



South Ayrshire Community Planning Partnership

SOA Annual Report 2009-2010

Introduction

This is the first annual performance report for the South Ayrshire Single Outcome Agreement (SOA) 2009 – 2012. The SOA 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. This report gives an overview of how the Partnership has performed against the 15 National Outcomes and 18 Local Outcomes, identified as priorities for South Ayrshire.

The SOA is regarded as a symbol of the new relationship with Scottish Government and local government, based on mutual respect, partnership working and joint accountability as set out in the Concordat between the Scottish Government and COSLA. It is also a testament to our commitment to work in partnership to jointly deliver better outcomes for our communities and improve the quality of life, both socially and economically, in South Ayrshire.

This Community Planning SOA covers the services provided in South Ayrshire by South Ayrshire Council, NHS Ayrshire and Arran, Strathclyde Police, Strathclyde Fire and Rescue, Scottish Enterprise, Strathclyde Partnership for Transport, Skills Development Scotland, Voluntary Action South Ayrshire and its associated organisations, Jobcentre Plus, Ayr College, the University of the West of Scotland Scottish Natural Heritage and Ayrshire Chamber of Commerce and Industry.

The SOA reflects commitments made in both the Community Plan, A Better Life Together 2006-2010 and the South Ayrshire Vision.

Performance Management

South Ayrshire Community Planning Partnership (CPP) signed its first joint SOA with Scottish Government in July 2009 and the document reflects an ambitious programme of improvements for the area. The CPP has recently undertaken a comprehensive review of its structures and has aligned its theme groups/partnerships to the six main themes of the SOA to ensure the most effective joint approaches to delivering the outcomes. At the same time a major restructuring of the Council, the Community Health Partnership and a number of other partner organisations, including Skills Development Scotland and our voluntary sector has taken place.

The Council's Corporate Directorate Plans are now aligned to the relevant SOA outcomes. Partners have also moved to align their strategic and operational plans and services to the agreed SOA outcomes and objectives for South Ayrshire.

The Community Planning (CP) Board oversees the delivery of the SOA and a comprehensive Performance Management Framework has been developed to enable progress to be reported regularly to the Board. Two community representatives and a representative from the South Ayrshire Youth Forum sit on the CP Board and provide a valuable perspective from the service user.

Each themed partnership (theme group) has developed a set of secondary level action plans containing a range of actions, indicators and targets which underpin the high level SOA outcomes and objectives. These action plans reflect the broad range of partnership activity designed to progress the delivery of the SOA outcomes and the CP Board receives regular progress reports.

Progress against the high level SOA outcomes, objectives and indicators is also reported twice yearly to the CP Board to enable partners to have a comprehensive picture of overall progress. A mid term report is submitted in November of each year and a full year report in May each year, reflecting progress in the previous year, and this informs the development of the Annual SOA Report. The Council's Corporate and Community Planning Standing Scrutiny Panel also scrutinise the SOA progress reports.

Fairer Scotland Fund

The CPP undertook a comprehensive review of all Fairer Scotland Funded services in 2009. This resulted in a number of services being discontinued as they no longer fitted with the strategic aims of the CPP as reflected in the new SOA. Work has been continuing to develop a comprehensive programme of frontline services aligned to a number of SOA outcomes and the three principles of early interventions, employability and community engagement. FSF related activity was fully integrated into the new SOA in 2009 and will no longer be reported separately.

The Council agreed to preserve the FSF allocation at its current level for 2010 -2011 and has endorsed a proposed programme of services for 2010-2011 aimed at tackling deprivation.

Progress in 2009 – 2010

An overall assessment of SOA performance shows that 46 of the 66 high level indicators, where data is available, have met, or exceeded, the target for 2009-2010. This equates to 70%. Several of these indicators have longer term targets and actions and trend data over a longer period will give a more accurate picture of progress.

3 times more affordable homes have been delivered in 2009-2010 than the target set – 232 completions against a target of 71 for the reporting year. The Street Cleanliness Index has shown an increase from a baseline of 66 to 77, exceeding the target of 70 by end March 2010 and reflects the real progress being made to improve the street environment in South Ayrshire.

The number of crimes of vandalism has reduced significantly from a baseline of 237 to 133 (per 10,000 population) as has the total number of crimes of violence – reducing from a baseline of 23 to 20 (per 10,000 population). The Community Safety Partnership has implemented a problem solving approach in a number of areas in South Ayrshire and combined with the Police Reassurance Model used by Strathclyde Police, and initiatives to address community safety in town centres, appears to be having the desired effect.

The prevalence of smoking in the adult population shows a reduction of 5% from a baseline of 26% to 21%. The statistics show that the percentage of babies exclusively breastfed at the 6-8 week review in the most deprived areas of South Ayrshire has shown an upward trend from 11% in 2006 to 13.8% in 2009.

A partnership approach to improving services for children and families in South Ayrshire has resulted in the number of children being re-registered on the Child Protection Register reducing from a baseline of 3 to 2 and the number of children in unsuitable temporary accommodation shows a significant reduction from 29 to 9 with a target of 0 by 2012. The number of children living in poverty has also reduced from 4,500 to 4,322 in the reporting year and a further inequalities indicator shows that the percentage of pupils in South Ayrshire falling within the lowest attaining 20% of pupils nationally has reduced from a baseline of 19% in 2006 to 15% in 2010.

The number of people claiming Incapacity / SDA benefits has shown a reduction from a baseline of 6,090 to 5,770 which is particularly significant in light of the continuing recession and local business closures. There are a number of services in place to assist those who have been unemployed, due to long term health conditions, progress their journey back into employment.

Challenges

There are a number of high level indicators where targets, either directional or numerical, have not been met and where the partnership needs to improve. For instance, although breastfeeding rates in the most deprived areas have improved, the rate for South Ayrshire as a whole remains static. Rates of hospital admissions and bed days for patients with a diagnosis of asthma, diabetes, coronary heart disease and COPD have all risen against targets for reduction. The Community Health Partnership has introduced a number of new services to address these concerns.

Detections for drug related crimes, in relation to both supply and possession, in South Ayrshire have decreased rather than increased and detections for possession of an offensive weapon have also decreased, which is an area of concern in relation to community safety.

Review of Indicators

A number of indicators are under review and these are highlighted in the report. It has come to light that further data will not become available for some of them for several years and alternative indicators have been suggested. Other indicators were dependent on a local survey being conducted and this has still to be implemented so no data is available.

Overview of Performance

Table 1 shows an overview of performance against the high level indicators and actions contained in the secondary level action plans.

| National Outcomes | SOA Outcomes | SOA High Level Indicators | |
|---|---|---|-------------------------------------|
| | | Number of Indicators (where data available) | Number where target met or exceeded |
| 1. We live in a Scotland that is the most attractive place for doing business in Europe | LO 1 Businesses in South Ayrshire are enterprising, innovative and equipped to succeed in a changing world | 1 | 1(100%) |
| 2. We realise our full economic potential with more and better employment opportunities for our people | LO 2 South Ayrshire has the right infrastructure in place to support business aspirations | 2 | 2 (100%) |
| 3. We are better educated, more skilled and more successful, renowned for our research and innovation | LO 3 Research and innovation in South Ayrshire is enhanced | 1 | 1 (100%) |
| | LO 4 People in South Ayrshire are confident, qualified and prepared to access better job opportunities | 2 | 2 (100%) |
| 4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens | LO 5 South Ayrshire's children and young people are inspired, motivated and ambitious | 3 | 3 (100%) |
| 5. Our children have the best start in life and ready to succeed | LO 6 The voices of our children and young people are heard and have influence | 1 | 1 (100%) |
| | LO 7 Our children and young people are healthy and reach their full potential | 8 | 5 (62.5%) |
| 8. We have improved the life chances for children, young people and families at risk | LO 8 Our children, young people and families at risk are protected | 2 | 2 (100%) |
| | LO 9 People in South Ayrshire enjoy the best possible health throughout their lives | 11 | 4 (33.4%) |

| National Outcomes | SOA Outcomes | SOA High Level Indicators | |
|--|--|---|-------------------------------------|
| | | Number of Indicators (where data available) | Number where target met or exceeded |
| 7. We have tackled the significant inequalities in Scottish society | LO 10 People in South Ayrshire have opportunities to participate fully in society | 3 | (100%) |
| | LO11 People are protected from the harmful effects of alcohol and drugs | 1 | 1(100%) |
| 9. We live our lives safe from crime, disorder and danger | LO 12 South Ayrshire is a safe place in which to live, work and visit. | 14 | 9 (64%) |
| 11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others | LO 13 People in South Ayrshire are supported to improve their communities | 1 | 1 (100%) |
| 10. We live in well designed, sustainable places where we are able to access the amenities and services we need | LO 14 South Ayrshire has sustainable and accessible amenities and services to meet the needs of all communities | 4 | 3 (75%) |
| | LO 15 South Ayrshire has attractive built and natural environments, appreciated by its citizens & visitors | 2 | 1 (50%) |
| 12. We value and enjoy our built and natural environment and protect it and enhance it for future generations. | LO 16 South Ayrshire's carbon emissions are substantially reduced | 4 | 3 (75%) |
| 14. We reduce the local and global environmental impact of our consumption and production | | | |
| 13. We take pride in a strong, fair and inclusive identity | LO 17 South Ayrshire has a strong and inclusive identity | 3 | 1 (33%) |
| 15. Our public services are high quality, continually improving, efficient and responsive to local needs | LO18 Our public services are efficient, forward looking and ambitious | 3 | 3 (100%) |
| Overall Performance | | 66 | 46 (70%) |

SOA Progress Reports

The following tables show the progress made against the high level SOA Indicators and contain narrative reflecting general progress made against the National Outcomes and local SOA Outcomes and objectives for each of the 6 SOA themes.

A 'Current Status' column has been added to the template which gives a visual interpretation of the status of each indicator. The key is below:

| | |
|--|---|
|  | Green Tick indicates a performance measure that is performing within expected thresholds i.e. it is on or above target. |
|  | Amber indicates a performance measure where performance is slightly below target i.e. upto 5% below target |
|  | Red indicates a performance measure that is performing outside expected thresholds i.e. it is more than 5% below target |
|  | Indicates there is missing data, and it is not possible to make a judgment over the performance of the measure |

Prosperous, Learning and Achieving

National Outcome 1

“We live in a Scotland that is the most attractive place for doing business”

**National Outcome
people”**

“We realise our full economic potential with more and better employment opportunities for our

**National Outcome 3
innovation”**

“We are better educated, more skilled and more successful, renowned for our research and

Narrative on progress in improving the delivery of National Outcomes 1,2 and 3

A new Economic Development Partnership was established in South Ayrshire as part of the revision of the Community Planning Structures. It was identified that there was no focussed partnership to jointly deliver economic development and employability related activities in the area. The first task of the Partnership was to develop an Action Plan to show how it was going to deliver the outcomes and objectives identified in the Prosperous, Learning and Achieving section of the SOA.

The Partnership has been actively involved in two pan Ayrshire groups – the Ayrshire Employment Task Force (now disbanded), established to work across the 3 Ayrshire authorities to mitigate the effects of the economic downturn.

It has also been represented on the Joint Ayrshire Economic and Regeneration Group which was established to develop a pan Ayrshire approach in a number of areas including tourism and off shore renewables. The development of a Partnership approach will assist Ayrshire to take advantage of the business and skills opportunities currently available in Scotland in relation to renewables, including lobbying for greater emphasis on Ayrshire’s potential within the National Renewables Infrastructure Plan.

A pan Ayrshire approach is also being adopted in the development of a new Knowledge Transfer Partnership

| Progress at March 2010 on local outcomes | | | | | | | |
|---|---|---|--|--|---|--|----------------|
| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
| LO 1 Businesses in South Ayrshire are enterprising, innovative and equipped to succeed in a changing world | SO1a. Put in place accessible, quality advice and support for business creation and development | Li1a(1). Net annual rate of new business formation in South Ayrshire per 10,000 resident adults <i>(Source: BERR Statistics on VAT Registrations & De-Registrations)</i> | This indicator is being replaced by Office of National Statistics Business Demography Business Birth and Death Rates – awaiting access to new data set | | | | ? |
| | SO1b. Work collectively to minimise the impact of the economic downturn in South Ayrshire | Li1b(1) Number of companies in South Ayrshire, planning more than 20 redundancies, supported by the Economic Taskforce <i>(Ayrshire Economic Task Force data, Annual)</i> | 12 companies (640 people) (2008-2009) 6 months | 17 companies (817 people) 2009-2010 Full year | Maintain | Reduce the number of companies requiring support by 2012 | ✓ |
| | SO1c. Develop and support the local Social Economy | Li1c(1). Number of people employed in social enterprises in South Ayrshire <i>(Source: ODS Survey, May 2006)</i> | 1,200 (2006) | Updated data due in 2011 following mapping exercise | Increase | 1,300 2012 | ? |

Narrative on progress on Local Outcome 1

- Members of the partnership were actively engaged in the pan Ayrshire Economic Task Force which was established to facilitate joint working to assist companies affected by the recession and to ensure that appropriate help was in place for those facing redundancy. A total of 817 people from 17 companies in South Ayrshire were able to access this assistance in 2009 -2010.
- Voluntary Action South Ayrshire is currently conducting a mapping of social enterprise organisations in South Ayrshire which will give a comprehensive picture of the sector in South Ayrshire and inform future working.
- Business Gateway continues to deliver front line services to local SMEs, with total numbers slightly exceeding target for 2009/201, however, given the economic climate consolidation, rather than growth was the overriding concern. Some changes to service delivery have been introduced, in particular the introduction of business reviews, which has also helped gain a clearer picture of the impact of the economic downturn at the local level.
- An increased number of business engagement events have been held by partners and we have been working to enhance the Supplier Development Programme, to link this support to other opportunities, for example the Collaborate for Growth Event. 10 SDP industry events took place in the reporting year, with the Ayrshire model now regarded as 'best practice' throughout Scotland. The Ayrshire Chamber of Commerce and Ayrshire Business Forum have also hosted a wide variety of events targeted at providing information and support to local SMEs, including the first Business Week which took place in October 2009
- Partners were successful in putting together a package to secure the expansion of the Ryanair Maintenance facility at Prestwick Airport, securing the existing 180 jobs, along with an additional 200 over the next 3 years. This project also included a £750k world wide marketing campaign focussed on Ayrshire as part of the overall package.
- The re-establishment of an Ayrshire Engineering Forum, currently underway, will inform development of both the Knowledge in Training and Education (KITE) project and Offshore Renewables Consortium.
- The Joint Ayrshire Economic Regeneration Group (JEARG) have identified four key strategic priority areas (Renewables, Marine and Coastal, Engineering and Food and Drink) for future growth and detailed Action Plans to capitalise on the opportunities for Ayrshire are currently in development. (name now changed to the Ayrshire Economic Forum)
- Local training opportunities have been extended to degree level through collaborative initiatives between Ayr College and UWS to support the local Aerospace industries development. This training will be delivered in a new Aircraft training facility being developed in 2010/11 at Ayr College.
- Under the Supplier Development Programme the first 'Love me Tender' programme for Social Economy Organisations ran during 2009, with 16 organisations attending. This programme is focussed on developing a collaborative approach for Social Economy Organisations wishing to tender for Public Sector Contracts.
- The Ayrshire Leader Programme has now approved 21 applications, awarding over £381,000 of grant and leveraging in a further £860,000 of investment.

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|--|---|--|---------------------|--|---|---|---|
| LO 2 South Ayrshire has the right infrastructure in place to support business aspirations | SO2a. Enhance town centres and address business accommodation and transport issues | Li2a(1) Square metres of retail space refurbished <i>(Source: Ayr Renaissance, Annual)</i> | - | 105 square metres | 500 square metres | 700 square metres by 2012 |  |
| | | Li2a(2) Percentage of road network that should be considered for maintenance treatment <i>(Source: South Ayrshire Council, Annual)</i> | 60.9% | 42.8% | Maintain | 40% By 2012 |  |

Narrative on progress on Local Outcome 2

- The Ayr Renaissance Company was established in 2008 and submitted a successful bid to the Town Centre Regeneration Fund for £2.5m for Ayr Town Centre. An initial 'facelift' has now been completed and the refurbishment of retail space has begun. The company is benefitting from the employment of 6 young people who are being supported by the Future Jobs Fund to work as Regeneration Operatives in Ayr Town Centre. To date 105 square metres of retail space has been refurbished.
- A Stage II approval of £1.08 million for the Townscape Heritage Initiative has been awarded to Ayr Renaissance from the Heritage Lottery Fund and match funded by the Council resulting in a total investment of £2.232 million to continue the regeneration of Ayr Town Centre.
- Further support is being provided provided through SPT and SAC to establish the viability of a new Railhead at Grangestone Industrial Estate in Girvan.
- The target for the percentage of the road network to be considered for maintenance treatment has been met and is on track to meet its end target of 40% by 2012.

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|---|---|--|---------------------|---|---|---|---|
| LO 3 Research and innovation in South Ayrshire is enhanced | SO3a. Support for local businesses to gain from, and contribute to, the enhancement of research and innovation | Li3a(1) Number of Knowledge Transfer Partnerships established <i>(Source: University of the West of Scotland, Annual)</i> | - | 25% complete Initial Task Group established to develop an ERDF bid | 1 new Knowledge Transfer Partnership created | 1 By 2011 |  |

Narrative on progress on Local Outcome 3

- Work is currently underway to establish an Ayrshire Knowledge Transfer Partnership. This has started with an initial scoping of current expertise, opportunities and business needs and a potential ERDF funding application to support commercialisation of existing R&D is under discussion. Local authorities and colleges across the three Ayrshires are in discussion as it the University of the West of Scotland.
- Further opportunities are likely to be identified through the Renewables and Engineering Action Plans currently being developed through JAERG (Joint Ayrshire Economic Regeneration Group – now Ayrshire Economic Forum)

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|---|---|--|--|--|---|---|----------------|
| LO 4 People in South Ayrshire are confident, qualified and prepared to access better job opportunities | SO4a. Improve opportunities for the transition between out of work benefits and employment (FSF) | Li4a(1). The unemployment rate for a) South Ayrshire and b) the Regeneration Areas for all out of work benefits (Source: SNS) | To be reviewed as number of 15% datazones in the SIMD has increased for South Ayrshire | | | | ? |
| | SO4b. Target learning interventions to low-paid, low-skilled employees (FSF) | Li4b(1). Percentage of the working-age population with no qualifications (Source: NOMIS, Annual) | 13.7% (2006) | 11.9% (2008) | Decrease | 10.8% 2012 | ✓ |
| | | Li4b(2). Mean gross weekly earnings for workforce based in the local authority area for all employees (part-time and full-time) (Source: ASHE, Annual) | £406 (2007) | £430 (2009) | Maintain | £440 2012 | ✓ |

Narrative on progress on Local Outcome 4

- A new Workforce Plus Group has been established and is proving to be an excellent catalyst for joint working across all relevant agencies engaged in the employability agenda, including the NHS, social enterprise sector and social work services. Employability services have now been more effectively aligned.
- The group received a grant of £15,000 from the national Workforce Plus Programme to conduct a Mapping of Employability Services in South Ayrshire and to produce a Service Directory. Recommendations made will inform the shaping of future employability related services in South Ayrshire.
- Two successful bids to the Future Jobs Fund , made through the Workforce Plus Group resulted in 87 new job opportunities for young people in South Ayrshire. 69 of these jobs were created within the Council spanning a variety of services including youth work, community safety and neighbourhood services. These are real jobs which have given young people the chance to gain experience as Trainee Leisure Assistants, Assistant Community Safety Officers and Youth Work Assistants.
- A further 18 job opportunities were created within the voluntary sector, including the Forestry Commission. Of the 15 young people who have completed Future Jobs Fund employment, 9 have gone on to secure with either South Ayrshire Council or with external employers.
- Jobcentre Plus secured over £800,000 to pilot a new Community Outreach service in targeted wards in South & East Ayrshire. The Lochside and Whitletts wards of North Ayr will benefit from the new service.
- Work is underway to more effectively align skills development and literacies services and programmes in South Ayrshire.
- £188,000 has been awarded to Ayr College for 2010/11 to support training of young people 16-24 years and the Young Person's Guarantee.
- Ayr College now has an ESF Up-skilling the Ayrshire Workforce project in 2009/10 of the value of £136,666 for training 125 South Ayrshire residents: 50 to potential managerial level through Higher National programmes and developing the core skills of 75 low-skilled workers.
- A Future Skills Ayrshire project has been approved to the value of £322,998 to up-skill a further 100 to potential managerial level and develop the core skills of a further 150 low skilled workers during 2010-2012.
- Employability services in South Ayrshire, supported in part with FSF funds, assisted a total of 168 people into employment, against a target of 125 - this included 38 young people. 263 people entered training or education, against a target of 135 and 218 children attended the Childcare Service, against a target of 140, enabling parents to access employment or training opportunities. 23 young people with complex needs progressed into employment, training or education.

Children, Young People and Families

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

Narrative on progress in improving the delivery of National Outcomes 4, 5 and 8

A new Officer Locality Group for Children’s Services was established in South Ayrshire as part of the Community Planning Partnership and is jointly chaired by the Council and NHS Ayrshire and Arran. This group has acted as a catalyst for the improvement of children’s services across all agencies and service providers and is developing a locality approach to the joint delivery of services.

Ensuring prioritisation of activity and focus on early years and early intervention has been and remains a priority in relation to meeting our existing SOA targets. The new Early Years strategy (Ambition in Early Years 2009-12) within South Ayrshire has been developed to address this strategic need and includes actions linked to greater parenting/family support and many related to current health targets, not least of which is the need to increase breast-feeding rates (in the whole population and prioritising our poorer communities).

Education related outcomes remain at a positive high level in South Ayrshire and work will continue to maintain this position. Work will also continue to ensure that educational inequalities for children are further reduced.

The work in South Ayrshire continues to prioritise children and young people who are looked after and accommodated and the launch last year of the local approach to support Corporate Parenting is vital in delivering better outcomes for these children.

The new structures for children’s service planning within the Community Health Partnership allows opportunities for integration of effort and last year a process was initiated to more effectively align this integrated work at local levels – for instance , school clusters.

New arrangements to ensure improved performance planning have been developed in the past year and these will enable more ‘outcomes’ focused planning and development.

Progress at March 2010 on local outcomes

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|--|--|--|---|--|---|---|---|
| LO 5 South Ayrshire's children and young people are inspired, motivated and ambitious | SO5a. Increase the number of children and young people participating in positive and constructive activities | Li5a(1). Numbers of children and young people participating in recognised positive activities (Source: South Ayrshire Council, Annual) | 4,628 | 8,937 | 7,411 | 7,781 by 2012 |  |
| | | Li5a(2) % of pupils who report positively on their development as successful learners, confident individuals, responsible citizens and effective contributors (Source: SAC Survey) | <u>Primary</u> a) 89% b) 91% c) 89% d) 82% <u>Secondary</u> a) 85% b) 72% c) 78% d) 52% (2009 data) | <u>Primary</u> a) 89% b) 90% c) 90% d) 82% <u>Secondary</u> a) 87% b) 78% c) 83% d) 62% | Maintain | Maintain current high levels by 2012 |  |
| | | LI5a(3). % of school leavers progressing to positive destinations (Source: Skills Development Scotland, Annual) | 87% | 87% (2008 - 2009) Data for 09-10 due Dec 10 | Increase | 89% 2012 |  |

Narrative on progress on Local Outcome 5

- The South Ayrshire Youth Strategy continues to be implemented and has resulted in the development of local youth action groups in seven communities in South Ayrshire. The number of young people recorded as participating in positive activities has already exceeded the end target set for 2012 and reflects the very strong partnership working among agencies.
- The percentage of both primary and secondary school pupils reporting positively on their development as successful learners, confident individuals, responsible citizens and effective contributors, as evidenced in an annual survey, has increased overall. The percentage of school leavers progressing to positive destinations which has been maintained despite the economic downturn.
- The strategic More Choices More Chances (MCMC) Partnership and its sub groups are now active in developing opportunities for young people in school and supporting a wide range of 16+ options.
- The Community Safety Partnership has implemented a range of diversionary activities, supported by sessional youth workers (managed by CLD) in local communities and linking to the community safety problem solving process and include:
‘Doo The Right Thing’ pigeon project, ‘Fairway Forward’ golf programme, Arran Park Allotment project, Horseriding, Rugby. A DJ project in Mossblown, an 11-13 year old targeted youth club in Girvan, targeted summer activity programmes in Forehill, Maybole and North Ayr, Streetsport Express during summer and October holidays, Fishing, Golf and the ‘SAFE’ Football Tournament in North Ayr. It has been shown that crime and vandalism statistics in a number of areas have dropped significantly following these - Statistics TBA
- Other programmes working with targeted young people include TAYP (Targeted Approach to Young People) and the Barnardo’s Substance Misuse Project
- Work is being done through the Local Youth Action Plan and 3 Villages Project to consult with young people, devise requested and suitable diversionary activities, and support them through volunteer recruitment.
- An initial survey conducted in both primary and secondary schools identified the percentage of pupils reporting positively on their development as successful learners, effective contributors, confident individuals and responsible citizens. This survey will be repeated on an annual basis.

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|--|---|---|---------------------|--|---|---|---|
| LO 6 The voices of our children and young people are heard and have influence | SO6a. Develop opportunities for children and young people to influence decision-making | Li6a(1). Number of children and young people participating in Pupil and Youth Forums (Source: South Ayrshire Council, Annual) | 75 | 81 | 118 | 130 by 2012 |  |

Narrative on progress on Local Outcome 6

- A Young Person, representing South Ayrshire Youth Forum (SAYF), now sits on the Community Planning Board. This has been a very positive development and allows the voice of young people to be heard at the centre of our planning process. The Youth Forum hosted a successful 'Fast Chat' event with the Community Planning Theme Groups including the Community Health Partnership – Children and Young Peoples and Adult Officer Locality Groups, the Alcohol and Drug Partnership, the Community Safety Partnership, the Sustainability Forum and the Economic Development Partnership. This allowed the Youth forum to ask questions of the thematic planning groups, and for the forum to explain how it works to represent the voice of young people. The SAYF has also worked with the Scottish Parliament
- 7 local consultation events, involving over 100 Young People, took place in South Ayrshire in 2009-2010 and two South Ayrshire wide events attracted over 150 Young People.
- The Young Persons Corporate Parenting Group successfully launched the new South Ayrshire Corporate Parenting Strategy for South Ayrshire at the start of 2010. The Young People organised and presented their views of what makes a good corporate parent to over 200 guests.
- Young People participated in the Community Conference in June 2009 and the Annual Youth Work Conference took place in November 2009. This event supported 70 young people to be
 - Effective Contributors – Young people will work in partnership to identify issues affecting them. They will be given the opportunity to address these issues in local youth forums.
 - Confident individuals - Young people will become more confident and resilient through their involvement in the resilience workshop.
 - Responsible Citizens –Young people will identify issues in their local communities and express their views.

- Successful learners - Young people will learn techniques to improve their motivation and mind set for learning.
- A draft Impact assessment tool has been developed to evidence the outcomes of consultation conducted with, and by, young people is now available and to be piloted in Summer 2010.
- Community Safety Problem solving groups have been established with partners and communities in targeted areas within South Ayrshire. Young people are consulted on appropriate diversionary activities and a range of initiatives have been developed as part of the problem solving process e.g. Arran Park Allotment project, Skate Park initiative, Mossblown community art project. Problem solving groups link to the Local Youth Action Plans in Tarbolton and Mossblown Prestwick, Troon and South Carrick (Girvan) Lochside, Dalmlilling and Wallacetoun groups are linked to Youth Action Plans through involvement in the Ayr North Multi Agencies Group which coordinates consultation with young people and delivery of youth provision in the area.

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|--|---|---|--------------------------------------|--|--|---|--|
| LO 7 Our children and young people are healthy and reach their full potential | SO7a. Implement transformational change for early years (0-8) | Li7a(1) Number of children living in poverty (Source: DWP, Annual) | 4,500 (2007-2008) | 4,322 (2009) | Decrease | By 2018 |  |
| | SO7b. Tackle health inequalities and improve wellbeing for children and young people (FSF) | Li7b(1). % 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 (Source: NHS ISD, Annual) | a) 21.1% b) 11% | a) 21.9% b) 13.8% (provisional data) | a) Increase b) Increase by a greater proportion in target areas | a) 2% increase per year to 2012 b)4% increase per year to 2012 |   |
| | | Li7b(2). % of overweight or obese children at a) P1 and b) P7 (Source: NHS ISD, Annual) | a) 20.6 (2007-2008) b) N/A | a) 15% (2008-2009) Data for 09/10 due in Dec 10 b) No longer measured | Reduce the % increase | Reduce the % increase by 2012 |  |

| | | | | | | | |
|--|---|--|---|--|--|--|---|
| | | Li7c(3). Number of women recorded as current smoker at antenatal booking appointment <i>(Source: NHS Ayrshire & Arran, Smr02 Annual)</i> | 26.5% | 24.3% (2008 – 2009) Data for 09/10 due in Dec 10 | Reduce as per new HEAT target | Reduce as per new HEAT target to 2012 |  |
| LO 7 Our children and young people are healthy and reach their full potential | SO7c. Maintain and improve educational achievement for all | Li7c(1). % of relevant S4 roll achieving 5+ awards at SCQF level 4 or better by the end of S6 <i>(Source: South Ayrshire Council, Annual)</i> | 80% | 79% | Maintain | 80% 2012 |  |
| | | Li7c(2). % of relevant S4 roll achieving 3+ awards at SCQF level 6 or better by the end of S6 <i>(Source: South Ayrshire Council, Annual)</i> | 33% | 36% | Maintain | 33% 2012 |  |
| | | Li7c(3). % of a) All children and b) Young people ceasing to be looked after achieving English and Maths at SCQF 3 or above <i>(Source: South Ayrshire Council, Annual)</i> | a) 94% (06-07) 93% (07-08) b) 47.2% | a) 93% b) No information on qualifications of care leavers was collected this year. The Scottish Government will now provide data from 2011 | a) Maintain b) Increase | a) 93% 2012 b) 70% 2012 (Liable to fluctuation due to small nos) |   |

Narrative on progress on Local Outcome 7

- The high level indicator shows that the number of children living in poverty in South Ayrshire has decreased from 4,500 when the baseline was set in 2007/2008 to 4,322 in 2009/ 2010. Whilst it is difficult to attribute the reduction directly to the many services and initiatives in place to address inequalities in South Ayrshire, it is hoped that these have had a positive effect as reflected in the statistics.
- A new Early Years Strategy and Action Plan is now in place and work to combine the Family Support and Parenting Strategies is underway. The Partnership is looking at shifting resources towards Early Interventions.
- Exclusive breastfeeding rates in South Ayrshire have shown a very slight increase from the baseline position of 2006/07 and are heading in the right direction although not meeting the annual target set. Exclusive breastfeeding rates in the 15% most deprived datazones however have shown an increase from the baseline position in 2006/07 and are heading in the right direction. Provisional data for the calendar year 2010 will be available from ISD around May 2011.
- The infant feeding strategy is in place for 2008-2013. Action will focus on the implementation of the strategy in addition to actions generated from the critical issue review in Ayrshire.
- Overweight and obesity data for P7 children is not currently being collected. It was planned to collect this every three years but this has not gone ahead. The % of overweight or obese children at P1 has shown a substantial decrease from the 2006/07 baseline position and is heading in the right direction. 2009/10 data for a) P1 will be available from ISD website around 15 December 2010. The Jumpstart Child Healthy Weight programme is in place – 42 young people completed the programme in 2009/10. The target for 2010/11 is 101 completions.
- The percentage of women recorded as current smoker at antenatal booking appointments has shown a decrease from the baseline position and is heading in the right direction. Data for a) for 09/10 will be available around September / October 2010 as internally gathered from smr02 data. The tobacco strategy for Ayrshire & Arran is currently under review. A dedicated midwife is now in post to develop a brief intervention service for expectant mothers in order to facilitate a reduction in tobacco and alcohol use in pregnancy.
- Indicators in relation to education achievement show that high attainment levels have exceeded targets in South Ayrshire for the % of S4 achieving 3 + awards but has dropped by one percentage point for the percentage of S4s achieving 5 + awards.
- A 'Looking after every Child and Young Persons Health' Strategy for 2008 – 2017 is now being implemented and the Partnership is focusing on improving the life chances of Looked After and Accommodated Children with a Looked After Reviewing Officer now in place. As previously mentioned, a new Corporate Parenting Strategy was launched at the beginning of 2010.
- The GIRFEC (Getting it Right for Every Child) Implementation Group has developed a plan for the roll out of GIRFEC in South Ayrshire. This multi agency group has representation from the NHS Ayrshire and Arran, South Ayrshire Council and the Voluntary Sector. It is developing a framework which ensures support for children is to meet needs that are appropriate, proportionate and timely.

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|---|--|---|---------------------|--|---|---|---|
| LO 8 Our children, young people and families at risk are protected | SO8a. Identify and keep safe all children and young people at risk through early interventions (FSF) | Li8a(1). Number of children re-registered on the Child Protection Register (Source: South Ayrshire Council, Annual) | 3 | 2 | Maintain | Maintain or Reduce by 2012 |  |
| | | Li8a(2). Number of children housed in temporary accommodation (hostel, B&B & 'other') (Source: Scottish Government, Homeless Returns, Annual) | 29 | 7 | Reduce | 0 by 2012 |  |

Narrative on progress on Local Outcome 8

- The number of children re-registered on the Child Protection Register has fallen from a baseline of 3 in 2007-2008 to 2 in 2009-2010. This is positive but the Partnership will continue to deliver high quality services to ensure that this position is maintained or further reduced.
- The Family Group Conferencing Service, delivered by Children First, has resulted in a reduction of 4 children requiring to be placed on the Child Protection Register. 23 children at risk due to parental substance misuse were referred to the service in 2009 – 2010.
- 32 families in the Girvan area have benefitted from intensive family support services provided by Stepping Stones for Families – Girvan Connections.
- The actions taken to reduce the number of children housed in temporary accommodation has also resulted in a reduction from a starting figure of 29 in 2007-2008 to 7 in preceding year. This does not include children housed in temporary social sector accommodation.
- The Child Protection Committee Action Plan is now in place and includes a review of Risk Assessment Training for Practitioners and our Getting Our Priorities Right Protocols have been refreshed, re-published and circulated. An Independent Child Protection Reviewing Officer is now in place.

- The Partnership has reviewed its Fairer Scotland Funded services for Children and Families and has agreed to focus on Earlier Interventions with Families.
- A number of initiatives are in place to support the mental health and wellbeing of children & young people including a primary mental health link worker in the south of the authority.
- Reckless Driving Wrecks Lives took place in March 2010. The programme delivers life saving messages to all 6th year pupils in South Ayrshire about the consequences of dangerous driving. North & East Ayrshire schools also attend.
- **A number of Inter-generational projects** have been piloted to encourage communities to work together to reduce fear of crime and antisocial behaviour - the Arran Park allotment project and a project that allows young people to assist more vulnerable members of a community. A number of inter-generational fishing activities have also taken place. Interagency Training - there were **2151** bookings for interagency training over 33 courses covering Play, Child Protection, Family Support, GIRFEC, Risk Assessment during 209/10.

Healthy and Caring

National Outcome 6 *“We live longer, healthier lives”*

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

Narrative on progress in improving the delivery of the National Outcomes 6 & 7

The establishment of different arrangements for the South Ayrshire Community Health Partnership allows for strengthened partnership approaches in relation to improving health and social care and reducing health inequalities.

A key challenge within South Ayrshire is the ageing demographic (more pronounced than Scotland) and the potential service demands that may follow.

A key strategic approach has been taken in relation to older people in South Ayrshire, led by the CHP and supported by the Joint Improvement Team. An Integrated Strategy and implementation Plan (Re-shaping Care for Older People) has been developed, supported by a new Programme Co-ordinator and with the work linked to the Integrated Resource Framework national pilot work.

A substantial amount of this plan focuses on shifting care and support to community based settings, for instance, through a new Rehabilitation and Enablement approach, the use of telehealthcare, increasing access to local health provision (such as additional outpatient clinics in Girvan Community Hospital) and improving sheltered and other older people's accommodation.

Numbers of older people with 10+ hours of home care provision remains at a reasonable level and with movement in the right direction.

In relation to health inequality, the recent SIMD report set out those local small areas needing to be prioritised, suggested where progress has been made but where substantial inequality still persists (for example, North Ayr, Wallacetown/Newton and Maybole).

In relation to the (HEAT) target on diagnosis of dementia (Li9e(3)), the number of people diagnosed with dementia through QOF rose from 699 in 07/08 to 728 in 08/09.

| Progress at March 2009 on local outcomes | | | | | | | |
|--|--|--|--|---|--|---|--|
| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
| 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 (Source: NHS ISD, Annual) | a) 484.56 b) 131.64 c) 111.04 d) 983.25 | a) 518 b) 154 c) 133 d) 1094 (2008/2009) 09/10 data due Dec 10 | a) 408.8 b) 112.6 c) 120.0 d) 798.6 | Plans for ongoing reductions |     |
| | 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 (Source: NHS ISD, Annual) | 71.8 | 76 (2008) 09 data due early 2011 | Reduce | 2,060 cardiovascular checks carried out by March 2010 |  |
| | | Li9b(2) Number of years of life in good health (M&F) (Source: ScotPHO, every 10 Years) | Male 67.9 Female 71.7 (2003) | No further data due until 2013 Indicator to be reviewed | | |  |
| | | Li9b(3) Smoking Prevalence in Adults (Source: Scottish Household Survey) | 26% | 21% (2007/2008) | Decrease | Long term target – report on outputs as proxies |  |

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|--|--|---|---------------------|---|---|--|---|
| 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+ (Source: Scottish Govt Returns) | 614 | 628 (2009) | 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 (Source: NHS ISD, Annual) | 1,077 | 1,221 (2008-2009) Data for 09/10 due March 2011 | Reduce | 1,072 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 (Source Local Citizens Panel Survey) | 50 (2009 data) | Data will be updated following a further local survey | Increase | Increase by 2012 |  |

| | | | | | | | |
|--|--|--|---|--|---------------|---|---|
| | 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. (Source: NHS ISD, Annual) | 107 (2007) | 85 (2008-2009) Target ends Dec 2010 | Reduce | By 2009-2010 and 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 (Source: NHS Ayrshire & Arran PRISMS, Annual) | 7.87% (2007-2008) Revised Baseline | 9.21% (2009-2010) | 10% reduction | Continued reduction |  |
| | | Li9e(3). Number of people with a diagnosis of dementia on the Quality and Outcomes Framework Dementia Register (Source: NHS ISD, Annual) | 697 | 728 (2008-2009) Data for 09 /10 due Sept 2010 | 1,058 | Continued increase |  |

Narrative on progress on Local Outcome 9

- A number of high level indicators are moving in the right direction, for example Adult smoking rates, which may link to the banning of smoking in public places, early diagnosis of dementia and home care packages of 10 hours + for those aged 65 and over. The number of re-admissions to hospital within one year for those who have had a psychiatric hospital admission has also reduced and therefore going in the right direction.
- A number of other indicators however are moving in the wrong direction, in particular the number of bed days for patients with a primary diagnosis of COPD, Asthma, Diabetes and Coronary Heart Disease. Since this is largely associated with interventions in place before the establishment of the partnership based SOA (many as at 2007/8, some at 2008/9) it may be more relevant to comment on the current

interventions and the medium term outcomes or outputs associated with these.

- There has been an increase in anti-depressant prescribing where the annual rate of increase has shown an increase from the 07/08 baseline position and is heading in the wrong direction as is the number of people aged 65 and over admitted as an emergency inpatient two or more times in a single year.

Shift in the Balance of Care (SO9a)

A new 'Re-shaping Care for Older People' strategy and action plan have been established with the Joint Improvement Team and a range of work underway (some elements of which are linked to the Integrated Resource Framework Test Site work) including:

- A review of Day Services
- The development of a Falls Prevention action plan and associated work. A pilot intervention linked to Sheltered Housing has impacted on hospital admission – roll-out programme in place
- Development of Re-ablement work and establishment of hub in South Carrick
A new Telehealthcare plan has been put in place and a Demonstration flat established in relation to Telecare

A new Community Hospital has been opened in Girvan with associated service developments including much greater access for the residents of the Carrick area of South Ayrshire to a range of outpatient clinics and community dentistry services.

Better diet, nutrition, physical health (SO9b)

A range of initiatives have been introduced to support pregnant women/women of child bearing age's nutrition in disadvantaged areas. This includes a breastfeeding network, peer support, hospital visiting, a weaning project, and a Community Food Worker

A number of low income cooking related courses have been introduced (2 courses delivered, 32 participants) and courses for homeless (2x 10 week courses delivered)

A new Ayrshire & Arran plan focuses on health improvement for those with Learning Disabilities – early activity has included running Wellness Recovery Action Planning course for Learning Disability carers. A project co-ordinator has also been recruited to provide a supporting role in meeting the project objectives, which include the development of:

Lifestyle programmes which reflect the needs and priorities of the target group

Training opportunities for carers and care support workers to increase their knowledge and skills to better meet their own health needs and those of the people they care for

Formal care pathways for conditions and experiences most relevant to those with LD

The NHS has provided funding to the Girvan Community Garden to run a BTCV Green Gym and this project started in May. The concept of the Green Gym is to get people to improve their health by taking part in gardening and basic horticulture by utilising green space in their areas. Under the watch of a trained BTCV instructor, participants of the Green Gym can not only learn new skills, but improve their fitness and by

working outdoors, can increase the feelings of general wellbeing, decreasing anxiety and stress levels. The Green Gym also gives participants a fantastic opportunity to meet others. The Girvan Green Gym currently has 12 volunteers, with a further 19 young people working as part of the Girvan Youth Green Gym. Three volunteers have also expressed an interest in attending the Green Gym training to ensure sustainability of this project. More recently this project was featured on the Beechgrove Garden programme.

A parents and children cooking skills programme, equipping parents and their children with skills and confidence in a variety of cooking based programmes including cooking low cost nutritional food for families and healthy eating.

The Health Promotion team have been supporting the volunteers working on Ayr FM, a community radio station soon to be launched in September. Health Promotion has been assisting volunteers in the delivery of targeted health information.

The smoke free homes and cars campaign has gone from strength to strength since its initial launch in South Ayrshire in October 2009, and since then, has received a total of 150 sign ups. Due to the success of the campaign, there are now plans to roll out the campaign in North and East Ayrshire shortly. Following this, the Fresh Air-Shire team are looking to target uptake of the campaign in cars.

Fresh Air-Shire service continue to deliver smoking cessation support to clients either in groups, one to one and phone support. The recent pilot of Champix smoking cessation clinics in Toll Pharmacy and Mount Oliphant Pharmacy has proved to be a huge success, and there is further roll out of this service planned in Maybole and Girvan

Better independence for older people, people with LTC and disability (SO9c)

(see Shift in Balance of Care above SO9a)

Mental health and well-being (SO9d)

A new 'Towards a Mentally Flourishing Ayrshire & Arran plan' is now in place including Ayrshire wide and South Ayrshire focused activity. There has been work conducted in South Ayrshire to prioritise looked after children and older people and there is significant activity planned in relation to capacity building, awareness raising and training

Mental health – early interventions

Work has been established at an Ayrshire-wide level to develop better and more accessible community based mental health provision

Local mental health work is underway with a focus on:

Updating and refreshing the local suicide prevention (Choose Life) action plan (NHS A&A is on target to meet the HEAT 50% training for front line staff target)

Enabling greater access to talking therapies

Improving transitions from children to adult mental health and from adult to older people's mental health services

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|--|--|--|---------------------|--|---|---|---|
| LO 10 People in South Ayrshire have opportunities to participate fully in society | SO10a. Address health inequalities leading to enhanced employability (FSF) | Li10a(1). Number of people in receipt of Incapacity/SDA Benefits (Source: NOMIS) | 6,090 | 5,770 | Maintain | Reduce by 2012 |  |
| | SO10b. Narrow the gap between high and low attaining pupils (FSF) | Li10b(1). Percentage of pupils in South Ayrshire falling within the lowest attaining 20% of pupils nationally (Source: Council's own data) | 19% | 15% | Decrease | 16% 2012 |  |
| | SO10c. Decrease incidences of homelessness | Li10c(1). Percentage of homeless/potentially homeless households assessed as having a priority need (Source: Scottish Government Homeless Returns) | 44% | 82% | Increase | 100% by 2012 |  |

Narrative on progress on Local Outcome 10

- The high level indicator show s that the number of people in South Ayrshire in receipt of incapacity or SDA benefits has decreased by over 200 despite the recession. In relation to the percentage of homeless or potentially homeless households assessed as having a priority need, the indicator shows that the target of 100% by 2012 has almost been achieved, with 82% being recorded in the reporting year.
- The Condition Management Programme in South Ayrshire, jointly supported by the DWP and NHS, is in place to engage with people who are unemployed as a result of long term health conditions. The programme supports them to achieve a positive outcome – training, volunteering or employment.

- The NHS has established a new pan Ayrshire Work, Health and Wellbeing Working Group to forge greater links between employment and health. The Partnership includes the NHS, Jobcentre Plus and North, South and East Ayrshire Councils. Key priorities for the group include developing training for frontline NHS and local authority staff to raise awareness of the positive links between work and health and to develop their role in supporting people in their journey towards employment. A further aim is to develop a single point of contact for NHS and other frontline staff to refer people to employability related services.
- The Care and Share project, run by Riverside Church in the Wallacetoun and Newton area of Ayr, works in partnership with a number of voluntary and public sector agencies to provide a drop in facility and services to people who are homeless, or at risk of homelessness. The project prepares people to access and sustain tenancies and is attended by around 50 people every week.
- A great deal of work has been done to address inequalities in educational attainment which has resulted in the gap between high and low attaining pupils being substantially reduced in South Ayrshire from a baseline of 19% falling into the lowest attaining 20% of pupils nationally to 15% which has exceeded the end target of 16%.
- Two income maximisation services, one operating in North Ayr and Wallacetoun and Newton, the other in Girvan, have generated an extra £1,628,000 in income for deprived families.

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|---|---|---|---|--|---|---|---|
| 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 (Source: NHS Scotland, ISD) | 954 | 931 (2008-2009) Data for 09/10 due Dec 10 | Reduce | Reduce by 2012 |  |
| | SO11b. Reduce the number of people misusing drugs (FSF) | Li11b(1) Drugs prevalence rate in South Ayrshire (Source: Drugs Prevalence Study, University of Glasgow) | Problem drug user prevalence* 1.47% (N = 1,055) Injecting drug user prevalence* 0.86% (N= 618) * 15 to 64yrs | This indicator will be reviewed in light of the fact the Drugs Prevalence Study will now be undertaken by ISD Scotland with the next results due in 2011. | |  | |

Narrative on progress on Local Outcome 11

Provisional data for 2008/09 for the numbers of inpatient discharges with an alcohol related diagnosis per 100,000 populations show a slight decrease from 954 in 2006/07 to 931 in 2008/09.

The Drug Prevalence Study published in 2009 (based on 2006 data) shows the prevalence for problem drug users aged 15-64year to be 1.47% (N = 1,055). The Drug Prevalence Study has previously been undertaken in 2006 (based on 2003 data) however it is unclear if the study will be repeated at this time.

A positive impact of the comprehensive review of NHS Addiction Services and the re-structuring into locality services is there is now a minimal 'waiting time' to access treatment. The table below shows maximum waiting times before and after the move to locality teams.

| | Maximum wait for 1 st Appointment | Maximum wait for 1 st Treatment to commence |
|---|--|--|
| Ayrshire and Arran as at 1 st November 2009 * | 848 days | 210 days |
| South Ayrshire only as at 31 st March 2010 * | <35 days | < 28days |

* Date extracted from the local Shared Addictions Management System (SAMS)

All drug services are currently focussing on ensuring that all waiting times will meet the agreed HEAT Waiting Times Target to access drug treatment services.

A total of 4,990 Alcohol Brief Interventions have been delivered in Ayrshire & Arran in the first 2 years, exceeding the target of 4,500.

The pan Ayrshire Arrest Referral pilot project has delivered ABI's to 107 people from 1st July 2009 until 30th June 2010. Of the 107, 4 people have been referred to other agencies including The Princes Trust, Addaction and Belhaven Housing Support Services and 6 have commenced the Alcohol Education Programme.

Following the publication of the New Framework for Alcohol and Drug Partnerships by the Scottish Government, COSLA and the NHS, the Ayrshire and Arran Alcohol and Drug Action Team (ADAT) was disbanded and a new locality based South Ayrshire Alcohol and Drug Partnership (ADP) created embedded within the Community Planning Partnership structure (October 2009). The ADP recognised the wealth of positive activities undertaken by a range of partners to address the impact of alcohol and drug misuse and aims to build on this work by developing stronger partnership working between key stakeholders.

In 2009 NHS Addiction Services completed an extensive re-design of service provision culminating on 1/11/09 in a move to locality based

service structures. A review of referral processes was also undertaken which has led to a completely 'open' referral system to the service. With the advent of new HEAT waiting times targets and the outbreak of Anthrax, NHS Addiction Services implemented and completed a full review of their waiting lists which included a historical and extremely lengthy waiting list to be assessed for Substitute medication. The positive impact of this comprehensive review in South Ayrshire is that those individuals requiring treatment (including over 50 individuals who were waiting to access substitute medication) are now in receipt of the required support.

The Scottish Government has set NHS Ayrshire and Arran the HEAT 4 target of delivering 10,697 alcohol brief interventions (ABIs) between April 2008 and March 2011. To support the delivery of the ABIs a comprehensive training calendar has been developed by NHS Addiction Services, Prevention and Service Support Team. The training is offered to all partner agency staff and is offered in house for the priority groups of Primary Care, Antenatal and A&E.

Two local specialist referrers' seminars took place that aimed to increase awareness of the local specialist addiction services and the referral routes into these services. Over 45 staff attended the seminars with the first seminar targeted as social work staff and the second as specialist addiction service staff and included NHS and 3rd Sector staff.

A pan Ayrshire pilot Arrest Referral Scheme has been running since July 2009 which aims to address binge drinking which leads to offending behaviour in first time or less serious offenders. The programme offers brief interventions to those appearing at court on alcohol related offences predominately Drunkenness, Breach of the Peace, Drinking in Designated Places and Drink Driving

Based on the findings of Alcohol Related Brain Damage and Children and Young Peoples Needs Assessment, completed by the former ADAT, local services have been commissioned to meet the identified need.

Funding has been allocated by the South Ayrshire ADP, with funding allocated to the Community Planning Partnership, to a number of projects including:

- The expansion of the NHS Addiction Service Occupational Therapy Service to meet increased demand
- A pilot Financial Inclusion Service for individuals with problem alcohol and drug use
- The expansion of Scottish Association for Mental Health (SAMH) Dual Diagnosis Service to more rural areas

Funding was also provided for Ayrshire Council on Alcohol to develop a local information leaflet for anyone concerned about another's drinking. The leaflet provides a reference source for people experiencing difficulties at home due to drinking behaviours and aims to help people understand and cope better with drinking situations to ease stress and anxiety.

The ADP allocated funding to support the Care and Share Project. The project is a forum for homeless people, people who have been homeless or at risk of homelessness and it provides non-threatening environment where services and a hard to reach client group can come together. The project provides a weekly afternoon drop in centre where information is provided by variety of representatives including, housing,

social work, health and employability, as well as a range of educational and diversionary programmes. This attracts upward of 50 homeless people per week, many with drug and alcohol issues.

A number of projects are available for children and young people including the Barnardos South Ayrshire Family Services and Substance Misuse Worker who provides support to 7 young people, a Youth Support Substance Misuse Worker, and The Ayr Ark Alcohol Free Café. In addition, a Peer Mentor Project has been taking place with 22 sixth year pupils in Girvan and Prestwick Academy. The pupils have been working with South Ayrshire Council's Dialogue Youth Unit to complete a yearlong project looking at the health implications for young people who are at risk of being caught up in Scotland's current 'binge drinking' culture and a Mentoring Project, overseen by the Community Safety Partnership, has supported 12 young people referred by Community Safety and Social Work.

A wide range of partners from the ADP worked together to delivery a range of local activities for National Alcohol Awareness Week. The activities included public events at the local Tesco and Asda, an awareness raising event in the Council Head Office and advertising in Ayr United Football Club Programmes. A public AAW quiz also took place with a range of local prizes including a season ticket to Ayr United Football Club. Over 400 quiz sheets were completed providing a small local evidence base on public knowledge on units and the effect of alcohol.

A development event was held for all ADP members and nominated representatives that aimed to identify roles and key priorities of the ADP and identify how members can contribute most effectively to the ADP. The ADP has successfully developed stronger links with 3rd Sector organisations and is developing approaches to service user and carer involvement.

A treatment and recovery needs assessment is currently underway which will be used as part of the evidence base for the development of the local alcohol and drugs strategy and for future commissioning. The ADP has began to develop a new locality based Alcohol and Drug Strategy, Commissioning Framework and Outcomes Framework.

Whilst the ADP is a relatively new partnership partners are committed to reducing the harmful impact of alcohol and drugs. The key priority of the ADP during 2010 is to work with partner organisations to develop a local Alcohol and Drugs Strategy which encompasses key areas such as prevention and education, promoting recovery, children and families and enforcement. The development of the strategy will allow robust commissioning to take place to meet identified gaps in service provision.

Safe and 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”*

Narrative on progress in improving the delivery of National Outcomes 9 & 11

The Community Safety Partnership Strategic Plan links directly to the outcomes identified within the SOA. Specific initiatives, agreed and delivered by partners using the problem solving approach, contribute towards the achievement of the National Outcomes. These initiatives include the Safe Ayr Zone, interventions and support targeting young people, including diversionary activities, support for alcohol and drug issues, mentoring support, the Reckless Driving Wrecks Lives programme, and work with local communities to address community safety and antisocial behaviour issues.

Particular successes have included the coordinated approach to engaging all relevant partners (including communities) in the problem solving process through the Community Safety Partnership’s Safe, Healthy and Confident sub-groups and in accessing additional funding to support a range of interventions within communities to address some of these issues. The use of the PEER (Prevention, Early Intervention, Enforcement and Rehabilitation) approach was highlighted within the Promoting Positive Outcomes document (recent review of ASB services within Scotland) as an example of good practice. This PEER approach has also been incorporated into the problem solving model and is proving a successful method of engaging communities in developing ways of tackling antisocial behaviour and community safety issues within their local area, and in reducing the number of complaints regarding antisocial behaviour to the police and community safety team.

The main challenges for the Community Safety Partnership will be to ensure the sustainability of successful initiatives by identifying appropriate additional funding sources, and continuing to develop a joined-up approach to maximise resources. The Scottish Government has recently approved a proposal from the Community Safety Partnership to provide independently supported evaluation to demonstrate the cost benefit of preventative work in local communities. The Community Safety Partnership will also be developing a new Strategic Plan, using information gathered by partners and from local communities to identify the key priorities, which will link closely with the SOA National and Local Outcomes.

Progress at March 2010 on local outcomes

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|---|--|--|-------------------------|--|---|--|--|
| LO 12 South Ayrshire is a safe place in which to live, work and visit. | SO12a. Reduce the general level of violence on our streets and in our homes and increase detection rates | Li12a(1). Total number of crimes of violence (murder, attempted murder, serious assault, assault and robbery) per 10,000 population <i>(Source: Strathclyde Police, Annual)</i> | 23 | 20 | Reduce | Reduce the total number of crimes of violence by 2012 |  |
| | | L12a(2). (a) Detections for possession of a) offensive weapons or b) knives per 10,000 population <i>(Source: Strathclyde Police, Annual)</i> | a) 12 b) 4 | a) 3 b) 5 | Increase Increase | Increase detections for possession of offensive weapons & knives by 2012 |   |
| | | Li12a(3). Number of domestic abuse incidents reported to the police per 10,000 population <i>(Source: Strathclyde Police, Annual)</i> | 98 | 107 | Increase | Increase the number of reported domestic abuse incidents by 2012 |  |

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|---|--|--|---------------------|--|---|--|---|
| LO 12 South Ayrshire is a safe place in which to live, work and visit. | SO12b. Reduce the incidence of anti-social behaviour (See SO5a/8a in Children, Young People and Families) | Li12b(1). Number of crimes of vandalism (per 10,000 population) (Source: Strathclyde Police, Annual) | 237 | 138 | Reduce | Reduce the number of crimes of vandalism by 2012 |  |
| | | Li12b(2) Number of deliberately set fires (Source: Strathclyde Fire & Rescue, Annual) | 73 | 59 | Reduce | 25% reduction by 2015 |  |
| | | Li12b(3). Number of detected cases of anti-social behaviour and crimes of disorder ¹ per 10,000 population (Source: Strathclyde Police, Annual) | 308 | 308 | Increase | Increase the number of detected cases of antisocial behaviour and crimes of disorder by 2012 |  |
| | SO12c. Reduce the public perception of the level of crime and anti-social behaviour | Li12c(1). % of adult residents stating that they feel 'very safe' or 'fairly safe' when walking alone in the local neighbourhood after dark (Source: Scottish Household Survey, Bi Annual) | 72% (2005-2006) | 76% (2007-08) | Increase | Increase by 2012 |  |

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|---|---|---|--------------------------|--|---|---|--|
| LO 12 South Ayrshire is a safe place in which to live, work and visit. | SO12d. Reduce the number of injuries and casualties in the home and on our roads | Li12d(1). Number of people killed and seriously injured in road traffic collisions (per 10,000 pop.) <i>(Source: Strathclyde Police, Annual)</i> | 6 | 4 | Reduce | Reduce the no of people killed and seriously injured in road traffic collisions by 2012 |  |
| | | Li12d(2). Number of hospital admissions as a result of unintentional injuries for a) children(<15 years) and b) older people(65+) <i>(Source: NHS ISD, Annual)</i> | a)234 b)706 | a) 198 b) 735 (2008-2009) Data for 09/10 due Dec 10 | Reduce Reduce | Reduce the no of hospital admissions for unintentional injuries by 2012 |   |
| | | Li12d(3). Number of fire-related fatalities and casualties <i>(Strathclyde Fire & Rescue, Annual)</i> | 24 | 13 (12 Casualties, 1 Death) | Reduce | 15% reduction by 2015 |  |
| | SO12e Positively impact on drug use Cross refer to SO5 | Li12c(1). Detections for drug related crime (a) Supply (b) Possession & Other drug crimes Per 10,000 pop. <i>(Strathclyde Police, Annual)</i> | a) 14 b) 60 | a) 12 b) 52 | Increase Increase | Increase by 2012 |   |

Narrative on progress on Local Outcome 12

Indicators show that the total number of crimes of violence (murder, attempted murder, serious assault, assault and robbery) has reduced from 23 to 20 per 10,000 population in South Ayrshire and that the number of crimes of vandalism (per 10,000 population) has also reduced significantly from 237 in 2006 -2007 to 138 in 2009 – 2010.

The percentage of adult residents stating that they feel 'very safe' or 'fairly safe' when walking alone in the local neighbourhood after dark has increased from 71% to 76% in the same time period as recorded by the Scottish Household Survey Returns. This is also reflected in the results of the Strathclyde Police Public Consultation Exercise which shows an increase from 68% in 2008 to 79.9% in 2009. Whilst progress has been achieved in relation to the reduction of violent Crime, the current status of the, R.A.G System, (Red amber Green) shows less movement in :-

- a) indicatorL12a – (Detections for possession of offensive weapons). Stop search activity has shown a 26.5% increase between 08/09 and 09/10. The increase in stop searches indicates an increase in pro-activity; however this is not reflected by a corresponding percentage increase in detections which may suggest that fewer people are carrying offensive weapons.
- b) Indicator Li12c (1) – (Drug related crime) Stop search activity has shown a 22% increase between 08/09 and 09/10. The increase in stop searches indicates an increase in pro-activity; however this is not reflected by a corresponding percentage increase in detections which may suggest that fewer people are in possession of Drugs.

Figures relating to hospital admissions for unintended injuries among older people (65+) have increased (2008/09) and data for 2009/10 will not be available until December 2010. However an increase in the number of hospital admissions would be expected with the corresponding increase in the older population in South Ayrshire. It may be more useful therefore to examine the percentage increase in admissions, and to look at the age range used in this indicator, which currently sits at 65+.

The Community Safety Partnership has developed the problem solving approach to involve partners in delivering a number of key initiatives through the Safe, Health and Confident sub groups of the Partnership contributing towards Local Outcome 12. These include:-

22 areas in South Ayrshire being covered by re-deployable CCTV in 2009/10 (an increase of 5 from the previous year). An additional camera was purchased in 2009 allowing an increase in the number of areas covered. The cameras are monitored by SAMS (South Ayrshire Monitoring Station) and a number of crimes/offences have been detected with the assistance of the system including one major crime.

The Reckless Driving Wrecks Lives programme has been delivered to 2,347 young people in Ayrshire. The programme emphasises the importance of responsible driving by drawing attention to key issues such as alcohol misuse, speeding, peer pressure from passengers, wearing a seatbelt and the consequences of being involved in a serious accident, such as living with a permanent serious injury. The programme has been further developed in 2009/10 to include the experience of a young man currently serving a prison sentence for his involvement in a fatal accident. The high level indicator shows that the number of people killed and seriously injured in road traffic accidents has reduced from 6 per

10,000 population to 4 per 10,000 population.

An Action Plan for the Multi-Agency Partnership to tackle Violence Against Women & Children (MAP) has been reviewed and updated and all partners report progress under key themes of Protection, Prevention, Provision and Participation. The MAP continues to meet every two months and a consultation has been undertaken on views and experiences around gender based violence from people who work or live in South Ayrshire. Results from this consultation will inform the Violence Against Women Strategy.

A new specialist approach to the prosecution, programming and prioritisation of domestic abuse cases began on 11 January 2010 with the introduction of a domestic abuse trial cluster court at Ayr Sheriff Court. Additional specialist support is now available to all victims of domestic abuse in cases reported to the Procurator Fiscal and support is provided to women by South Ayrshire Women's Aid and to men by ASSIST (based at Glasgow Domestic Abuse Court) for a trial period. Links are in place with SWS Community Justice Authority in connection with the pilot delivery of the Caledonian System which works both with perpetrators of domestic abuse and their victims.

Sessions continue to be delivered in participating schools within South Ayrshire on Healthy Respectful Relationships by South Ayrshire Women's Aid and the outreach service provided by the Rape Counselling & Resource Centre.

Information and details of support services continue to be highlighted to members of the public via the StaySafe cards and the Violence Against Women & Children website. The website has received a total of 33,000 hits since its launch at the end of November 2008 and the high level indicator shows that the number of reported incidents of domestic abuse has increased from 98 per 10,000 population in 2006-2007 to 107 per 10,000 population in 2009-2010 which would indicate that awareness raising initiatives are successful.

In 2009 the Safe Ayr Shore initiative reported a reduction in police incidents by 41% and crimes reported down by 67%. Police issued a total of 68 fixed penalties relating to drinking in public, and additional patrols were carried out by Community Support Officers, and Environmental Health Officers concentrating on noise pollution from cars in the esplanade area.

The Ayr Town Centre Bail Initiative was developed with the purpose of taking strong and immediate action against those individuals who become involved in violence in Ayr town centre at the weekends by imposing a specific bail condition prohibiting them from entering certain streets at certain times. The bail condition will be applied either on release of the accused on Undertaking or, if the accused is held custody, on appearance at court pending trial. This scheme has operated in tandem with Safe Ayr Zone and 60 individuals (to end March 2010) were bailed not to enter the town centre in accordance with the initiative. The initial 6 month pilot has now been extended following evaluation of the scheme.

Problem solving in Communities has provided an effective way of engaging with local communities to help to reduce crime and antisocial behaviour in their area and to encourage local communities to work with partners to identify solutions to antisocial behaviour and community safety issues in their area (see Local Outcome 13 below). Community Support Officers have been linked to this process and have contributed towards the problem solving process through additional patrols in targeted areas, delivery of diversionary work and conducting environmental

audits to help to inform the problem solving process.

The level of complaints to the Anti Social Behaviour (Neighbour Disputes) team continues to increase as the public becomes more aware of the reporting process and the fact that 70% of cases are resolved with the situation improving. The emphasis continues to be on prevention and effective early intervention to address ASB although enforcement action will still be taken when necessary. During the reporting period, 3 Antisocial Behaviour Orders and 1 Criminal ASBO have been granted by the court, and 13 Acceptable Behaviour Contracts and 1 Unacceptable Behaviour Notice have been served. There is an appointed Victim Support officer who provides emotional support, practical help and essential information to those affected by ASB. The Mediation Service continues to be offered at early stages and has a 50% success rate to date.

The number of deliberately set fires reduced significantly from 73 in 2006 -2007 to 36 in 2008-2009 but has risen again slightly in this reporting year to 59. The number of fire related fatalities and casualties has however decreased by almost 50% from 24 in 2006-2007 to 13 in 2009-2010.

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|--|---|---|--------------------------------|--|---|---|---|
| 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, Annual) | 2 (2008-2009) | 2 further communities progressing towards developing a plan | Increase | 5 by 2012 |  |

Narrative on progress on Local Outcome 13

Problem solving groups have been established in targeted areas in South Ayrshire to support local communities to address community safety and antisocial behaviour issues within their area. 20 Problem solving groups have been progressed in local areas between May 2008 and March 2010 involving members of local communities- (showing an overall reduction in complaints of 20%) in addition to groups established through the Safe, Health and Confident groups involving key partners (see Local Outcome 12 above)

Interventions and initiatives agreed within these groups have included, use of re-deployable cctv (see Local Outcome 12), additional CSO

patrols, graffiti art projects, appropriate diversionary activities, engagement with harder to reach groups in local communities, specific projects such as the Firewatch programme, Arran Park Allotment project, environmental improvements (dog fouling initiatives, community clean-ups, safety fences,) targeted support for individuals, information days, consultation with local communities and support for the establishment of T & R groups.

Work is also underway with a number of communities, using community appraisal techniques, to assist them to develop local actions plans to improve their areas.

Clean, Attractive & Sustainable

National Outcome 10 ***“We live in well-designed, sustainable places where we are able to access the amenities and services we need”***

National Outcome 12 ***“We value and enjoy our built and natural environment and protect it and enhance it for future generations”***

National Outcome 14 ***“We reduce the local and global environmental impact of our consumption and production”***

Narrative on progress in improving the delivery of National Outcomes 10, 12 and 14

Good progress towards zero waste targets continues to be made and South Ayrshire currently sits second best in Scotland with regards to local authority waste and recycling figures. A significant success is the exceeding of the 2012 target. A number of actions having positive benefit to the community, include empowering community groups to improve their local environment through delivery of Waste and Environment Trust funding a large increase in the number of affordable homes made available, work with partners to increase the energy efficiency of housing stock and individual projects such as the Girvan Dunes project, to halt the rate of sand loss, and increase coastal protection.

Work continues to focus the efforts of the Sustainability Forum to ensure that partners are supported and informed in all sustainability issues, and that mutually beneficial working practices are set up and maintained. A number of pieces of work aimed at raising awareness of biodiversity, and encouraging biodiversity have been undertaken, including encouraging water voles back into certain areas. Working with partners, and making positive links within and outwith the Council has brought about some success towards carbon reduction, through implementation of buildings efficiency measures, domestic energy saving advice (through partnership with the Energy Agency) and actions to encourage sustainable commuting, sustainable business travel and active school travel.

In 2010-11 a review of the membership and function of the South Ayrshire Sustainability Forum is proposed. This will allow the forum to galvanise its activity so all partners can jointly work towards the delivery of national outcomes 10, 12 and 14. The review is scheduled to take place alongside the introduction of the public sector duty on climate change, which will be of critical relevance to delivery of all 3 of these national outcomes. A new lead officer for the forum has recently been employed by the Council to assist in taking this work forward. The council and other community planning partners will also be required to respond to new legislation coming into operation in relation to zero waste and the UK Climate Change Act 2008. The implementation of the Council's new performance management system should also help the council and its partners to report transparently on this issue to allow enhanced scrutiny by the Community Planning Partnership Board.

Progress at March 2010 on local outcomes

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|--|--|--|---------------------------------------|--|---|--|--|
| LO 14 South Ayrshire has sustainable and accessible amenities and services to meet the needs of all communities | SO14a. Engage people, businesses and communities more effectively in the sustainability agenda (Cross Refer to SO16a in Safe & Supported) | Li14a(1). Number of a) schools and b) churches achieving Eco-School Green Flag or Eco-Congregation status (Source: Eco-school /congregation org, Annual) | a) 11 b) 0 (2008) | a) 14 schools b) 1 church | Increase Increase | a) 16 by b) 5 By end March 2012 |   |
| | SO14b. Increase the availability of affordable homes in South Ayrshire | Li14b(1). Annual number of new affordable homes completed and occupied (Source: South Ayrshire Council, Annual) | 72 | 232 completions 2009/10 - subject to survey and final confirmation | Increase | Year on year Increase to 2012 |  |
| | SO14c. Increase the resistance of assets and services to the impacts of climate change | Li14c(1) Index of the level of preparedness of the Partnership for managing the risks associated with climate change (Source: South Ayrshire Council, Self Assessment) | 1 (2009) | 1 Review and update of Index not yet started | Increase | 3 by 2012 |  |

Narrative on progress on Local Outcome 14

- 33% (14) of South Ayrshire primary schools have been awarded green flag status under Eco Schools, with 6% going on to receive their second green flag award. The majority of the remainder of the primaries have achieved either bronze or silver status. All schools now have either classroom or wildlife gardens. In addition the surrounding landscape has been significantly improved from species poor grassland in the majority of schools, to areas which incorporate a variety of trees, shrubs and in some cases meadowgrass. This provides an outdoor education resource. One church has achieved 'Eco Congregation' Status
- 232 affordable homes were completed in 09/10, which is significantly higher than the baseline. 100 of these houses were built as replacement homes for a number of houses demolished in the Lochside area.
- A Housing Needs Demand Assessment has been completed and consultation has taken place with residents to ensure that the homes are built with their requirements in mind. 2 engagement events were held for landlords this year and 100% of council tenants have received an energy assistance pack.
- The Ayrshire Chamber of Commerce and Industry continues to conduct energy audits with local businesses and helps them to develop plans to reduce consumption and carbon emissions.
- More than 2,000 energy efficiency and waste awareness lessons have been delivered to school children in South Ayrshire as part of the awareness raising works undertaken by the Energy Agency.
- A number of allotment plots have been created to cater for the significant increased demand in the community for land to grow food. The move to home grown produce is reflected in the figure of 38% of householders with gardens participating in home composting.
- The Girvan "Make it Happen" community group worked with South Ayrshire Council, using use recycled Christmas trees to stabilise the sand on Girvan beach for the purposes of coastal protection and retaining sand.
- The Council's recently published Main Issues Report takes cognisance of the need to respond to the requirements of climate change in South Ayrshire and the Partnership will review and update the Index of the level of preparedness for managing the risks associated with climate change, and currently at stage 1, during the course of this year.

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|---|---|--|---------------------|--|---|---|---|
| LO 15 South Ayrshire has attractive built and natural environments, appreciated by its citizens & visitors | SO15a. Improve the local environment of urban and rural areas | Li15a(1). Percentage of the population rating their neighbourhood as very good (Source: SNS) | 63% (2005-2006) | 61% (2009 –2010) | Increase | 68% by 2012 |  |
| | | Li15a(2). Cleanliness of local streets (Source: South Ayrshire Council, Cleanliness Index, Annual) | 67 | 77 | Increase | 75 by 2012 |  |

Narrative on progress on Local Outcome 15

- The cleanliness index shows a figure of 77 for 2009-2010 exceeding the 2012 target of 75 and is a positive development. The percentage of people rating their neighbourhood as very good however has decreased slightly.
- Increasing consideration of the environmental and biodiversity in the local plan and development management is taking place. For example detailed discussions with developers regarding mitigation of adverse biodiversity impact of the new University of West of Scotland Craigie Campus development (currently under construction) and one of the key strands incorporated into the Main Issues Report is the development of the green network in South Ayrshire
- The Council's housing department has developed a series of outcomes and actions to improve local neighbourhoods as part of its new Local Housing Strategy.
- Work continues with the Parks and Golf Course services to increase Biodiversity processes, to improve habitats through the installation of bird boxes in Rozelle, and pond & burn improvements in that estate. A valuable project being developed with Ayrshire Rivers Trust on a water vole release and breeding programme, to be centred in Belleisle/Seafield golf course.
- The local RSPB group undertake approx 6 walks per annum in Rozelle Estate
- The street cleanliness index of 77 exceeds the set target, indicating that real progress is being made to improving the cleanliness of the South Ayrshire street environment – it is notable that the minimum Street Cleanliness Index score required by the survey methodology is 67.
- The Council is working with Ayrshire Rivers Trust to augment their 'Eradicate' programme for non native invasive plants such as Giant Hogweed. To ensure that the Council assists eradication in its own areas, meetings were held with key operatives to highlight the issue and contribute to eradication - flashcards were also issued to roads maintenance and parks staff along with forms so that they can plot where plants are when they are out doing their normal work, allowing a mapping exercise of the distribution to identify areas for spraying.

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|--|--|---|--|--|---|---|---|
| LO 16 South Ayrshire's carbon emissions are substantially reduced | SO16a. Encourage households, public sector agencies and businesses to reduce their carbon emissions | Li16a(1). Carbon footprint for South Ayrshire, tonnes per head of population (Source: <i>Stockholm Environment Institute</i>) | Due to the fact that data for this indicator is not likely to be collected in the near future, a new indicator has been constructed from the Department of Environment and Climate Change estimates. New Baseline 8.4 (2006) with a directional target of 'Reduce by 2012' | | | | ? |
| | SO16b. Encourage the reduction and reuse of waste products | Li16b(1). Tonnage of biodegradable municipal waste going to landfill (Source: <i>South Ayrshire Council, Annual</i>) | 28.0 kt | 26.9 kt | Reduce | 25 kt by 2013 |  |
| | | Li16b(2). Percentage of waste recycled or composted (Source: <i>South Ayrshire Council, Annual</i>) | 39.2% | 43.5% | Increase | 50% increase by 2013 |  |
| LO 16 South Ayrshire's carbon emissions are substantially reduced | SO16c. Persuade people to adopt less environmentally polluting forms of transport, including walking and cycling | Li16c(1). Percentage of adults that travel to work or education by active or public transport (Source: <i>Scottish Household Survey</i>) | 30% | 31% (2008) | Increase | 35% by 2012 |  |
| | | Li16c(2). Percentage of journeys to/from school by active or public transport (Source: <i>Scottish Household Survey – Travel Diaries</i>) | 85.1% | 81% (2007-2008) | Maintain | 85.1% by 2012 |  |

| | | | | | |
|--|--|---|---|---|---|
| | | Li16c(3). Percentage of people very or fairly satisfied with public transport's system (Source: Scottish Household Survey – Travel Diaries) | 85.4% (bus) 88.0 (train) | Data no longer being processed by SPT. |  |
|--|--|---|---|---|---|

Narrative on progress on Local Outcome 16

- The high level indicators show that we have met or exceeded the targets for the amount of waste going to landfill which is reducing and the amount of waste being recycled which is increasing in line with the target. South Ayrshire is placed second in Scotland for recycling. The percentage of adults using active transport, walking or cycling, to go to work or education is also increasing in line with the target set. The percentage of journeys to or from school by active of public transport has, however, reduced and is going in the wrong direction.
- The Energy Savings Scotland advice centre has continued their ongoing energy advice to householders campaign, promotion of renewables to householders and communities, and targeted home insulations projects.
- Some £2.2 million was invested in Council properties on measures such as improved fabric and replacement heating plant.
- The Council's carbon management plan details a number of projects resulting in carbon saving of 1993 tonnes. Projects include: replacement of solid fuel heating systems with gas/oil in Council properties, replacement of inefficient heating systems, heating controls upgrades, good housekeeping measures and advice to staff and reduced fleet consumption. Although at present, the CMP is not on course to meet overall targets – 11% rather than 20% by 2012/13 with a projected shortfall of 5,267 tonnes, it should be noted that significant challenges are faced which cause this to be the case. These include an increase in consumption of new build PPP schools; an increase in consumption after installation of energy efficient lighting, lack of business travel baseline data and difficulties in achieving the emissions reduction targeted from behavioural change. Streetlighting has also continued its long term trend of increased emissions year on year which it has not been possible to reverse.
- A new 6kW wind turbine at one primary school has been seen as an excellent educational tool, contributing to their Eco school green flag attainment and also reducing their carbon emissions.
- A Sustainable Design and Construction Guide has been produced and is being used by the Council's property department for capital projects relating to the refurbishment or procurement of new buildings. The council currently has a contract to build a new primary school in Colmonell with the aim of achieving a BREEAM (Building Research Establishment Environmental Assessment Method) excellent score. The pre-assessment has taken place which indicates that this can be achieved.
- Barrhill Community Interest Company have been successful in attracting Climate Challenge Funding support for their Climate Champions Project to regenerate their community, improve transport links, increase the energy efficiency of their dwellings and work towards locally owned renewable energy generation.
- South Ayrshire continues to be the second best in Scotland at recycling and composting with a rate of 43.5% towards the target of 50% by 2013. A number of community oriented initiatives have been implemented, to reduce and recycle waste, such as: working with RePaint Scotland, a community based organisation which takes water based paints from recycling centres for processing and reuse for

community projects; involvement with a community furniture collection and repair shop in Ayr. In house working arrangements are in place to reduce Council waste for example a new composting facility was opened at Rozelle (a greenspace estate), allowing the Council to compost the green waste arising from maintenance of the estate.

- Emissions from waste to landfill have increased slightly (3%) against the target of 25% reduction, however the emissions are expected to continue around the same level until a new energy from waste plant is expected to be commissioned by 2013 when there should be a sharp fall.
- A number of active school activities have taken place to encourage walking and cycling to school, for example a school cycle training scheme, Walk Once a Week scheme and the implementation of a school bike club, resulting in an increase of walking and cycling – notably cycling has increased from 3.2% in 2008 to 4% in 2009.
- South Ayrshire's cycle networks continue to grow, as do user numbers. Development travel plans are being specified to encourage a reduction in travel emissions.
- A range of initiatives have been put in place to encourage Council employees to travel to work in a more sustainable manner. Initiatives include walk to work scheme, cycle to work scheme, liftshare scheme. Some 170 bikes have been purchased so far through the cycle to work scheme, which has the value of nearly £112,000 in the local economy and a number of individual projects were put in place to augment the interest in cycling, such as bike maintenance classes, bike clinics, cycling in traffic training. Car sharing has been promoted in partnership with the Energy Agency, at the same time promoting eco driving. A partnership has been set up between the three local authorities in Ayrshire, to facilitate sharing of information and further encouragement of sustainable travel – initiatives have included a core travel survey, and joint working on major events weeks. A Journeyshare Scheme is also operated by SPT.
- Fleet management have changed the practice of allowing a pool vehicle to be taken home, resulting in savings of some 180 tonnes of carbon.

A general comment on the threats to continued progress towards SOA targets is the public sector budget cuts, and the reduction in external funding. For example, it is notable that **all** the cycle routes implemented by South Ayrshire Council's Transportation section have been done with external funding from the regional transport partnership, Cycling, Walking, and Safer Streets monies (previously ring fenced Scottish Government funding), and Sustrans. There is a high probability that many more planned projects throughout all the CPP theme groups will be affected by similar cuts and withdrawal of funding.

Ambitious, Forward Looking and Responsive

| National Outcome 13 <i>“We take pride in a strong, fair and inclusive identity”</i> | | | | | | | |
|--|--|--|---|--|---|---|---|
| National Outcome 15 <i>“Our public services are high quality, continually improving, efficient and responsive to people’s needs”</i> | | | | | | | |
| Narrative on progress in improving the delivery of National Outcome 13 & 15 | | | | | | | |
| Progress at March 2010 on local outcomes | | | | | | | |
| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | ‘Progress’ target/s to 2010-11 (where available) | ‘End’ target/s & timescale/s or direction of travel | Current Status |
| LO 17 South Ayrshire has a strong and inclusive identity | SO17a. Raise awareness of issues in relation to the six equalities strands | Li17a(1) % of new plans, policies and strategies that have been equalities impact assessed (Source: Community Planning Partners) | Indicator under Review as a set of new Equalities indicators are being developed in anticipation of the new Single Equality Act being implemented in October 2010 | | | | ? |
| | SO17b. Enhance South Ayrshire’s positive image locally, nationally and internationally | LO17b(1). Visitor numbers in ‘000s to a) Burns National Heritage Park, b) Culzean Castle & County Park and c) Heads of Ayr Farm Park (Source: VisitScotland, Annual) | a) 303 b) 188 c) 82 (2006) | a) 283 b) 175 c) 130 (2009) | Increase | a) 330 b) 196 c) 115 by 2012 |    |

| | | | | |
|--|---|--|---|---|
| | SO17c. Enhance participation in arts and cultural activity in South Ayrshire | LO17c(1) % of people who participate in one or more arts and/or cultural activities <i>(Source: Community Planning Survey)</i> | <p style="text-align: center;">-</p> Indicator is dependent on survey to set baseline and target. Survey has not yet been undertaken |  |
|--|---|--|---|---|

Narrative on progress on Local Outcome 17

- Significant profile raising took place throughout the year of Homecoming with 80 events supported through a variety of external funding applications, generating c. 90,000 visitors to the area.
- The Open Golf Tournament at Turnberry in 2009 provided an international profile for the area with over 123,000 additional visitors, generating an estimated £15m of economic impact for the area.
- The World Bowls Champion of Champions Event took place at Northfield complex with participants from 12 countries attending, providing an excellent opportunity to develop future links to capitalise on Commonwealth Games opportunities.
- A joint Ayrshire promotional stand was taken at EXPO 2009, VisitScotland's tourism Trade Buying Event. The three Ayrshire Authorities funded and branded the stand providing the opportunity for 6 groups representing over 50 companies to attend.
- The development of an Ayrshire brand framework and toolkit was concluded. A launch and implementation plan is in development.
- The hosting of delegations and familiarisation visits continue to take place to raise awareness and develop trade links, including a 2 day visit from Government and Investor representatives from Shenzeng province, China and a tourism delegation from Catalan region in Spain.
- Ayr College has extended its training provision to over 100 international students (now providing a boost to the local economy) through successful marketing activities promoting Ayrshire and local education opportunities in a variety of countries such as India and Nepal.

| Local Outcome | Strategic Objective | Indicator/s (noting frequency / type / source) | Baseline at 2006-07 | Progress at March 2010 (indicators where available) | 'Progress' target/s to 2010-11 (where available) | 'End' target/s & timescale/s or direction of travel | Current Status |
|--|---|---|---|---|---|---|---|
| LO18 Our public services are efficient, forward looking and ambitious | SO18a. Improve people's perceptions of the quality of public services provided | Li18a(1). Percentage of respondents agreeing with the statement that the Community Planning partners provide high quality services (Community Planning Survey) | N/A | Baseline not set as no survey conducted | Increase | Dependent on Survey | ? |
| | SO18b. Increase annual cost-saving efficiency gains by the Council and Partners | Li18b(1). Percentage annual cost-saving efficiency gains by each partner (Source: Partners' own financial accounts) | 1.3% (SAC) 1% (NHS A&A) 4.8% (SFR) | 3.7% (SAC) 2% (NHS A&A) 4.8% (SFR) | Increase | |    |

South Ayrshire Council has increased its efficiency savings from a baseline of 1.3% in 2006-2007 to 3.7% in 2009-2010 and NHS Ayrshire and Arran (NHS A&A) has also shown an increase in efficiency savings from a baseline of 1% to 2% for the reporting year.

Strathclyde Fire and Rescue (SFR) show a higher baseline for efficiency savings at 4.8% in 2006-2007 and this has remained static for the reporting year equating to a sum of £5.92 million for South Ayrshire.

Major restructuring has taken place in a number of partner organisations as part of a programme to improve service delivery and make services more streamlined and efficient. These changes have also been implemented in anticipation of further public sector budget cuts.

