



## **South Ayrshire Community Planning Partnership**

### **SOA Annual Report 2011 - 2012**

#### **Introduction**

This is the third 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.

#### **Progress in 2011 – 2012**

This year has seen a marked improvement in the number of high level indicators which have met or exceeded the targets we set in 2009. Of the 74 indicators where data is available, 53 of these have been given a green light and have met or even exceeded the target. This equates to an overall performance of 72% compared to 54% last year. 8 indicators have an amber light, a reduction from 19 last year, which means they are within 5% of the target and the number of indicators given a red light has reduced from 14 to 12.

We are still on a journey to ensure that the people of South Ayrshire have the best possible public services in place to support them to improve their health, keep them safe, help them to find employment, move towards a low carbon future and provide attractive environments. The development of our new 10 year Community Plan and Single Outcome Agreement will ensure that we can all continue to focus on this journey, as a partnership, to deliver for South Ayrshire.

## Successes

Our high level economic development indicators have started to move in the right direction this year as the negative effects of the economic downturn, recorded over the last two years, are diminishing. 176 people were affected by redundancy this year compared to 640 people in 2009 – 2010. 66.3% of new businesses started in 2007 survived three years to 2010 compared to the 64.7% in 2007 (for businesses started in 2004).

1,421 people are now employed in social enterprises in South Ayrshire and although this is less than the number recorded last year, it has still exceeded the 2012 target of 1,300. The percentage of people claiming Job Seekers Allowance in our target regeneration areas, recorded as a proportion of those claiming in South Ayrshire as a whole, has dropped from 314 last year to 270 this year which is significant. The mean gross weekly earnings for the area have also exceeded the 2012 target of £440 and stands at £448.

School attainment continues to rise and exceed the 2012 targets and the % of school leavers progressing to positive destinations has risen again from 87.4% last year to 89.7% in this reporting year. Over the lifetime of the SOA the percentage of pupils in South Ayrshire falling into the lowest attaining 20% of pupils nationally has fallen from 19% to 14% and is one of our major indicators for equalities.

The direction for breastfeeding at 6-8 weeks in both South Ayrshire as a whole, and in the target regeneration areas, has improved. We failed to meet the target for South Ayrshire as a whole in 2011 by only 0.4% but the target set for the regeneration areas was exceeded in 2011. Statistics for women smoking in pregnancy have shown a consistently downward trend reducing from 26.5% in 2006 -07 to 22.9% in the current reporting year.

The number of children re-registered on the Child Protection Register has reduced from 7 last year to 2 this year and the number of children housed in unsuitable temporary accommodation such as hostels and Bed & Breakfast has now reached its target of 0.

Premature mortality rates for all heart disease for people under the age of 75 have dropped from 81 per 100,000 population in 2007 to 64.6 in 2010 and for coronary heart disease from 69.3 per 100,000 to 54.3. Smoking prevalence in adults has also dropped from 26% to 24% since the baseline was set in 2006-07 and the number of alcohol related discharges from hospital, per 100,000 population, has reduced from the 1,006 reported last year to 875 recorded in 2010 -11. The estimated prevalence of problem drug use in South Ayrshire has also reduced.

In relation to the safety of our communities, the total number of crimes of violence has reduced from 23 per 10,000 population recorded last year, to 14 this year, and the number of crimes of vandalism has also reduced significantly from 143 per 10,000 population to 119 in this reporting year. The number of deliberately set fires has more than halved from 73 recorded in the baseline year to 35 in this reporting year. The number of hospital admissions for unintentional injuries in older people over 65 has also shown a reduction from the baseline of 706 in 2006 -07 to 630 in 2010 -11.

167 new affordable homes were completed in 2011 – 2012 and the score for the cleanliness of local streets has increased over the lifetime of the SOA from 67 to 78, exceeding the target of 75. The tonnage of biodegradable waste going into landfill has also already exceeded its 2013 target of 25 kilotonnes with only 21.7 kilotonnes being recorded this year.

The number of visitors to Burns National Heritage Park and the Heads of Ayr Farm Park has exceeded 2012 targets.

The Council, NHS Ayrshire and Arran and Strathclyde Fire and Rescue have been able to demonstrate year on year efficiency savings from the baseline year of the SOA.

## **Challenges**

A challenge is still the percentage of road network to be considered for maintenance treatment which at 46.7% has not met its 2012 target of 40% but has reduced from an initial baseline of 60.9% in 2006-7 so improvements have been made.

In relation to the health of our children, the percentage of Primary One children who are overweight or obese continues to increase having risen from 20.6% in the baseline year to 24.2% in this reporting year. Benchmarking with other areas in Scotland will determine whether or not this is a national trend.

Rates of hospital admissions for COPD and asthma are within 5% of the target and have been given an amber light but admissions for diabetes and coronary heart disease continue to rise against targets to reduce. The number of people aged 65 and over admitted as an emergency patient more than twice in a year has also risen from 1,077 per 100,000 population in the baseline year to 1,302 in 2010-11.

Detections for possession of offensive weapons and knives has not increased in line with targets set but this may be due to successful stop/ search campaigns which has resulted in fewer people carrying weapons.

The number of fire related fatalities and casualties remains a concern with similar numbers recorded this year and detections for drug related crime in relation to supply, possession and other drug crimes have shown a further decrease. This may again be due to successful stop/ search activity deterring possession.

## **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)
1. We live in a Scotland that is the most attractive place for doing business in Europe	LO 1 Businesses in South Ayrshire are enterprising, innovative and equipped to succeed in a changing world	3	3	-
2. We realise our full economic potential with more and better employment opportunities for our people	LO 2 South Ayrshire has the right infrastructure in place to support business aspirations	2	0	-
3. We are better educated, more skilled and more successful, renowned for our research and innovation	LO 3 Research and innovation in South Ayrshire is enhanced	1	1	-
	LO 4 People in South Ayrshire are confident, qualified and prepared to access better job opportunities	3	3	-
4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens	LO 5 South Ayrshire's children and young people are inspired, motivated and ambitious	4	4	-
5. Our children have the best start in life and ready to succeed	LO 6 The voices of our children and young people are heard and have influence	1	1	-
8. We have improved the life chances for children, young people and families at risk	LO 7 Our children and young people are healthy and reach their full potential	9	6	1
	LO 8 Our children, young people and families at risk are protected	2	2	-
6. We live longer, healthier lives	LO 9 People in South Ayrshire enjoy the best possible health throughout their lives	14	8	Data for 1 indicator expected

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	2	2	-
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	8	-
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	-
12. We value and enjoy our built and natural environment and protect it and enhance it for future generations.	LO 15 South Ayrshire has attractive built and natural environments, appreciated by its citizens & visitors	2	1	-
	LO 16 South Ayrshire's carbon emissions are substantially reduced	3	3	-
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	2	-
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	
<b>Overall Performance</b>		<b>74</b>	<b>53</b>	<b>2 (1 expected)</b>

## 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

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

**Narrative on progress in improving the delivery of National Outcomes 1, 2 and 3** Overall progress has been made across a number of key sectors in South Ayrshire. A new pan Ayrshire Tourism Strategy was launched in February 2012 and there have been a number of significant developments in relation to the aerospace industry including the designation of Prestwick International Aerospace Park as one of 4 new Enterprise Areas in Scotland and the opening of the new Aeronautical and Engineering Training Centre at Ayr College.

During the reporting year the new Ayr based campus of the University of the West of Scotland was opened in partnership with the Scottish Agricultural College offering enhanced higher education and research opportunities in South Ayrshire. Overall the number of redundancies reported in South Ayrshire has fallen from 640 in 2009 to 176 in the current reporting year and the PACE partnership continues to offer support.

In order to improve employment related services and opportunities in South Ayrshire a decision was made to merge the More Choices More Chances (MCMC) Partnership which had a focus on school leavers and young people, and the Workforce Plus Group which provided a partnership approach to employability services. This new more strategic partnership, the South Ayrshire Employability Partnership, will deliver a pipeline of employability services, support and progression routes across partner agencies for all age groups.

Consultation is currently underway in relation to a new draft South Ayrshire Economic Development Strategy, with the work being overseen by the Economic Development Partnership. It was recognised that a long term partnership strategy was required and following the production of an Economic Report for South Ayrshire which captured the main economic trends for the area, both current and predicted, six priority outcomes have been identified. A finalised 10 years strategy will inform the new Community Plan for South Ayrshire and the future work of the Economic Development Partnership. Initial short term action plans will inform the new Single Outcome Agreement.

Progress at March 2012 on local outcomes							
Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <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	64.7%  (2009)  Started in 2006	66.3%  (2010)  Started in 2007	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	9 companies  285 people  (2010 - 2011)	16 companies  176 people  2011 - 2012	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)	1,527  (VASA)	1,421  (VASA)	1,300  2012	

## **Narrative on progress on Local Outcome 1**

General business support services continue to deliver across the spectrum of needs in South Ayrshire, with Business Gateway (BG) delivering all the main start-up and business growth targets, with the exception of moving businesses into Scottish Enterprise Account Management.

Tendering for a new BG contractor commenced late in the 2011-12 year, with a view to commencing on 1<sup>st</sup> October 2012. Scottish Enterprise account managed **46** growth companies in South Ayrshire, 87% of these companies are in the key and growth sectors where Scotland has unique global strengths. In South Ayrshire these companies are predominantly in the Aerospace, Marine & Defence and Enabling Technologies/ICT sectors.

An exciting new element in business start-up support, the “Entrepreneurial Spark” commenced the operation of a West Coast Hatchery in Dundonald in March. Supported by the Hunter Foundation and the three Ayrshire Local Authorities, it will support at least 150 new ventures over the next three years, in addition to Business Gateway provision. Support for business collaborations with the Bed & Breakfast Association and Ayr Independent Retailers has been further extended with a group of small food & drink businesses forming a marketing alliance, under the name Burns Country Larder. Additionally, the Council provided £625K of grant and loan support during the year, leveraging £3.84M of other investment.

The PACE initiative continues to provide support to both employers and individuals at risk of, or affected by redundancy, and the overall level of activity has continued to stabilise. However, redundancies in rural areas have a disproportionate impact on the local area and some relatively significant losses in South Carrick are a cause of concern in relation to sustaining overall employment levels in that locality.

On 17th January 2011, the Cabinet Secretary for Finance Employment and Sustainable Growth, John Swinney, announced the creation of 4 Enterprise areas. These Enterprise Areas have a specific sectoral focus targeting those key sectors that have the greatest potential to create new jobs, stimulate investment and boost economic growth for Scotland. The General Manufacturing and Growth Sectors Enterprise Areas includes Prestwick International Aerospace Park a 29 hectare site situated close to Prestwick Airport, which will help build on Prestwick’s competitive advantage in the maintenance, repair and overhaul (MRO), aero structures and design engineering.

Engineering sector development activity has continued to progress on an Ayrshire-wide basis, with a new sector baseline study completed and two separate workstreams now being developed for Aerospace and for General Engineering.

The new aeronautical engineering and training centre opened in December 2011. The facility has been highly acclaimed locally and nationally and is acknowledged to be one of the most significant recent regional and national initiatives in support of this vital area of economic growth and development. Ayr College worked closely with colleagues from the aeronautical industry and the University of the West of Scotland to ensure that

our building, the equipment and the curriculum design and delivery all meet the existing and future needs of this leading-edge Ayrshire industry. Ayr College has built upon existing aeronautical links and effective relationships and we now provide pre-employment, Modern Apprenticeship and, in collaboration with UWS, degree programmes and training for British Airways, Goodrich, Spirit, Ryanair and the new Scottish national airline, Hello Skies. (Ayr College)

Over the last period there has been a small change in the number employed by social enterprises as one social enterprise has gone into liquidation whilst another has lost many of its services, and although some staff were TUPED over some have also been made redundant

Voluntary Action South Ayrshire (VASA) continue to offer both Social Enterprise and Procurement Training although up take is poor. VASA has also been working with the Council to develop a Social Enterprise Pipeline which if successful would offer budding Social Entrepreneurs mentoring, training and a small set up fund.

The organisation is also currently working with SENSCOT and Just Enterprise to offer additional training and information workshops in October and November with the aim of creating and sustaining a South Ayrshire Social Enterprise network. The demise of the pan Ayrshire network was in part attributed to the distance to venues in East and North Ayrshire. VASA is also encouraging Social Enterprise activity in schools as part of their Saltire award activity making schools eligible for the Social Enterprise in Schools award, both of which complement and encompass the four strands of the Curriculum for Excellence

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <i>(indicators where data available)</i>	'End' target/s & timescale/s or direction of travel	Current Status
<b>LO 2</b>  <b>South Ayrshire has the right infrastructure in place to support business aspirations</b>	<b>SO2a.</b> Enhance town centres and address business accommodation and transport issues	<b>Li2a(1)</b> Square metres of retail space refurbished  <i>(Source: Ayr Renaissance, Annual)</i>	-	<b>185 square metres</b>  <b>(includes a further 75 Sq metres for 2010-2011)</b>	<b>0 square metres</b>	<b>700 square metres by 2012</b>	
		<b>Li2a(2)</b> Percentage of road network that should be considered for maintenance treatment  <i>(Source: South Ayrshire Council, Annual)</i>	<b>60.9%</b>	<b>48%</b>	<b>46.7%</b>	<b>40% By 2012</b>	

**Narrative on progress on Local Outcome 2**

There are currently plans for a private sector led investment which will deliver the remainder of the target set in relation to the amount of retail space which has been refurbished. Depending upon timing of statutory consents this target should be met by late 2012 or early 2013 (David Bell)

The percentage of the overall road network which should be considered for maintenance treatment has decreased from 48.0% in 2010/11 to 46.7% in 2011/12. This is because the Road Condition Indicator (RCI) for Unclassified Roads from 2011/12 is being calculated over a four year rolling average instead of a two year rolling average. The reason for this is that some Councils have noted significant swings in results which

have gone against trends. Audit Scotland has now agreed to the amendment to the RCI calculation. If the two year rolling average RCI for unclassified roads had continued to be used the 2011/12 overall percentage of the road network which should be considered for maintenance treatment would have remained static at 48.0% but would still not have reached the 2012 target of 40%.

A further addition to the infrastructure in South Ayrshire is the new £81 million Ayr based UWS campus opened in September 2011 as a joint facility with the Scottish Agricultural College representing significant investment in Higher Education for South Ayrshire and the surrounding area. The facility will deliver healthcare, education and creative industries provision as well as business and computing courses.

Final design works for the new Monkton Park and Ride facility have been completed and planning permission granted. A working group has been established to complete the land acquisition and physical implementation is expected in 2012/13 with completion of the facility now expected in 2013/14

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <i>(indicators where data available)</i>	'End' target/s & timescale/s or direction of travel	Current Status
<b>LO 3</b>  <b>Research and innovation in South Ayrshire is enhanced</b>	<b>SO3a.</b> Support for local businesses to gain from, and contribute to, the enhancement of research and innovation	<b>Li3a(1)</b>  Number of Knowledge Transfer Partnerships established  <i>(Source: University of the West of Scotland, Annual)</i>	-	2	<b>Achieved target in 2011 - 2012</b>	1  By 2011	

### Narrative on progress on Local Outcome 3

The University of the West of Scotland's Centre for Engineering Excellence provides an important consultancy service for companies across the west of Scotland, offering design, prototyping and manufacturing services for many applications such as medical, sports and environmental equipment. Consultancy can vary from one-off expert advice consultations for small developments to full substantive opinion and consultancy. The Innovation and Research Office endeavour to match client needs to the University's in-house expertise and resources. The University can help meet company research, development and innovation goals and assist with overcoming complex problems.

The Ayrshire Economic Partnership's Renewables Group has focused primarily on stimulating an Ayrshire renewables supply chain and understanding Ayrshire's bio-energy opportunities. A workshop organised by the Council, Business Gateway and the Energy Agency was delivered to inform advisers of the opportunities and the support available to their companies.

A 'Meet the Buyer' event was also supported primarily focussed on onshore wind opportunities. This event highlighted the procurement processes of energy companies and provided further opportunities to register for supply chain opportunities and support available with further events are planned for the Autumn. The group is currently establishing a skills sub-group to look more in-depth at what is required to address skills gaps and shortages from both a demand and supply perspective in Ayrshire.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <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,	SO4a. Improve opportunities for the transition between out of work benefits and employment  (CP Programme)	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(SNS)	304  (2007)	314  (2010)	270  (2011)	Reduce	

<b>qualified and prepared to access better job opportunities</b>	<b>SO4b.</b> Target learning interventions to low-paid, low-skilled employees	<b>Li4b(1).</b> Percentage of the working-age population with no qualifications ( <b>Source: NOMIS, Annual</b> )	<b>13.7%</b> <b>(2006)</b>	<b>12.3%</b> <b>(2010)</b>	<b>11.2%</b> <b>(2011)</b>	<b>10.8%</b> <b>2012</b>	
	<b>(CP Programme)</b>	<b>Li4b(2).</b> Mean gross weekly earnings for workforce based in the local authority area for all employees (part-time and full-time) ( <b>Source: ASHE, Annual</b> )	<b>£406</b> <b>(2007)</b>	<b>£454</b> <b>(2010)</b>	<b>£448</b> <b>(2011)</b>	<b>£440</b> <b>2012</b>	

#### **Narrative on progress on Local Outcome 4**

Modern Apprenticeships delivered by Ayr College have supported 27 employers. In order to support the government agenda 39 young people were recruited in the age bracket of 16-19 and 10 in 20-24 age group.

A focus on Literacies with those seeking employment and those facing barriers to employment or improved employment has resulted in an increase in the numbers progressing this year. The focus on low skilled and unemployed is supporting adults improve their life chances. External partners continue to be well supported by Literacy staff to embed literacy in their work. The Library partnership project continues to provide those adults who are out of work with an email address and support to help them access jobs online. SOA targets are online to be met.

## 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**

Whilst it is too early to determine absolute trends in relation to breastfeeding, the direction for breastfeeding at 6-8 weeks for both the general population and deprived communities is encouraging.

The percentage of babies exclusively breastfed at 6 – 8 weeks has shown an increase from the 2008 baseline and the 2010 position. For South Ayrshire as a whole, the target of a 2% increase per annum from the 2008 baseline was not met. However we achieved 23.4% in 2011 compared to a target of 23.8% so only 0.4% short and potentially able to meet the final 2012 target. In the regeneration areas, the target of a 4% increase per annum from the 2008 baseline has been exceeded in both 2009 and in 2011. One encouraging action linked to our Breastfeeding work has been the sign up of almost all Community Planning Partners to the Breastfeed Happily Here approach.

The trends for obesity in school age children, now only measured in Primary 1, continue to show a rise where the percentage of overweight or obese children in P1 has shown an increase in 2010/11 from both the 2007/08 baseline position (3.6 percentage points) and the 2009/10 position (3.5 percentage points) and the directional target of “Reduce the % increase” was not been met in 2010/11 which is an issue of concern.

Interventions addressing obesity such as the Jumpstart programme have been implemented very successfully within South Ayrshire with 164 children who met criteria completing the programme in 2011/12 with a total of 36 Jumpstart programmes completed. New programmes are emerging, for example, one linked to Ayr United Football Academy Kick Start Fit for Football established in 9 locations

Statistics for maternal smoking are very encouraging and demonstrate a consistent downward trend. The range of interventions put in place to support this outcome, most significantly, the specialist midwifery service, appear to have provided material benefits in relation to maternal smoking rates. The percentage of pregnant women recorded as a current smoker has shown a considerable decrease from the

2006/07 baseline position and has decreased again from 2009/10.

In relation to broader early years interventions, the pilot work in Girvan for 'in situ' health visitor presence within pre-5 establishments has evaluated well with significant interest in the work from the Royal College of Nursing and Scottish Government.

The Getting it Right for Every Child (GIRFEC) approach has been embedded within mainstream practice and pilot locality GIRFEC work has been promising. The GIRFEC Locality Forum Pilot ran in the Prestwick/Troon locality from the beginning of March to June 2011 and evaluation indicated that the majority of positive expectations regarding the process identified in the pre pilot survey were met. The survey indicated that a majority of the respondents understood the aims of Girfec and 60% of respondents felt that the pilot had improved interagency working and that this would lead to improved outcomes for children and young people. Following the pilot the Girvan/Maybole Locality Forum was launched in Spring 2012 and the Ayr Locality Forum will launch in August and September 2012.

Work is in progress on an Ayrshire Wide Electronic Datasharing Solution for GIRFEC. Known as Ayrshare, development of the system began during 2012 and will include the three local authorities and NHS Ayrshire and Arran.

Work on Child Protection in South Ayrshire has been significantly strengthened and the recent Care Inspectorate report was highly positive with 4 very good and 2 good assessments with key strengths noted as:

- Highly flexible support provided to meet children and families' needs at an early stage.
- Staff sharing responsibility and working very well together to meet children's needs and improve their future outcomes.
- Very effective work by staff to gain children and families' trust and confidence.

There is clear leadership and direction in place in relation to children's services which is motivating staff to make and sustain improvements.

### Progress at March 2012 on local outcomes

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <i>(indicators where data available)</i>	'End' target/s & timescale/s or direction of travel	Current Status



### Narrative on progress on Local Outcome 5

In 2011/12 10,401 young people participated in youth programmes. This is a slight decrease from 2010/11. The impact of the work remains very good, with Education Scotland highlighting effective partnership programmes focused on improving employability having a positive impact. They have also highlighted that young people can clearly articulate the benefits of taking part in youth programmes and consider their next steps as learners. Our Youth literacy work was highlighted at a National Conference and received acknowledgement in the Scottish Book trust publication "Skint".

The 2012 target for the % of school leavers progressing to positive destinations has been exceeded.

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
<b>LO 6</b>  <b>The voices of our children and young people are heard and have influence</b>	<b>SO6a.</b> Develop opportunities for children and young people to influence decision-making	<b>Li6a(1).</b> Number of children and young people participating in Pupil and Youth Forums <b>(Source: South Ayrshire Council, Annual)</b>	<b>75</b>	<b>128</b>	<b>129</b>	<b>130</b>  <b>by 2012</b>	

### Narrative on progress on Local Outcome 6

The numbers of young people participating in youth forums remains static, however new ways of giving young people a voice through the use of social media are being explored. The most recent Education Scotland Inspection highlighted that young people's views are being represented through the highly effective South Ayrshire Youth forum. Their work on the Scottish Parliament Project was commended.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <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)	4,466 (2010)	New way of measuring?	Decrease by 2018	
	SO7b. Tackle health inequalities and improve wellbeing for children and young people  (CP Programme)	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) 20.5%  b) 9.4% (defined by ISD as 15% most deprived datazones)  (2010)	a) 23.4p  b) 13.7p (defined by ISD as 15% most deprived datazones).  Note: p = provisional  (2011)	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)	20.7%  (2009-2010)	24.2%p  (2010 -2011)  Note: p = provision	Reduce the % increase by 2012	

		<p><b>Li7c(3).</b></p> <p>Number of women recorded as current smoker at antenatal booking appointment</p> <p><i>(Source: NHS Ayrshire &amp; Arran, Smr02 Annual)</i></p>	<p><b>26.5%</b></p> <p>(2006 – 2007)</p>	<p><b>24.1%</b></p> <p>(2009 – 2010)</p>	<p><b>22.9% p</b></p> <p>(2011 – 2012)</p> <p>p = provisional</p>	<p><b>Reduce as per new HEAT target to 2012</b></p>	
<p><b>LO 7</b></p> <p><b>Our children and young people are healthy and reach their full potential</b></p>	<p><b>SO7c.</b> Maintain and improve educational achievement for all</p>	<p><b>Li7c(1).</b> % of relevant S4 roll achieving 5+ awards at SCQF level 4 or better by the end of S6</p> <p><i>(Source: South Ayrshire Council, Annual)</i></p>	<p><b>80%</b></p>	<p><b>81%</b></p>	<p><b>87%</b></p>	<p><b>80%</b></p> <p><b>2012</b></p>	
		<p><b>Li7c(2).</b> % of relevant S4 roll achieving 3+ awards at SCQF level 6 or better by the end of S6</p> <p><i>(Source: South Ayrshire Council, Annual)</i></p>	<p><b>33%</b></p>	<p><b>39%</b></p>	<p><b>42%</b></p>	<p><b>33%</b></p> <p><b>2012</b></p>	

		<b>Li7c(3).</b> % of <b>a)</b> All children and <b>b) New Indicator</b> 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>	<b>a)</b> <b>94%</b>  <b>(06-07)</b>	<b>a)</b> <b>94%</b>  <b>b)</b> <b>73%</b>  <b>(Baseline 2010-2011)</b>	<b>a)</b> <b>96%</b>  <b>b)</b> <b>85%</b>	<b>a)</b> <b>93%</b>  <b>2012</b>  <b>b)</b> <b>Maintain</b>	  
--	--	--	---	---	--	--	--

### Narrative on progress on Local Outcome 7

The methodology used for measuring child poverty rates has changed and is now given as a percentage so like for like figures cannot be given. This will be taken into account in the development of the new Single Outcome Agreement for South Ayrshire.

Educational attainment rates continue to rise and have exceeded the 2012 targets across all the indicators.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <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  (CP Programme)	Li8a(1). Number of children re-registered on the Child Protection Register <i>(Source: South Ayrshire Council, Annual)</i>	3	7	2	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	2	0	0 by 2012	
Narrative on progress on Local Outcome 8							

## 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**

Whilst there have been significant sets of programmes established in relation to National Outcomes 6 and 7, many of the indicators are moving in the wrong direction. Some of these are in line with national trends and some of these are better looked at in the context of trajectory information.

In relation to older people’s strategic work and the Reshaping Care/Change Fund programme there is now a comprehensive set of interventions in place linked to an overarching strategic model which is the basis of the development of a 10 year Joint Commissioning Strategy/Plan which is being developed at an Ayrshire-wide level. Whilst much of the additional activity is funded through the Change Fund, the programme as a whole is based on much more significant mainstream approaches and re-focused approaches, such as the move towards mainstream enablement, are now being rolled out across the whole of South Ayrshire.

There are sets of interventions at the ‘preventative’ level including Community Capacity Building, befriending, engagement activity, IT access and Carers Support. New service hubs have been created in the north and south of the local authority area to support enablement and rehabilitation activity and the early information from evaluation of these suggests significant impact, for example, on hospital bed days saved. South Ayrshire has had no delayed discharges for the 6 week period and is in a strong place to deliver the more challenging imminent 4 and 2 week targets.

The Telehealth initiative on COPD, piloted within the Girvan area of South Ayrshire, has been evaluated positively and will inform the future investments and developments in this area.

Because of the complexity of the approach to evaluation of interventions for older people, with a range of interventions likely to lead to positive

outcomes, South Ayrshire is working with the Scottish Government and others in relation to Contribution Analysis and Marginal Analysis.

The approach to planning used by public health for some years, logic or outcome modelling, has been used as the basis for the planning of our older people's work in Reshaping Care and is now being used to inform the development of Mental Health and Learning Disability related work. A new Carers Strategy has been developed to ensure unpaid carers receive the appropriate supports they need to sustain their vital contribution to care.

In relation to Health Improvement activity, a new Tobacco Strategy has been developed and will inform the sets of interventions and investments in this regard for the next few years.

Following the successful implementation of the preceding Health and Homelessness Plan, a new one is in now in development which is also the case for the Learning Disability Health Improvement plan, which was implemented with early indications showing positive results. In relation to Mental Well-being, the Towards a Mentally Flourishing Ayrshire and Arran plan was delivered and a new plan for 2012 - 2014 is now in place.

### Progress at March 2012 on local outcomes

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <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	SO9a. A shift in the balance of care to more localised health and care services	Li9a(1). Rates of hospital admissions and bed days of patients with primary diagnosis of a) COPD b) Asthma c) Diabetes and d) CHD  Per 100,000 population	a)	a)	a)	Plans for ongoing reductions	
			484.56	490	495p		
			b)	b)	b)		
			131.64	139	139p		
			c)	c)	c)		

possible health throughout their lives		<i>(Source: NHS ISD, Annual)</i>	111.04 d) 983.25	111 d) 1206 (2009/2010)	145p d) 1248p p = provisional (2010 – 2011)		 
	<b>SO9b.</b> Encourage better diet, nutrition and physical health across all age groups	<b>Li9b(1).</b> Premature mortality rates in under 75s in relation to CHD per 100,000 population  <i>(Source: NHS ISD, Annual and General Register Office for Scotland (GRO))</i>	<u>All Heart Disease</u> a) 81.0  <u>CHD</u> b) 69.3 (2007)	<u>All Heart Disease</u> a) 69.3  <u>CHD</u> (b) 57.1 (2009)  2010 data due in Feb 2012	<u>All Heart Disease</u> (a) 64.6p  <u>CHD</u> (b) 54.3p (2010)	2,060 cardiovascular checks carried out by March 2010  To be reviewed	 

		<b>Li9b(2.1)</b> Life Expectancy at birth (Male & Female)  <i>Source: General Register Office for Scotland</i>  <b>Annual</b>	<b>Male</b> 75.5  <b>Female</b> 80.9  (2006-08)  Data covers a 3 year period	<b>Male</b> 75.9  <b>Female</b> 80.9  (2007-2009)	<b>Male</b> 76.4p  <b>Female</b> 81.1p  (2008-10)  Note: p = provisional	<b>Long term target - increase</b>	  
		<b>Li9b(3)</b> Smoking Prevalence in Adults  <i>(Source: Scottish Household Survey)</i>	<b>26%</b>	<b>24%</b>  (2007-2009)	<b>24%</b>  (2009 -2010)	<b>Long term target to decrease report on outputs as proxies</b>	
<b>LO 9</b>  <b>People in South Ayrshire enjoy the best possible health throughout their lives</b>	<b>SO9c.</b> Increase and maintain the independence of older people and people with long-term conditions and disabilities	<b>Li9c(1).</b> Number of home care packages of more than 10 hours per week for people aged 65+  <i>(Source: Scottish Govt Returns)</i>	<b>614</b>	<b>601</b>	<b>473</b>	<b>Overall increase of 6% by 2012</b>	

		<b>Li9c(2).</b> Number of people aged 65 and over admitted as an emergency inpatient 2 or more times in a single year per 100,000 population ( <b>Source: NHS ISD, Annual</b> )	<b>1,077</b>	<b>1,263p (No of patients)</b> <b>5,387p (Rate per 100,000 population)</b> <b>(2009-2010)</b>  <b>Note: p = provisional</b>	<b>1,302p (No of patients)</b> <b>5,474p (Rate per 100,000 population)</b> <b>2010 - 2011</b>  <b>Note: p = provisional</b>	<b>1,072</b>  <b>By 2012</b>  <b>Reduce &amp; Maintain in the framework of a growing older population</b>	
	<b>SO9d.</b> Promote good mental health and well-being across all age groups	<b>Li9d(1).</b> Mean Score for South Ayrshire as measured by the Warwick-Edinburgh Mental Well-being scale  <b>(Source Local Citizens Panel Survey)</b>	<b>50</b>  <b>(2009 data)</b>	<b>No survey conducted in 2011</b>	<b>Data will be updated following a further local survey in late 2012</b>	<b>Increase by 2012</b>	
	<b>SO9e.</b> The provision of early and appropriate interventions to all age groups experiencing mental health problems	<b>Li9e(1).</b> Number of readmissions within one year for those who have had a psychiatric hospital admission of over 7 days. <b>(Source: NHS ISD, Annual)</b>	<b>107</b>  <b>(2006 -2007)</b>	<b>85</b>  <b>(2009 – 2010)</b>	<b>No update available for 2010 - 2011</b>	<b>By 2009-2010 and further reductions planned via development of community mental health services</b>	

		<b>Li9e(2).</b> Annual rate of increase in the number of daily defined dose per capita of anti-depressants <i>(Source: NHS Ayrshire &amp; Arran PRISMS, Annual)</i>	<b>7.87%</b> <b>(2007-2008)</b>  <b>Revised Baseline</b>	<b>4.79%</b> <b>(2010-2011)</b>	<b>4.91%p</b> <b>(2011 – 2012)</b>  <b>p = provisional</b>	<b>Continued reduction</b>	
		<b>Li9e(3).</b> Number of people with a diagnosis of dementia on the Quality and Outcomes Framework Dementia Register <i>(Source: NHS ISD, Annual)</i>	<b>697</b>	<b>818</b> <b>(2009-2010)</b>	<b>1107p</b> <b>Note: p = provisional</b> <b>(2010 – 2011)</b>	<b>Continued increase</b>	

#### **Narrative on progress on Local Outcome 9**

In relation to the indicator for the number of homecare packages delivered it would appear to be going in the wrong direction but the Enablement model of practice has ensured that service users are receiving a level of home care which is appropriate to their needs whilst promoting and maintaining their independence. This has resulted in a reduction in the number of service users in receipt of more than 10 hours home care per week. The Whole Systems approach to Enablement will further ensure that this model of practice is also embedded in the provision of Private Home Care purchased by the Council.

The South Ayrshire 1000 Panel Survey has now been completed and it is hoped that analysis of the Mean Score for South Ayrshire as measured by the Warwick-Edinburgh Mental Well-being scale (Indicator Li9d(2)) will be completed before submission to the Scottish Government

SPT manages the MyBus services which provided 22,000 journeys in South Ayrshire in 2011 – 12 for vulnerable people who find accessing mainstream public transport difficult

Local Outcome	Strategic Objective	Indicator/s (noting frequency / type / source)	Baseline at 2006-07	Progress at 2011 (indicators where data available)	Progress at March 2012 (indicators where data available)	'End' target/s & timescale/s or direction of travel	Current Status
LO 10  People in South Ayrshire have opportunities to participate fully in society	SO10a. Address health inequalities leading to enhanced employability  (CP Programme)	Li10a(1). Number of people in receipt of Incapacity/SDA Benefits (Source: NOMIS)	6,090	5,770	5,830	Reduce by 2012	
	SO10b. Narrow the gap between high and low attaining pupils  (CP Programme)	Li10b(1) Percentage of pupils in South Ayrshire falling within the lowest attaining 20% of pupils nationally	19%	16%	14%	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%	91%	96.1%	100% by 2012	

**Narrative on progress on Local Outcome 10**

These indicators are being used to measure the reduction in inequalities in South Ayrshire and each is showing improvement. Significantly the number of pupils falling into the lowest attaining 20% nationally has dropped from a baseline figure of 19% to 14%.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <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  (CP Programme)	Li11a(1). Number of inpatient discharges with an alcohol-related diagnosis per 100,000 population ( <b>Source: NHS Scotland, ISD</b> )	954 (2006/07) 973 (2007/08) 931 (2008/09)	1006  (2009/10)	875 <sup>P</sup> (2010/11)  (p = provisional data published May 2012)	Reduce by 2012	
	SO11b. Reduce the number of people misusing drugs  (CP Programme)	Li11b(1)  New Indicator  Estimated prevalence of problem drug use in South Ayrshire (15 – 64yrs)  <i>(Source: Drugs Prevalence Study, University of Glasgow and NHS Scotland, ISD)</i>	1.47% (N = 1,055)  (2006)	Not available	1.26% (N = 1,000)  (2009 – 2010)	Reduce by 2012	

## **Narrative on progress on Local Outcome 11**

### ***Narrative on progress on Local Outcome 11***

The data for 3-year rolling averages for alcohol-related hospital discharges (*per 100,000 population*) has been included in the report in line with national core indicator which ADPs are now required to report on to the Scottish Government. The rates of alcohol-related hospital discharges have decreased from 960 (2004/07) to 925 (2007/10) however it is too early to say that this is an established trend.

The Information Services Division (ISD) has updated the Estimated Drug Prevalence data previously produced by the University of Glasgow. The new data is based on the financial year for 2009/10 rather than the calendar year as in previous studies. The estimated drug prevalence figures for South Ayrshire have decreased from 1.47% (based on 2006 data) to 1.26% (based on 2009/10 data) however it is too early to say that this is an established trend.

### ***Local strategy development***

South Ayrshire's Alcohol and Drug Strategy was formally launched by Roseanna Cunningham, Minister for Community Safety and Legal Affairs in October 2011 and was attended by over 100 service users, staff and community members. The four year strategy (2011–2015)<sup>1</sup> aims to work with individuals and local communities to identify their strengths and assets to ultimately reduce the impact of alcohol and drug misuse on individuals, families and communities. The strategy provides an assessment of local needs and identifies key outcomes relating to drugs and alcohol misuse, their place within the wider framework of priority outcomes contained within Single Outcome Agreements and how their achievement will be measured.

### ***Key activities during 2011/12***

- A total of 7,501 Alcohol Brief Interventions (ABIs) were delivered in the three priority settings across Ayrshire & Arran, significantly exceeding the NHS HEAT 4 target of delivering 4,076 ABIs during 2011/12.
- The Oh Lila Resource has been rolled out to nursery schools with training provided to staff members to provide them with the knowledge and skills to use the resources to engage and communicate with children and/or families.
- The Positive Alternatives to Alcohol Project continued to be rolled out to secondary schools and was identified as an area of Good Practise during the Child Protection Inspection for helping children and young people learn about the risks of alcohol and how to keep themselves and other safe.
- Strathclyde Fire & Rescue have delivered Fire Awareness training to staff working with people affected by substance misuse and a joint agency protocol is being developed to ensure vulnerable people are identified and referred for home fire safety visits.
- A local Challenge 25 Licensing Trade Event was delivered to over 100 trade personnel to raise awareness of the legislative changes.

---

<sup>1</sup> South Ayrshire Alcohol and Drug Strategy (2011-2015) [www.south-ayrshire.gov.uk/adp](http://www.south-ayrshire.gov.uk/adp)

- Stronger links have been developed between the ADP and the Local Licensing Forum. The ADP has committed to support the development of an overprovision assessment.
- The South West Scotland Community Justice Authority (CJA) developed a Shared Statement on Alcohol and Offending in partnership with the ADPs in Dumfries & Galloway, East, North and South Ayrshire.
- The ADP provided funding for 19 young people to take part in the Targeted Activities to Young People (TAYP) programme. The programme aims to reduce the number of antisocial behaviour complaints regarding young people (particularly tackling issues such as alcohol and drug use), and to increase the number of young people who are engaging positively in their community.
- The ADP contributes funding to support the deployment of Strathclyde Police officers in Ayr Accident and Emergency department on Friday and Saturday nights. A recent evaluation showed that staff felt that the police presence makes them feel more secure, raises morale, helps de-escalate and diffuse potentially violent situations, reassures the general public and provides a faster response than an emergency call-out.
- The ADP and Child Protection Committee (CPC) have developed a Joint Commitment Statement which recognises the shared responsibility to work together to further develop services to meet the unique needs of children and families affected by substance misuse.
- South and North Ayrshire ADPs jointly commissioned the University of Stirling to undertake a project to establish the number of children affected by parental substance misuse and to make recommendations for future data recording. The first phase of work is complete and will continue into 2012/13.
- In line with the national drive towards more recovery-focused service provision, a new Recovery Orientated System of Care (ROSC) for Ayrshire & Arran has been developed and embedded within the Alcohol and Drug Strategy. The ADP has began the multistage process of implementing the ROSC in South Ayrshire by developing core values and principles, evaluating staff knowledge and attitudes towards recovery and providing multiagency staff training sessions, developing service user involvement and reviewing service provision.
- The ADP has supported the development of an active ADP Service User Involvement Group which has taken forward a number of activities including a local Recovery Forum, development of the Celebrating Recovery resources and planning the Recovery Ayr walk in June 2012. Service users are also represented on a number of ADP groups.
- The ADP funded a pilot programme aimed at providing intensive support for individuals to reduce and stabilise their alcohol use and to reduce and stop their prescribed methadone. Over the first 6 months of the pilot programme 24 service users participated of which 5 ceased their daily prescribed dose and 17 have reduced their methadone use. Five service users are now in work, 2 have commenced volunteering and 1 attends the furniture workshop 3 days per week
- The ADP supported Cocaine Anonymous to set up the first meeting in South Ayrshire helping to expand on the number of recovery support options available.
- The ADP supported the local roll-out of Take Home Naloxone, training was delivered to staff groups and more than 155 kits have been disseminated during 2011/12 exceeding the local target.

***Finance, Commissioning & Performance Management***

During 2011 each ADP funded service was reviewed based on information gathered during an outcome mapping exercise, performance and local priorities. The review identified both gaps and duplication in the models of service delivery and the ADP agreed to decommission a number of services and commission new services in line with local need. The ADP identified two commissioning priorities for 2012/15, a local person-centred recovery support service which incorporates the ethos of the ROSC and a local service to support children and young people affected by parental or carer substance misuse. Both services will be operational in January 2013. The ADP has also committed to moving towards commissioning for outcomes in line with the new Alcohol and Drug Strategy.

## 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 has continued to deliver a range of initiatives aimed at reducing violence and antisocial behaviour. Particular successes continue to include SafeAyr Zone, SafeAyr Shore, and the problem solving approach to working with local communities. In 2011, the SafeAyr Shore Initiative recorded a reduction in police incidents by 27% and an increase in fixed penalty notices issued for drinking in public, urinating and road traffic offences. A large quantity of alcohol was also seized and destroyed during the partnership initiative. Extra resources were deployed over the festive period and police statistics show a reduction in crime by 30% and disorder related offences falling by 20%. There was a 28% increase in the number of positive stop searches carried out by the police and 9 fixed penalty notices for litter were issued by the Community Support Workers.

The Multi-Agency Partnership to tackle Violence Against Women and Children has developed 9 projects to support delivery of the MAP Strategy, including the White Ribbon Campaign, Anti-Stalking Campaign and Domestic Abuse training. During 2011/2012 127 referrals were received for Additional Security Alarms. The Community Safety Partnership is currently leading on 45 initiatives to improve safety in local communities. The Community Safety Strategic Plan was reviewed with partners at a development day in June 2011, and priorities subsequently agreed by the partnership. A new Strategic Officer Group has been established to oversee the work of Joint Action Groups which will take forward the local delivery of strategic priorities. In February 2012, the Community Safety Partnership Fire Safety Project won the Safer Communities Award in the Personal Safety category.

Community Safety has continued to deliver a range of diversionary activities in targeted areas within South Ayrshire. During the reporting period 4,782 young people engaged in a range of activities including more targeted programmes. This work links directly to South Ayrshire Youth Strategy, and Local Youth Action Plans. There has been an overall reduction in youth disorder complaints in targeted areas of 33% compared with the overall reduction of 24% in South Ayrshire as a whole.

Progress at March 2012 on local outcomes							
Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <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	23	14	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)  4  b)  5	a)  2  b)  3	Increase detections for possession of offensive weapons & knives by 2012	  

		<b>Li12a(3).</b> Number of domestic abuse incidents reported to the police per 10,000 population <i>(Source: Strathclyde Police, Annual)</i>	<b>98</b>	<b>112</b>	<b>113</b>	Increase the number of reported domestic abuse incidents by 2012	
<b>LO 12</b>  <b>South Ayrshire is a safe place in which to live, work and visit.</b>	<b>SO12b.</b> Reduce the incidence of anti-social behaviour  <b>(See SO5a/8a in Children, Young People and Families)</b>	<b>Li12b(1).</b> Number of crimes of vandalism (per 10,000 population) <i>(Source: Strathclyde Police, Annual)</i>	<b>237</b>	<b>143</b>	<b>119</b>	Reduce the number of crimes of vandalism by 2012	
		<b>Li12b(2)</b> Number of deliberately set fires <i>(Source: Strathclyde Fire &amp; Rescue, Annual)</i>	<b>73</b>	<b>57</b>	<b>35</b>	25% reduction by 2015	
		<b>Li12b(3).</b> Number of detected cases of anti-social behaviour and crimes of disorder <sup>2</sup> per 10,000 population <i>(Source: Strathclyde Police, Annual)</i>	<b>308</b>	<b>230</b>	<b>209</b>	Increase the no of detected cases of antisocial behaviour by 2012	

	<b>SO12c.</b> Reduce the public perception of the level of crime and anti-social behaviour	<b>Li12c(1).</b> % of adult residents stating that they feel 'very safe' or 'fairly safe' when walking alone in the local neighbourhood after dark <i>(Source: Scottish Household Survey, Bi Annual)</i>	<b>72%</b> <b>(2005-2006)</b>	<b>74%</b> <b>(2009-2010)</b>	<b>74%</b> <b>No further updates</b>	<b>Increase by 2012</b>	
<b>LO 12</b>  <b>South Ayrshire is a safe place in which to live, work and visit.</b>	<b>SO12d.</b> Reduce the number of injuries and casualties in the home and on our roads	<b>Li12d(1).</b> Number of people killed and seriously injured in road traffic collisions (per 10,000 pop.)  <i>(Source: Strathclyde Police, Annual)</i>	<b>6</b>	<b>5</b>	<b>4</b>	<b>Reduce the no of people killed and seriously injured in road traffic collisions by 2012</b>	
		<b>Li12d(2).</b> Number of hospital admissions as a result of unintentional injuries for <b>a)</b> children(<15 years) and <b>b)</b> older people(65+) <i>(Source: NHS ISD, Annual)</i>	<b>a)234</b>  <b>b)706</b>	<b>a) 173</b>  <b>b) 725</b>  <b>(2009-2010)</b>	<b>a) 185p</b>  <b>b) 630p</b>  <b>Note: p = provisional</b>  <b><u>2010/11</u></b>	<b>Reduce the no of hospital admissions for unintentional injuries by 2012</b>	 

		<b>Li12d(3).</b> Number of fire-related fatalities and casualties ( <i>Strathclyde Fire &amp; Rescue, Annual</i> )	<b>24</b>	<b>28</b> (27 Casualties, 1 Death)	<b>27</b> (26 Casualties, 1 Death)	<b>15% reduction by 2015</b>	
	<b>SO12e</b> Positively impact on drug use	<b>Li12e(1).</b> Detections for drug related crime	<b>a)</b>	<b>a)</b>	<b>a)</b>	<b>Increase by 2012</b>	
	<b>Cross refer to SO5</b>	(a) Supply	<b>14</b>	<b>9</b>	<b>8</b>		
		(b) Possession & Other drug crimes	<b>b)</b>	<b>b)</b>	<b>b)</b>		
		Per 10,000 pop.	<b>60</b>	<b>48</b>	<b>43</b>		
		<i>(Strathclyde Police, Annual)</i>					

**Narrative on progress on Local Outcome 12**

**Indicator SO12a - Reduce the general level of violence on our streets and in our homes and increase detection** Indicators show that the total number of crimes of violence (murder, attempted murder, serious assault and robbery) has fallen. For example the number of recorded serious assaults in South Ayrshire in 2011/12 was 87 and this is significantly less than the 111 recorded in 2010/11 showing a 21.6% reduction. The 26 recorded crimes of robbery recorded in 2011/12 is a noticeable change showing a 51% reduction from the 53 recorded in 2010/2011. Police officers in South Ayrshire have continued to target resources towards those individuals who pose significant harm to our community and

when crimes of violence are committed, they are investigated and addressed as a priority issue. Furthermore, preventative measures are also considered and implemented.

High visibility proactive policing activity is geared towards public reassurance and specific areas, that are identified by analysis as locations where recent, frequent and serious crimes of violence have occurred, are targeted. This has resulted in a substantial decrease in violent crime. Fewer crimes of violence results in fewer victims of crime and this has a positive impact on the individual and also the safety and wellbeing of the entire community.

Detections for possession of a) offensive weapons and b) knives per 10,000 population have shown a slight decrease from 2010/11. Stop/search activity remains a strong focus of policing proactivity in South Ayrshire. Police officers in Community Policing Teams and Response Teams etc. have been assisted by increased deployment of metal detecting technology in "hotspot" areas to deter/ detect offenders.

Preventative police work through targeted stop/search activity and positive work by Campus Cops and others supports the local community where weapon carrying is now deemed to be unacceptable. Whilst detection rates may have seen a slight drop during 2011/2012, this means that during 2010/11 some 53 knives were recovered by police in South Ayrshire, however, in 2011/12 this figure was reduced to 38. Increased use of stop/search powers, focussed policing activity on prolific offenders and "hotspot" areas has resulted in fewer people being prepared to risk carrying weapons on our streets so although the target does not appear to have been met, this is in fact a more positive result.

The number of domestic abuse incidents reported to the police per 10,000 population has increased slightly during 2010/11. Strathclyde Police works closely with partners to encourage people to report domestic abuse. Increased reporting will follow on from these efforts and this is welcomed. Also Strathclyde Police will investigate domestic abuse incidents where intelligence or evidence indicates that there are previously unreported domestic abuse incidents. These reports are included in current recording figures. Increased reporting is a measure of confidence held by individuals in South Ayrshire in the continuing work by Strathclyde Police and partners across the community.

The MAP (Multi-Agency Partnership to tackle Violence against Women and Children) continues to work together to develop a range of partnership initiatives to address this issue. During 2010/2011, the MAP has developed 9 partnership initiatives to support delivery of the MAP strategy, including the White Ribbon Campaign, Anti-Stalking Campaign and Domestic Abuse training, providing access to training for a range of partner agencies, as well as schools. There has been an increase in the number of domestic abuse alarms fitted, and the number of women supported by the Additional Security Project.

**Indicator SO12b – Reduce the incidence of antisocial behaviour** Crimes of vandalism have reduced in the reporting period 2011/12 in comparison to 2010/11. On a longer term perspective the figures recorded in 2011/12 show a continued downward level from the baseline figure.

The number of detected cases of anti-social behaviour and crimes of disorder per 10,000 has shown a downward trend from 2010/11. The number of detected cases per 10,000 in 2011/12 is 209. Community Policing Teams work in their ward areas to address issues of anti-social behaviour. This will involve working with local partners and the local community to seek longer term solutions to the causes of anti-social behaviour. For example in 2011/12 Strathclyde Police in South Ayrshire increased the number of Test Purchase Operations at licensed premises in areas where reports of anti-social behaviour, linked to irresponsible alcohol consumption, was taking place.

Similarly, high visibility public reassurance policing patrols continue in areas where there have been reports of anti-social behaviour by members of the public. This includes making use of additional police resources from the Mounted Branch and Gangs Task Force. Combined with this, partnership working includes a police officer working with the Antisocial Behaviour Team in South Ayrshire Council and Campus Cops working closely with South Ayrshire Council Community Safety Team on diversionary activities. Antisocial Behaviour is a priority issue for Strathclyde Police and robust enforcement of relevant legislation to address this issue will continue. This is often through the pro-active work of local officers which saw 468 individuals charged with urinating in public and 762 individuals charged with contraventions of local byelaws on public alcohol consumption. These offences have clear links to antisocial behaviour.

While the number of cases of antisocial behaviour reported to the Neighbour Disputes team has increased, there has been a 12% increase in the number of cases resolved.

The Community Safety Partnership has continued to take a Prevention and Early Intervention approach to tackling ASB in local communities, and has developed and delivered a range of diversionary activities with partners in targeted areas. There has been an overall reduction in youth disorder complaints in targeted areas of 33% and an increase of 9% in the number of young people engaging in diversionary activities. Cashback for Communities funding secured in 2011/12 allowed a range of diversionary activities to take place in all areas of South Ayrshire with 1351 young people taking part.

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

There has been an increase in the number of partnership initiatives to improve confidence and in the number of inter-generational projects. The Community Safety Partnership continues to work with the Policy, Performance & Communication service to report on positive activities taking place in communities.

### **Indicator SO12d – Reduce the number of injuries and casualties in the home and on our roads**

Strathclyde Police works closely with partners to influence the behaviour of those who use our roads. This includes enforcement of provisions on mobile phone use, seat belt wearing and speeding. These areas and others such as drink/drug driving and uninsured drivers are the subject of on-going policing activity and also regular Association of Chief Police Officers Scotland national campaigns.

In 2011, 2,242 young people from across South Ayrshire attended the Reckless Driving Wrecks Lives presentations. A short survey carried out with over 100 young people at the end of the event showed that 65% would consider challenging the behaviour of a driver after they had seen the presentation. In addition to this Reckless Driving Wrecks Lives receives strong support from Strathclyde Police locally including South Ayrshire Campus Cops assisting in presenting the performances. Strathclyde Police also has excellent support from locally elected members who share the concerns of their constituents with the police regarding unacceptable driver behaviour in our communities. This activity will continue in 2012/13. The Community Safety Partnership maintains its support of projects in relation to health – eg. Club Diamonds, Risk Free Steps, SafeSyd, Child Safety project.

### **Indicator SO12e – Positively impact on drug use**

Detection rates for drug related crime for (a) supply and (b) possession per 10,000 population have shown a slight decrease from 2010/11. Increased stop/search activity by police officers deters possession. In relation to detection rates for possession of controlled drugs, this remains an area where officers work locally to gather community intelligence and to detect those responsible for supplying controlled drugs in the heart of our communities.

There have been recent changes in internal recording criteria for drug supply charges however, while this will have had some impact on headline figures it does not account for the general decrease in the detection rate. Campus Cops and their partners work to educate our young people on the dangers associated with use of controlled drugs and this work will continue. Also, police officers in South Ayrshire continue to explore all opportunities under Proceeds of Crime provisions to deprive those insidious individuals and groups who engage in serious and organised criminality of their financial assets and other assets that are linked to their criminal and illegal activities.

The Community Safety Partnership continues to support initiatives to tackle substance misuse such as TAYP (Targeted Approach to Young People). This initiative involves a residential weekend which targets young people who are nominated through a range of agencies. The young people nominated have been involved in or on the periphery of issues such as alcohol/drug abuse. The groups are taken on an activity based and life choice information weekend aimed at equipping them with the confidence and knowledge to make the correct choices in life

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <i>(indicators where data available)</i>	'End' target/s & timescale/s or direction of travel	Current Status
<b>LO 13</b>  <b>People in South Ayrshire are supported to improve their communities</b>	<b>SO13a.</b> Increase the proportion of communities with local groups committed to improving their neighbourhood <b>(FSF)</b>	<b>Li13a(1).</b>  Number of communities with a local development plan in place  <b>(Source: South Ayrshire Council, Annual)</b>	<b>2</b>  <b>(2008-2009)</b>	<b>7</b>	<b>7</b>	<b>5</b>  <b>by</b>  <b>2012</b>	
<p><b>Narrative on progress on Local Outcome 13</b></p> <p>The target for the number of communities with a local development plan in place was exceeded in the previous reporting year and these plans continue to be implemented. In the current reporting year, South Ayrshire Council was awarded a significant amount of LEADER funding to work with the other two Ayrshire local authorities in developing up to 21 rural community action plans across Ayrshire.</p> <p>Problem solving groups operate in target areas in South Ayrshire to support local communities to address antisocial behaviour and community safety issues within their area. 28 problem solving initiatives have been progressed in local areas and groups have been established through Community Safety Partnership Joint Action Groups, with a range of interventions agreed including, re-deployable CCTV, additional Community Support Worker (CSW) patrols, including fixed penalty notice patrols for litter and dog-fouling, and a range of environmental improvements.</p>							

## Clean, Attractive & Sustainable

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

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

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

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

**Outcome 10:** South Ayrshire continues to strive for sustainable living. The Local Plan continues to be developed, setting out the framework for well-designed, sustainable places moving forward. Energy efficiency programmes currently continue to offer South Ayrshire home owners free loft and cavity wall insulation so improving sustainability of the existing housing stock. Provision for sustainable transport, in particular cycling, continues to be recognised and rewarded nationally. Infrastructure for buses is also being progressed and community transport opportunities explored. The further development of the Customer Contact Centre network across South Ayrshire is set to provide 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 with a review of actions currently under way. This year has included seminars for Council operatives on non-native invasive species and for Planning Officers on biodiversity decisions in Planning. The South Ayrshire draft Open Space Strategy underwent public consultation with final amendments now being made. Ayr Renaissance continue to improve the historic fabric of Ayr town centre.

**Outcome 14:** South Ayrshire Partners are now working together to deliver in relation to the public sector climate change duty – further to the signing of an addendum to Scotland’s Climate Change Declaration in 2011, partners this year came together to debate how they can work together to help deliver the Scottish Government Report on Policies and Proposals (RPP) in the South Ayrshire area. South Ayrshire Council again reported against Scotland’s Climate Change Declaration in March 2012, and for the first time partners also provided information on their emissions and actions to accompany the report.

Notable activities taken forward in the past year by the Sustainability Partnership include a Visioning workshop which was run with the Scottish

Sustainable Development Forum and Adaptation Scotland, the purchase of four more electric vehicles and installation of charging points, participation and promotion of Earth Hour 2012 and the workshop held on local delivery of the RPP. Partners have worked both independently and in partnership to ensure delivery of our environmental outcomes.

### Progress at March 2012 on local outcomes

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <i>(indicators where data available)</i>	'End' target/s & timescale/s or direction of travel	Current Status
<b>LO 14</b>  <b>South Ayrshire has sustainable and accessible amenities and services to meet the needs of all communities</b>	<b>SO14a.</b> Engage people, businesses and communities more effectively in the sustainability agenda  <b>(Cross Refer to SO16a in Safe &amp; Supported)</b>	<b>Li14a(1).</b> Number of a) schools and b) churches achieving Eco-School Green Flag or Eco-Congregation status  <i>(Source:Eco-school /congregation org, Annual)</i>	a)  11  b)  0  (2008)	a)  14 schools  b)  1 church	a)  24 schools  b)  1 church	a)  16  b)  5  By end March 2012	  
	<b>SO14b.</b> Increase the availability of affordable homes in South Ayrshire	<b>Li14b(1).</b> Annual number of new affordable homes completed and occupied <i>(Source: South Ayrshire Council, Annual)</i>	72	0 completions in 2010/11	167 completions	Year on year Increase to 2012	

	<b>SO14c.</b> Increase the resistance of assets and services to the impacts of climate change	<b>Li14c(1)</b> Index of the level of preparedness of the Partnership for managing the risks associated with climate change  <i>(Source: South Ayrshire Council, Self Assessment)</i>	<b>1</b>  <b>(2009)</b>	<b>1</b>	<b>1</b>	<b>3</b>  <b>by</b> <b>2012</b>	
<b>Narrative on progress on Local Outcome 14</b>							
Progress as anticipated is being made in relation managing the risks associated with climate change but we remain at 1 on the index of preparedness at the current time and have not met the 2012 target.							
<b>Local Outcome</b>	<b>Strategic Objective</b>	<b>Indicator/s</b> <i>(noting frequency / type / source)</i>	<b>Baseline at 2006-07</b>	<b>Progress at March 2011</b> <i>(indicators where data available)</i>	<b>Progress at March 2012</b> <i>(indicators where data available)</i>	<b>'End' target/s &amp; timescale/s or direction of travel</b>	<b>Current Status</b>
<b>LO 15</b>  <b>South Ayrshire has attractive</b>	<b>SO15a.</b> Improve the local environment of urban and rural areas	<b>Li15a(1).</b> Percentage of the population rating their neighbourhood as very good <i>(Source: Scottish Household Survey)</i>	<b>63%</b>  <b>(2005-2006)</b>	<b>61%</b>  <b>(2009 –2010)</b>	<b>61%</b>  <b>(2009-2010)</b>  <b>No further update</b>	<b>68%</b>  <b>by</b> <b>2012</b>	

built and natural environments, appreciated by its citizens & visitors		Li15a(2). Cleanliness of local streets ( <i>Source: South Ayrshire Council, Cleanliness Index, Annual</i> )	67	76	78	75 by 2012	
--	--	---	----	----	----	------------------	---

**Narrative on progress on Local Outcome 15**

The overall LEAMS cleanliness score for the Council for 2011/12 was 78. This was an increase of 2 cleanliness points from the previous year's score of 76 and is 11 points above the required minimum LEAMS score of 67. The overall score of 78 is an indicator of extremely good levels of cleanliness during 2011/12 and is a significant increase from the scores of 66 achieved during 2007/8 and 67 achieved during 2006/7. The average score for all Scottish Councils in 2011/12 was 75.

Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <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)	5.8 (2009)	5.8 (2009)  No further update	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	24.4 kt	21.7kt	25 kt by 2013	
		Li16b(2). Percentage of waste recycled or composted <i>(Source: South Ayrshire Council, Annual)</i>	39.2%	42.7%	47.7% (Household)  46.1% (Municipal)	50% by 2013	

**Narrative on progress on Local Outcome 16**

The Council continues to meet their recycling targets and with the introduction of the fortnightly blue bin collection service in December 2011 this has boosted the tonnages of household waste being collected for recycling and will enable the Council to meet their 2013 recycling target ahead of schedule.

During the 2011/2012 period SEPA made changes in the method the waste data was collected. Instead of collecting information on MSW (Municipal Solid Waste) as indicated by the 2006/2007 baseline information is now collected on LACMW (Local Authority Collected Municipal Waste) and HH (Household Waste). For this reason both figures are available.

Cycling and walking infrastructure improvements have been made in Prestwick and Ayr and further development of the local cycle network has been carried out including the design and installation of solar studs on the Girvan Promenade and Lochside Road to improve safety.

## **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 are 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 2012 on local outcomes							
Local Outcome	Strategic Objective	Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <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 ( <i>Source: VisitScotland, Annual</i> )	a)	a)	a)	a)	
			303	298	445	330	
			b)	b)	b)	b)	
			188	175	171	196	
			c)	c)	c)	c)	
			82	142	125	115	
			(2006)	(2010)	(2011)	by 2012	
<b>Narrative on progress on Local Outcome 17</b>							
<p>The stakeholders behind the new Ayrshire &amp; Arran Tourism strategy have agreed on the formation of both a Tourism Leadership Group and a single Tourism Team, to drive the development necessary to implement the strategy. Early actions during the year included securing funding commitments from the three Councils for a three-year period, as well as piloting a new customer service excellence initiative, "Ayrshire Welcomes".</p> <p>A private sector-led group, Taste Ayrshire, has been formed to develop Ayrshire as the premier food tourism destination in Scotland. This</p>							

“movement” is gradually developing their engagement across the sector, as well as delivering the Ayrshire element in the LEADER-supported ‘Tastes of Rural Europe’ project.

The refurbished Burns National Heritage Park was re-opened in the reporting year and was recorded as the 4<sup>th</sup> top paid visitor attraction in Scotland in 2011 with growth of 49.1% on the previous year. Visitor numbers to Culzean Castle have dropped by 2.9% and although Heads of Ayr Farm Park has shown an 11.8% fall in numbers on the 2010 numbers, from 142,000 to 125,000, this has still exceeded the 2012 target of 115,000 visitors.

Local Outcome		Indicator/s <i>(noting frequency / type / source)</i>	Baseline at 2006-07	Progress at March 2011 <i>(indicators where data available)</i>	Progress at March 2012 <i>(indicators where data available)</i>	'End' target/s & timescale/s or direction of travel	Current Status
<b>LO18</b>  <b>Our public services are efficient, forward looking and ambitious</b>	<b>SO18b.</b> Increase annual cost-saving efficiency gains by the Council and Partners	<b>Li18b(1).</b> Percentage annual cost-saving efficiency gains by each partner  <i>(Source: Partners' own financial accounts)</i>	<b>1.3%</b> <b>(SAC)</b>  <b>1%</b> <b>(NHS A&amp;A)</b>  <b>4.8%</b> <b>(SFR)</b>	<b>6.4%</b> <b>(cumulative)</b> <b>(SAC)</b>  <b>2%</b> <b>(NHS A&amp;A)</b>  <b>4.8%</b> <b>(SFR)</b>	<b>8.6%</b> <b>(cumulative)</b> <b>(SAC)</b>  <b>3%</b> <b>(NHS A&amp;A)</b>  <b>8.8%</b> <b>(SFR)</b>		    

**Narrative on progress on Local Outcome 18**

The three public sector organisations for which efficiency data is available (South Ayrshire Council, NHS Ayrshire and Arran and Strathclyde Fire and Rescue) continue to show annual efficiency savings. In the case of the council these savings are shown as a cumulative total.

