



South Ayrshire Community Planning Partnership

SOA Annual Report 2010 - 2011

Introduction

This is the second 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.

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.

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. As reported last year, the Council and a number of our partner organisations had restructured and these new structures have now bedded in which has led to improved partnership working.

The Council has rolled out its new Performance Management System using Covalent, which now incorporates all the council related Single Outcome Agreement indicators and has simplified the data gathering and reporting systems. The next stage of the process to improve performance management systems will be to roll out remote access to other partner organisations.

The Community Planning Programme (former Fairer Scotland Fund)

A comprehensive programme of frontline services, aligned to a number of SOA outcomes and the three principles of early interventions, employability and community engagement, was developed in 2009 following a full review of former projects and services supported by the Fairer Scotland Fund.

The programme was further reviewed in 2010, following recommendations emerging from a review of family support services in South Ayrshire. This has resulted in a more integrated programme which was endorsed by the Council in February 2011 and which continues to contribute to the delivery of SOA outcomes and targets.

Progress in 2010 – 2011

An overall assessment of SOA performance shows that 38 of the 71 high level indicators, where data is available, have met, or exceeded, the target for 2010 - 11. This equates to 54%. There are 5 indicators for which data is currently unavailable. 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.

Successes

Many of the health related indicators have started to move in the right direction which is a reflection of the new services and approaches that have been put in place by the Community Health Partnership. The number of women recorded as a current smoker at antenatal booking appointments continues to fall

The number of companies needing assistance in redundancy planning in South Ayrshire has almost halved and the number of people at risk of redundancy has reduced dramatically from 817 to 285 in the preceding year.

The percentage of pupils who report positively on their development as successful learners, confident individuals, responsible citizens and effective contributors has shown a further increase across both primary and secondary schools for the third year running and the number of school leavers progressing into positive destinations has also increased since last year. Educational attainment has also continued to improve in South Ayrshire.

The number of children housed in unsuitable temporary accommodation such as Bed and Breakfast and hostels, has been reduced from 7 in 2010 to 2 for this reporting year.

The number of deliberately set fires in South Ayrshire has continued to fall, from a baseline of 76 in 2006-07 to 57 in the current reporting year.

Challenges

Although a number of health indicators are now moving in the right direction, several which showed green last year are now recorded as red. There is a concern that despite efforts to promote breast feeding the figures have shown a decline but this is in line with the picture across Scotland. The statistics for obesity in primary one pupils is also a matter for concern despite a number of interventions.

A number of crime indicators in relation to crimes of violence, vandalism, anti social behaviour and detections for offensive weapons and drugs have started to move in the wrong direction and the number of fire related casualties has shown an increase since last year almost doubling from 12 to 27.

The percentage of the road network to be considered for maintenance has increased from 42 to 48% mainly due to the effects of two episodes of severe winter weather.

Review of Indicators

A number of indicators are under review and these are highlighted in the report. Several of these indicators were dependent on the Scottish Household Survey which has now stopped reporting at local authority level and produces data at a pan Ayrshire level which means that consistency cannot be maintained. When it came to light in the previous year that data for a number of indicators would not be updated for several years, alternative indicators were considered and these have now been inserted into the SOA along with relevant baselines and updates for both 2009 -10 and 2010-11.

Overview of Performance

Table 1 shows a summary of performance against the high level indicators contained in the SOA and underpinned by secondary level action plans managed by the theme groups.

Table 1 – Overview of Performance

National Outcomes	SOA Outcomes	SOA High Level Indicators		
		Number of Indicators (where data available)	Number where target met or exceeded	Number of Indicators (where data not available)
<p>1. We live in a Scotland that is the most attractive place for doing business in Europe</p> <p>2. We realise our full economic potential with more and better employment opportunities for our people</p> <p>3. We are better educated, more skilled and more successful, renowned for our research and innovation</p>	LO 1 Businesses in South Ayrshire are enterprising, innovative and equipped to succeed in a changing world	3	3	-
	LO 2 South Ayrshire has the right infrastructure in place to support business aspirations	2	0	-
	LO 3 Research and innovation in South Ayrshire is enhanced	1	1	-
	LO 4 People in South Ayrshire are confident, qualified and prepared to access better job opportunities	3	1	-
<p>4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens</p> <p>5. Our children have the best start in life and ready to succeed</p> <p>8. We have improved the life chances for children, young people and families at risk</p>	LO 5 South Ayrshire's children and young people are inspired, motivated and ambitious	4	4	-
	LO 6 The voices of our children and young people are heard and have influence	1	1	-
	LO 7 Our children and young people are healthy and reach their full potential	8	4	1
	LO 8 Our children, young people and families at risk are protected	2	1	-
6. We live longer, healthier lives	LO 9 People in South Ayrshire enjoy the best possible health throughout their lives	13	6	1

National Outcomes	SOA Outcomes	SOA High Level Indicators		
		Number of Indicators (where data available)	Number where target met or exceeded	Number of Indicators (where data not available)
7. We have tackled the significant inequalities in Scottish society	LO 10 People in South Ayrshire have opportunities to participate fully in society	3	3	-
	LO11 People are protected from the harmful effects of alcohol and drugs	1	0	1
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	4	-
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	-
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	2	-
	LO 15 South Ayrshire has attractive built and natural environments, appreciated by its citizens & visitors	2	1	-
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	3	2	2
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	-
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	-
Overall Performance		71	38	5

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

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

The programme of work to deliver pan-Ayrshire development activities that support five priority sectors, as identified by the Ayrshire Economic Partnership continues. There are short to medium-term plans for Engineering, Marine & Coastal, Food & Drink and Renewable Energies and Tourism.

A commitment has been made by the 3 local authority areas to develop new 5-year Ayrshire & Arran Tourism Strategy (2011 – 2016) by end October 2011.

Promotional activity to highlight the breadth of capabilities Ayrshire can offer in the field of Renewable Energies took place this year, including the All-Energy conference. A programme of presentations to key utility companies was initiated and will be on-going, as interest in west coast off-shore development grows.

Partnership working continues to strengthen around the employability agenda and the educational achievement statistics continue to show a year on year increase with the numbers of school leavers going on to a positive destination also increasing in line with the national outcome.

Progress at March 2011 on local outcomes							
Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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	Lia(1)Percentage of new businesses that have survived 3 years <i>(Office of National Statistics – Business Demography)</i>	64.7% (2007) Started in 2004	58.0% (2008) Started in 2005	64.7% (2009) Started in 2006	Maintain or increase	
	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	9 companies (285 people) (2010 - 2011)	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	1,527	1,300 2012	

Narrative on progress on Local Outcome 1

The percentage of new businesses established and surviving 3 years has remained steady since 2007. The average number of new businesses created is 350 per year and the current stock of active businesses is 3,250.

The Ayrshire Economic Task Force, which was established to assist companies planning to make redundancies, was dissolved in 2010 and the PACE partnership will continue to offer the necessary support. The number of companies needing assistance has almost halved and the number of people at risk of redundancy has reduced dramatically from 817 to 285 in the preceding year. Ayr College provided two Scottish Certificate Personal License Holders courses in 2011/12 under the PACE initiative. Construction Skills Certification Scheme provision was arranged for a further 27 people both under the PACE initiative.

Ayr College has established a partnership with Dumfries and Galloway College to jointly develop a curriculum to support the on-shore wind farm developments in South Ayrshire. A memorandum of agreement is being developed with a wind turbine manufacturer to support the training of a number of apprentices in turbine maintenance. The College is also a member of a national college consortium in energy (with a focus on renewables) which will be developing a national strategic approach to provision for the energy and renewables industries.

A second INTEREG bid has been submitted by Ayr College to support the diversification of local construction industry into micro-renewables. This bid would support the retrofit of a cottage on the Ayr College campus with photo-voltaic systems, ground source heat pumps, insulation and energy monitoring systems for training and demonstration purposes.

South Ayrshire Council continues to provide lead partner support to and participates in the Ayrshire LEADER Local Action Group that was awarded £4.5 million from the European funded Scottish Rural Development Fund to revitalise rural communities and build rural community capacity during the programme period 2007 - 13. During the period 2010-11, LEADER committed £260,783 of grant assistance to 11 projects in South Ayrshire, supporting total project investment of £457,056.

The Collaborate for Growth grant scheme has been introduced to support the development of co-operative enterprises in South Ayrshire which can create enhanced economic impact through collective working. The grant has supported the establishment of the Ayr Independent Retailers group and the Ayrshire Bed and Breakfast Association with a combined membership of over 70 local businesses.

The transfer of funds from Ayrshire Development Fund Limited (ADFL) has been received and £1,500,000 transferred to West of Scotland Loan Fund; South Ayrshire Councils share of these funds is £500,000. The funds are being used to address viable business proposals which are at the margins of current West of Scotland Loan Fund criteria. To date three loans have been approved through the scheme totalling £135,000 and helping to safeguard 32 full-time positions and supporting the creation of a further 33 jobs.

A major conference on offshore renewable energy was held at Ayr racecourse, attracting some of the biggest names in the energy market. The main presenters on the day were Scottish Power Renewable, Crown Estates, Scottish Enterprise, Associated British Ports and Turbo Scotland. More than 120 people representing 90 local companies came along to learn more about significant opportunities for business in Ayrshire, with renewable energy now driving some of the largest projects in the world.

Under the Supplier Development Programme, SAC hosted a "Procurement Update" event with speakers from the Supplier Development Programme, Scottish Government and South, North and East Ayrshire Procurement. The event attracted 155 delegates representing 111 local businesses. Following on from the first Business Dinner hosted by SAC Council Leader Bill Macintosh, SAC, Ayr College, Skills Development Scotland and SEMTA are collaborating on a skills needs analysis across the local Aerospace industry, to help address the industries skills gaps and to facilitate industry training collaboration.

Business Gateway continues to deliver front line services to local SME's and saw a 10% increase in business start-up's in South Ayrshire on the previous year. In addition, Business Gateway introduced a new sub-pipeline grant scheme. Aimed at businesses with a turnover from £100,000 to £400,000 who have growth potential the scheme can offer grant support of up to £2000 at a maximum intervention rate of 50%. To date 13 South Ayrshire Businesses have benefited from this scheme.

During the year, Scottish Enterprise made RSA awards totalling £1,194,000 which created 201 jobs and safeguarded a further 11. A grant of £52,500 was also made for 4 new jobs and 14 safeguarded jobs to Arran Aromatics for their warehouse at Dundonald.

The mapping of the third sector by Voluntary Action South Ayrshire continues, however, due to the recent merger of the CVO Kyle & Carrick and Volunteer Centre South Ayrshire, and the emphasis placed on establishing mirrored thematic groups, progress is slow. Furthermore there appears to be some confusion as to the definition of a social enterprise and we have already identified a number of third sector organisations who are trading and are therefore technically a social enterprise, but do not want to be categorised as such.

The transfer from Service Level Agreements to the procurement process could reduce the number of social enterprises already operating in South Ayrshire in the short to medium term. However, recent Scottish Government initiatives supporting and encouraging an enterprising third sector should provide the opportunity for groups to acquire the necessary skills to become sustainable in the longer term. Recent Business Planning training events have indicated a high level of interest among the historically grant funded organisations and community groups, and due to continued interest, a series of social enterprise and procurement training opportunities will be delivered in the coming months.

Scottish Enterprise account manages approximately 41 companies in South Ayrshire supporting them to achieve economic growth. 85% of these companies are in the national key growth sectors with the majority (27%) in the Aerospace, Defence and Marine sector.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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	185 square metres (includes a further 75 Sq metres for 2010-2011)	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%	48%	40% By 2012	
<p>Narrative on progress on Local Outcome 2</p> <p>Ayr Renaissance has assisted in a further 75 square metres of retail space being refurbished in Ayr town centre. Meeting the target of 700 sq metres by 2012 will be dependent upon economic conditions.</p> <p>The percentage of the overall road networks which should be considered for maintenance treatment has increased from 42.8% in 2009/10 to 48.0% in 2010/11. This is due to the damage to the road network as a result of the extreme winter weather between December 2009 and March 2010.</p>							

Network Rail and Strathclyde Partnership Transport have completed the works to extend the railway platform extension on the Ayr – Glasgow line and the new rolling stock is now in use.

A £1.5m highway maintenance programme was approved comprising £300k from Scottish Government and £1.2m South Ayrshire Council to be implemented by the Roads Operation Team during 2011/12.

Ayr Renaissance has secured £500k from Historic Scotland Conservation Area Regeneration Scheme towards the project cost of renovating the Ayr’s gateway buildings (otherwise known as the ‘pink buildings’)

Preliminary master-planning and appraisal work continues to investigate scope and scale of key infrastructure investments that will support future developments in offshore renewable energies off the west coast.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	‘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>	-	1	2	1 By 2011	

Narrative on progress on Local Outcome 3

This target was achieved, exceeded and reported on in the preceding year

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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) Percentage of the working-age population claiming Job Seekers Allowance (JSA) in the target regeneration areas as a proportion of those claiming JSA in South Ayrshire as a whole (Source: SNS)	304 (2007)	300 (2009)	314 (2010)	Reduce	
	SO4b. Target learning interventions to low- paid, low-skilled employees	Li4b(1). Percentage of the working-age population with no qualifications (Source: NOMIS, Annual)	13.7% (2006)	11.9%	12.3% (2010)	10.8% 2012	
	(FSF)	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)	£454 (2010)	£440 2012	

Narrative on progress on Local Outcome 4

South Ayrshire's Workforce Plus Group provides a strategic partnership focus for all employability related work and has developed a new 3 year action plan for the joined up delivery of employability related services. The partnership has continued to extend its membership to all agencies which have an input to supporting people back into employment or training. There is still an increasing gap between those claiming Job Seekers Allowance in the target areas (those falling into the most deprived 15%) and the rest of South Ayrshire, although this showed a decrease in 2009 but has since recorded an increase. The percentage of the working age population with no qualifications has increased slightly since last year and going in the wrong direction.

The Work for You project was established in the preceding year with funding from DWP and operates a targeted service in North Ayr. It has successfully engaged with a number of people who were long term unemployed and assisted 107 back into work.

Access to Employment has assisted 391 unemployed clients and 68 employed clients during the course of the year. 166 moved into employment and a further 39 into training. Many clients require longer term interventions and a positive outcome may not be recorded until the following year. Our Skills Towards Employment service, which assists young people and those with complex needs, assisted 187 young people into a positive destination (employment, training or volunteering) against a target of 125.

The Lifelong Learning Partnership continues to deliver a comprehensive Literacies Programme to people who are both unemployed and in low paid employment. 655 unemployed people were supported in the preceding year.

Scottish Power Renewables is generating local benefit from onshore windfarms. This initiative is at an early stage, however a Concordat is being developed between Scottish Power Renewables and South Ayrshire Council which should result in the development of education and skills development for individuals in target groups that should engender employment opportunities in windfarm construction and maintenance, as well as improve access for local firms to supply-chain opportunities.

The Employer Engagement Group, Chaired by Jobcentre Plus, may also develop links to businesses that result in training, up-skilling, work experience and employment opportunities.

Ay College hosted the Call West project in 2010/11 through which 220 new clients engaged and 73 of these registered with the project. Of these clients from hard to reach groups including those with mental health and addiction issues, those from homeless and chaotic lifestyles and ex-offenders, 27 have progressed to certificated college or university programmes, three into employment and two have started their own business.

Children, Young People and Families

National Outcome 4 *“Our young people are successful learners, confident individuals, effective contributors and responsible citizens” (cross reference to Prosperous, Learning and Achieving)*

National Outcome 5 *“Our children have the best start in life and are ready to succeed”*

National Outcome 8 *“We have improved the life chances for children, young people and families at risk”.*

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

Partnership working in South Ayrshire continues to be strengthened across all areas – family support, early years, child protection, education and support for young people.

Annual surveys conducted with both primary and secondary school pupils in South Ayrshire show a year on year increase in the numbers who consider themselves successful learners, confident individuals, effective contributors and responsible citizens. Our More Choices More Chances Partnership has ensured that, despite the economic downturn, there has been another increase in the number of school leavers going into a positive destination.

There have also been significant year on year increases in the numbers of young people engaging in youth programmes, volunteering and in Youth Forums and we continue to have a youth representative on the South Ayrshire Community Planning Board.

Major reviews of Family Support Services and Services for Children have resulted in disinvestment from a number of services and the shifting of resources to the early years where gaps have been identified. Child Protection remains a priority within the SOA and there has been a range of improvement activity to support Child Protection in South Ayrshire during 2010-11. Work to improve the outcomes for Looked After Children continues to be supported through the multi agency Corporate Parenting Group. This has included developments in modernising the residential estate and work on improving educational and health outcomes for Looked After Children.

A number of health related indicators, particularly in relation to breastfeeding and obesity, have started to move in the wrong direction, but a trend analysis over the lifetime of the SOA will give a much clearer picture.

Progress at March 2011 on local outcomes

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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	10,520	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>	<u>Primary</u> a) 89% b)90% c)90% d)82%	<u>Primary</u> a) 98% b) 98% c) 97% d) 93%	Maintain current high levels by 2012	

			a) 85% b) 72% c) 78% d) 52%} (2009 data)	a)87% b)78% c)83% d)62%	a) 89% b) 83% c) 86% d) 64%		
		L15a(3). % of school leavers progressing to positive destinations (Source: Skills Development Scotland, Annual)	87%	88% (2008 - 2009)	87.4% (2009 - 2010)	89% 2012	

Narrative on progress on Local Outcome 5

The percentage of school leavers progressing into positive destinations is currently 2.2% higher than the national average of 85.2% but has dropped slightly from the figures reported in the previous year. This is positive in light of the economic downturn and the fact that these levels have been more or less maintained. When the same school leavers were contacted in March 2011, the percentage of those going into a positive destination had increased to 88.8%.

In 2010/11 10,520 young people participated in youth programmes. This equates to another 17% increase for the second year in a row. The numbers of young people receiving youth awards is up by 11% to 1,194. 517 young people have participated in Capacity Building programmes as part of the Domain Youth Centre project in Ayr which has supported a further 275 young people in a divers curriculum outside school.

Each year a significant number of pupils in both primary and secondary schools are surveyed using an electronic tool. The results are analysed and reports are generated which are used to inform the schools' improvement plans. All measures for successful learners, confident individuals, responsible citizens and effective contributors have increased as children become more confident in using co-operative learning approaches and benefit from increased involvement in decision making in schools and communities eg in Pupil Councils, Eco Committees and Youth Forums. The surveys also reflect that they are becoming more responsible for their own learning, their school environment and their local community.

Although perceptions of confidence decrease with age, a high proportion of pupils in South Ayrshire report that their schools are helping them to become confident individuals.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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	128	130 by 2012	

Narrative on progress on Local Outcome 6

Over 500 young people were consulted on the Council's Big Budget Challenge at the annual youth conference as well as being involved in the development of an LGBT resource and new facility for Girvan. A number of targeted young people have participated in training to increase skills and confidence in influencing decision making. This has involved Scottish Parliament training and in the Youth Scotland "IT Kit".

4401 votes were cast in Scottish Youth Parliament election with 3 new MSYP's elected. The outgoing MSYP's were awarded "National Area of the Year 2010" by the Scottish Youth Parliament

A member of South Ayrshire Youth Forum continues to sit on the Community Planning Partnership Board to ensure that the views of young people are considered by partners.

Local Youth Action Plan groups have reduced duplication and filled gaps in provision through coordinated work and the development of a multi agency coordinated summer programme has improved the targeting and delivery of activities to young people and local communities.

Multi agency training for young people has included: Person centred planning/ building resilience, confidence and growth mindsets and Youth Achievement awards.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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(<i>Source: DWP, Annual</i>)	4,500 (2007-2008)	4,322 (2009)	4,466 (2010)	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 <i>(Source: NHS ISD, Annual)</i>	a) 21.1% b) 11%	a) 21.4% b) 13.8%	a) 21.1% b) 9.2% (defined by ISD as 15% most deprived datazones).	a) 2% increase per year to 2012 b)4% increase per year to 2012	 
		Li7b(2). % of overweight or obese children at P1 <i>(Source: NHS ISD, Annual)</i>	20.6% (2007-2008)	15% (2008-2009)	20.7% (2009-2010)	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)	24.1% (2009 – 2010)	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%	81%	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%	39%	33% 2012	

		Li7c(3). % of a) All children and b) New Indicator The % of LAC pupils in South Ayrshire schools who achieved a minimum of 5 awards at SCQF level 3 or above <i>(Source: South Ayrshire Council, Annual</i>	a) 94% (06-07)	a) 93%	a) 94% b) 73% (Baseline 2010-2011)	a) 93% 2012 b)	 
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Narrative on progress on Local Outcome 7

The Early Years Strategy – Ambition in Early Years in particular, continues to support these SOA outcomes around child health, parenting, child care and early and effective intervention.

Our Stepping Stones for Families service, which operates in Girvan area, generated £1,000,700 extra income for individuals and families as a result of the Income Maximisation Service (target £1 million). 38 families benefited from intensive family support services with 40 parents reporting improved family relationships and 41 a reduction in stress. 73 children have benefitted from Curriculum based childcare.

27 vulnerable families (33 children aged 0-4) have been supported in the Kyle area through the pilot Directions project, run by Children 1st, for intensive family support services.

Despite targeted approaches to the promotion of breast feeding in South Ayrshire, the percentage of exclusively breastfed babies at 6-8 weeks

has dropped back to the baseline position and shown a decrease from the 2009-2010 position. There has been a more significant drop in the target areas which had shown an increase in the previous year but has now dropped back to two percentage points below the baseline position.

Breastfeeding campaigns and initiatives such as Breastfeed Happily Here continue to be delivered across South Ayrshire to specific target groups such as young parents (mums and dads) under the age of 25 and parents living in the most deprived areas. Community nursing teams are working to identify appropriate partners and organisations within South Ayrshire to provide support where necessary in order to develop policies, guidelines and procedures to encourage the establishment and maintenance of breastfeeding and a range of suitable resources has been provided for parents in a variety of formats, throughout the implementation of breastfeeding policies within workplaces in South Ayrshire. Baby Friendly in the Community Stage 2 accreditation has been achieved and a significant development has been the sign up from members of the Community Planning Partnership Board to the Breastfeed Happily Here initiative encourages local businesses and organisations to provide a comfortable place for nursing mothers to breast feed their babies.

The % of overweight or obese children at P1 has shown no change from the 07/08 baseline position and has increased significantly from the percentage recorded in the previous year and therefore heading in the wrong direction.

Community based workers and volunteers are working with 6 nurseries, Cherry tree, Wallacetown, Tarbolton, Annbank, Muirhead, Girvan to promote basic cooking skills and food preparation on a budget. From an initial informal meeting with 167 parents, 76 went on to attend an average of 3 cookery sessions but this project is working with the most vulnerable of parents and attendance is a real challenge.

Support from members of the South Ayrshire Tobacco Implementation Group continues to drive forward actions within the existing tobacco strategy. In addition the group have been assisting with the development of the new 10 year tobacco strategy with reference to healthy and caring. A stakeholder event to consider the revised strategy took place in January 2011, and members of the local implementation group were invited to be part of a task and finish group that will move this strategy to submission to Board in December 2012.

Smoke Free Homes - Now in its second year of implementation in South Ayrshire, 154 households have signed up to this initiative. This will continue to be promoted and sign-up to the smoke free cars initiative will also be encouraged across communities in South Ayrshire by South Ayrshire Tobacco Implementation group and Fresh Air-Shire.

The percentage of women recorded as current smoker has shown a slight decrease from the 08-09 position and is heading in the right direction.

Secondary schools across South Ayrshire continue to show a year on year improvement across the three indicators in relation to qualifications at S4 and S6 levels with three indicators having exceeded the 2012 targets set. This reflects the narrative in the previous section which highlights that pupils themselves report that they are increasingly confident and successful learners in line with the national outcome.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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 <i>(Source: South Ayrshire Council, Annual)</i>	3	2	7	Maintain or Reduce by 2012	
		Li8a(2). Number of children housed in temporary accommodation (hostel, B&B & 'other') <i>(Source: Scottish Government, Homeless Returns, Annual)</i>	29	7	2	0 by 2012	
<p>Narrative on progress on Local Outcome 8</p> <p>Although the number of children re – registered remains low it has increased from the previous year and we would strive to maintain or reduce this good performance. However there will always be cases that require to be re-registered to ensure child safety and well being which is testament to South Ayrshire’s commitment to protecting children in the area. The number of children housed in unsuitable temporary accommodation continues to decrease from a baseline of 29 to 2 in the reporting year and is going in the right direction to meet its target of 0 in 2012.</p>							

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

Preceding the national study and the national audit of Community Health Partnerships (CHPs) in Scotland, South Ayrshire CHP initiated review activity that identified ways in which the processes within the CHP could be strengthened to allow better outcomes to take place and these were outlined within a development plan which has largely been implemented. Examples of the impacts of this are much greater engagement with independent health contractors including GPs and a very dynamic stakeholder CHP Forum.

The new **Community Health Partnership profiles** were released in November 2010. Further analysis has been carried out to establish key priorities for South Ayrshire and presentations have been delivered to key partnerships throughout CHP and CPP structures. This has created useful dialogue around the use and interpretation of public health data and the breadth of social, economic and lifestyle factors which impact on the health of the population of South Ayrshire.

In relation to our local indicator (**Li9a (1)**) on 4 **key health conditions** (Asthma, diabetes, COPD and CHD) showed an increase in 2008/09 (from baseline in 2007/08) and were heading in the wrong direction. In the preceding year however, the rates for COPD, Asthma and Diabetes have shown a decrease and are now heading in the right direction. This is due to a number of interventions which have now been put in place. There is extensive work being carried out through our Long Term Conditions work and through Managed Clinical Networks that are beginning to impact on our rates. This includes pro-active and enhanced use of predictive data within GP practices such as SPARRA data to ensure earliest intervention and the use of self-management for conditions such as COPD.

The integrated strategy and plan for older people – **Reshaping Care for Older People in South Ayrshire** – has been further developed, and significant components of the plan have been implemented.

The use of the **Integrated Resource Framework** methodology (as part of the national phase 2 pilot work) was incorporated within elements of this strategy and significant progress was made in relation to this on Day Services Review, Re-ablement and in targeted Falls Prevention within Sheltered Housing) all of these demonstrating ways in which services need to be changed or re-focused to generate greater impact on outcomes for older people.

The Ayrshire based IRF work on self-management is being piloted within the Girvan area using telehealthcare in relation to patients with chronic COPD and with strong linkages to the Community Hospital.

The new **Change Fund** is to be used to support the Reshaping Care agenda and will build on the existing strategic approach but allow for greater acceleration in the change process (such as in Re-ablement, dementia strategy services, equipment and adaptations, telehealthcare) and, in addition, provide enhanced local community based services, carers support as well as allowing more innovative services to be piloted (such as Community Wards). Much of the Change Fund work will feature in the context of three locality service hubs.

In relation to related indicators, the direction of travel for older people's hospital admissions (**Li9c(2)**) is going in the wrong direction. A significant amount of hospital admissions for older people are related to falls and there is commitment across Community Planning Partners to provide support to reduce this with additional resource from Change Fund. Length of stay (and total acute bed days consumed) by older people following emergency admissions will increasingly be used to provide a more comprehensive picture alongside a simple admission metric (and the new national Change Fund Indicators Core Set will be important in relation to this). Also, whilst the indicator on home based care (**Li9c (1)**) of 10 hours + per week is seemingly heading in a negative direction the indicator is ambiguous and increasingly inappropriate following a larger scale roll-out of 're-ablement' approaches, where there is an ambition to reduce the home-based care.

Whilst the early diagnosis of **dementia** rates by GPs are encouraging and exceeding the target (**Li9e(3)**) there is a range of activity in place to support interventions linked to the Dementia Strategy and this will be further strengthened through Change Fund related work.

New community/primary care based **Community Mental Health** capacity is beginning to impact on some of the outcomes, for example, in relation to mental health related hospital admissions (**Li9e(1)**). The trajectory for this over the past few years is heading in a positive direction. In relation to depression based indicator (**Li9e(2)**), the overall long term trajectory for this indicator is not significantly changing (other than at year to year level). In relation to **Mental Well-being** there is no updated figure for the indicator associated with mental well-being (Li9d (1)) since it relies on the development and use of a new iteration of people's panel survey.

Progress at March 2011 on local outcomes

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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	a)	a)	a)	Plans for ongoing reductions	
		484.56	518	490			
		b)	b)	b)			
		131.64	154	139			
		c)	c)	c)			
Per 100,000 population	d)	d)	d)				
		(Source: NHS ISD, Annual)	111.04	133	111		
			983.25	1094	1206		
				(2008/2009)	(2009/2010)		
					10/11 data due Dec 2011		

	<p>SO9b. Encourage better diet, nutrition and physical health across all age groups</p>	<p>Li9b(1). Premature mortality rates in under 75s in relation to CHD per 100,000 population</p> <p><i>(Source: NHS ISD, Annual and General Register Office for Scotland (GRO))</i></p>	<p><u>All Heart Disease</u></p> <p>a) 81.0</p> <p><u>CHD</u></p> <p>b) 69.3</p> <p>(2007)</p>	<p><u>All Heart Disease</u></p> <p>c) 67.3</p> <p>(Changed from 76 due to validation process)</p> <p><u>CHD</u></p> <p>d) 55.8</p> <p>(2008)</p>	<p><u>All Heart Disease</u></p> <p>a) 69.3</p> <p><u>CHD</u></p> <p>(b) 57.1</p> <p>(2009)</p> <p>2010 data due in Feb 2012</p>	<p>2,060 cardiovascular checks carried out by March 2010</p>	
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		Li9b(2.1) Life Expectancy at birth (Male & Female) <i>Source: General Register Office for Scotland</i> <i>Annual</i>	Male 75.5 Female 80.9 (2006-08) Data covers a 3 year period		Male 75.9 Female 80.9 (2006-2008) (Next data due for 2008-2010)	Long term target - increase	 
		Li9b(3) Smoking Prevalence in Adults <i>(Source: Scottish Household Survey)</i>	26%	21% (2007- 2008)	24% (2007-2009)	Long term target to decrease report on outputs as p roxies	

LO 9 People in South Ayrshire enjoy the best possible health throughout their lives	SO9c. Increase and maintain the independence of older people and people with long-term conditions and disabilities	Li9c(1). Number of home care packages of more than 10 hours per week for people aged 65+ <i>(Source: Scottish Govt Returns)</i>	614	628 (2009 -10)	601	Overall increase of 6% by 2012	
		Li9c(2). Number of people aged 65 and over admitted as an emergency inpatient 2 or more times in a single year per 100,000 population <i>(Source: NHS ISD, Annual)</i>	1,077	1,221 (2008-2009)	1,263p (No of patients) 5,387p (Rate per 100,000 population) (2009-2010) Note: p = provisional.	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 <i>(Source Local Citizens Panel Survey)</i>	50 (2009 data)	No survey conducted in 2010	Data will be updated following a further local survey in late 2011	Increase by 2012	

	<p>SO9e. The provision of early and appropriate interventions to all age groups experiencing mental health problems</p>	<p>Li9e(1). Number of readmissions within one year for those who have had a psychiatric hospital admission of over 7 days. <i>(Source: NHS ISD, Annual)</i></p>	<p>107 (2007)</p>	<p>85 (2008-2009)</p>	<p>85 (2009 – 2010)</p>	<p>By 2009-2010 and further reductions planned via development of community mental health services</p>	
		<p>Li9e(2). Annual rate of increase in the number of daily defined dose per capita of anti-depressants <i>(Source: NHS Ayrshire & Arran PRISMS, Annual)</i></p>	<p>7.87% (2007-2008)</p> <p>Revised Baseline</p>	<p>9.21% (2009-2010)</p>	<p>4.72% (2010-2011)</p>	<p>Continued reduction</p>	
		<p>Li9e(3). Number of people with a diagnosis of dementia on the Quality and Outcomes Framework Dementia Register <i>(Source: NHS ISD, Annual)</i></p>	<p>697</p>	<p>728 (2008-2009)</p>	<p>818 (2010-2011)</p>	<p>Continued increase</p>	

Narrative on progress on Local Outcome 9

Girvan Community Hospital opened in April 2010 and a range of significant work has taken place over the past year to support a range of strategic policies and ensuring a greater range of health services are in place at a local level (thus reducing demand within general hospital in Ayr). A Health Improvement Group was established to consider the health needs of staff within the new hospital. A staff health needs assessment was undertaken in November 2010 and the recommendations from this will be implemented during 2011/12.

Through 2010/11 a review of **Community Nursing** provision has resulted in new locality based nursing teams (4 in South Ayrshire) better able to respond to the challenges such as ageing population.

Activity linked to **Learning Disability** has included significant improvement through Ayrshire-wide health improvement approaches currently being evaluated and contributing to national learning network.

A stakeholder event took place in March 2011 to open a dialogue with partner agencies on agreeing the process and identify the priorities for the development of an Ayrshire and Arran wide **obesity strategy**.

There is now clear evidence linking **work, health and wellbeing**. Being out of work is strongly linked with a deterioration in physical and mental health and wellbeing. Returning to work after being out of work can result in significant health improvement as a result of improved mental wellbeing, sense of purpose and financial and social gain. A Work Health and Wellbeing Working Group has been established which reports to the three Workforce Plus (or equivalent) partnerships in Ayrshire. In the first year the following achievements have been made::

- Employability and health training for frontline health, housing and social work staff;
- A Single Point of Contact in the Access to Employment Service which will receive health related referrals in South Ayrshire;
- Staying Healthy Whilst Out of Work training is being offered to those who are out of work or at risk of losing their jobs;
- The NHS is hosting the Working Health Service which assists employees of small to medium-sized enterprises (SMEs) to remain in or return to work quickly after a period of absence.
- The group hosted a seminar in March 2011 which brought together health and employability staff in order to support them to develop closer working links.

The **Health Improvement Locality Team** hosted an awareness raising session of **asset based methodologies** in March 2011. This session focussed on Asset Mapping, and the key speaker was Dr Heather Lynch from the Centre for Community Practice in Glasgow who led a research team that adopted this approach in Govanhill. At this session, there was also the opportunity for some group discussion about how the HILT, and wider partners, might take forward similar work in South Ayrshire. Recommendations from this session will form the workplan of

the HILT for 2011/12.

A **Health Psychologist** (HPiT) will carry out a health needs assessment (HNA) with the community in Wallacetown that will provide valuable information to plan future health improvement activity within this area and be based on asset based mapping.

A new **Health and Homelessness** Action Plan was developed for 2011/12. The plan covers only one year as national work is underway to review the Health and homelessness standards and to develop a new outcomes framework for Health and Homelessness. This work will inform the future strategic direction in Ayrshire. Health and Homelessness Nurse posts continue to be jointly funded by NHS and local authority across Ayrshire and work is underway to develop referral pathways into mainstream services as well as developing flexible outreach models such as Care and Share, hosted by Riverside Church in Ayr.

In relation to **mental well-being**, Towards a Mentally Flourishing Ayrshire and Arran was launched in March 2010 together with an action plan which covers a range of universal priorities including mainstreaming mental health and wellbeing throughout the work of the Community Planning Partnership. It focuses on improving mental health in children and young people and promoting positive mental health in the working age populations. In addition a range of activity has taken place particularly focusing on two target groups in South Ayrshire – older people and looked after children.

A stakeholder event was held in January 2011 to shape the development of a **tobacco strategy** for Ayrshire and Arran. The strategy development is based on the national outcome framework for tobacco. The national framework has been adapted at a local level, and action plans are being developed for cessation, prevention and control. This work has been done in partnership with local authority, fire, police and NHS, all of whom contributed to a task and finish group to develop the draft strategy. It is hoped that the strategy will be approved by NHS Board during 2011 with a consultation period following that.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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 <i>(Source: NOMIS)</i>	6,090	5,870	5,770	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	19%	15%	16%	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%	91%	100% by 2012	
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Narrative on progress on Local Outcome 10

The Council has taken a gradual approach to abolishing priority need for homeless households since 2005. Of all households assessed as homeless in 2010-2011, 91% were assessed as being in a priority need group, and therefore were entitled to permanent accommodation provided by the Local Authority. All Councils must assess 100% of homeless households as priority need by the end of 2012. It is proposed that the Council will implement a policy to abolish priority need completely by the end of 2011, a year ahead of schedule.

The Care and Share project in Ayr now has an average of 50 people who are homeless, or at risk of homelessness, engaging with services each week. Around 65% are now sustaining a tenancy with only 1 failed tenancy recorded. 18 individuals now participate education, training and skills development and 69 in other diversionary activities

North Ayr Resource Centre has generated a total of £686,900 in extra income for the areas of Ayr North, Wallacetoun and Newton and 1,390 people were provided with information, advice and representation. A new outreach Income Maximisation officer for the Rural areas of Kyle has assisted 142 people and generated £136,000 of extra income.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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)	2009/10 = 1005 p Note: p = provisional. *as detailed in Alcohol Statistics Scotland 2011 (ISD)	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	Next set of data due in 2011 – 2012 from ISD			

Narrative on progress on Local Outcome 11

Provisional data for 2009/10 for the numbers of inpatient discharges with an alcohol related diagnosis per 100,000 populations show a slight increase from 931 in 2008/09 to 1005. The results from the latest Drug Prevalence Study are due to be published in 2011/12 therefore there is no updated measure for this Strategic Objective.

Local strategy development

The ADP has undertaken a significant amount of work during the last financial year with the main focus being on the development of comprehensive evidence based local alcohol and drug strategy. The local 4-year strategy has been developed in partnership with a wide range of stakeholders including people affected by alcohol and drug misuse, members of the community and professionals. The strategy has been written for the people of South Ayrshire and continuous consultation and feedback will be an essential part of the delivery of the strategy.

During the Strategy development the consultation events included:

- Stakeholder events – initial stakeholder event in October 2010 attended by over 70 delegates and a follow-up event held in March 2011 attend by over 40 delegates
- Discussion groups/sessions at the CPP Annual Community Conference and NHS Public Partnership Forum Annual event in October 2010
- Public consultation questionnaire – over 450 responses were received
- Eleven focus groups were held to look at specific aspects of the strategy
- A four week formal consultation of draft strategy through a range of CPP groups and partner organisations

The first phase of the local needs assessment was completed by NHS Ayrshire & Arran Public Health Department focusing on Treatment and Care. The findings of the needs assessment were used to inform the development of the local strategy. Representatives from East, North and South ADP undertook work to develop the strategic vision for recovery based services and developed the *Recovery Orientated System of Care (ROSC) for Ayrshire & Arran*. Over the next year South Ayrshire will, review, re-shape and commission (as required) local services with the aim of having a local service provision in line with the ROSC for the start of 2012/13 financial year.

NHS HEAT Targets

The Scottish Government has set HEAT A11 Target for NHS Boards across Scotland. The target states that by March 2013, 90% of clients will wait no longer than 3 weeks from referral received to appropriate drug or alcohol treatment that supports their recovery. As a milestone to achieving this target, key performance indicators (KPIs) for drug treatment were agreed for December 2010 as:

- 90% of those offered an appointment for assessment will be offered a date within 4 weeks of their referral
- 90% of those offered an appointment for treatment will be offered a date within 4 weeks of their care plan being agreed

Considerable work has been undertaken by partners in relation to this target and NHS Ayrshire and Arran were able to exceed the KPIs for December 2010 (as detailed below).

December 2010	Referral to assessment		Assessment to Treatment	
	Scotland	Ayrshire and Arran	Scotland	Ayrshire and Arran
% within 4 weeks	92%	93%	97%	96%
Number waiting over 8 weeks	67	2	86	6

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 was 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. A total of 14,067 Alcohol Brief Interventions were delivered in Ayrshire & Arran in the first 3 years, exceeding the target of 10,697. The HEAT 4 target has now been extended into 2011/2012 and a target of 4,075 ABIs in priority settings has been set for Ayrshire & Arran.

Commissioning & Performance Management

The ADP Commissioning and Performance Management (CPM) Sub Group has undertaken a substantial amount of work in the past year including establishing a robust performance management process for services funded by the ADP. Part of this process was the evaluation of local ADP funded services and based on these evaluations a number of services were recommended to continue to receive funding in 2011/12. These include the expansion of the NHS Addiction Service Occupational Therapy Service to meet increased demand and the Care and Share Project which provides a forum for people who have been homeless or at risk of homelessness.

A number of services are also available for children and young people including a Substance Misuse worker for children and young people provided by Barnardos and the Peer Mentoring Project in local secondary schools. The Peer Mentoring project continues to be rolled out across schools within South Ayrshire, with 5 schools up and running and 2 new schools engaged for 2011/12. A total of 870 pupils have received training, 280 young people have been trained in community based settings and there were 73 peer educators trained in 2010/11.

The Pan-Ayrshire Alcohol and Drugs Strategic Leads Group have agreed a formula for distributing the totality of the ring fenced Drug and Alcohol Misuse budgets between East, North and South ADP for 2011/12.

A wide range of partners from the ADP worked together to deliver a range of local activities for National Alcohol Awareness Week. The activities included public events at the local Asda, an awareness raising event in the Council Head Office and advertising in Ayr United Football Club Programme.

Key Priorities for 2011/12

The ADP has continued to develop well and all partners are committed to reducing the harmful impact of alcohol and drugs. The key priority of the ADP during 2011/12 will be the implementation of the local alcohol and drug strategy including the implementation of the ROSC.

The strategy identifies key priorities to be addressed within South Ayrshire and identifies five priority work streams which will contribute to achieving the overarching vision. The ADP will establish topic specific strategy implementation groups who will be responsible for progressing the outcomes and actions within the strategy. The work streams are:

- A whole population approach to prevention and education
- Enforcement, availability and safer environments
- Children and families affected by others' substance misuse
- Developing a Recovery Orientated System of Care
- Communication, engagement and workforce development.

An Outcomes Framework has been developed detailing specific indicators which will measure progress towards achieving the outcomes. A number of additional performance management indicators will be put in place to allow baseline measurements to be established.

In addition, the ADP is committed to engaging and consulting with service users, family and carers on the work of the ADP and implementation of the strategy and this will remain a key priority during 2011/12.

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 is in the process of being updated and continues to link directly to the outcomes identified within the SOA. Community Safety as a service has seen significant changes with the service being reviewed and linked more closely to Community Development and Community Engagement. This will strengthen the co-ordinated approach to working with communities to address community safety and antisocial behaviour issues.

Particular successes continue to include Safe Ayr Zone, Safe Ayr Shore, Reckless Driving Wrecks Lives and the problem solving approach to working with local communities.

In 2010 the Safe Ayr Shore initiative recorded a reduction in police incidents of 25%, with crimes relating to Group 6 offences (e.g Breach of the Peace, Urinating, Drinking in Public) reduced by 55%. A large quantity of alcohol was also seized and destroyed during the partnership initiative.

The Safer Streets initiative again received additional funding from the Scottish Government to support a range of initiatives in Ayr town centre during the festive period. Police statistics show that during the period of the initiative, reported crime decreased by 24%.

The main challenge for the Community Safety Partnership will be to continue to develop and make better use of available resources.

Progress at March 2011 on local outcomes							
Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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	23	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	a) 4 b) 5	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	112	Increase the number of reported domestic abuse incidents by 2012	
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) <i>(Source: Strathclyde Police, Annual)</i>	237	138	143	Reduce the number of crimes of vandalism by 2012	
		Li12b(2) Number of deliberately set fires <i>(Source: Strathclyde Fire & Rescue, Annual)</i>	73	59	57	25% reduction by 2015	
		Li12b(3). Number of detected cases of anti-social behaviour and crimes of disorder ¹ per 10,000 population <i>(Source: Strathclyde Police, Annual)</i>	308	308	230	Increase the no of detected cases of antisocial behaviour 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 <i>(Source: Scottish Household Survey, Bi Annual)</i>	72% (2005-2006)	76% (2007-08)	74% (2009-2010)	Increase by 2012	
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	5	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)	a) 173 b) 725 (2009-2010)	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)	28 (27 Casualties, 1 Death)	15% reduction by 2015	
	SO12e Positively impact on drug use	Li12e(1). Detections for drug related crime	a)	a)	a)	Increase by 2012	
	Cross refer to SO5	(a) Supply	14	12	9		
		(b) Possession & Other drug crimes	b)	b)	b)		
		Per 10,000 pop.	60	52	48		
		(<i>Strathclyde Police, Annual</i>)					

Narrative on progress on Local Outcome 12

Indicators show that the total number of crimes of violence (murder, attempted murder, serious assault etc.) have increased slightly from last year. This area of business remains very high priority for Strathclyde Police as evidenced by the introduction of high visibility Policing Patrols within Accident & Emergency Department, Ayr Hospital in 2011.

In relation to Detections for possession of offensive weapons, Stop search activity has shown an 82% increase between 09/10 and 10/11. The increase in stop searches indicates an increase in pro-activity but this however this is not reflected by a corresponding percentage increase in detections of offensive weapons which may suggest that fewer people are actually carrying them. It is not clear if this decrease is due to the

extra stop search activity, but if acting as a deterrent, this can only be seen as a positive result although the indicator is showing red.

Domestic abuse reporting has increased from 107 per 10,000 pop to 112 per 10,000 pop, This indicates increased confidence in reporting and the associated investigative procedure and practices. The percentage of children present at domestic abuse incidents has fallen again in 2010/11 to 41%. MAP (Multi Agency Partnership to Tackle Violence against Women and Children) membership has increased during the reporting period.

There has been an increase in the number of CCTV incidents assisting in the detection of crime and antisocial behaviour and an increase in the number of telecare alarm calls monitored. This ties in with the reshaping care strategies and the increased focus on caring for people in their own homes!

Indicator 12b – Reduce the incidence of antisocial behaviour

Vandalism has shown a slight increase on last year's figure, however has shown an overall reduction of 30% on 07/08 baseline figure, indicating progress towards the end target.

The number of deliberately set fires for the year 2010/2011 is 57. Progress towards the target reductions are still on track. In periods of economic downturn deliberate set property fires are difficult to stabilise and reduce. Partnership working has aided in the continued downward trend towards 2015 targets.

Strathclyde Police recognise the slight reduction in detections relative to Anti Social Behaviour and will endeavour to work together with all of our partners, targeting specific areas of concern to ensure South Ayrshire is a Safe, Healthy and prosperous environment

There has been less reporting of antisocial behaviour and a higher percentage of cases resolved and this is the most likely reason why the number of detected cases of anti social behaviour has fallen dramatically so although showing red it is actually a positive scenario. More problem solving groups have been established to combat antisocial behaviour and youth incidents in local communities, and reporting of youth disorder has fallen by 30% in problem solving areas.

There has been an increase in number of people involved in local initiatives to improve community safety and tackle antisocial behaviour. There has also been an increase in diversionary activities, and these figures now include the summer programme of activities for young people.

Indicator 12c – Reduce the public perception of crime and antisocial behaviour

There has been an increase in the number of initiatives to improve confidence and in the number of inter-generational projects.

Indicator 12d – Reduce the number of injuries and casualties in the home and on our roads.

There has been an increase in the number of people involved in local community safety initiatives to improve health. The Reckless Driving Wrecks Lives programme has been delivered to 2085 young people in Ayrshire. The programme was established in 2005 by South Ayrshire Community Safety Partnership to make young people, who may be learning to drive or who have just started driving, think about the impact of their driving behaviour. The programme uses a combination of film and personal presentation to explore the deep and long lasting effects that an accident has on victims, families, relative and friends. During 2010/2011 the rate of fatal/serious road crashes in 17-25 age group has fallen to 5.9 per 10,000 population from 14.7 per 10,000 population in 2009/2010.

Overall there were 20 domestic dwelling fires resulting in 27 casualties in Ayr, Troon and Girvan and 1 fire fatality at Ballantrae in the preceding year which is over double the number recorded the year before. The fire fatality occurred not within a high priority SIMD area and highlights the inherent dangers of fire to the whole community and not just those primarily within SIMD areas. There were 20 casualties within Ayr, 5 of which occurred in a single fire. There were 4 casualties within Troon, 3 of which occurred in a single fire and there was 3 casualties within Girvan, 2 from a single fire.

The number of dwelling fires in south Ayrshire still continues the downward trend, however the fires which involved multiple casualties has increased the target figure to above the baseline year, turning all the very good work around from the previous year which was an all time low for SA (13). If we were to exclude the three fires which totalled 10 casualties, then the remaining data indicates that there is still a trend showing reductions from baseline year.

The multi casualty incidents are an exceptional for the year and it has been some time since similar events occurred within South Ayrshire. Free home fire safety visits to the public continue and partnership working to identify those members of the community who are most vulnerable to fire is progressing through the sharing of information and joint agency safety visits.

Indicator 12e – Positively impact on drug use

Indicator Li12e (1) – (Drug related crime) Stop search activity has shown a 21% increase between 09/10 and 10/11. 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. Early indication highlights that during the first quarter of this year there has been an increase in detections for the supply of controlled drugs.

More young people are receiving targeted support and also being supported to access diversionary activities.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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 <i>(Source: South Ayrshire Council, Annual)</i>	2 (2008-2009)	2 further communities progressing towards developing a plan	7	5 by 2012	

Narrative on progress on Local Outcome 13

Problem solving groups have been established in target areas in South Ayrshire to support local communities to address community safety and antisocial behaviour issues within their area. 22 Problem solving groups have been progressed in local areas during the reporting period, in addition to groups established through the Safe, Healthy and Confident groups involving key partners. Interventions and initiatives agreed within these groups have included, use of re-deployable CCTV, additional CSW (Community Support Worker) patrols, appropriate diversionary activities and environmental improvements (dog fouling and litter initiatives, community clean-ups and graffiti projects).

Ailsa Horizons has engaged with communities in the Carrick area and assisted in the development of 7 village level action plans which have been considered by the Community Planning Board. In the Kyle area, the Wallacetoun and Newton Regeneration Forum has established 2 new community groups, assisted 290 individuals and supported 16 people through Social Enterprise training.

£47,000 from the new CP Community Development Fund was allocated to 8 community organisations to fund a range of initiatives to improve local neighbourhood.

Clean, Attractive & Sustainable

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

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

Outcome 10: South Ayrshire continues to strive for sustainable living. New developments, including primary school development and Council housing provision, include consideration of sustainability. Provision for sustainable transport, in particular cycling, continues to be recognised and rewarded nationally. The Local Plan continues to be developed, setting out the framework for well-designed, sustainable places moving forward. The development of the Customer Contact Centre for South Ayrshire has also provides improved access to services without the need to travel to specific offices.

Outcome 12: Our natural environment continues to be championed by our Ayrshire wide local biodiversity action plan. A South Ayrshire Open Space Strategy is also under development and Ayr Renaissance continue to improve the historic fabric of Ayr town centre.

Outcome 14: South Ayrshire Partners are now working together to deliver the public sector climate change duty – the partners have come together to sign a high level commitment in line with Scotland’s Climate Change Declaration to publically demonstrate this. South Ayrshire Council reported against Scotland’s Climate Change Declaration in November 2010. Organisations across the area are now taking forward action to reduce their ecological footprint.

The Sustainability Partnership continues to shape and evolve into an effective partnership to take forward priority actions, such as climate change, notably endorsing a partner version of Scotland’s Climate Change Declaration. A number of specially themed meetings have focussed on bringing together experts willing to disseminate knowledge on Climate Change, and also the Central Scotland Green Network, to the benefit of partners. Sustainability Partners in general have outlined continuing work in the reporting year within their respective organisations to reduce carbon emissions in line with statutory duty. For example many already have policies to reduce business miles and travel; reduce employee car commute; use video conferencing; reduce waste; increase take up of renewable technologies in travel and energy production.

Progress at March 2011 on local outcomes

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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 <i>(Source: Eco-school /congregation org, Annual)</i>	a) 11 b) 0 (2008)	a) 14 schools b) 1 church	a) 18 schools b) 1 church	a) 16 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 <i>(Source: South Ayrshire Council, Annual)</i>	72	232 completions 2009/10 (including 100 built as replacement homes)	0 completions in 2010/11	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 <i>(Source: South Ayrshire Council, Self Assessment)</i>	1 (2009)	1 Review and update of Index not yet started	Review and update of index not started. Based on delivery of adaptation measures, still to be determined	3 by 2012	
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Narrative on progress on Local Outcome 14

The number of South Ayrshire schools gaining eco-school status has increased to 18 and exceeded the 2012 target of 16.

There have been no actual completions of new affordable homes in 2010 - 2011 partly due to reduced availability of public funding but more crucially due to the timing of development and completions. However, 4 new sites were commenced or granted planning consent in this reporting year and are due to complete in 2011/12 so will still meet the end target by 2012. The South Ayrshire Housing Needs Demand Assessment 2010 was awarded 'robust and credible' status by Centre for Housing Market Analysis on 11th March 2011 and the new Local Housing Strategy has been completed and approved by South Ayrshire Council.

The Carrick Community Councils' Forum is developing a project in partnership with Ayrshire Housing to be implemented during 2011/12. This will identify disused buildings in the rural southern part of South Ayrshire and explore the potential to bring these into use as affordable housing or small business spaces

The Level of Preparedness Scale is a 5 point scale, and this indicator is not anticipated to show change annually. At present, in common with local authorities across the country, we are at the start of our adaptation journey. This year the sustainable development team will take steps to work with other service areas to look at how we can improve our adaptation preparedness and planning. These steps will help us work towards the second level against this indicator, although it is not anticipated that this should be reached in the coming year. Work is continuing with both SEPA and Scottish Water in preparation for the National Flood Risk Assessment (nFRA) and the Local Flood Plans which will be required under the Flood Risk Management (Scotland) Act 2009 and this work will continue over a number of years. At present, the assessments are

approximately 10% completed and the target date has been changed to 2015

The new Colmonell Primary School is being lauded for its eco credentials as an exemplary development, perfect for delivering a Curriculum for Excellence as well as:

- Energy efficient lighting with appropriate light levels and PIR control; water efficiency (including roof draining water butt); low energy heating (air source heat pump) with sophisticated control systems; passive solar heating and natural lighting; high levels of insulation and air tightness all designed to minimise heat loss and maximise solar gain and heat recovery.
- Grass roofing as insulation and encouragement of biodiversity; sympathetic planting and gardens not only for educational purposes and use as outside classrooms, but to allow children an ecological play area; natural ventilation; good daylight; minimum formaldehyde use.

One of the secondary schools has started a module, Managing Environmental Resources which aims to educate S3 and S4 pupils on the broad nature of sustainability. This is the only school in South Ayrshire currently offering the module, and Sustainable Development have retained links with the teacher responsible, to offer assistance and information.

Community Appraisals are key to ensuring that local communities are making real changes in their areas. There are encouraging signs that Community Planning Partners will work with individual villages to implement elements of the local action plans. A "Carrick Energy Fair" held in July 2010 engaged with over 100 people from local communities and raised awareness of the sustainability agenda.

A series of Continuous Professional Development events, organised by the Energy Agency, continue to draw professionals from South Ayrshire, with the intention of raising awareness of important topics such as sustainable waterproofing, lighting technologies, Renewable Heat Incentive, and energy efficiency in newbuilds

The Council and partners fully backed the Earth Hour initiative in March, and asked people to switch off lights and electric equipment. A number of landmark buildings had their floodlighting switched off, and the public were notified by press release. South Ayrshire achieved 2nd place on the national UK website for the number of pledges in the area to support Earth Hour.

The Council's Carbon Management Group has undergone a successful facelift, with the aim of disseminating the carbon reduction message out to employees. With the aid of the Sustainable Scotland Network, a Green Champions site within the Communities of Practice has been successfully set up, with more than 50 members contributing on a range of topics.

Recent involvement with National Trust for Scotland, Culzean aspires to expand a service level agreement, ensuring that South Ayrshire and Culzean work together more effectively. One partner, Barrhill Community Interest Company has initiated energy efficiency projects using climate challenge funding. Locals have benefitted from a home insulation project, as well as a Biomass heating system for Barrhill Memorial Hall. Ballantrae Medical centre is now considering wood pellet heating.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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 <i>(Source: SNS)</i>	63% (2005-2006)	61% (2007 –2008)	61% (2009-2010)	68% by 2012	
		Li15a(2). Cleanliness of local streets <i>(Source: South Ayrshire Council, Cleanliness Index, Annual</i>	67	77	76	75 by 2012	

Narrative on progress on Local Outcome 15

The overall LEAMS cleanliness score for the Council for 2010/11 was 76. This was a reduction of one point from the overall score of 77 achieved during 2009/10, but is still 9 points above the required minimum LEAMS score of 67 and still exceeding the end target of 75. The reduction of one point in the overall LEAMS score may be down to budgetary constraints, with less resources being available to tackle cleanliness. However, the overall LEAMS score achieved of 76 is still an indicator of very good levels of cleanliness during 2010/11 and is a significant increase from the scores of 66 achieved during 2007/8 and 67 achieved during 2006/7.

The Ayrshire Rivers Trust (ART), one of the Sustainability Partnership's partners, has had good success towards its aim of reducing the scale of the problem of invasive, non native species, specifically Japanese Knotweed, Himalayan Balsam and Giant Hogweed in South Ayrshire, and Ayrshire, effecting a 20% reduction in these species (based on their presence identified in a 2008 survey).

Biodiversity seed packs, and trees were distributed to all South Ayrshire schools, to celebrate the Year of Biodiversity. Schools were encouraged to plant the seeds and trees in their gardens and grassy areas – each school received 30 seed packs, and 30 trees (a mix of local species: alder, blackthorn, birch, hazel and rowan)

The Girvan Community Garden, established by the Make It Happen group has transformed a derelict area of the town and was a regional winner in BTCV's Community Group of the Year 2010.

Volunteers from the Kyle & Carrick Civic Society promote and organise Doors Open Day in Ayrshire every September with the aim of protecting and improving the environment with particular interest in the conservation of historic buildings, the improvement of public transport and the encouragement of continued residential use of town centres. The guide publication augments these aims.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'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 <i>(Source: DECC – Revised Series)</i>	New Baseline 6.3 (2006)	6.3 (2008)	5.8 (2009)	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 <i>(Source: South Ayrshire Council, Annual)</i>	28.0 kt	26.9 kt	24.4 kt	25 kt by 2013	
		Li16b(2). Percentage of waste recycled or composted <i>(Source: South Ayrshire Council, Annual)</i>	39.2%	43.5%	42.7%	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 <i>(Source: Scottish Household Survey)</i>	30%	31% (2008)	Data is now only being collected at pan Ayrshire level by the Scottish Household Survey so no comparable update available for 2009-2010	
		Li16c(2). Percentage of journeys to/from school by active or public transport <i>(Source: Scottish Household Survey – Travel Diaries)</i>	85.1%	81% (2007-2008)	Data is now only being collected at pan Ayrshire level by the Scottish Household Survey so no comparable update available for 2009-2010	

Narrative on progress on Local Outcome 16

DECC has produced revised indicators for measuring the carbon footprint of an area and therefore a new baseline and subsequent data updates have been included in the SOA. The most recent data for 2009 shows that the indicator is reducing in line with the target.

The target for reducing the amount of bio degradable waste going to landfill has been achieved two years early, as at 31st March 2011 only 24,417 tonnes of waste was sent for landfill disposal.

The percentage of Council waste that was recycled during 2010/11 was 42.7%, which was slightly below target but improvements to increase recycling are planned for 2011/12. This performance exceeded the Scottish Government's recycling target of 40% for 2010 by 2.7%. However, the recycling percentage of 42.7% was a reduction of 1.4% from the recycling performance achieved during 2009/10 which was 44.1%. This reduction in recycling was mainly due to a reduction in the collection of beach wastes for recycling during 2010/11, as the favourable weather

meant less beach wastes required removal for composting. Further improvements are needed to achieve the 2013 target of 50% recycling.

NHS Ayrshire & Arran's new community hospital in Girvan incorporated energy efficiency into its design. The site was opened in April 2010, and the building achieved an 'A' rated EPC and a 'Very Good' BREEAM rating. Also incorporated was a 700kw biomass boiler, 100kw wind turbine, rain recovery system, PIR & daylight control energy efficient lighting, food waste vacuum and composting system, under floor heating and FSC timber and recycled construction materials. The landscape design and existing biodiversity of the site were significant factors in providing the appropriate context for patients, staff and visitors and the hospital has already won an award for its design.

SEPA has undertaken an organisational commitment to reduce business mileage by banning inter-office car journeys. SEPA Ayr has noticed a significant reduction in mileage and relies heavily on conference and video calls.

The Go Active campaign was developed for schools and encourages parents, pupils and teachers to consider how they travel to and from school. It incorporates the development of school travel plans, participation in annual hands up surveys and the introduction of active travel initiative development such as the projects currently running at Kyle Academy. All initiatives are supported by the go active website at www.south-ayrshire.gov.uk/goactive and the road safety section.

Many of the respondees to a sustainable travel survey within the Council noted that they would like to leave their cars at home but felt it necessary to travel in private cars, because their work required the use of a car and there were limited fleet options. A car hire scheme, piloted in 2010 whereby fleet vehicles were made available for booking out through the Council's intranet has been successful in addressing this problem. The pilot scheme has been extended to incorporate major Council locations in its Headquarters town.

South Ayrshire continues to build on its existing strong cycle culture, opening new cycle paths, organising school transition bike runs, and sharing best practice regarding its cycle culture – including contributing to Cycling Scotland webinars, and appraising people of the cycle opportunities for increasing health, reducing pollution, carbon emissions and congestion.

Ambitious, Forward Looking and Responsive

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

National Outcome 15 *“Our public services are high quality, continually improving, efficient and responsive to people’s needs”*

Narrative on progress in improving the delivery of National Outcome 13 & 15

Work is continuing to develop an Ayrshire and Arran brand with the development of promotional materials, events and a new Tourism Strategy for the area as highlighted in other parts of the report.

Also highlighted throughout the document is the increased levels of partnership working across the public, private and third sectors leading to improved services which meet the needs of local people.

Progress at March 2011 on local outcomes							
Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'End' target/s & timescale/s or direction of travel	Current Status
LO 17 South Ayrshire has a strong and inclusive identity	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)	a)	a)	a)	
			303	283	298	330	
			b)	b)	b)	b)	
			188	175	175	196	
c)	c)	c)	c)				
			82	130	142	115	
			(2006)	(2009)	(2010)	by 2012	
Narrative on progress on Local Outcome 17							
<p>The number of visitors to two of the three main attractions in South Ayrshire has shown an increase or remained static. The number of visitors to Head of Ayr Farm Park has surpassed its 2012 target for the second year in a row and shows a steady increase. The number visiting Culzean Castle remains static following a drop in the previous year and visits to Burns Heritage Park are now increasing in line with the target.</p> <p>The nomination to secure Biosphere designation for Galloway and Southern Ayrshire in line with UNESCO's revised priorities (conservation; socio-ecologically sustainable economic & human development; and related research) was passed by the UK Man and the Biosphere</p>							

Committee, endorsed by the Scottish Government and submitted to UNESCO. Their decision is anticipated spring 2012. The Biosphere steering group was superseded by the Biosphere Partnership Board widening agency and community representation on this advisory group. Ayrshire LEADER funding was secured to implement the Building Opportunities in the Biosphere project.

Phase 1 of the regeneration of Belleisle Park was completed with the formation of the Friends of Belleisle Group and preparation & submission of the Stage 1 Heritage Lottery Fund application by Neighbourhood Services and the Enterprise Service - a stage 1 pass is anticipated in June. £500,000 has been secured from Historic Scotland Conservation Area Regeneration Scheme towards the project cost of renovating the Ayr's gateway buildings (otherwise known as the 'pink buildings')

2010 STEAM figures show that Tourism expenditure on South Ayrshire fell by 2% on 2009 levels, although tourist numbers rose by 1%. The three Ayrshire Councils supported a group of business associations to promote the breadth of the tourism offering at Expo 2010, VisitScotland's main international travel trade event.

The Ayrshire Economic Partnership held the "Love Ayrshire" event to pledge their commitment to the development of the Tourism sector. A partnership group was immediately formed to develop a new five-year Tourism Strategy for Ayrshire & Arran.

South Ayrshire's important role in the staging of golf "majors" continues, with confirmation that Turnberry will host The Senior Open 2012

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2010 <i>(indicators where data available)</i>	Progress at March 2011 <i>(indicators where data available)</i>	'End' target/s & timescale/s or direction of travel	Current Status
LO18 Our public services are efficient, forward looking and ambitious	SO18b. Increase annual cost-saving efficiency gains by the Council and Partners	Li18b(1). Percentage annual cost-saving efficiency gains by each partner <i>(Source: Partners' own financial accounts)</i>	1.3%	3.7%	6.4%		
			(SAC)	(SAC)	(SAC)		
			1%	2%	2%		
			(NHS A&A)	(NHS A&A)	(NHS A&A)		
			4.8%	4.8%	4.8%		
			(SFR)	(SFR)	(SFR)		

Narrative on progress on Local Outcome 18

Efficiencies data for 3 Community Planning partner organisations is available (South Ayrshire Council, NHS Ayrshire & Arran and Strathclyde Fire and Rescue). Once again all organisations have demonstrated efficiency gains of between 2% and 6.4%.

Work continues with partners in relation to the shared services agenda and the potential for co-location of partner organisations and services.

