



Councillor Bill McIntosh Chair of the South Ayrshire Community Planning Partnership

Welcome to a special edition of Bitesize updating you on how the Partnership is progressing in delivering our Single Outcome Agreement (SOA) and marking our second annual South Ayrshire Community Conference.

The SOA will help us to jointly deliver better 'outcomes' for our communities in South Ayrshire and improve the quality of life both socially and economically.

Our journey is a learning process and I am delighted we are increasingly harnessing the goodwill of all community planning partners to work together. This will be even more important as we begin to cope with the spending review decisions over the next few years and work with our partners to maximise our resources.

Our Overall Performance 2009–10

All our community planning partners have a role to play in delivering these outcomes for local people.

The first SOA Annual Performance Report for 2009–10 shows we have made some significant improvements in a number of areas but also highlights a number of challenges we still have to address. We measure our progress in improving services by using a selection of indicators and targets.

So far, our performance shows that 46 of the 66 indicators, where data is available, have met, or exceeded our targets for 2009–2010. This equates to 70% – a good start for our first year, but we know we can do better and we will work hard to improve on this figure.

Prosperous, Learning and Achieving

Our Economic Development Partnership is committed to providing the right environment, including a quality road network, to attract new businesses to South Ayrshire and to create new jobs for local people.

We took part in the Ayrshire Economic Taskforce, set up to help people cope with the effects of the recession and we assisted well over 800 local people under threat of redundancy with information, advice and training.

Safe and Supported

The Community Safety Partnership continues to deliver a number of successful services to improve public safety. These measures include a Problem Solving Approach with communities experiencing anti-social behaviour, resulting in a significant reduction in the number of cases being reported.

Vandalism in South Ayrshire has seen a big reduction from 237 instances per 10,000 population in 2007 to 138 in 2010. Violent crime (which includes murder, attempted murder, assault and robbery) has also seen a reduction from 23 cases to 20 per 10,000 population over the same period.

Challenges remain in relation to increasing detections for offensive weapons and for drug supply and possession. Our targets have shown reductions in these areas and we are working to improve this. The number of fire-related casualties and deaths has almost halved from 24 in 2007 to 13 in 2010.

Our indicators show the percentage of the working age people in South Ayrshire with no qualifications is decreasing, improving the chances of finding a job. Our aim is to work with those who continue to face multiple barriers to employment.

Business Gateway has continued to assist local businesses, exceeding its target for 2009–10 and partners are now jointly hosting business engagement events

The Ayr Renaissance project has completed a facelift of Ayr Town Centre and refurbished over 100 square metres of retail space.

Children, Young People and Families

We want the best possible start for our children and young people in South Ayrshire which is why services to support families are vital.

The number of children in unsuitable temporary accommodation has shown a significant reduction from 29 to 9. Our target is to have no children in this type of accommodation within the next 24 months.

SOA indicators show that the number of children living in poverty has also reduced from 4,500 to 4,322 in the reporting year.

It is also pleasing to note a reduction in the percentage of South Ayrshire pupils in the lowest achieving 20% of pupils nationally, down from 19% in 2006 to 15% in 2010.

Our Family Group Conferencing service, run by Children First, has prevented four children being registered on the Child Protection Register or taken into care. It's a positive outcome for the families and also reduces the costs of services.

A continuing challenge for us will be to encourage new mums to breastfeed their babies which has proven health benefits for both mother and baby.

Clean, Attractive and Sustainable

We all want to live in a pleasant environment and it's good to see that our streets are cleaner than ever before. Our Street Cleanliness Index was 77, beating our target of 70 and showing just what a difference our efforts are making.

We also built 232 new affordable homes in South Ayrshire, exceeding the target of 71.

We are also well on our way to meeting our waste recycling targets for 2013, thanks to all our residents who continue to increase the amount of waste they recycle.

Our biggest challenge will be to encourage greater carbon reduction through reduced car and energy use and to address the issues arising from climate change.

However, the percentage of people rating their neighbourhood as very good has dropped slightly from 63% to 61% and shows that we still have challenges to meet in order to increase this number.

Healthy and Caring

Figures show that the number of people smoking in South Ayrshire has reduced from 26% in 2006 to 21% in 2010, which is a significant and welcome change.

The number of home care packages of 10 hours or more per week for people aged 65 or over has also increased in line with our target. This means more older people can remain in their own homes

Early diagnosis of dementia cases has shown an increase, meaning people can receive the most appropriate treatment sooner than before.

Another major challenge is preparation for an increasingly ageing population and to ensure that care services are reshaped now in anticipation of meeting future needs.

Rates of hospital admissions and bed days for patients with a diagnosis of asthma, diabetes, coronary heart disease and respiratory disorders have all risen, despite targets for reduction, and this is an area we will be looking to improve.

The number of prescriptions issued for anti-depressants has also risen, despite reduction targets, presenting a continuing challenge in South Ayrshire.

The Community Health Partnership has introduced a number of new services to address these concerns.

Next Steps...

We have already started to review our SOA Action Plans to ensure that we find new ways to address the challenges highlighted earlier and to continue to improve our services and how we work in partnership.

We also need to engage effectively with our local communities, many of whom are now developing their own action plans, to help them improve their areas.

The full SOA Annual Report 2009 - 2010 can be found on our website at: <http://www.south-ayrshire.gov.uk/cpp/>

COMMUNITY PLANNING

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