South Ayrshire Local Outcomes Improvement Plan and Local Place Plans

October 2017

SOUTH AYRSHIRE LOCAL OUTCOMES IMPROVEMENT PLAN AND LOCAL PLACE PLANS
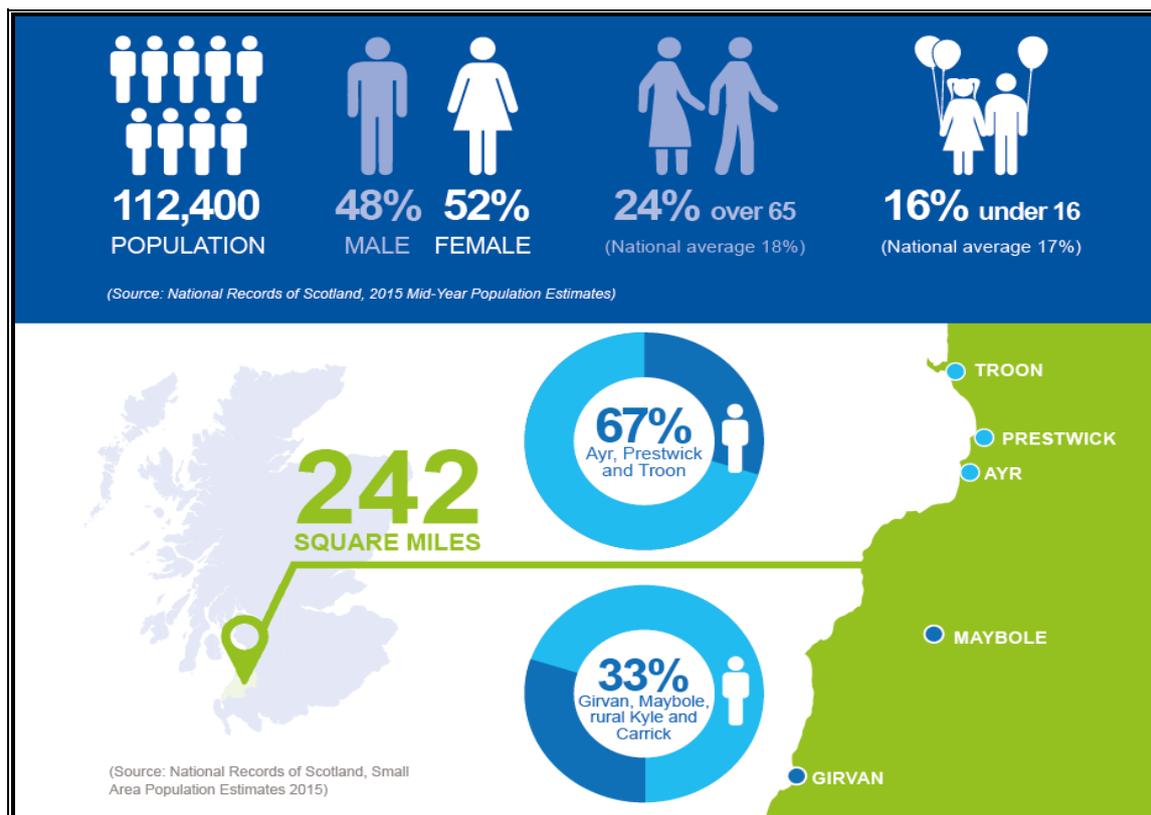
Overview of South Ayrshire

South Ayrshire Community Planning Partnership encompasses the main towns of Troon, Prestwick, Ayr, Maybole and Girvan and a large rural hinterland stretching from Dundonald in the north to Ballantrae in the south.   A full data profile overview of South Ayrshire can be accessed at data profile but key points are set out below.

South Ayrshire has a population of approximately 112,470 and accounts for around 2% of the Scottish population. In 2016, 24% of the population was aged over 65 compared with 18% across Scotland and there are 38 centenarians living in South Ayrshire. The older demographic bias is anticipated to amplify over the coming two decades. The proportion of pensionable aged people in South Ayrshire is anticipated to increase to 32% by 2039 compared with a Scottish average of 24%. South Ayrshire's dependency ratio[1] is currently above the Scottish average at 67 compared with 55. By 2039, the differential is forecast to have increased further to 87 compared with a Scottish average of 67. This will accentuate pressure on public services particularly health and social services.

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[1] The dependency ratio measures the proportion of young people under 16 and people aged 65 as a percentage of people aged 16-64.

South Ayrshire has traditionally been viewed as a relatively affluent area but that is changing and across a number of measures, the area is moving closer to the Scottish average. Notwithstanding this general trend, there are some significant pockets with higher levels of deprivation which are often characterised by poorer outcomes. The Scottish Index of Multiple Deprivation (SIMD) shows 19 datazones in South Ayrshire falling within Scotland's 15% most deprived datazones affecting an estimated 12,888 people. Most of these datazones are to be found in the Ayr North and Whitletts area but 3 are in Girvan and 1 each in Troon and Maybole. Six datazones in Ayr North fall within the worst 5% of datazones within Scotland.

19 datazones are in the 15% most deprived in Scotland

6 datazones are in the 5% most deprived in Scotland

South Ayrshire has the 8th highest child poverty level in Scotland with 26% of children classified as living in poverty[2] after housing costs. This equates to approximately 5,242 children. Child poverty is most prevalent in the Ayr North and Girvan wards at 38% and 35% respectively and lowest in Troon and Prestwick where it is 18%.

26% of South Ayrshire children live in poverty

38% of children in Ayr North live in poverty

35% of children in Glendoune live in poverty

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[2] The proportion of children living in families in receipt of out of work (means tested) benefits or in receipt of tax credits where their reported income is 60% of median income.

South Ayrshire also has higher rates of looked after children (LAC) in comparison with Scotland as a whole and their outcomes are generally not as good as those of their peers. The educational attainment of looked after children is consistently lower compared with their peers and a lower percentage of them go on to positive destinations of education, employment or training.

16.2% per 1,000 children in South Ayrshire are looked after (Scotland – 14.9%)

35% of looked after young people achieved 1 or more awards at Level 5 compared to 65% of all pupils (2015-16)

65% of looked after pupils went onto positive destinations in comparison with 94% for all young people (2015-16)

It is known that the outcomes for young carers in South Ayrshire are not as good as their peers who have no caring responsibilities and that a partnership approach is required to improve their outcomes.

3% of people aged under 25, or around 350 children & young people, in South Ayrshire provide unpaid care

150 young carers, aged between 8 and 25 years, are registered with the South Ayrshire Carer's Centre

66% of those registered are in fulltime education

The growing older population in South Ayrshire has clear policy implications. More people are expected to be diagnosed with dementia in the coming years so it is important that the CPP makes plans now to ensure that improved service provision and support is in place.

> **The dementia prevalence rate is 1.03 per 10 patients compared with 0.80 across Scotland.**
>
> **Alzheimer Scotland estimates that around 2,567 people in South Ayrshire have dementia**
>
> **The actual number of people diagnosed has risen from 697 in 2006/2007 to 1,160 in 2016/17**

Additionally, loneliness and social isolation can lead to the requirement for social care service interventions and can also result in added pressure on a range of other public service. For example, 76% of GPs report that 1-5 patients a day come to their surgery because they are lonely rather than due to genuine illness. Older people who are lonely are 1.3 times more likely to have emergency admissions, 1.6 times more likely to visit A& E and 3.5 times more likely to enter public funded residential care.

> **Loneliness can increase the risk of premature death by 30%**
>
> **It is estimated that acute loneliness affects 10 – 13% of older people**
>
> **Around 1 million people aged over 65 in the UK are always lonely according to estimates**

Context for the Local Outcomes Improvement Plan

The Community Planning Partnership has had two previous Single Outcome Agreements covering the period 2009-2012 and 2013-17. The key themes of these are set out below.

2009-2012 Themes	2013-17 Themes
• Prosperous, learning and achieving • Children, young people and families • Healthy and caring • Safe and supported • Clean, attractive and sustainable	• Economic recovery and growth • Supporting our children and families • Health inequalities and physical activity • Caring for older people • Safer and stronger communities • Protecting and enhancing our environment

The previous single outcome agreements and annual progress reports can be accessed at Community Planning SOAs and Annual Reports

In considering the development of the Local Outcomes Improvement Plan, the South Ayrshire Community Planning Partnership wanted to move away from an agreement which was broad based and which overlapped with other strategic plans into something with a narrower focus onto issues which it believed most partners could contribute to and which would provide positive benefits in terms of outcome improvements.

There are 4 strategic delivery partnerships supporting the work of the Board:

Integrated Children's Services

Community Safety

Health and Wellbeing

Economy, Employment & Sustainability

The current work of the each of the CPP Strategic Delivery Partnerships is as follows:

INTEGRATED CHILDREN'S SERVICES

A partnership approach to children's services was agreed earlier in 2017 in the Integrated Children's Services Plan for South Ayrshire **Integrated Children's Services Plan**. This has five priority areas with associated measures

- Ensure South Ayrshire's children get the best start in life, that South Ayrshire is the best place to grow up, and all children are successful learners, confident individuals, responsible citizens and effective contributors;
- Reduce the gap in outcomes between the most deprived and least deprived children and young people in South Ayrshire;
- Ensure children and young people who are looked after or are care leavers are cared for and supported to improve their life experiences and life chances;
- Ensure young people are supported to achieve and maintain good emotional and physical wellbeing;
- ensure children and young people have a voice in influencing service delivery that affects their lives.

COMMUNITY SAFETY

South Ayrshire has a very successful Community Safety Partnership which has won national recognition for a number of projects. Its four main priority areas are:

- Reduce the level of violence and anti-social behaviour in our communities (including violence against women and children);
- Reduce the impact alcohol/drug misuse has on our communities;
- Reduce the number of serious accidents at home and on our roads;
- Increase positive community engagement to tackle anti-social behaviour and community safety issues within communities.

HEALTH AND WELLBEING

The Health and Wellbeing Strategic Delivery Partnership and the Health and Social Care Partnership have a strong focus on reducing health inequalities and their strategic plan includes the following priority areas of work:

- Reducing the inequality gradient and in particular, addressing health inequalities;
- Protect children and vulnerable adults from harm
- Ensure children have the best possible start in life
- Support people to live independently and healthily in local communities
- Prioritise preventative, anticipatory and early intervention approaches.

ECONOMY, EMPLOYABILITY AND SUSTAINABILITY

In terms of economy, employability and sustainability, along with East and North Ayrshires, South Ayrshire is working on the development of an Ayrshire Growth Deal focused on economic growth and with a focus on inclusive growth.

Taken collectively, within the context of developing the Local Outcomes Improvement Plan, there is already a broad range of community planning work underway focused on priorities which will reduce inequalities and improve outcomes for people throughout South Ayrshire.

The Process for Developing the Local Outcomes Improvement Plan and Local Place Plans

The development of the Local Outcomes Improvement Plan and the Local Development Plan has been an iterative process which has blended data analysis with professional input, including from frontline practitioners, with evidence based practice and input from local communities.

Data analysis prompted an initial set of proposals from Strategic Delivery Partnerships on possible priority areas. These were considered at a Joint Planning Session involving stakeholders from across the community planning partnership. The outputs from that session were discussed at local engagement events in each of the six localities[3] which combined consultation on the Local Development Plan and the Community Justice Outcomes Improvement Plan and comparison made with the priorities identified by the locality planning groups.
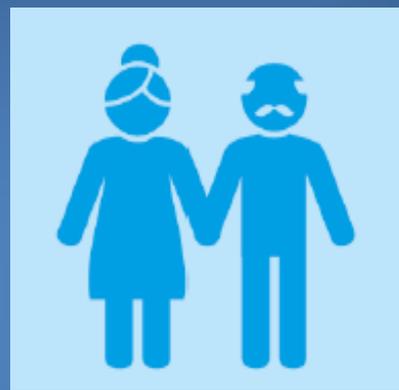
Five themes were then explored further through individual workshops (giving children the best start in life, mitigating the impact of child poverty, improving outcomes for looked after children, supporting healthier older people and improving mental wellbeing). Discussion with locality planning groups was supplemented by further community consultation at a Communities Fun Day and at a community conference specifically focussed on the scope of the Local Outcomes Improvement Plan.

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[3] Localities were initially set up in South Ayrshire to support the health and social care agenda but the community planning partnership agreed to adopt these as their sub-area structure.

The Focus of the South Ayrshire Local Outcomes Improvement Plan in South Ayrshire

Two strategic themes emerged from the development process:

- **Closing the poverty-related outcomes gap for children and young people in South Ayrshire**

- **Supporting older people to live in good health**

The work on progressing these aspirations is taking place within the auspices of the Integrated Children's Services Strategic Delivery Partnerships and the Health and Social Care Partnership and this will be supported by partnership work as appropriate. It is proposed that four supporting priorities form the focus of the South Ayrshire Community Planning Partnership outcome improvement effort as set out overleaf. Work will now commence to develop action plans with relevant partners and groups for each of these four themes spanning the next five years.

Improving outcomes for looked after children and care leavers

The outcomes for this group of young people are significantly below those of their peers and we believe that a concerted partnership approach is needed to close that outcome gap. Key tests of progress will be progressively increasing achievement in expected Curriculum for Excellence levels in literacy and numeracy at P1, P4, P7 and S3 and progressively increasing the percentage of looked after young people staying on at school and achieving a positive destination.

Providing support for young people who are carers

This is an area which has not had a lot of focus in partnership work thus far but we know that our data under-represents the number of young carers and that being a young carer can impact on outcomes. There are 150 young carers currently registered with the South Ayrshire Carer's Centre but we know from Census data that the number of carers under 16 is likely to be around 220 and that there may be approximately 350 under the age of 25. The initial focus will be on identifying young carers and scoping existing support mechanisms and how these can be enhanced with the purpose of improving outcomes for young carers in South Ayrshire and closing the gap in outcomes between young carers and their peers.

Reducing social isolation and loneliness

This was identified by each of the locality planning groups as a priority issue and as a dominant theme in public consultation as an issue where wellbeing and health could be improved by increasing the social connectedness of older people. The focus will be on identifying those at risk of social isolation and loneliness across the life-course and on identifying opportunities to increase social connectedness. This will include considering how older people can engage in schools as hubs in the community, intergenerational projects, befriending, using social media to stay connected with distant family and communities of interest, peer support ('younger' older people engaging with 'older' older people) and improved community activities for older people. In rural areas, there will also be a focus on access issues and the scope for community transport to help improve community connectedness.

Support for people living with dementia and their carers

The prevalence rate of dementia is expected to increase given the aging demographic of South Ayrshire. Recent evidence suggests a number of public health interventions can slow the progress towards more pronounced symptoms. Post-diagnosis, there are a range of supports that can enable people living with dementia to live independently or with their families within the community for longer periods of time. Work in this area will explore how Community Planning partners can support better outcomes for people living with dementia and their carers. This will include building upon the existing Dementia Friendly Community work in Prestwick, Troon and elsewhere.

Local Place Plans

Data identifies Ayr North and Girvan Glendoune as areas where poorer outcomes are experienced and where targeted work should take place to support outcome improvement. The SIMD data profiles, which illustrate why these geographic areas have been chosen as the focus for Local Place Plans, are set out at Appendix I.

In line with the strategic aims of the LOIP, it is proposed to focus on closing the poverty-related outcomes gap for children from Ayr North and from Girvan in comparison with the South Ayrshire average and to improve older people's health with an ambition to have eliminated the gap by 2030.

> **In addition to these core outcome improvements, the locality planning groups in Ayr North and Girvan have identified priorities for their communities. Within the Local Place Plans it is proposed to focus on:**
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> - **Options to tackle fuel poverty, food poverty, the poverty premium and income maximisation;**
> - **Promoting information on available services;**
> - **Rural accessibility and the scope to increase the use of community transport.**

The action plans supporting this further work at local level will be developed in close collaboration with the locality planning groups. The early focus is on the two areas where there is the greatest disparity in outcomes. However, it is the intention to identify what approaches can be developed in these two areas that can be rolled out to other parts of South Ayrshire in an effort to equalise outcomes in other areas where disparities are experienced.
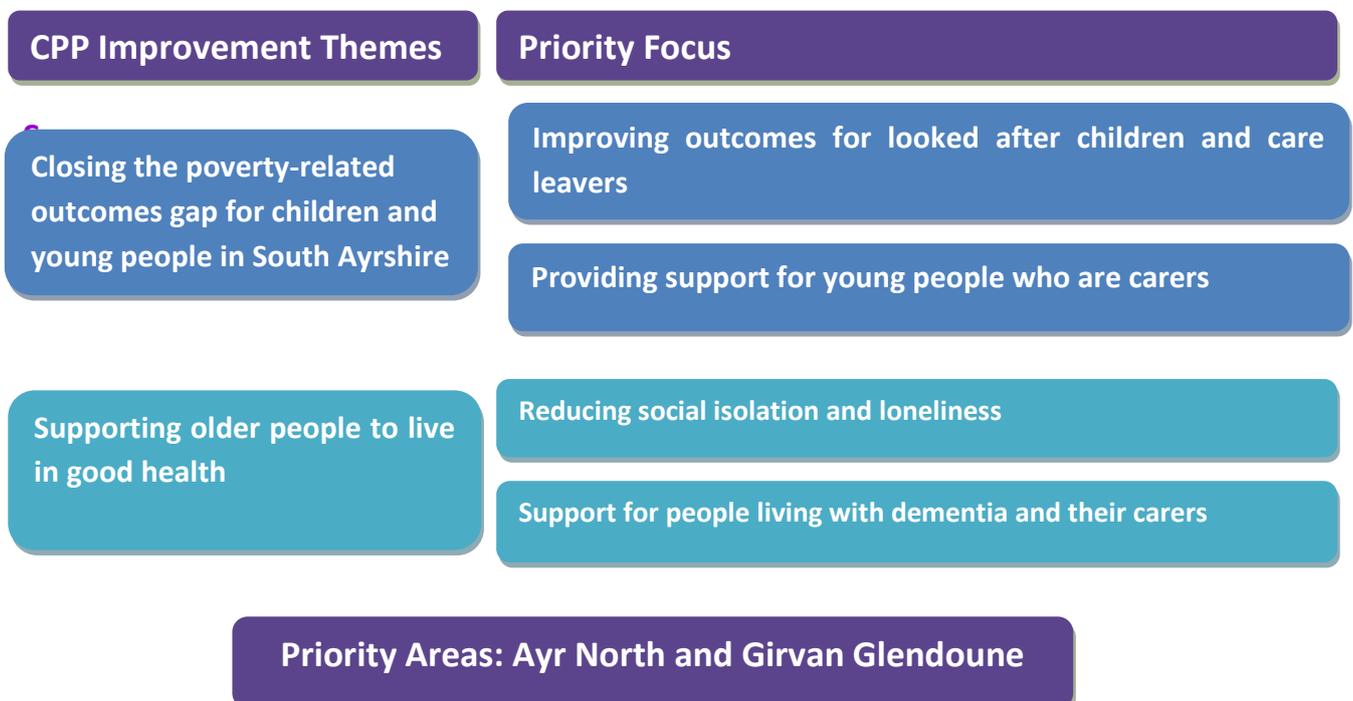
Summary

There are budget challenges across the public sector making partnership working and a concentrated focus on key issues all the more important. The South Ayrshire Community Planning Partnership's overall focus is on:

- closing the poverty-related outcomes gap for children and young people in South Ayrshire
- supporting older people to live in good health

This will be supported by a partnership wide focus on four priority areas:

- improving outcomes for looked after children and care leavers
- Providing support for young people who are carers
- Reducing social isolation and loneliness
- Support for people living with dementia and their carers

There will be a concerted effort year on year to improve outcomes for children and older people in Ayr North and Girvan Glendoune and to identify transferable good practice that can be used to support outcomes improvement in other parts of South Ayrshire. Action plans are now being prepared for the four priority areas and for the work in Ayr North and Girvan Glendoune and the first progress report will be published in October 2018.

CPP Improvement Themes	Priority Focus
Closing the poverty-related outcomes gap for children and young people in South Ayrshire	Improving outcomes for looked after children and care leavers
	Providing support for young people who are carers
Supporting older people to live in good health	Reducing social isolation and loneliness
	Support for people living with dementia and their carers

Priority Areas: Ayr North and Girvan Glendoune

With thanks to Audit Scotland for the use of graphics

Appendix I

Data Profiles – Scottish Index of Multiple Deprivation

Datazone	Datazone Name	Overall Rank	Employment Domain Rank	Income Domain Rank	Education Domain Rank	Health Domain Rank	Access Domain Rank	Crime Domain Rank	Housing Domain Rank	Population	Working Age Population
S01012489	Ayr North Harbour, Wallacetown and Newton	37	53	30	176	69	6,467	134	747	974	707
S01012491	Ayr North Harbour, Wallacetown and Newton	42	24	34	448	62	4,948	62	1,809	459	326
S01012502	Lochside, Braehead and Whitletts - 03	46	106	31	55	68	6,172	413	884	804	539
S01012492	Ayr North Harbour, Wallacetown and Newton	64	45	128	119	130	4,741	50	2,229	724	508
S01012501	Lochside, Braehead and Whitletts - 02	75	139	50	111	93	5,964	793	536	577	371
S01012498	Dalmilling - 03	274	317	333	164	321	3,509	1,988	1,018	855	533
S01012490	Ayr North Harbour, Wallacetown and Newton	350	382	483	519	254	6,175	163	753	967	683
S01012426	Girvan Glendoune - 03	383	394	195	1,307	512	2,460	1,475	2,819	459	270
S01012425	Girvan Glendoune - 02	469	501	253	1,767	245	3,997	3,284	1,939	589	324
S01012497	Dalmilling - 02	477	349	783	572	283	5,009	903	2,902	495	337
S01012496	Dalmilling - 01	555	627	597	260	656	3,811	2,836	1,681	769	480
S01012503	Lochside, Braehead and Whitletts - 04	564	569	660	485	495	5,997	787	1,533	607	367
S01012559	Barassie - 03	683	390	957	1,083	384	6,212	2,383	1,748	753	434
S01012464	Castlehill and Kincaidston - 06	762	728	862	797	1,001	1,883	1,419	2,920	585	395
S01012483	Ayr South Harbour and Town Centre - 04	811	675	949	2,808	436	6,629	44	1,020	891	571
S01012500	Lochside, Braehead and Whitletts - 01	835	650	1,171	750	738	5,330	758	2,291	371	227
S01012493	Craigie - 01	901	404	732	5,391	877	5,022	944	4,587	634	326
S01012427	Girvan Glendoune - 04	905	968	959	1,036	1,167	1,091	2,991	1,957	650	407
S01012436	Maybole - 03	945	678	883	1,783	783	4,380	2,403	2,566	725	449

Red 0-5% most deprived DZs in Scotland	Yellow 10-15% most deprived DZs in Scotland
Orange 5-10% most deprived DZs in Scotland	Green 15-20% most deprived DZs in Scotland

The table depicts all the datazones in South Ayrshire which fall into the 0-15% most deprived in Scotland and shows the overall ranking for each in the Scottish Index of Multiple Deprivation (SIMD). There are 6,976 datazones in Scotland with Rank 1 being the most deprived. The difference between two rankings can be tiny or quite large – the ranking is just an order rather than an exact measure and other indicators across a range of factors such as health, employment, income and education can be used to show where an area is significantly above or below the Scottish or South Ayrshire average as illustrated.

South Ayrshire has 5 datazones in the lowest 100 rankings for Scotland, which taken with another datazone ranked 274, result in 6 areas, all in Ayr North, falling into the 0-5% most deprived in Scotland. These are Wallacetown, Newton, the North Harbour area, Lochside, Braehead, Whitletts, Dalmilling and Craigie.

A further 7 datazones fall into the 5-10% most deprived, 4 of which are in Ayr North and 2 of which are in the Girvan Glendoune area. The Girvan Glendoune areas, with a combined population of 1,048, rank 383 and 469 in the SIMD and are the 8th and 9th most deprived areas respectively in South Ayrshire.

In terms of the Income Domain, the two datazones in Girvan Glendoune fall into worst 5% in Scotland and one of the datazones is in the worst 5% for health.

The CPP has collectively agreed to focus Local Place Plans for Ayr North and Girvan Glendoune where it will focus its collective efforts on reducing the inequalities.

Data Overview of Ayr North[4] at Intermediate Geography Level

Indicator	Ayr North Harbour Wallacetoun & Newton South	Dalmilling & Craigie	Lochside Braehead & Whitletts	South Ayrshire	Scotland
Economy & Employment					
% population 16-64 claiming Jobseekers Allowance and Universal Credit (ONS February 2017 via NOMIS)	8.1%	4.7%	6.2%	2.6%	2.4%
% working age population employment deprived – 2016 (Scottish Government SIMD 2016)	28%	20%	24%	11.7%	10.8%
Benefits & Poverty					
% total population income deprived – 2016(Scottish Government SIMD 2016)	30%	23%	30%	12.6%	12.3%
% population aged 60 and over claiming guaranteed pension credits (DWP May 2015 Snapshot via ScotPHO)	10.2%	9.8%	10.2%	5.5%	6.2%
% of 16+ population claiming Incapacity Benefit/Severe Disablement Allowance/Employment Support Allowance(DWP May 2015 Snapshot via ScotPHO)	12%	9%	10.2%	6%	6.2%
Health & Wellbeing					
Estimated % population prescribed drugs for anxiety, depression or psychosis (ISD Scotland, 2015)	27.2%	25.1%	25.6%	20%	18%
Emergency Admissions – all ages – rate per 100,000 population (ISD 2013-15 via ScotPHO)	12,573	11,642	12,001	8,704	7,552
Multiple emergency hospitalisations (>65s) rate per 100,000 population (ISD 2013-2015 via ScotPHO)*	7,522	7,542	7,757	5,990	5,376
Alcohol related hospital stays – rate per 100,000 population (ISD 2015/16 via ScotPHO)	2,707	1,649	795	704	665
Drug related hospital stays – rate per 100,000 population (ISD 2014/53 – 2016/17 via ScotPHO)***	1,034	317	441	192	147
% babies exclusively breastfed at the 6 to 8 week review (CHSP-PS 2013/14-2015/16 via ScotPHO)	14.2%	11.9%	7.8%	22.4%	27.5%
% women smoking at booking(ISD 2013/14 – 2015/16 via ScotPHO)	32.1%	31.9%	39.2%	19.6%	17.3%
Education & Skills					
% S4 pupils with English and Maths at Standard Grade Foundation or above	61%	82%	84%	89%	

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[4] comparable data at intermediary datazone level is not available for Girvan Glendoune

% S4 pupils with 5 awards at National 3 or above	70%	82%	76%	93%	85%
% S4 pupils with 5 awards at National 4 or above	57%	74%	58%	87%	80%
% S4 pupils with 5 awards at National 5 or above	26%	28%	9%	47%	40%
% S5 pupils with 1 award at Higher or above	46%	61%	36%	66%	63%
% S5 pupils with 3 awards at Higher or above	29%	37%	11%	44%	39%
% S5 pupils with 5 awards at Higher or above	14%	10%	0%	21%	18%

Housing

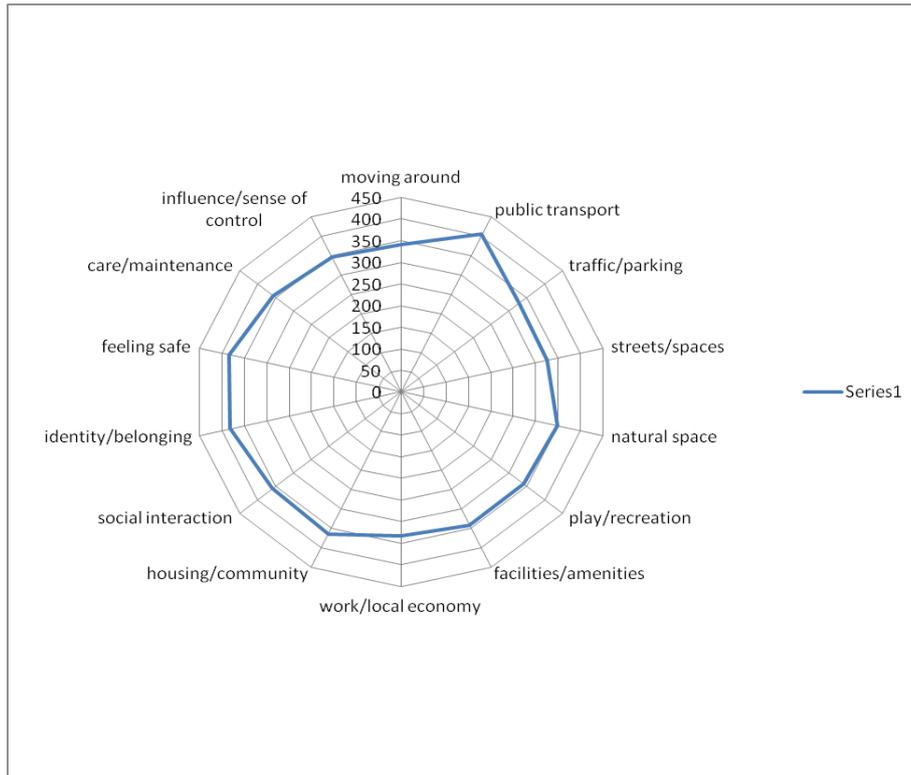|					
% dwellings in Council Tax band A to C (NRS 2015)	85%	90%	85%	52%	61%
% dwellings in Council Tax band F to H (NRS 2015)	0%	0%	1%	15%	13%
% households Council rented (2011 Census)	36%	39%	43%	16%	13%
% dwellings with single adult discounts (NRS 2015)	50%	41%	42%	36%	37%
House sales, median price –Scottish Government	£67,500	£92,000	£70,098	£135,000	£146,200

Crime, Justice & Community Safety

Crime rate/1,000 population (Scottish Government, SIMD 2015 via ScotPHO)	110.5	31.3	54.8	27.5	30.8
Prisoner Population aged 16+years/100,000 population	757.7	288.3	395.7	207.7	161.9
Accidental dwelling fires per 100,000 population	151.5	126.2	69.8	74.8	91.7
Deliberate fires (excluding chimney fires) per 100,000 population	671.1	234.3	500.4	218.9	295.3

Apppendix II – Place Standard Tool - Collated Diagrams

Ayr North

The diagram shows that based on place standard tool feedback, the biggest concerns that people have in Ayr North are in realtion to work and the local economy, streets and spaces and traffic and parking.

Girvan

The diagram shows that based on place standard tool feedback, the biggest concerns that people have relate to work and the local economy and public transport.