local outcome targets

## Fairer Scotland Fund

The Fairer Scotland Fund is allocated to Community Planning Partnerships as a catalyst to attract other mainstream and external resources in order to tackle the causes of multiple deprivation. The fund can be targeted at specific geographic areas, as indicated by the Scottish Index of Multiple Deprivation, or towards supporting people who live outside these areas and require extra assistance.

In 2008 a separate submission was produced to show how South Ayrshire Community Planning Partnership is addressing inequalities and deprivation in target areas, using the Fairer Scotland Fund. This document outlined a specific set of outcomes and targets, and progress in achieving these has been reported as part of the SOA process.

Four objectives have been identified as a focus for FSF in South Ayrshire:

- Improved job opportunities in the most disadvantaged communities
- A reduction in the number of 16-19 year olds who are not in education, employment or training
- A better quality of life for deprived families
- A more empowered community

Partners have taken cognisance of these objectives in the development of the new three year SOA and FSF is clearly marked against the local outcomes and strategic objectives where allocation of the fund will be focused, along with other resources and targeting of services. The following national outcomes have been identified as being particularly relevant to the deployment of the fund in South Ayrshire:

- We realise our full economic potential with more and better employment opportunities for our people
- We are better educated, more skilled and more successful, renowned for our research and innovation
- Our young people are successful learners, confident individuals, effective contributors and responsible citizens
- Our children have the best start in life and ready to succeed
- We live longer, healthier lives
- We have tackled the significant inequalities in Scottish society
- We have improved the life chances for children, young people and families at risk
- We live in well designed, sustainable places where we are able to access the amenities and services we need

Figure 2 shows how the four FSF objectives relate to the National Outcomes and local SOA Outcomes and Objectives

Figure 2 - Fairer Scotland Fund (FSF) Focus

National Outcomes	Local SOA Outcome	SOA Objective/s	FSF Objectives
<b>2. We realise our full economic potential with more and better job opportunities for our people</b>	People in South Ayrshire are confident, qualified and prepared to access better job opportunities	Improve opportunities for the transition between out of work benefits and employment	<b>Improved job opportunities in the most disadvantaged communities</b>
<b>3. We are better educated, more skilled and more successful, renowned for our research and innovation</b>		Target learning interventions to low paid, low skilled employees	
<b>4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens</b>	Our children and young people reach their full potential	Maintain and improve educational achievement for all	<b>A reduction in the number 16-19 year olds who are not in education, employment or training</b>
<b>5. Our children have the best start in life and are ready to succeed</b>		Narrow the gap between high and low achieving pupils	
<b>8. We have improved the life chances for children, young people and families at risk</b>	Our children, young people and families at risk are protected	Identify and keep safe all children and young people at risk through early interventions	<b>A better quality of life for deprived families</b>

National Outcomes	Local SOA Outcome	SOA Objective/s	FSF Objectives
<b>6. We live longer, healthier lives</b>	People in South Ayrshire enjoy the best possible health throughout their lives	Encourage better diet, nutrition and physical health across all age groups	<b>A better quality of life for deprived families</b>
	People are protected from the harmful effects of alcohol	Provision of appropriate interventions for people who are experiencing alcohol issues in order to promote recovery	
	Our children and young people are healthy and reach their full potential	Tackle health inequalities and improve well-being for children and young people	
<b>7. We have tackled the significant inequalities in Scottish society</b>	People have opportunities to participate fully in society	Address health inequalities leading to enhanced employability	<b>Improved job opportunities in the most disadvantaged communities</b>
<b>11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others</b>	People in South Ayrshire are supported to improve their communities	Increase the proportion of communities with local groups committed to improving their neighbourhood	<b>A more empowered community</b>

## Area and Population

South Ayrshire has a population of 111,670, making it the 17<sup>th</sup> largest local authority in Scotland. Seventy per cent of the population live in the towns of Troon, Prestwick and Ayr. The rest of the area is predominantly rural, including the smaller towns of Maybole and Girvan. The southern third of the area is fairly remote, with average travel time by public transport to shopping facilities, post offices and doctors being in excess of 30 minutes.

Quality housing is available and, although the average house prices in 2007 were around 85% of the UK average, they were above the Scottish average of 114%. South Ayrshire's main town, Ayr, is only 40 minutes drive to Glasgow and within two hours of many European cities by air from Prestwick airport, and is well placed for commuting and conducting business. Overall, South Ayrshire is rated as a good place to live and work, with 63% of residents in 2005/06 rating it as very good place to live – a percentage well above the Scottish average of 53%.

The population of South Ayrshire declined by just under 1% between 1991 and 2001 and is projected to decline by a further 1% between 2001 and 2021. In spite of this, the demand for housing is expected to increase by more than 5% in the period up to 2021, as the number of single person households rises by more than 30%. Much of this rise in households is associated with a rise in single pensioner households. By 2021, it is anticipated that those aged 60 and over will make up 35% of the population. More dramatically, the number of people aged 75 and over is projected to increase by over 50% to around 15,000 people, with major consequences for the demand for older people's services.

In contrast, the numbers of school-age children (aged 5-16) are expected to fall by just over 16% by 2021. Likewise, the working age population is anticipated to contract by a similar degree.

At the last Census, there was a small but very diverse ethnic minority population, numbering some 760 people. This represents less than 1% of the resident population. Recently, there has been a small influx of migrant workers from the EU Accession States, but this is currently believed to amount to no more than 200 people.

## Economy

A pan Ayrshire Employment Taskforce has been setup in response to the economic downturn within the Ayrshire area. It is a pro-active response forum which shares information on potential and imminent closures and downsizing of companies. The Taskforce's responsibility is to ensure that planned measures are put in place to assist struggling businesses during the economic downturn, and to ensure the employees of these companies have access to as much support as possible.

The types of actions currently being progressed are:

- Creation of a single Taskforce database to share information on businesses and their current status
- Surveys of companies with 50+ employees to gather an informed picture of the current situation facing SME's,
- A business summit (took place in March)
- Organisation of roadshows, especially in more remote areas to provide information and support on what can be made available to unemployed persons
- Co-ordination of links/discussions with colleges' working group
- Development of a communications strategy to provide information on what support can be made available, along with a plan to promote positive business stories aimed at creating an "Ayrshire's still in business" image
- Sharing of information on notifications of potential redundancies and unemployment stats
- A co-ordinated approach to utilising additional funding allocated to Colleges and Job Centre Plus

Unemployment, as measured using the ILO definition, has been in line with the Scottish and GB averages at around 5% in 2007 but the number of people claiming Job Seekers Allowance has doubled since 2008.

While the average incomes of residents are comparatively high, with South Ayrshire reported to having the fourth highest average weekly earnings in Scotland in 2008. This reflects the area's proximity to Glasgow, with around a quarter of workers commuting daily to key jobs in the City and the surrounding areas.

South Ayrshire contributes 1.9% of GVA in Scotland and has 2.4% of the total registered business stock although turnover of these businesses is slightly below average at 1.7%. While traditional manufacturing is still important in the area, the retail sector, tourism and public services are now more important employers. Despite the decline in manufacturing, in terms of business output per head in 2005, the area is still ranked in the top third of economic (NUT3) areas in Scotland. Around 40 per cent of this business is estimated to be conducted with overseas countries.

However, in spite of this relatively positive picture, total employment in South Ayrshire has grown more slowly than nationally in recent years, increasing by just 4% between 1995 and 2006, compared to 13% in Scotland as a whole. In the next two or three years the economic outlook may be less promising, as a result of the global economic recession. The impacts on the local economy may be mitigated by the small size of the financial sector and the higher than average proportion of local production that is exported. Even so, the numbers claiming unemployment benefit is expected to rise from 2,200 in December 2008 to around 4,700 by December 2009. Further rises seem increasingly likely in 2010. Trying to reduce the impacts of these developments on families will be a key challenge for the Partnership in the next couple of years.

## Education

South Ayrshire Council manages 44 primary schools, 8 secondary schools and 3 specialist schools with approximately 15,200 pupils. All children in South Ayrshire are offered a nursery place after their third birthday in one of the Council's 4 nursery schools, 28 nursery classes or 12 approved private nurseries. The Council also provides out-of-school care and sessional crèche facilities at a number of locations across the authority.

Community Learning and Development staff work with vulnerable young people in and out of school and provide support to adults living in South Ayrshire, who wish to improve their literacy or numeracy skills, although the numbers of adults participating in these programmes has fallen. Meanwhile, the numbers of adults participating in English for Other Language Speakers (ESOL) programmes has increased.

South Ayrshire Council's £76 million Public Private Partnership (PPP) programme has resulted in five new schools being built at Belmont and Prestwick Academies, Alloway, Barassie and Monkton Primary schools and one new build extension at Kyle Academy.

South Ayrshire has maintained high standards of performance in reading, writing and mathematics in primary schools. The overall figures for the authority indicate improving trends in national assessment levels in primary schools. However, although performance in examinations in secondary schools remain above national averages in almost all measures, there are number of deteriorating trends.

Good progress has been made in implementing *Curriculum for Excellence (CfE)* in all schools and promoting the wider achievement of all pupils through a range of out of class activities such as the Duke of Edinburgh and ASDAN Award Schemes and through XL clubs.

Of those young adults who go into higher education, South Ayrshire is relatively successful in retaining university graduates once they have completed their studies. The retention rate is estimated to be just under 40%. Moreover, over 70% of graduates from South Ayrshire obtained first jobs appropriate to their qualifications. Overall the area has an above average proportion of the working-age population with degrees at 34%.

## Housing

Around 8,500 households out of a total of 50,883 households in South Ayrshire, live in Council housing, with an additional 1,800 Registered Social landlord properties. This is one of the lowest proportions of affordable rented accommodation (20%) in Scotland, where on average the social rented sector accounts for nearly 25% of the housing stock. As a result, the pressure on the social rented sector in the area is high, with 3500 households waiting for the 800-900 Council homes that become vacant each year. In recent years (2000-2005), the total housing stock in the area has been increasing with around 300 new private sector homes being built each

## Profile of South Ayrshire

year, and an additional 70 houses for rent per annum. The rise in demand for new homes is not being met by the rate of new household formation in South Ayrshire which stood at 4.3% per annum between 2001 and 2007, compared with a national average of 5.4% for the same period

There is also a lower proportion of low price private properties in the area than nationally. Properties banded A-C for rating purposes make up only 54% of the total, while those banded F-H account for 14%; the comparable national figures are 64% and 11% respectively. Increasing the stock of affordable homes is therefore a priority for the Council and its partners.

### Quality of Life

Compared to other parts of Scotland, life expectancy is longer, crime levels are lower and there is a greater level of public safety. Average life expectancy at birth in 2004-06 for both males and females was about 1.5% higher than the Scottish average. The overall rate of reported crimes and offences per head of population in 2005-06 was 23% below the Scottish average of 1,986 per 10,000 population, while crimes against the person per head of population were 16% below the national average of 376 per 10,000. However, inequalities exist and some of the key challenges we face relate to poverty, health and disability.

### Poverty

Incomes in South Ayrshire tend to be above the national average. In 2008, the median gross weekly wage for full-time workers resident in the South Ayrshire is 112% of the Scottish average. However, the high average income disguises the fact that distribution of wealth is skewed.

The proportion of working-age adults in receipt of key benefits ('income deprived') in 2005 was 13.1% in South Ayrshire. Only 11 out of the other 31 Scottish local authorities had a higher proportion. To a large extent, the incidence of low incomes reflected either the inability to work due to ill health or to find suitable employment. 12.8% of the working-age population in South Ayrshire in 2005 is considered 'employment deprived'. This figure is only slightly below the Scottish average of 13.8%.

Low family incomes impact on children. Compared to other parts of Scotland child poverty appears to be less of a problem. Of the 13,000 families in South Ayrshire with dependent children, around 20% experience poverty, compared to 25% nationally. However, among workless households with children in the area, as many as 70% have low incomes. Many of these are lone parent households, which make up 21% of all families with dependent children in the Council area. 30% of children from the recognised areas of deprivation live in workless households.

For young adults (aged 18-24), the key challenge is to reduce the numbers not in education, training or work. The 2001 Census reported that just under 10% of this age group were unemployed and a further 8% were economically inactive. In

## Profile of South Ayrshire

December 2008, this age group accounted for 30.2% of all those claiming Job Seekers Allowance compared to 28.9% in Scotland (NOMIS)

For pensioner households, the main concern is single pensioner households, of whom nearly 70% (4,700) in 2004 were reported to have a net annual income of less £10,000 per year. Projections suggest that the numbers of pensioner households, both couples and single people, on low incomes could rise to nearly 8,000 by 2021.

### Health

While those living in South Ayrshire enjoy comparatively good health relative to the rest of Scotland, there are marked differences in the health experiences of those families in the 15% most and 15% least deprived communities within the Council area. In the least deprived areas deaths from coronary heart disease are 1% lower than the area average, but in the most deprived communities the figure is 21% higher than average for South Ayrshire. Generally, those communities with poorest health are those living in the areas showing the greatest social and economic disadvantage. In particular, rates of illness in these communities are up to twice the Scottish average.

Extended life expectancy also means that that more people are living to over 75, but healthy life expectancy (ie the number of years of good health enjoyed by people) is not increasing as fast. As a result, those aged over the age of 60 are likely to spend more years in poor health, requiring care and support. The Council's own projections indicate that the numbers of older people requiring some form of care, either at home or in an institutional setting in South Ayrshire will rise by 25% from 13,000 in 16,500 by 2020. Many of these will be on low-incomes and will look to the public sector to fund their care needs. Council estimates have indicated that low-income pensioner households (ie. those with a net annual income of less than £10,000 per year) will rise by 24% between now and 2021.

### The Environment

Cleanliness of the environment, in respect of litter, fly tipping, dog fouling, graffiti and clean beaches, is considered very important by the majority of residents, as is the protection of green spaces. In contrast, conservation of the natural heritage, including the diversity of the area's wildlife and landscape, is rated as less important. In terms of the general cleanliness, trends suggest that, despite investment, the Council's position is currently slipping, with the Keep Britain Beautiful Cleanliness Index falling by 4% points in the last 3 years. In a recent follow-up survey, conducted in autumn 2007, 46% of respondents stated that the cleanliness of our streets had got worse since 2005. In contrast, the cleanliness of beaches was perceived to be one of the areas where there had been an improvement in the last two years, with 41% of those responding to the survey considering the beaches were cleaner. However, bathing water quality on the key beaches in South Ayrshire still needs to be improved with only 1 beach in 2008 being graded as 'excellent', while in Ayrshire as a whole 26% of rivers were reported as having only poor or fair water quality, compared to 13% nationally.

## Meeting the Challenge of Climate Change

The impact of emissions of greenhouse gases is an area of increasing concern. Whilst figures for South Ayrshire from 2003, expressed per head of population, showed that total domestic and industrial emissions were almost 20% below the Scottish average, emissions by homeowners in the area were actually 10% higher than the national average. While this is promising in terms of meeting future national targets for reducing greenhouse gas emissions, much more will need to be done in terms of improving energy conservation in both homes and businesses in South Ayrshire, if the more ambitious national target of reducing emissions by 80% by 2050 is to be achieved

Municipal waste deposited in landfill sites is a contributor to greenhouse gas emissions and so reducing the amounts going to landfill is important. However, it is also critical from the viewpoint of conserving natural resources. The Scottish Government has set targets of 50%, 60% and 70% of municipal waste being composted or re-cycled by 2013, 2020 and 2025 respectively. In 2007/08, South Ayrshire re-cycled or composted 43% of municipal waste. However, to achieve the targets set for 2013 and beyond will require a further quantum leap in the management of domestic, commercial and industrial waste in the area.

## Sustaining Rural Communities

Around a third of the population of South Ayrshire, if Maybole and Girvan are included, live in rural areas. A detailed examination of deprivation and service needs in rural South Ayrshire has revealed that, although these areas are neither more nor less disadvantaged than urban areas, there were a number of distinctive 'rural' problems. The 3 most important relate to:

- limited employment opportunities, reflected in a high dependence on self-employment, a higher dependence on low-paid, seasonal work in agriculture and tourism and a higher incidence of part-time working, especially for women;
- difficulties in accessing services, arising from the lack of public transport and the distances involved, especially for the 25% of rural households without a car; and
- the availability of affordable housing, reflected in a higher dependence on the private rented sector and a greater tendency for young adults to remain in the parental home than in urban areas.

Rural deprivation has also been recognised in the Kyle area of South Ayrshire, particularly in the former mining communities of Tarbolton, Mossblown and Annbank. Assistance in the form of access to the Ayrshire wide LEADER funding for rural communities, as well as regeneration funding from Central Government to the Coalfields Regeneration Trust, are available. Even so, ensuring that these communities are not marginalised in the future development of South Ayrshire will be a major challenge.

## **The Third Sector in South Ayrshire**

Third sector organisations in South Ayrshire are working together to develop a Compact with Community Planning partners through the auspices of the CVO Kyle and Carrick. This organisation supports and facilitates the development of the voluntary sector at a local level, aiming to strengthen its contribution to the economic and cultural development of the community. It is represented on the Community Planning Board.

Another key organisation is the Volunteer Centre South Ayrshire, which supports and assists the development of volunteers and volunteering, including the recruitment and matching of volunteers to suitable local opportunities. Volunteering is estimated to be worth around £28 million to the South Ayrshire economy, with about 27% of the population volunteering more than 2 million hours per year. Young people specifically volunteered for more than 68,000 hours between 2005 and 2008.

Altogether, there are over 600 voluntary organisations delivering services, 126 of which are considered to be social enterprises and employ in the region of 1,200 people with an estimated turnover of £25 million. Through the South Ayrshire Social Economy Network, these social enterprises have come together to form the Local Social Economy Partnership (LSEP). The Social Enterprise Network, with CVO Kyle & Carrick and the Volunteer Centre, has formed the South Ayrshire Third Sector Working Group, which is developing the first phase of the Compact Joint Implementation Plan.

CVO Kyle and Carrick and South Ayrshire Volunteer Centre are now working together under the banner of Voluntary Action

## National Objectives and the Local Context

**Figure 3 - Relationship Between National Outcomes, Local Outcomes and Other Local Plans**

National Outcomes	Local Outcomes	Vision Priorities	Community Plan Strategic Objectives
<ul style="list-style-type: none"> <li>• We live in a Scotland that is the most attractive place for doing business</li> <li>• We realise our full potential with more and better employment opportunities for our people</li> <li>• We are better educated, more skilled and more successful, renowned for our research and innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Businesses in South Ayrshire are enterprising, innovative and equipped to succeed in a changing world</li> <li>• South Ayrshire has the right infrastructure to support business aspirations</li> <li>• Research and innovation in South Ayrshire is enhanced</li> <li>• People in South Ayrshire are confident, qualified and prepared to access better job opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Increase the opportunities for business development and promote inward investment</li> <li>• Develop our town centres and strengthen links with Scotland, Ireland and Europe</li> <li>• Improve the quality and continuity of education and training</li> </ul>	<ul style="list-style-type: none"> <li>• Promote business development generally by making it easier to set up and to do business in South Ayrshire</li> <li>• Develop the skills, offices, transport and communications needed by service industries</li> </ul>
<ul style="list-style-type: none"> <li>• Our young people are successful learners, confident individuals, effective contributors and responsible citizens</li> <li>• Our children have the best start in life and are ready to succeed</li> <li>• We have improved the life chances for children, young people and families at risk</li> </ul>	<ul style="list-style-type: none"> <li>• South Ayrshire's children and young people are inspired, motivated and ambitious</li> <li>• The voices of our children and young people are heard and have influence</li> <li>• Our children and young people are healthy and reach their full potential</li> <li>• Our children, young people and families at risk are protected</li> </ul>	<ul style="list-style-type: none"> <li>• Integrate and develop services for children and young people</li> </ul>	<ul style="list-style-type: none"> <li>• Increase the opportunities for continuing learning beyond school for all adults</li> </ul>

## National Objectives and the Local Context

Figure 3 - Relationship between National Outcomes, Local Outcomes and Other Local Plans (cont'd)

National Outcomes	Local Outcomes	Vision Priorities	Community Plan Strategic Objectives
<ul style="list-style-type: none"> <li>We live longer, healthier lives</li> </ul>	<ul style="list-style-type: none"> <li>People in South Ayrshire enjoy the best possible health throughout their lives</li> </ul>	<ul style="list-style-type: none"> <li>Improve the quality and accessibility of health and care services</li> </ul>	<ul style="list-style-type: none"> <li>Improve services provided to help people stop smoking and reduce alcohol consumption</li> <li>Encourage better eating habits</li> <li>Encourage more physical activity and involvement in sports</li> <li>Improve support offered to those with mental health problems</li> <li>Promote the increased independence of people with long-term illnesses, including disability</li> <li>Develop more localised health and caring services</li> </ul>
<ul style="list-style-type: none"> <li>We have tackled the significant inequalities in Scottish society</li> </ul>	<ul style="list-style-type: none"> <li>People in South Ayrshire have opportunities to participate fully in society</li> <li>People in South Ayrshire are protected from the harmful effects of alcohol</li> </ul>	<ul style="list-style-type: none"> <li>Tackle poverty and help create employment opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Ensure that everyone has an equal chance of benefiting from education and learning, especially those with disabilities and special needs</li> </ul>

## National Objectives and the Local Context

Figure 3 - Relationship Between National Outcomes, Local Outcomes and Other Local Plans (cont'd)

National Outcomes	Local Outcomes	Vision Priorities	Community Plan Strategic Objectives
<ul style="list-style-type: none"> <li>We live our lives safe from crime, disorder and danger</li> <li>We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others</li> </ul>	<ul style="list-style-type: none"> <li>South Ayrshire is a safe place in which to live, work and visit</li> <li>People in South Ayrshire are supported to improve their own communities</li> </ul>	<ul style="list-style-type: none"> <li>Make South Ayrshire an even safer place to live, work and play</li> <li>Improve community leadership and partnership working</li> </ul>	<ul style="list-style-type: none"> <li>Reduce the general level of violence on our streets and in our homes</li> <li>Reduce drug-taking and excessive drinking of alcohol among young people and adults</li> <li>Reduce the number of serious accidents happening in the home, in work or on our streets</li> <li>Reduce the incidence of anti-social behaviour</li> <li>Increase the support and training designed to build up the confidence and ability of both young people and adults to participate fully in their community and in the planning and delivery of services</li> </ul>

## National Objectives and the Local Context

Figure 3 - Relationship Between National Outcomes, Local Outcomes and Other Local Plans (cont'd)

National Outcomes	Local Outcomes	Vision Priorities	Community Plan Strategic Objectives
<ul style="list-style-type: none"> <li>• We live in well-designed, sustainable places where we are able to access the amenities and services we need</li> <li>• We value and enjoy our built and natural environment and protect it and enhance it for future generations</li> <li>• We reduce the local and global environmental impact of our consumption and production</li> </ul>	<ul style="list-style-type: none"> <li>• South Ayrshire has sustainable and accessible amenities and services to meet the needs of all communities</li> <li>• South Ayrshire has attractive built and natural environments, appreciated by its citizens and visitors</li> <li>• South Ayrshire's carbon emissions are substantially reduced</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure an adequate supply of affordable housing</li> <li>• Improve the viability of rural communities</li> <li>• Support and develop leisure and cultural opportunities</li> <li>• Conserve and enhance our natural and built environment</li> <li>• Adapt to the impacts of climate change and become more sustainable</li> </ul>	<ul style="list-style-type: none"> <li>• Increase the supply of affordable housing in both urban and rural areas</li> <li>• Support the development of sporting skills</li> <li>• Develop more localised health and caring services</li> <li>• Look after our open spaces in urban areas and ensure town centres are appropriately maintained</li> <li>• Improve public transport</li> <li>• Maintain the cleanliness of our surroundings by ensuring clean streets and beaches and tackling dog-fouling and graffiti</li> <li>• Maintain the quality of our countryside</li> <li>• Increase the proportion of household and industrial waste that is recycled</li> <li>• Combat climate change through encouraging the adoption of less environmentally-polluting forms of transport, promoting energy conservation and encouraging low environmental impact buildings</li> </ul>

## National Objectives and the Local Context

Figure 3 - Relationship Between National Outcomes, Local Outcomes and Other Local Plans (cont'd)

National Outcomes	Local Outcomes	Vision Priorities	Community Plan Strategic Objectives
<ul style="list-style-type: none"> <li>We take pride in a strong, fair and inclusive identity</li> </ul>	<ul style="list-style-type: none"> <li>South Ayrshire has a strong and inclusive local identity</li> </ul>	<ul style="list-style-type: none"> <li>Promote civic pride</li> <li>Promote equality by tackling discrimination and disadvantage</li> </ul>	<ul style="list-style-type: none"> <li>Promote tourism in the area, using the natural advantages provided by our golf courses, the link with Robert Burns and Glasgow Prestwick International Airport</li> </ul>
<ul style="list-style-type: none"> <li>Our public services are high quality, continually improving, efficient and responsive to people's needs</li> </ul>	<ul style="list-style-type: none"> <li>Our public services are efficient, forward-looking and ambitious, reflecting the views of our stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Improve our efficiency and effectiveness</li> <li>Strengthen sound governance and improve scrutiny arrangements</li> <li>Improve customer focus</li> </ul>	

## Outcomes and Commitments

The following Single Outcome Agreement (SOA) Templates show the local outcomes and strategic objectives agreed by the Community Planning partners in relation to each of the fifteen national outcomes. These have been developed in response to the challenges identified for South Ayrshire based on evidence of need, surveys and consultations.

The templates also include the indicators which will form the basis of the performance management framework with current baseline information and proposed targets.

The SOA is high level and strategic and a set of secondary level actions plans, being developed at Theme Group level, will identify specific partner activities, services and resources as well as a set of lower level indicators.

Reflecting the fact that the Scottish Government's national outcomes form natural 'clusters', the national outcomes and associated local outcomes have been clustered into 6 themes:

- Prosperous, learning & achieving
- Children, young people & families
- Healthy & caring
- Safe & supported
- Clean, attractive & sustainable
- Ambitious, forward-looking & responsive

For each theme, the following tables set out:

- the national outcomes linked with this theme;
- the local context and trends surrounding the theme;
- the relevant local outcomes;
- the main strategic objectives or 'focus of activity' behind each stated local outcome;
- the proposed Partner with 'lead responsibility' for that strategic objective , designated as follows:

*ADAT = Ayrshire Drugs & Alcohol Team,*  
*CS = Careers Scotland,*  
*DWP = Department of Works and Pensions,*  
*EA = Energy Agency,*  
*NHS = NHS Ayrshire & Arran,*  
*SAC = Council,*  
*SDS = Skills Development Scotland,*  
*SE = Scottish Enterprise,*  
*SEPA = Scottish Environment Protection Agency,*  
*SFR = Strathclyde Fire & Rescue,*  
*SNH = Scottish Natural Heritage,*  
*SP = Strathclyde Police,*  
*SPT = Strathclyde Partnership for Transport;*  
*NAC – North Ayrshire Council*

## Outcomes and Commitments – Prosperous, Learning & Achieving

National Outcome 1	<i>“We live in a Scotland that is the most attractive place for doing business”</i>
National Outcome 2	<i>“We realise our full economic potential with more and better employment opportunities for our people”</i>
National Outcome 3	<i>“We are better educated, more skilled and more successful, renowned for our research and innovation”</i>

### Local Context and Trends

- The recent global recession will mean that in the short-term, the opportunities for increasing employment opportunities in South Ayrshire may well be limited. During 2009, the numbers claiming unemployment benefit is expected to increase from 2,200 to 4,700. Further increases may be likely in 2010. However, the lower dependence on the financial sector for employment and a higher proportion of output going to export markets than nationally may help to cushion the loss of jobs in the short-term. A pan Ayrshire Economic Taskforce has been established comprising all relevant partners who are working across North, South and East Ayrshire to minimise the consequences of the economic downturn. The main remit of the Task Force is to support people who are indentified as either being at risk of redundancy, or have been made redundant, to access other employment or training opportunities.
- South Ayrshire has the basis of excellent transport links by road, rail, sea and air. The A77 runs through South Ayrshire, joining the M77 and providing easy access for cars, buses and freight to the Glasgow City Region area. The area also has good rail connections to North Ayrshire, East Ayrshire and Glasgow and southwards to Loch Ryan, Dumfries and Galloway and England. The transport network however needs further investment – the A77 south of Ayr requires upgrading and the rail service needs greater capacity and frequency to remain an attractive choice. The area benefits from the two ports of Ayr and Troon with approximately 730,000 tonnes of cargo exported and imported every year including timber, coal, cement, seaweed and animal feed. In 2008 the Port of Troon dealt with around 85,000 cars and lorries, as well as 50,000 passengers.
- Prestwick Airport currently provides up to 450 local jobs and handles 2.4 million passengers per year with plans to expand its capacity to 11.9 million by 2031. It also plans to increase the amount of cargo it handles annually to 101,000 tonnes. Whilst short term reductions in current traffic levels can be expected in the current economic conditions, the long term plans are still achievable. An important growth area is the Aerospace industry which currently employs 3,400 people.
- South Ayrshire benefits from three educational institutions – University of the West of Scotland, the Scottish Agricultural College and Ayr College. A planned shared Aeronautical Engineering facility will complement the planned new University campus and the ongoing

## Outcomes and Commitments – Prosperous, Learning & Achieving

partnership in education will enhance attainment, ease of access and smoother transition. A vibrant Ayrshire wide Chamber of Commerce draws 50% of its membership from South Ayrshire and has recently developed a new Business Forum with an active Tourism Committee.

- Around one-third of the population live in rural areas. Employment opportunities in these areas are limited, reflected in a high dependence on self-employment, a higher than average incidence of low-paid seasonal work in agriculture and tourism and higher levels of part-time working, especially for women. Ensuring that rural areas do not become marginalised is a key challenge for the Partnership.
- To maintain the area's prosperity, average levels of income in South Ayrshire will need to grow at least as fast as the Scottish average. However, recent trends have indicated this would require a reversal of the slow-down in earnings growth, which saw median earnings in South Ayrshire increase by only 17% between 2001 and 2007, compared to 24% in Scotland. With a quarter of the area's residents travelling out of the area to work, this will depend as much on ensuring that South Ayrshire residents are able to benefit from the growth in the wider Glasgow City Region as in improving employment opportunities locally.
- The growth in employment opportunities will need to be matched by increased availability of new jobs locally to compensate for the steady decline in traditional industries, such as manufacturing. Between now and 2017, it is forecast that 2,000 jobs will be lost from manufacturing businesses in South Ayrshire. To compensate for this, new businesses will have to be created in the area and the rate of new business formation, which is currently 30 per 10,000 adults (2007), increased to nearer the UK average of 42 per 10,000 adults. There will also have to be an emphasis on sustaining existing businesses.
- It is forecast that most of the new jobs created within South Ayrshire and the West of Scotland in the next decade will be in occupations connected with professional, sales and personal services, requiring people with higher level qualifications and directed more to serving the customer. Between 2007 and 2017 there will be 33,000 job vacancies to be filled in South Ayrshire. Of these 20% will be in professional occupations, 20% in sales and personal service jobs, 25% in technical and administrative employment and a mere 20% in unskilled jobs. As a result in the next decade a quarter of all job opportunities will require people educated to degree level, 60% with Standard Grades, Highers, HNCs or HNDs and a mere 15% will be open to those with no qualifications.
- Ensuring that the benefits of economic growth are widely dispersed will also be important. Just over 13% of the population in South Ayrshire is considered to live in households, whose income is sufficiently low that they qualify for means-tested benefits. While poverty is dispersed throughout the community, there is still a significant concentration in the Regeneration Areas of Ayr North, Wallacetoun/Newton and Girvan. Here the proportion of the population on Income Support, claiming Incapacity Benefit or in receipt of Job Seekers Allowance is more than twice the South Ayrshire average. 33% of all households claiming Income Support in the Regeneration Areas are lone parent households.
- Town centre development in South Ayrshire is being taken forward by the Ayr Renaissance Partnership – the first major developments are planned over the next three years. Other developments are planned for Girvan and Maybole.
- The Social Economy in South Ayrshire is estimated to have a turnover of £25 million with around 126 social enterprises and voluntary organisations employing in the region of 1,200 people. Health and Social Care sectors are likely to offer the best opportunities for growth

## Outcomes and Commitments – Prosperous, Learning & Achieving

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 1 Businesses in South Ayrshire are enterprising, innovative and equipped to succeed in a changing world</b>	<b>SO1a.</b> Put in place accessible, quality advice and support for business creation and development	<b>Li1a(1).</b> Net annual rate of new business formation in South Ayrshire per 10,000 resident adults <i>(Source: BERR Statistics on VAT Registrations &amp; De-Registrations)</i>	3	7	N/A Until 2009	Maintain	Maintain	Increase	9 by 2012
	<b>SO1b.</b> Work Collectively to minimise the impact of the economic downturn in South Ayrshire	<b>Li1b(1)</b> Number of companies in South Ayrshire, planning more than 20 redundancies, supported by the Economic Taskforce <i>(Ayrshire Economic Task Force data)</i>	-	-	12 (640 people) (2008-2009)	Maintain	Maintain	Reduce	Reduce the number of companies requiring support by 2012
	<b>SO1c.</b> Develop and support the local Social Economy	<b>Li1c(1).</b> Number of people employed in social enterprises in South Ayrshire <i>(Source: ODS Survey, May 2006)</i>	1,200 (est)	N/A	N/A	Increase	Increase	Increase	1,300 2012

## Outcomes and Commitments – Prosperous, Learning & Achieving

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 2</b> <b>South Ayrshire has the right infrastructure in place to support business aspirations</b>	<b>SO2a.</b> Enhance town centres and address business accommodation and transport issues	<b>Li2a(1)</b> Square metres of retail space refurbished <i>(Source: Ayr Renaissance)</i>	-	-	-	Increase	Increase	Increase	New Indicator Baseline & Targets to be established
		<b>Li2a(2)</b> Percentage of road network that should be considered for maintenance treatment <i>(Source: SAC)</i>	55%	60.9%	45.1%	Maintain	Maintain	Decrease	40%
<b>LO 3</b> <b>Research and innovation in South Ayrshire is enhanced</b>	<b>SO3a.</b> Support for local businesses to gain from, and contribute to, the enhancement of research and innovation	<b>Li3a(1)</b> Number of Knowledge Transfer Partnerships established <i>(Source: University of the West of Scotland)</i>	-	-	-	Increase	Increase	Increase	New Indicator Baseline & target to be established

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2009-2010	2009-2010	2009-2010	2010-2011	2011-2012	
<b>LO 4</b>  <b>People in South Ayrshire are confident, qualified and prepared to access better job opportunities</b>	<b>SO4a.</b> Improve opportunities for the transition between out of work benefits and employment  <b>(FSF)</b>	<b>Li4a(1).</b> The unemployment rate for a) South Ayrshire and b) the Regeneration Areas for all out of work benefits <b>(Source: SNS)</b>	-	a) <b>9.2%</b>  b) <b>20%</b>	-	<b>Maintain the differential</b>	<b>Maintain the differential</b>	<b>Reduce the differential</b>	<b>Reduce the differential by 2012</b>
	<b>SO4b.</b> Target learning interventions to low-paid, low-skilled employees  <b>(FSF)</b>	<b>Li4b(1).</b> Percentage of the working-age population with no qualifications <b>(Source: NOMIS)</b>	<b>13.4%</b> <b>(2005)</b>	<b>13.7%</b> <b>(2006)</b>	<b>11.8%</b> <b>(2007)</b>	<b>Decrease</b>	<b>Decrease</b>	<b>Decrease</b>	<b>10.8% 2012</b>
		<b>Li4b(2).</b> Mean gross weekly earnings for workforce based in the local authority area for all employees (part-time and full-time) <b>(Source: ASHE)</b>	<b>£391</b> <b>(2006)</b>	<b>£406</b> <b>(2007)</b>	<b>£426</b> <b>(2008)</b>	<b>Maintain</b>	<b>Maintain</b>	<b>Increase</b>	<b>£440 2012</b>

### Links to other plans

- Skills for Scotland: A Lifelong Skills Strategy: <http://www.scotland.gov.uk/Publications/2007/09/06091114/0>
- Scottish Enterprise Business Plan 2009 – 2012 - [Scottish Enterprise Business Plan 2009/12](#)
- University of the West of Scotland Strategic Plan 2008 – 2015: <http://www.uws.ac.uk/spc/documents/StrategicPlan08-15.pdf>
- Skills Development Scotland – Operating Plan 2008 – 2009:  
<http://www.skillsdevelopmentscotland.co.uk/downloads/OperatingPlan2008-2009.pdf>
- Scottish Agricultural College Corporate Plan 2008 – 2009: <http://www.sac.ac.uk/mainrep/pdfs/corporateplan200809.pdf>
- Ayr College Strategic Plan 2008 – 2011: <http://www.ayrcollac.uk/index.php?name=UpDownload&req=viewdownload&cid=12>
- Prestwick Airport Masterplan 2008 – 2031
- Thrive and Connect Plan 2008 – 2011 – CVO Kyle and Carrick

## Outcomes and Commitments – Children, Young People & Families

<b>National Outcome 4</b>	<b><i>“Our young people are successful learners, confident individuals, effective contributors and responsible citizens” (cross reference to Prosperous, Learning and Achieving)</i></b>
<b>National Outcome 5</b>	<b><i>“Our children have the best start in life and are ready to succeed”</i></b>
<b>National Outcome 8</b>	<b><i>“We have improved the life chances for children, young people and families at risk”.</i></b>

### Local Context and Trends

- South Ayrshire has maintained high and improving standards of performance in reading writing and mathematics in primary schools. As regards performance in secondary schools, in 2008 92% of pupils in South Ayrshire by the end of S6 achieved 5 or more awards at SCQF level 3 or better and 49% gained five or more awards at level 5 or better; 21% of pupils gained 5 Highers. While attainment levels are slightly better than the Scottish averages, the projected demand for skilled labour over the next decade suggests that these figures will need to rise – in particular the number of school leavers obtaining Highers – if local young adults are to fill the available jobs. Among other things, it points to a need to narrow the gap between the performance of those pupils falling in the lowest attaining 20% nationally (19% of all children in South Ayrshire) and the average.
- In the Regeneration Areas however, only around 80% of pupils will gain five or more Standard Grades at ‘foundation’ level by the end of the school education. In these areas, a much higher proportion of young adults will disengage from education, with the result that a higher proportion will drift out of the labour market. Currently, in these areas, 29% of 16-24 year olds are claiming benefits, compared to 13% in South Ayrshire as a whole. Compared to an attendance rate of 90% among secondary school children in South Ayrshire, the comparable figure is only 84% in the Regeneration Areas. The proportion of S4 pupils in the deprived areas gaining Maths and English at SCQF level 3 is only 81% and those gaining 5 or more Standard Grades at SCQF level 3 is only 82%; the averages for South Ayrshire are 92% and 92% respectively. There are however, a number of strategies in place to improve educational outcomes for looked after children. In 2008 66.5% of young people leaving care attained qualifications at SCQF level 3 or above in both Maths and English, the highest level for six years. In 2006-07 around 6% of pupils in S4 fail to gain English and Maths at SCQF 3.
- Good progress has been made in implementing *Curriculum for Excellence (CfE)* in all South Ayrshire schools and promoting the wider achievement of all pupils. A significant number of pupils in secondary schools participate in the Duke of Edinburgh Award Scheme with 435

## Outcomes and Commitments – Children, Young People & Families

new entrants to the Scheme in 2008. Wider achievement is also promoted in secondary schools through the ASDAN Award Scheme and through XL clubs. In primary schools 444 pupils in South

- Ayrshire primary schools received awards for their participation in the Junior Achievement Award Scheme in 2008 and 600 pupils received the John Muir Award which recognised their achievements in relation to environmental awareness and outdoor education.
- In 2008 86% of school leavers progressed to employment, education or training. As a result, the numbers failing to gain work or gain training or further education places fell to the lowest level for four years. Despite this promising development, there remains a strong programme centred on identifying young people in school at risk of disengaging from education and supporting them. In 2008 over 6,722 young people aged 10-25 years benefited from youth work programmes delivered both in and outwith school or work. Of this 889 achieved nationally recognised awards. A Council-wide Youth Strategy has been developed and South Ayrshire's Parenting and Family Support Strategy will be complemented by the development of the Early Years Framework. South Ayrshire will also be moving towards implementing *Getting It Right For Every Child* (GIRFEC) locally.
- Just under 20% of children in South Ayrshire live in households with low-incomes. However, in places like Girvan and central Ayr the figure is over 30% and in Lochside and Whitletts this rises to over 40%. The high incidence of child poverty in the Regeneration Areas is reflected in the disproportionately high numbers of low birth-weight babies born in these areas. Early childhood health problems are compounded by the low proportion of mothers breastfeeding in these areas (11 – 15%), compared to 34% in South Ayrshire. Evidence shows that currently just over one fifth (20.6%) of Primary One school children are overweight or obese and that 26.5% of expectant mothers currently smoke. Deprivation also impacts on school performance and unemployment among young adults.
- A partnership approach is being used to develop and implement an Early Years Strategy in South Ayrshire which will mirror the objectives of the national Early Years Framework. An innovative pilot, Girvan First, is currently being rolled out in the Girvan area. It is a targeted geographic approach to improving outcomes in relation to early intervention and prevention. The approach will result in a series of developmental local measures and indicators.
- The South Ayrshire Parenting and Family Support Strategy is underpinned by the use of a number of parenting programmes including the Solihull Approach and Mellow Parenting. These are both well established structured Parenting Programmes which the partnership across South Ayrshire is implementing as part of the strategy to offer a co-ordinated approach to the delivery of parenting and family support.
- The number of Child Protection referrals and the number of children on the child protection register has increased in recent years in line with other authorities. In March 2008 there were 29 children on the Child Protection register in South Ayrshire. This represents a static trend from 2007. Over the last 5 years there has been an increase in the percentage of children on the Child Protection Register from 1.0 per 1000 in 2004 to 1.6 per 1000 in 2008. However, this was significantly lower than the comparator and national averages in 2008 (each 2.7 per 1000).

## Outcomes and Commitments – Children, Young People & Families

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 5</b>  <b>South Ayrshire's children and young people are inspired, motivated and ambitious</b>	<b>SO5a.</b> Increase the number of children and young people participating in positive and constructive activities	<b>Li5a(1).</b> Numbers of children and young people participating in recognised positive activities ( <i>Source: Council's own data</i> )	3992	4628	6722	7058	7411	7781	7,781 by 2012
		<b>Li5a(2)</b> % of pupils who report positively on their development as successful learners, confident individuals, responsible citizens and effective contributors ( <i>Source: SAC Survey</i> )	N/A	N/A	N/A	TBA	TBA	TBA	New survey indicator.  Baseline and targets to be established in 2009.
		<b>Li5a(3).</b> % of school leavers progressing to positive destinations ( <i>Source: SNS/SAC</i> )	84%	87%	86%	Increase	Increase	Increase	89% 2012
<b>LO 6</b>  <b>The voices of our children and young people are heard and have influence</b>	<b>SO6a.</b> Develop opportunities for children and young people to influence decision-making	<b>Li6a(1).</b> Number of children and young people participating in Pupil and Youth Forums ( <i>Source: Council's own data</i> )	76	75	98 (2008-09)	108	118	130	130 by 2012

## Outcomes and Commitments – Children, Young People and Families

Local Outcome	Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 7</b> Our children and young people are healthy and reach their full potential	<b>SO7a.</b> Implement transformational change for early years (0-8)	<b>Li7a(1) Number of children living in poverty</b> <i>(Source: CHP)</i>	-	-	-	TBA	TBA	TBA	New Indicator Baseline TBA
	<b>SO7b.</b> Tackle health inequalities and improve wellbeing for children and young people  <b>(FSF)</b>	<b>Li7b(1).</b> % of babies exclusively breastfed at 6-8 week review as a % of all babies receiving a 6-8 week review a) for South Ayrshire and b) for the Regeneration areas <i>(Source: SNS)</i>	a)	a) 21.1%	a) 22.4%	Increase	Increase	Increase	2% increase per year to 2012
			b)	b) 15.5	b) 11%	Increase by a greater proportion in target areas	Increase by a greater proportion in target areas	Increase by a greater proportion in target areas	4% increase per year to 2012
			<b>Li7b(2).</b> % of overweight or obese children at a) P1 and b) P7 <i>(Source: NHS)</i>	N/A	N/A	a)20.6 b)N/A until 2009	Maintain the % increase	Reduce the % increase	Reduce the % increase
<b>Li7c(3).</b> Number of women recorded as current smoker at anti-natal booking appointment <i>(Source: NHS)</i>	26.9% (05-06)	26.5% (06-07)	TBA	20% by end March 2010	Reduce as per new HEAT target	Reduce as per new HEAT target	Reduce as per new HEAT target to 2012		

## Outcomes and Commitments – Children, Young People and Families

Local Outcome	Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 7</b>  <b>Our children and young people are healthy and reach their full potential</b>	<b>SO7c.</b> Maintain and improve educational achievement for all	<b>Li7c(1).</b> % of relevant S4 roll achieving 5+ awards at SCQF level 4 or better by the end of S6 <i>(Source: South Ayrshire Council)</i>	79%	80%	80%	Maintain	Maintain	Maintain	80% 2012
		<b>Li7c(2).</b> % of relevant S4 roll achieving 3+ awards at SCQF level 6 or better by the end of S6 <i>(Source: South Ayrshire Council)</i>	33%	33%	30%	Maintain	Maintain	Increase	33% 2012
		<b>Li7c(3).</b> % of a) All children and b) young people ceasing to be looked after achieving English and Maths at SCQF 3 or above <i>(Source: Council's own data)</i>	a) 93%	a) 94%	a) 93%	Maintain	Maintain	Maintain	93% 2012
			b) 40%	b) 47.2%	b) 66.7%	Increase	Increase	Increase	70% 2012 (Liable to fluctuation due to small nos)

## Outcomes and Commitments – Children, Young People and Families

Local Outcome	Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006 - 2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 8</b>  <b>Our children, young people and families at risk are protected</b>	<b>SO8a.</b> Identify and keep safe all children and young people at risk through early interventions <b>(FSF)</b>	<b>Li8a(1).</b> Number of children re-registered on the Child Protection Register <b>(Source: Council's own data)</b>	0	3	3	Maintain	Maintain	Maintain	Maintain or Reduce by 2012
		<b>Li8a(2).</b> Number of children housed in temporary accommodation (hostel, B&B & 'other') <b>(Source: Scottish Government, Homeless Returns)</b>	22	29	9	Reduce	Reduce	Reduce	0 by 2012
<b>Links to other plans</b> <ul style="list-style-type: none"> <li>• Early Years Framework: <a href="http://www.scotland.gov.uk/Topics/People/Young-People/Early-years-framework">http://www.scotland.gov.uk/Topics/People/Young-People/Early-years-framework</a></li> <li>• Curriculum For Excellence: <a href="http://www.ltscotland.org.uk/curriculumforexcellence/index.asp">http://www.ltscotland.org.uk/curriculumforexcellence/index.asp</a></li> <li>• Getting it Right for Every Child: <a href="http://www.scotland.gov.uk/Topics/People/Young-People/childrenservices/girfec/Q/editmode/on/forceupdate/on">http://www.scotland.gov.uk/Topics/People/Young-People/childrenservices/girfec/Q/editmode/on/forceupdate/on</a></li> <li>• Working and Learning Together – National Guidance for Community Learning and Development (CLD) <a href="http://www.scotland.gov.uk/Resource/Doc/47210/0028730.pdf">http://www.scotland.gov.uk/Resource/Doc/47210/0028730.pdf</a></li> <li>• National Standards for Community Engagement <a href="http://www.communitiesscotland.gov.uk/stellent/groups/public/documents/webpages/otcs_008411.pdf">http://www.communitiesscotland.gov.uk/stellent/groups/public/documents/webpages/otcs_008411.pdf</a></li> </ul>									

- South Ayrshire Youth Strategy – Investing in Young People 2007 - 2012  
<http://www.chyps.co.uk/publications/South%20Ayrshire%20Council%20Youth%20Strategy.pdf>
- South Ayrshire Parenting and Family Support Strategy: [http://www.chyps.co.uk/familysupport/children\\_support\\_services.shtml](http://www.chyps.co.uk/familysupport/children_support_services.shtml)
- South Ayrshire Child Protection Strategy : <http://www.south-ayrshire.gov.uk/childprotection/advice.htm>
- South Ayrshire More Choices More Chances Strategy
- *Looking after Every Child*: Child Health Strategy for NHS Ayrshire and Arran 2008-2011

## Outcomes and Commitments – Healthy & Caring

National Outcome 6 “We live longer, healthier lives”

National Outcome 7 “We have tackled the significant inequalities in Scottish society”

### Local Context and Trends

- Average life expectancy in South Ayrshire is slightly higher than the Scottish average at 74 for men and 79 for women. However, while life expectancy is increasing, healthy life expectancy is increasing more slowly, so those aged over 60 are likely to spend more years in poor health. This is a major challenge for the Partnership as the numbers of people over 60 is expected to rise from around 31000 to 37000 by 2020. More critically, those aged 75 and over are expected to increase in the same period from 11000 to 14500. As a result the numbers of older people expected to need some form of care is expected to rise by 25% by 2020, from 13000 to 16500. Just under 50% of those aged 60 will have a long-term health condition. Although 60% of these can be cared for at home, around 30% will require sheltered accommodation and 10% will need institutional care. In South Ayrshire, 40.5% of older people with intensive care needs are cared for at home, rather than in care homes or geriatric long-stay
- South Ayrshire Council, NHS Ayrshire and Arran are working with the national Joint Improvement Team over the next 2 years to develop new service responses that will **shift the balance of care** for older people from acute hospital to community settings. The learning from this challenging work programme will inform Ayrshire-wide and, eventually, national practice. The work will also be supported by the programme using the **Integrated Resources Framework** to identify potential ways of using resources more effectively and efficiently.
- Health prospects are affected strongly by deprivation. In the Regeneration Outcome Areas, 55% of those aged 60 or over have a long-term health condition. Emergency admission rates to hospital for coronary heart disease and accidents for all age groups are also 50% above the South Ayrshire average, though cancer admissions are below the local authority average. While many health indicators for South Ayrshire are better than the national average, areas of concern include high numbers of alcohol-related admissions to hospital, an above average number of deaths attributable to smoking and a high incidence of mental health problems. In particular, the rate of admissions to psychiatric hospitals at 54 per 10000 population is 8% above the Scottish average. Around 15% of all adults and 30% of those aged over 60 have depression. Due to the increasing older population, the number of cases of dementia is forecast to rise by 40% by 2020
- Overall, 1 in 8 people in South Ayrshire have some form of physical or mental disability. The proportion of the population affected rises from under 10% for 16-25 year olds to 50% for those aged 65-84. About 30% of these will have chest and heart problems and a further 30% will have mobility problems. One in 200 people is reported to have a severe learning disability. Drug prescribing for anxiety, depression and psychosis is also higher than the Scotland average (8.4%, compared to 8.1%).

## Outcomes and Commitments – Healthy & Caring

### Inequalities

- Just over 13% of the population in South Ayrshire live in households whose income is sufficiently low that they qualify for means-tested benefits. Many of these people are unemployed, lone parents or on incapacity benefit. Poverty is dispersed throughout the community, but there is still a significant concentration in the Regeneration Areas of Ayr North, Wallacetown/Newton and Girvan. Here the proportion of the population on Income Support, claiming Incapacity Benefit or in receipt of Job Seekers Allowance (unemployment pay) is more than twice the Scottish average.
- Lone parents figure prominently in low-income households, accounting for 33% of Income Support claimants. However, poverty affects not only people's quality of life in terms of spending power, but also in terms of health and generally safety. Significantly, there is a fairly strong link between poverty and disability/long-term illness, with a greater probability that a household with one or more adults with a disability or long-term illness will have a low income due to not being in employment. It is estimated that in the most disadvantaged areas of South Ayrshire, 55% of those aged 60 or over have a long-standing illness, which limits their quality of life. Emergency admission rates to hospital for Coronary Heart Disease and accidents for all age groups are also 50% above the South Ayrshire average.
- Over the last five years the percentage of pupils in South Ayrshire in the lowest attaining 20% of pupils nationally has remained stable at 19%.
- The Community Health and Wellbeing profiles for South Ayrshire show that the proportion of the population hospitalised for alcohol related and attributable causes is significantly worse than average. The proportion of the population hospitalised for drug related conditions is also significantly worse than average, with 358 patients discharged over the last three years.
- Homelessness is another key issue. Around 1,000 households present themselves as homeless every year in South Ayrshire. In the last 10 years the numbers have increased by 10%, although this is well below the national rate of increase of 44%. Of those presenting themselves as homeless, 6% are sleeping rough, 30% are households with children and 20% are between the ages of 16 and 20.

## Outcomes and Commitments – Healthy & Caring

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
LO 9  People in South Ayrshire enjoy the best possible health throughout their lives	SO9a. A shift in the balance of care to more localised health and care services	Li9a(1). Rates of hospital admissions and bed days of patients with primary diagnosis of a) COPD b) Asthma c) Diabetes and d) CHD Per 100,000 population <i>(Source: NHS Ayrshire &amp; Arran)</i>	a) 411.52	a) 484.56	a) 442.37	408.8	408.8	Reduce	Plans for ongoing reductions
			b) 130.61	b) 131.64	b) 121.79	112.6	112.6	Reduce	
			c) 118.09	c) 111.04	c) 129.85	120.0	120.0	Reduce	
			d) 939.35	d) 983.25	d) 864.15	798.6	798.6	Reduce	
	SO9b. Encourage better diet, nutrition and physical health across all age groups	Li9b(1). Premature mortality rates in under 75s in relation to CHD per 100,000 population <i>(Source: NHS Ayrshire &amp; Arran)</i>	70.6	71.8	81.0	Reduce	Reduce	Reduce	2060 cardiovascular checks carried out by March 2010
		Li9b(2) Number of years of life in good health (M&F) <i>(source: NHS Ayrshire &amp; Arran)</i>	Male 67.9 Female 71.7 (2003)			Increase	Increase	Increase	Long term target – report on outputs as proxies
		Li9b(3) Smoking Prevalence in Adults <i>(Source: Scottish Household Survey)</i>	-	26%	-	Decrease	Decrease	Decrease	Long term target – report on outputs as proxies

## Outcomes and Commitments – Healthy & Caring

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
LO 9  People in South Ayrshire enjoy the best possible health throughout their lives	SO9c. Increase and maintain the independence of older people and people with long-term conditions and disabilities	Li9c(1). Number of home care packages of more than 10 hours per week for people aged 65+ ( <i>Source: Scottish Govt Returns</i> )	595	614	642	Increase by 2%	Increase by 2%	Increase by 2%	Overall increase of 6% by 2012
		Li9c(2). Number of people aged 65 and over admitted as an emergency inpatient 2 or more times in a single year per 100,000 population ( <i>Source: NHS Scotland, ISD</i> )	1051	1077	1,148	Reduce	Reduce	Reduce	1072 By 2012 Reduce & Maintain in the framework of a growing older population
	SO9d. Promote good mental health and well-being across all age groups	Li9d(1). Mean Score for South Ayrshire as measured by the Warwick-Edinburgh Mental Well-being scale ( <i>Source Local Citizens Panel Survey</i> )	N/A	N/A	50	Increase	Increase	Increase	Increase by 2012

## Outcomes and Commitments – Healthy & Caring

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
LO 9  People in South Ayrshire enjoy the best possible health throughout their lives	SO9e. The provision of early and appropriate interventions to all age groups experiencing mental health problems	Li9e(1). Number of readmissions within one year for those who have had a psychiatric hospital admission of over 7 days. <i>(Source: NHS Scotland, ISD)</i>	404 (2006)	359 (2007)	N/A	10% reduction	Reduce	Reduce	Further reductions planned via development of community mental health services
		Li9e(2). Annual rate of increase in the number of daily defined dose per capita of anti-depressants <i>(Source: NHS Scotland, ISD)</i>	5.2%	5.8%	3.3%	0%	10% reduction	10% reduction	Continued reduction
		Li9e(3). Number of people with a diagnosis of dementia on the Quality and Outcomes Framework Dementia Register <i>(Source: NHS Ayrshire &amp; Arran)</i>	N/A	697	699	751	1,058	Increase	Continued increase

## Outcomes and Commitments - Healthy and Caring

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 10</b>  <b>People in South Ayrshire have opportunities to participate fully in society</b>	<b>SO10a.</b> Address health inequalities leading to enhanced employability  <b>(FSF)</b>	<b>Li10a(1).</b> Number of people in receipt of Incapacity/SDA Benefits <b>(Source: NOMIS)</b>	6270	6090	6060	Maintain	Maintain	Reduce	Reduce by 2012
	<b>SO10b.</b> Narrow the gap between high and low attaining pupils  <b>(FSF)</b>	<b>Li10b(1).</b> Percentage of pupils in South Ayrshire falling within the lowest attaining 20% of pupils nationally <b>(Source: Council's own data)</b>	20%	19%	17%	Decrease	Decrease	Decrease	16% 2012
	<b>SO10c.</b> Decrease incidences of homelessness	<b>Li10c(1).</b> Percentage of homeless/potentially homeless households assessed as having a priority need <b>(Source: Scottish Government Homeless Returns)</b>	39%	44%	63%	82%	Increase	Increase	100% by 2012

## Outcomes and Commitments – Healthy & Caring

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
LO 11  People are protected from the harmful effects of alcohol and drugs	SO11a. The provision of appropriate interventions for people who are experiencing alcohol and drug issues in order to promote recovery (FSF)	Li11a(1). Number of inpatient discharges with an alcohol-related diagnosis per 100,000 population ( <b>Source: NHS Scotland, ISD</b> )	1,021	961	TBA	Reduce	Reduce	Reduce	Reduce by 2012
	SO11b. Reduce the number of people misusing drugs (FSF)	Li11b(1) Drugs prevalence rate in South Ayrshire	951 (2003 Study)	N/A	N/A	Reduce	Reduce	Reduce	Baseline to be set in 2009 on publication of current Drugs Prevalence study
<b>Links to other plans</b> <ul style="list-style-type: none"> <li>Equally Well Implementation Plan (Scottish Government, 2008): <a href="http://www.scotland.gov.uk/Publications/2008/12/10094101/0">http://www.scotland.gov.uk/Publications/2008/12/10094101/0</a></li> <li>Better Health Better Care Action Plan (Scottish Government, 2007): <a href="http://www.scotland.gov.uk/Publications/2007/12/11103453/0">http://www.scotland.gov.uk/Publications/2007/12/11103453/0</a></li> <li>The Road to Recovery: A new approach to tackling Scotland's Drugs Problem: <a href="http://www.scotland.gov.uk/Publications/2008/05/22161610/12">http://www.scotland.gov.uk/Publications/2008/05/22161610/12</a></li> <li>NHS Ayrshire &amp; Arran Local Delivery Plan 2009/10:</li> <li>Mind Your Health Review of Mental Health Service (NHS Ayrshire &amp; Arran, 2008): <a href="http://www.nhsayrshireandarran.com/uploads/5076/MYHmaster.pdf">http://www.nhsayrshireandarran.com/uploads/5076/MYHmaster.pdf</a></li> <li>Promoting Health, Reducing Health Inequalities Strategy (2008 – 2012): <a href="http://www.nhsayrshireandarran.com/uploads/5075/PHRImaster.pdf">http://www.nhsayrshireandarran.com/uploads/5075/PHRImaster.pdf</a></li> <li>Towards 2012: Homelessness Support Project: <a href="http://www.scotland.gov.uk/Publications/2008/03/27152416/">http://www.scotland.gov.uk/Publications/2008/03/27152416/</a></li> </ul>									

## Outcomes and Commitments – Safe & Supported

**National Outcome 9** “We live our lives safe from crime, disorder and danger

**National Outcome 11** “We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others”

### Local Context and Trends

- Compared to the rest of Scotland, the overall rate of crime and offences in South Ayrshire is under 80% of the Scottish average (Scottish Neighbourhood Statistics 2006). In a recent survey conducted by Strathclyde Police (Strathclyde Police Consultation Results 2007), only 23% of residents surveyed stated that they had a fear of crime in their neighbourhood. The crimes most feared were assault and violent crime (46% of respondents – Strathclyde Police Consultation Results 2007).
- As part of the 2007 consultation exercise, residents were asked which one issue they would like the Police to prioritise and 30% of residents stated Drunk and Disorderly behaviour. However 27% of residents also stated they wished Drug Use/Drug Dealing to be prioritised (Strathclyde Police Consultation Results 2007). In 2007 there were 883 incidences of supply and possession drug crimes recorded in South Ayrshire. (Strathclyde Police Crime Statistical Bulletin – April 2009).
- Crimes of violence continue to be a focus within South Ayrshire and during 2007/08 there were 11 serious assaults per 10,000 population, just below the Scottish average of 12. Anti-Social Behaviour and acts of Vandalism also continue to cause problems within communities in South Ayrshire. During 2007/08 there were 3,609 incidents of anti-social behaviour recorded in South Ayrshire, equating to 323 per 10,000 population and 2,268 crimes of vandalism, equating to 203 per 10,000 population, slightly below the Scottish average of 214 crimes (Statistical Bulletin Crime and Justice Series Recorded Crime in Scotland 2007 – 08). The anti social behaviour figure includes figures for breach of the peace, urinating and consuming alcohol in public for South Ayrshire.
- The seizure of Knives and Offensive weapons remains a priority and in 2007/08 there were 85 detections for offensive weapons, equating to 8 per 10,000 population, and 44 detections for the carrying of knives/bladed instruments equating to 4 crimes per 10,000 population.
- In 2007/08 domestic abuse incidents in South Ayrshire recorded by the police were running at 101 per 10,000 population, 5% above the Scottish average of 96.5 incidents per 10,000 population. (Statistical Bulletin Crime and Justice Series Domestic Abuse recorded by Police in Scotland 2007 – 08)

- In relation to hospital emergency admission due to injuries in the home and road traffic accidents, the proportion of the South Ayrshire population hospitalised is significantly higher than the Scottish average. The rate of hospital patients admitted as a result of assault is also significantly worse than the Scotland average.
- For unintentional injuries in the home for patients aged 65 and over, South Ayrshire CHP is the worst of the 40 Community Health Partnerships in Scotland. The area is also significantly worse than average for unintentional injuries in the home among under-15s.
- In particular, the number of people killed or seriously injured on South Ayrshire's roads is a concern and remains a priority for Strathclyde Police and partner agencies. For the Fire and Rescue Service reducing fatalities and casualties caused by fires is a priority, as is reducing the number of deliberately set secondary fires, which have fallen from 560 in 2005-06 to 466 in 2007-08.
- In an effort to tackle these issues, the South Ayrshire Community Safety Partnership has been working with local communities to develop a problem solving approach.

## Outcomes and Commitments – Safe & Supported

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 12</b>  <b>South Ayrshire is a safe place in which to live, work and visit.</b>	<b>SO12a.</b> Reduce the general level of violence on our streets and in our homes and increase detection rates	<b>Li12a(1).</b> Total number of crimes of violence (murder, attempted murder, serious assault, assault and robbery) per 10,000 population ( <b>Source: Strathclyde Police</b> )	21	23	21	Reduce	Reduce	Reduce	Reduce the total number of crimes of violence by 2012
		<b>Li12a(2).</b> (a) Detections for possession of a) offensive weapons or b) knives per 10,000 population ( <b>Source: Strathclyde Police</b> )	a) 9  b) 4	a) 12  b) 4	a) 8  b) 4	Increase	Increase	Increase	Increase detections for possession of offensive weapons & knives by 2012
		<b>Li12a(3).</b> Number of domestic abuse incidents reported to the police per 10,000 population ( <b>Source: Strathclyde Police</b> )	87	98	102	Increase	Increase	Increase	Increase the number of reported domestic abuse incidents by 2012

## Outcomes and Commitments – Safe & Supported

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 12</b>  <b>South Ayrshire is a safe place in which to live, work and visit.</b>	<b>SO12b.</b> Reduce the incidence of anti-social behaviour  <b>(See SO5a/8a in Children, Young People and Families)</b>	<b>Li12b(1).</b> Number of crimes of vandalism (per 10,000 population)  <b>(Source: Strathclyde Police)</b>	209	237	203	Reduce	Reduce	Reduce	Reduce the number of crimes of vandalism by 2012
		<b>Li12b(2)</b> Number of deliberately set fires  <b>(Source: Strathclyde Fire &amp; Rescue)</b>	75	73	55	Reduce	Reduce	Reduce	25% reduction by 2015
		<b>Li12b(3).</b> Number of detected cases of anti-social behaviour and crimes of disorder <sup>1</sup> per 10,000 population  <b>(Source: Strathclyde Police)</b>	238	308	323	Increase	Increase	Increase	Increase the number of detected cases of antisocial behaviour and crimes of disorder by 2012

## Outcomes and Commitments – Safe & Supported

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
	<b>SO12c.</b> Reduce the public perception of the level of crime and anti-social behaviour	<b>Li12c(1).</b> % of adult residents stating that they feel 'very safe' or 'fairly safe' when walking alone in the local neighbourhood after dark ( <b>Source: Scottish Household Survey</b> )	72%	N/A	NA until Aug 09	Increase	Increase	Increase	Baseline and target to be set In August 2009
<b>LO 12</b> <b>South Ayrshire is a safe place in which to live, work and visit.</b>	<b>SO12d.</b> Reduce the number of injuries and casualties in the home and on our roads	<b>Li12d(1).</b> Number of people killed and seriously injured in road traffic collisions (per 10,000 pop.) ( <b>Source: Strathclyde Police</b> )	4	6	6	Reduce	Reduce	Reduce	Reduce the no of people killed and seriously injured in road traffic collisions by 2012
		<b>Li12d(2).</b> Number of hospital admissions as a result of unintentional injuries for <b>a)</b> children(<15 years) and <b>b)</b> older people(65+) ( <b>Source: NHS Scotland, ISD</b> )	a)238	a)234	a)201	Reduce	Reduce	Reduce	Reduce the no of hospital admissions for unintentional injuries by 2012
			b)709	b)706	b)732	Reduce	Reduce	Reduce	
	<b>Li12d(3).</b> Number of fire-related fatalities and casualties ( <b>Strathclyde Fire &amp; Rescue</b> )	22	24	19	Reduce	Reduce	Reduce	15% reduction by 2015	

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
LO 12  South Ayrshire is a safe place in which to live, work and visit.	SO12e Positively impact on drug use	Li12c(1). Detections for drug related crime	a) 14	a) 14	a) 15	Increase	Increase	Increase	Increase by 2012
	Cross refer to SO5	(a) Supply (b) Possession & Other drug crimes Per 10,000 pop. (Strathclyde Police)	b) 63	b) 60	b) 65	Increase	Increase	Increase	
LO 13  People in South Ayrshire are supported to improve their communities	SO13a. Increase the proportion of communities with local groups committed to improving their neighbourhood  (FSF)	Li13a(1). Number of communities with a local development plan in place  (Source: South Ayrshire Council)	-	-	2	Increase	Increase	Increase	5 by 2012

#### Links to other plans

- South Ayrshire Community Safety Partnership Strategic Plan and Outcome Statement (2008 – 2011)  
<http://www.south-ayrshire.gov.uk/documents/CSPPlan2008-2011.pdf>
- South Ayrshire Antisocial Behaviour Strategy (2005-08): <http://www.south-ayrshire.gov.uk/safety/asbstrategy.htm>
- South Ayrshire Strategy to tackle Violence against Women and Children (2006-08): <http://www.south-ayrshire.gov.uk/vaw/>
- Strathclyde Fire & Rescue North & South Ayrshire Area Service Plan (2006-2009):  
<http://www.strathclydefire.org/pdfs/ppr/NorthSouthAyrshireAreaPlan-2006-2009.pdf>
- Strathclyde Police Divisional Control Strategy 2007-2010: <http://www.strathclyde.police.uk/index.asp?locID=347&docID=-1>
- Scottish Policing Framework

## Outcomes and Commitments – Clean, Attractive & Sustainable

<b>National Outcome 10</b>	<b><i>“We live in well-designed, sustainable places where we are able to access the amenities and services we need”</i></b>
<b>National Outcome 12</b>	<b><i>“We value and enjoy our built and natural environment and protect it and enhance it for future generations”</i></b>
<b>National Outcome 14</b>	<b><i>“We reduce the local and global environmental impact of our consumption and production”</i></b>

### Local Context and Trends

- South Ayrshire's future depends on its remaining an attractive place in which to live. As such it is vital to maintain the richness and diversity of its public, open spaces. There is also a need to create a positive image for our towns and villages by enhancing and maintaining the built environment. Rejuvenating its town centres is therefore important, as is maintaining access to health services and the opportunities for active recreation.
- A third of the population of South Ayrshire (including Maybole and Girvan), live in rural areas. These rural communities have distinctive problems connected with limited employment opportunities, difficulty in accessing services arising from the scarcity of transport options and the distances involved, and a shortage of affordable housing. Ensuring that these communities are sustained will be a major challenge.
- An increase in the housing stock of affordable homes is critical. Currently, additions to the stock of social housing have not been keeping pace with the sales of Council houses in recent years. Thus, in 2004-05, around 200 new houses were built by housing associations, while in the same period nearly twice as many (365) Council houses were sold off. As a result, the pressure on the social rented sector in South Ayrshire is high, with 3,500 households waiting for the 800-900 Council houses that become vacant each year. It is estimated that 200 new affordable homes need to be built every year in South Ayrshire to meet the housing needs of young adults and low-income families. However, in recent years, the numbers completed have only been about a fifth of this (70) and the recent slump in housing development generally threatens to reduce this rate still further in 2009 and 2010. The impact of fuel poverty continues to be a concern in both urban and rural communities and is a 'crosscutting' issue for a range of partners and outcomes.

## Outcomes and Commitments – Clean, Attractive & Sustainable

- 63% of residents surveyed in 2005/06 rated their neighbourhood as a very good place to live, compared with 52% nationally. Surveys of the local community have shown that issues such as litter, dog fouling, clean beaches, graffiti, the visual appearance of town centres and open spaces for recreation are very high on the public agenda.
- In terms of the general cleanliness of the environment, the analysis of local trends suggests that, despite investment, the Council is currently waging a losing battle, with the Street Cleanliness Index falling by 4% points in the last 3 years. In a recent follow-up survey conducted in autumn 2007, 46% of respondents stated that the cleanliness of our streets had got worse since 2005. In contrast, the cleanliness of beaches was perceived to be one of the areas where there had been an improvement in the last two years, with 41% of those responding to the survey considering the beaches were cleaner.
- Current lifestyles pose a threat to the sustainability of our environment, especially with regard to man-made changes in the global climate. Under the *Kyoto Agreement* the UK government has committed itself to reducing greenhouse gas emissions by 12.5% of the 1990 figure between 2008 and 2012. In Scotland the government has set a longer term target reduction of 80% by 2050. According to *Changing Our Ways*, between 1990 and 2003 greenhouse gas emissions in Scotland fell by 14%, almost all of which was due to better energy use in the public and business sectors and better waste management. In comparison, residential emissions actually increased by 2% in this period. In the case of South Ayrshire, in 2006 per capita total domestic and industrial emissions in South Ayrshire were 3% higher than the Scottish average. The Council is a signatory to Scotland's Climate Change Declaration and will seek to report on its process and extend it precepts with all Community Plan partners.
- Municipal waste deposited in landfill sites is a contributor to greenhouse gas emissions and so reducing the amounts going to landfill is important. The Scottish Government has set targets of 50%, 60% and 70% of municipal waste being composted or re-cycled by 2013, 2020 and 2025 respectively. In 2007/08, South Ayrshire re-cycled or composted 43% of municipal waste. Achieving the targets set for 2013 and beyond, however, will require a further quantum leap in the management of domestic, industrial and commercial waste in the area
- Efforts are being made to encourage a 'modal' shift in transport away from private cars to public transport, walking and cycling. In its '*Transport Outcomes Report*' for South Ayrshire, Strathclyde Partnership for Transport (SPT) details, how, with partner support, it intends to deliver a shift towards more sustainable transport.

## Outcomes and Commitments – Clean, Attractive & Sustainable

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 14</b>  <b>South Ayrshire has sustainable and accessible amenities and services to meet the needs of all communities</b>	<b>SO14a.</b> Engage people, businesses and communities more effectively in the sustainability agenda  <b>(Cross Refer to SO16a in Safe &amp; Supported)</b>	<b>Li14a(1).</b> Number of a) schools and b) churches achieving Eco-School Green Flag or Eco-Congregation status <i>(Source: Eco-school /congregation org)</i>	N/A	N/A	a) 11  b) 0 (Dec 08)	Increase	Increase	Increase	a) 16 by end March 2012  b) 5 End March 2012
	<b>SO14b.</b> Increase the availability of affordable homes in South Ayrshire	<b>Li14b(1).</b> Annual number of new affordable homes completed and occupied <i>(Source: Council's own data)</i>	N/A	72	71	Increase	Increase	Increase	Year on year Increase to 2012
	<b>SO14c.</b> Increase the resistance of assets and services to the impacts of climate change	<b>Li14c(1)</b> Index of the level of preparedness of the Partnership for managing the risks associated with climate change  <i>(Source: SAC Self Assessment)</i>	N/A	N/A	1	Increase	Increase	Increase	3 by 2012

## Outcomes and Commitments – Clean, Attractive & Sustainable

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 15</b>  <b>South Ayrshire has attractive built and natural environments, appreciated by its citizens &amp; visitors</b>	<b>SO15a.</b> Improve the local environment of urban and rural areas	<b>Li15a(1).</b> Percentage of the population rating their neighbourhood as very good <i>(Source: Scottish Neighbourhood Statistics)</i>	63%	N/A	N/A until Aug 2009	Increase	Increase	Increase	68% by 2012
		<b>Li15a(2).</b> Cleanliness of local streets <i>(Source: SAC, Cleanliness Index)</i>	69	67	66	Increase	Increase	Increase	75 by 2012

## Outcomes and Commitments – Clean, Attractive & Sustainable

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 16</b>  <b>South Ayrshire's carbon emissions are substantially reduced</b>	<b>SO16a.</b> Encourage households, public sector agencies and businesses to reduce their carbon emissions	<b>Li16a(1).</b> Carbon footprint for South Ayrshire, tonnes per head of population <i>(Source: Stockholm Environment Institute)</i>	N/A	N/A	12.55 (2004-based est)	Reduce	Reduce	Reduce	12.3 tonnes by 2012
	<b>SO16b.</b> Encourage the reduction and reuse of waste products	<b>Li16b(1).</b> Tonnage of biodegradable municipal waste going to landfill <i>(Source: Council's own data)</i>	N/A	28.0 kt	27.5 kt	Reduce	Reduce	Reduce	25 kt by 2013
		<b>Li16b(2).</b> Percentage of waste recycled or composted <i>(Source: Council's own data)</i>	36.9	39.2	43.1	Increase	Increase	Increase	50% by 2013

## Outcomes and Commitments – Clean, Attractive & Sustainable

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 16</b> <b>South Ayrshire's carbon emissions are substantially reduced</b>	<b>SO16c.</b> Persuade people to adopt less environmentally polluting forms of transport, including walking and cycling	<b>Li16c(1).</b> Percentage of adults that travel to work or education by active or public transport <i>(Source: Scottish Household Survey)</i>	N/A	30.0 (2006)	N/A	Increase	Increase	Increase	35% by 2012
		<b>Li16c(2).</b> Percentage of journeys to/from school by active or public transport <i>(Source: Scottish Household Survey – Travel Diaries)</i>	N/A	85.1 (2006)	N/A	Maintain	Maintain	Maintain	85.1% by 2012
		<b>Li16c(3).</b> Percentage of passengers satisfied with the public transport system <i>(Source: Scottish Household Survey – Travel Diaries)</i>	NA	85.4 (bus) 88.0 (train)	N/A	Maintain	Maintain	Maintain	85.4% by 2012

### Links to other plans

- Ayrshire Joint Structure Plan 2007-2025: <http://www.ayrshire-jsu.gov.uk/structureplan.html>
- South Ayrshire Local Plan 2007: <http://www.south-ayrshire.gov.uk/LocalPlan/documents/SALocalPlanFinal.pdf>
- Ayrshire Biodiversity Action Plan 2007-2010: <http://www.east-ayrshire.gov.uk/comser/recycling/ayrshirebiodiversityactionplan.pdf>
- South Ayrshire Carbon Management Plan 2008-2013: <http://www.south-ayrshire.gov.uk/sustainabilityforum/publications/Carbon%20Management%20Plan%20v5.pdf>
- Ayrshire Area Waste Plan 2002-2020: <http://www.south-ayrshire.gov.uk/waste/plans/waste.aspx>
- South Ayrshire Climate Change Action Plan 2008-13: <http://ww4.south-ayrshire.gov.uk/pls/portal30/docs/PAGE/COMMITTEEPAPERS/LEADERSHIPANEL/MEETINGOF13THNOVEMBER2007/ITEM%204.1.PDF>
- South Ayrshire Sustainable Travel Plan 2008-2013: <http://www.south-ayrshire.gov.uk/environment/climatechange.htm>
- South Ayrshire Council – Local Transport Strategy 2009 – 2014: <http://www.south-ayrshire.gov.uk/council/transport/>
- SPT Transport Outcomes Report for South Ayrshire 2008: [http://www.spt.co.uk/wmslib/Docs\\_RTS/draft\\_south\\_ayrshire.pdf](http://www.spt.co.uk/wmslib/Docs_RTS/draft_south_ayrshire.pdf)

## Outcomes and Commitments – Ambitious, Forward-Looking & Responsive

### National Outcome 13 “We take pride in a strong, fair and inclusive identity”

#### Local Context and Trends

- The minority ethnic population makes up less than 1% of the total population in South Ayrshire. A detailed survey of the needs and aspirations of this group was undertaken by the Ayrshire Race Equality Partnership in 2005. While revealing the special needs of the minority population, it also showed that in many respects their needs and aspirations were similar to those of the population as a whole. Moreover, they were mostly of long-standing and well-integrated into the local community. The recent influx of short-term migrants from Eastern Europe has slightly altered the picture, but the numbers involved – according to National Insurance Registrations – are small, being no more than 200 to 300.
- Potentially of greater concern are the needs of the disabled population. It is estimated that one in 8 people in South Ayrshire has some form of physical or learning disability. This proportion rises to 50% of 65-84 year olds and 75% of those over 85. 30% of disabled people have chest and heart problems, while a further 30% have mobility problems. Around 1 and 200 is reported to have a severe learning disability. Progress is being made towards fulfilling the requirements of the Equality Duty to impact assess all new plans, policies and strategies. A programme of Equality Impact Assessments (EIA's) is being developed to facilitate monitoring.
- Tourism is estimated to bring in over £200M to South Ayrshire each year and employs around 10% of the labour force. Developing a more broadly-based tourism, centred on the area's golfing, arts, cultural and natural heritage, is central to the Partnership's vision for the area.
- Thirty per cent of UK visitors and 60% of overseas visitors to South Ayrshire are attracted to the area because of its castles, museums and churches. It is also renowned as the birth place of Robert Burns and South Ayrshire has been a focal point for the national 2009 Homecoming Celebrations marking the 250<sup>th</sup> anniversary of his birth. Around 10% of visitors specifically come for its golf facilities - the internationally renowned golf courses of Royal Troon and Turnberry, which regularly host international golf tournaments, are located within the area. Around a third of people visiting South Ayrshire will engage in walking. South Ayrshire also has 60 miles of unspoiled coastline and offers a number of clean, sandy beaches which attract large numbers of day trippers during the summer months. It is estimated however, that those coming for the day only spend an average of £10 per head.
- Only 8% of all visits to South Ayrshire are connected with the growing and lucrative market of 'business' tourism - conferences and business meetings. If income and employment from tourism is to be sustained and to grow the area needs to develop to its image as an attractive and welcoming place to visit. The expansion plans for Prestwick Airport, which include the building of a hotel on the site and trebling the number of passengers by 2031, offer the opportunity to promote South Ayrshire as a place to visit and stay in its own right.

## Outcomes and Commitments – Ambitious, Forward-Looking & Responsive

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 17</b>  <b>South Ayrshire has a strong and inclusive local identity</b>	<b>SO17a.</b> Raise awareness of issues in relation to the six equalities strands	<b>Li17a(1)</b> % of new plans, policies and strategies that have been equalities impact assessed <i>(Source: Community Planning Partners)</i>	N/A	N/A	TBA	Increase	Increase	Increase	100% by 2012
	<b>SO17b.</b> Enhance South Ayrshire's positive image locally, nationally and internationally	<b>LO17b(1).</b> Visitor numbers in '000s to a) Burns National Heritage Park, b) Culzean Castle & County Park and c) Heads of Ayr Farm Park <i>(Source: VisitScotland)</i>	a)	a)	a)	Increase	Increase	Increase	a)
			264	303	325				330
b)			b)	b)	Increase	Increase	Increase	b)	
		195	188	190				196	
		c)	c)	c)				c)	
		71	82	105				115	
		(2005)	(2006)	(2007)				By 2012	
	<b>SO17c.</b> Enhance participation in arts and cultural activity in South Ayrshire	<b>LO17c(1)</b>  <b>% of people who participate in one or more arts and/or cultural activities</b> <i>(Source: Community Planning Survey)</i>	-	-	-	-	-	-	New survey indicator Baseline & targets to be set
<b>Links to other Plans</b>									

## Outcomes and Commitments – Ambitious, Forward-Looking & Responsive

**National Outcome\_15: “Our public services are high quality, continually improving, efficient and responsive to people’s needs”**

### Local Context and Trends

- The Community Plan, *Building a Future Together*, recognised that the Partners had to become more forward-looking in their thinking and to develop a clear long-term strategy. It proposed that changes would have to be made to the way in which public services were provided and new ways found to deliver them more efficiently.
- In focusing on improvements in service efficiency however, sight must not be lost of the fact that the key issue for service users is the ‘effectiveness’ of the service, namely whether it delivers what is needed, when it is needed.
- As part of the ambition of being more responsive to the community’s needs, it is also recognised that decision-making has to be more transparent, so that the Partnership’s responses to the competing pressures for greater prosperity, fairer treatment of the more disadvantaged and the demands of environmental sustainability can be seen to be fair.

## Outcomes and Commitments – Ambitious, Forward-Looking & Responsive

Local Outcome	Strategic Objective	Outcome Indicator	Past Trends			Targets			'End' Targets & Timescales
			2005-2006	2006-2007	2007-2008	2009-2010	2010-2011	2011-2012	
<b>LO 18</b>  <b>Our public services are efficient, forward-looking and ambitious</b>	<b>SO18a.</b> Improve people's perceptions of the quality of public services provided	<b>Li18a(1).</b> Percentage of respondents agreeing with the statement that the Community Planning partners provide high quality services ( <i>Community Planning Survey</i> )	<b>44 (SAC only)</b>	<b>N/A</b>	<b>N/A Until Aug 2009</b>	<b>Increase</b>	<b>Increase</b>	<b>Increase</b>	<b>New survey indicator. Baseline and targets to be set in 2009</b>
	<b>SO18b.</b> Increase annual cost-saving efficiency gains by the Council and Partners	<b>Li18b(1).</b> Percentage annual cost-saving efficiency gains by each partner ( <i>Source: Partners' own financial accounts</i> )	<b>-</b>	<b>1.3% (SAC only)</b>	<b>1.7% (SAC only)</b>	<b>Increase</b>	<b>Increase</b>	<b>Increase</b>	<b>New Indicator to include all partners. Baseline and targets to be set</b>
<b>Links to other Plans</b>									
<ul style="list-style-type: none"> <li>A Better Future Together – South Ayrshire Community Plan 2006-2010 <a href="http://www.south-ayrshire.org.uk/sitepix/reports/CommunityPlanA4pdf.pdf">http://www.south-ayrshire.org.uk/sitepix/reports/CommunityPlanA4pdf.pdf</a></li> <li>Securing the Future for South Ayrshire – South Ayrshire Council Vision <a href="http://www.south-ayrshire.gov.uk/news/2008/publications/VisionDocument%2008%20R.pdf">http://www.south-ayrshire.gov.uk/news/2008/publications/VisionDocument%2008%20R.pdf</a></li> </ul>									

## The 'Asks'

### *General Partnership Requests*

- Improved incentives for new business formation
- Improved subsidies for public transport in rural areas
- No new burdens without additional or new funding

### *Requests by Youth and Pupil Forums*

- Increased taxes on alcohol to make it too expensive to binge drink
- Reduced availability of cheap drink
- Greater encouragement for young people to stay on at school until course achieved
- More sports in school

## Contacts

All contacts relating to the Single Outcome Agreement should be directed to:

**Valerie Stewart**  
Community Planning Co-ordinator

Tel: 01292 – 612134

e-mail: [Valerie.Stewart@south-ayrshire.gov.uk](mailto:Valerie.Stewart@south-ayrshire.gov.uk)

or

**Peter Linton**  
Performance and Change Management Manager

Tel: 01292 612704

E-mail: [Peter.Linton@south-ayrshire.gov.uk](mailto:Peter.Linton@south-ayrshire.gov.uk)

**Address:**

**Chief Executive's Strategic Office**  
**South Ayrshire Council**  
**County Buildings**  
**Wellington Square**  
**Ayr**  
**KA7 1DR**

If you require this publication in an alternative format and/or language, please contact us to discuss your needs.