

SOUTH AYRSHIRE COMMUNITY CONFERENCE

20TH MARCH 2015

REPORT



South Ayrshire
**COMMUNITY
PLANNING**
Partnership



Introduction

Councillor Bill McIntosh, as chair of South Ayrshire Community Planning Partnership (CPP), welcomed everyone by highlighting that the International day of Happiness, a solar eclipse and a Community Conference were all happening on the same day – a rare occurrence!

He commented that it had been a while since the previous conference in October 2013 but that partnership working in South Ayrshire had been under review and it had been considered best to wait until that process had been completed before bringing everyone back together again. Cllr McIntosh briefly outlined the programme for the day and introduced Community Planning partners before handing over to Claire Monaghan.

What's New in Community Planning?

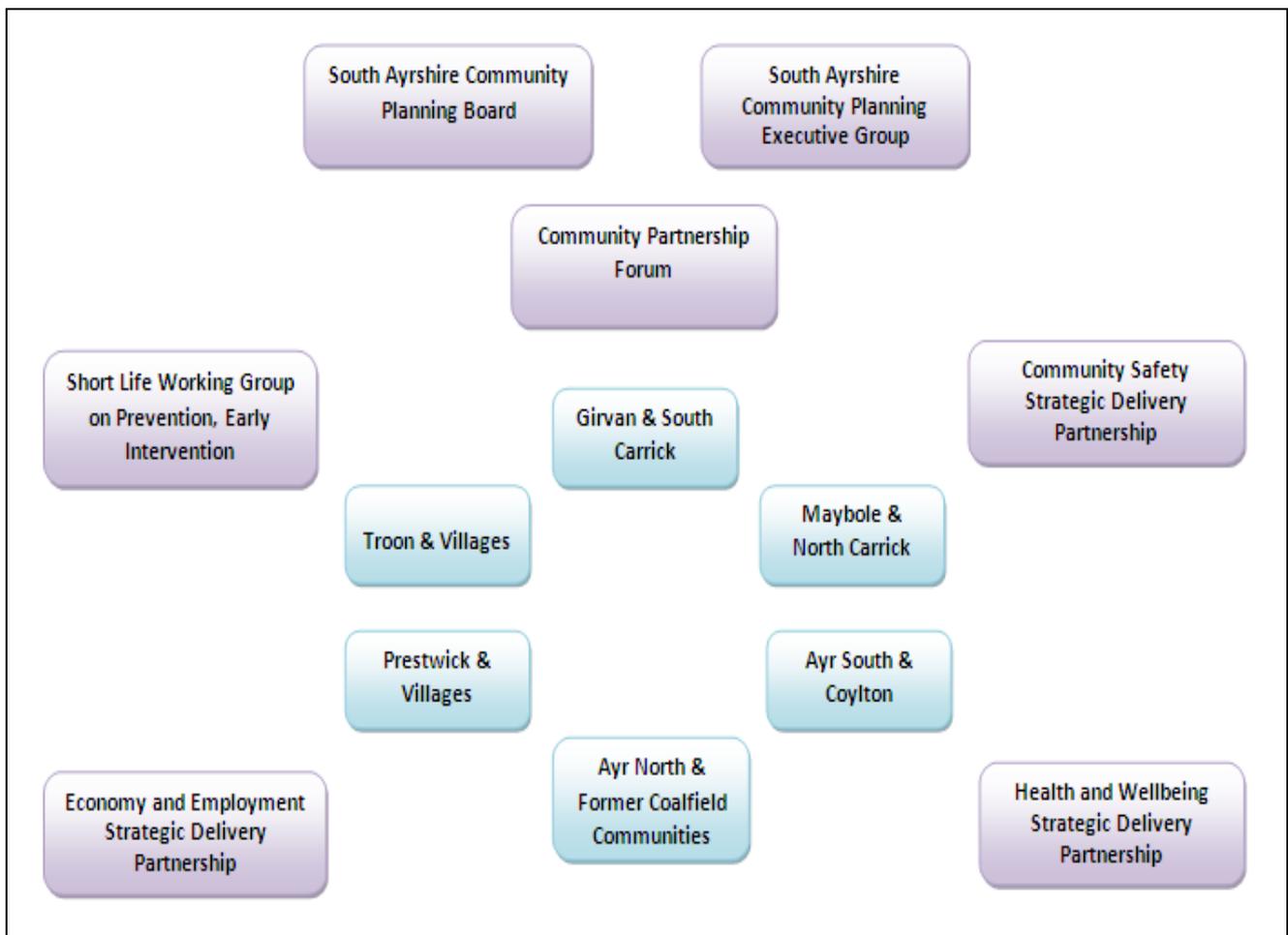
Claire Monaghan, Head of Communities, updated the conference on the changes taking place in Community Planning following the review undertaken in 2014. The main recommendation was that the CPP should focus its joint efforts on a smaller number of key priorities where partnership working would make the biggest difference.

To that end there will be a number of new groups including an Executive Group comprising the statutory partners, three Strategic Delivery Partnerships for Economy and Employment, Community Safety and Health and Wellbeing, a Community Partnership Forum as the focus for engaging our communities and a short life working group on Prevention and Early Intervention. All these groups will link closely to the six new locality planning areas for South Ayrshire as illustrated in the structure chart in Figure 1.

Claire also reported on progress made against our new Single Outcome Agreement where 69% of high level indicator measures available are showing a green and improving status but that 7 of these indicators are showing red and of concern. The main highlights are:

- Youth unemployment rate has dropped to **5.6%** from **7.7%**
- The overall employment rate has risen to **72.3%** from **69.3%**
- The % of school leavers going to a positive destination has risen by **1.5%**
- % of babies with a healthy birthweight has risen from **89.4%** to **91.2%**
- The no of accidental house fires has dropped
- More people feel safer walking alone after dark

Figure 1 – South Ayrshire Community Planning Partnership – New Structure



As we move into a new era for Community Planning, Claire also highlighted some of the main achievements over the preceding 4 years.

- **2,471 people** registered with Access 2 Employment
- **1,108** young people registered with Skills Towards Employment (STEP)
- **1,654** people were assisted into jobs, training or further / higher education
- **131** young people with complex needs were assisted into jobs, training or education
- **1,200** young people participated in youth activities via the Domain Youth Centre
- **8,014** people accessed advice and information services
- **£10,227,066** of extra income was generated for our communities
- **£329,330** from our Community Development Fund was awarded to **65** Groups for local community based projects.

Transforming Lives

With so much to do around structures, governance and reporting we often forget why community planning exists – to help people to achieve more positive outcomes in their lives.

We invited James and William to come along to speak to the conference about their experiences of engaging with partners to help them in their recovery journeys and were treated to two exceptionally inspirational and uplifting talks.

James informed the audience that he was an alcoholic and not a stranger to drugs either – but that he was also a musician who had travelled the world with his piping skills and loved historical novels – in other words he was a person.

William was a single parent who brought up his three daughters alone and turned to alcohol. With help from the peer mentoring project, run by our Alcohol and Drug Partnership, he has gained qualifications, is working on a voluntary basis as a peer mentor to help other people with substance misuse issues and has now found paid employment.

The confidence and enthusiasm for life portrayed by these two men was infectious and they received huge applause from the audience. We wish to thank James and William for bravely sharing their stories.

Locality Planning in South Ayrshire

The most significant current change is the integration of health and social care services and the move to Locality Planning. Following the recent launches of the six new localities in South Ayrshire, the boundaries of which were set following extensive engagement with our communities, the Health and Social Care Partnership is now moving to establish locality planning groups.

Bill Gray gave a whistle stop tour of locality planning – the new integrated health and social care services will cover Older People, Adults, Children, Families and Criminal Justice to be overseen by the Joint Integration Board which will be a separate legal entity from the Council or NHS, from 1st April 2015. The main purpose will be to improve the wellbeing of service users taking into account their different needs in the six different areas

The locality planning approach will ensure that services are planned and led locally in a way which is engaged with the community, including, in particular, service users, those who look after service users and those who are involved in the provision of health or social care. The locality approach will make the best use of the available facilities, people and other resources and the next steps will be the formation of a Locality Planning Groups in all localities comprising service users, carers, elected members, community representatives and organisations, professionals, staff, third sector and independent sector representatives, who understand local needs. Although initially for health and social care services the localities will look to extend to other community planning partner services.

Our Six New Localities

Our six localities in South Ayrshire are:

- Troon
- Prestwick
- Ayr North & Former Coalfield Communities
- Ayr South & Coylton
- Maybole & North Carrick Villages
- Girvan & South Carrick Villages

At each of the six locality launches, people told us what their main challenges were but the sessions also captured the positives in their communities. Feedback from each of the

six localities was given at the conference by way of 'word clouds' which captured the main essence of each event.

Troon



Troon identified that there are a great many local clubs and social activities but that they need to be promoted more effectively to encourage people to attend, perhaps by using library facilities and strengthening links with schools. Transport was a major issue, particularly where multiple buses are required to get to hospital appointments.

Prestwick



Prestwick locality recognised that it is well connected and has many assets and volunteers, so utilise the numerous local activities and assets – both people and physical. A common thread was to create an 'Enterprise Hub' for local groups to use. Suggestions made for an *Enterprising Scheme* – care and repair type projects – encourage buy in/support from retailers. Keep people out of hospital – move care to the community.

Groups felt overall that people's wellbeing was of the utmost importance – older people, Care Packages, loneliness/social isolation, keeping people out of hospital and moving care to the community were key priorities.

It was felt by many that the co-ordination of services is currently very disjointed – information sharing is crucial, services need to speak to each other more – avoid duplication and provide continuity for people.

Ayr



Groups discussed the need for a Cultural shift – what is a Community – modern day terminology – lack of knowledge about communities and a lost sense of community (housing policies). Open up schools to the community (with no cost).

Address Social isolation and embrace social media – include young people in the process through social media to seek views and needs.

Voluntary Organisations and Community groups were seen as being crucial to both locality planning and future service provision.

Ayr North and Coalfields



Community was discussed within a broad context from the perception that there is a good network of community groups within North Ayr, an established community newsletter in Lochside which can be used to share information and community social media sites. GPs surgeries can act as a hub for the community and Supermarkets such as Asda and Tesco's have community rooms where we could hold events and meetings. This could be linked to a community transport infrastructure. Our churches and Community builders are great community resources.

Participants highlighted the stigma around using some services and identified that this could be addressed by the co- location of services. Lack of services e.g no chemist in some of the villages creates inequality. Many felt it was important that services were de-centralised from Ayr to local areas.

The community in Lochside value community based health initiatives which already exist Public health nurses were great thing in the area doing health MOT's at a neighbourhood level.

Better Community transport is required for people. The villages need a more flexible service. It was strongly felt that transport links are generally poor and the transport infrastructure needs to be addressed.

Girvan and South Carrick



It was recognised that adult mental health services are generally better structured than those for children and young people; however there was a general feeling that there was still limited access to services for those with poor emotional health and depression.

It was recognised that issues for the villages may be different from Girvan and further locality planning on a village by village basis is required to better understand each areas aspirations and needs. The group identified alternative ways to support communities' participation such as teleconferencing being set up in each village.

The lack of flexible transport further emphasises the rurality of Girvan and the South Carrick villages which impacts on employment opportunities, ability to make hospital appointments and to participate in many groups and activities. The discussion around transport also tied in with a perception that the community hospital in Girvan could be used more to meet local peoples' health needs.

Participants identified the use of social media as an effective way to communicate and engage with a large number of people. The social deprivation and isolation within many pockets of the rural community within South Carrick creates another barrier to participation.

Maybole and North Carrick



Many felt that access to health Services in Maybole is generally very good. The day hospital is a great facility this needs to develop. Many services could be co-located within the GP surgery in Maybole using a 'one stop shop' model. The 'Sports club' could be remodelled, to house day-care services during the day and a sports venue/function suite in the evening. It was felt that there is a need for day care services in Maybole people don't want to travel to Girvan.

There was a general consensus that within Maybole and North Carrick there was a strong sense of community where people care for each other.

Social isolation is an issue and the current distance from centralised services for those living in Maybole and the North Carrick villages' further compounds isolation.

There is an opportunity to develop a community garden linked to health centre in Maybole an opportunity to develop a community transport infrastructure and use community buildings such as the sports centre. There is a great community spirit in the north Carrick villages

Our Conference Workshops

The conference offered a range of workshops around topics of current interest and provided the opportunity to find out more about these and participate in discussion.

1. Nourishing our Communities – *What does ‘Food’ mean to you*

Food is becoming an increasingly important topic in our communities – how it is produced, how it is transported, how it is retailed, what it contains and who can afford it.

This workshop considered how we can develop more local approaches to producing healthy, affordable food and discussed what matters in South Ayrshire in relation to food and the development of a local authority Food Growing Strategy.

The following aspects related to the food we eat were touched and used as prompts to start discussion:

- Available to all / Affordable / Convenient / Easy to prepare
- Healthy / Organic / Seasonal
- Providing local jobs / Locally grown / Low food miles / Low carbon footprint
- Future proof / Ethical / Fairtrade

Supermarkets

A discussion took place regarding supermarkets, how many at the workshop felt fresh does not always mean fresh and that more support is needed for local shops and local producers. People felt that smaller shops often provided a fresher and more local product and were better for the local economy. It was recognised that people have the buying power and that until we change small shops will be lost. In relation to local produce in supermarkets, an example was given of a small business in Ayr which has persevered and after two years has succeeded in a large supermarket now stocking its product.

It was highlighted that not only is it sometimes difficult to find local food in supermarkets, but that even smaller shops would be stocking foreign potatoes, for example, when surrounded by fields full of local potatoes in potato growing season.

Getting a range of good produces at good prices was also an issue for workshop participants.

Participants discussed the price of food, for example 14 bags of crisps can be purchased for £1.00 whereas fresh fruit may cost £2.00. Not everyone has the money to buy fresh food but on the other hand participants felt we need to be more self sufficient and waste less food. Supermarket sell by dates were highlighted as an issue as there is a lack of awareness of the difference between 'see by' and 'best before' and some food may still be good to eat but is being thrown away. Problems of excess packaging and offers which encouraged waste were also discussed.

Education

Many of those attending the workshop were engaged in food education. There was a wide range of groups and organisations involved in providing and seeking food education, interventions and outcomes. Examples given covered a wide range of people from early years to teenagers to homeless and older people.

This included different focuses of food education for young people, including delivery of this in the school environment. One scheme was about equipping young people about to live independently for the first time with the basic skills to pull together basic meals and budget accordingly to eat well. It picked up on recognising the difference in price between branded and non-branded equivalents. There was a consensus that these were essential skills.

Foodbanks were discussed in relation to the issue of healthy food and skills for preparation, and it was highlighted that much of the food donated through these routes was dried and tinned and often not terribly nutritious/healthy.

It was recognised that families have busy lives and that not many will sit at a table and have a discussion about the food they are eating – adults could teach their children about fresh fruit and vegetables but on occasion the children are teaching the adults. The plans for food provision in the new Ayr Academy was a subject of much discussion, both in terms of the ways that it would be made attractive to the young people and the health value of the different offers they would have available to them. Vending machines and soft drinks machines were discussed and the negative impact these can have in terms of unhealthy options provided. The benefits of Breakfast Clubs and free school meals were also discussed.

Grow your own

One excellent example was a project where people had said they only ate food that they could 'ding' or 'ring', i.e. microwave or takeaway, but now they were growing their own and being facilitated to be able to prepare it and take it away in suitable quantities for their own individual meals. Produce was created and exchanged. This was described as a cycle of value and having value. The social and cultural benefits of growing were discussed.

It was highlighted that everyone can grow even if they just have a window box. The opportunities for food to be grown in more places, for example commercial spaces or planned in to new residential developments were discussed.

Orchards were discussed and the question was posed by one participant about what potential we would have to pursue this locally given that there have been orchards locally historically and orchards including community events such as apple days have been a success in the Clyde Valley and elsewhere.

Conclusion

At the end of the workshop some participants who had shared information shared contact details as they felt potential links could be made. It is anticipated that following the

2. Social Enterprise – *A Model for Community Growth & Sustainability*

Social enterprise is a way for communities to take control and increase their independence. But what is social enterprise?

This workshop, facilitated by Colin Love, Social Enterprise Development Officer, provided an introduction to social enterprise, outlined some of the potential benefits and highlighted what support is available for communities.

There was an overview of what makes a Social Enterprise successful, the sources of support available in South Ayrshire, progress made so far and an exploration of what already exists within South Ayrshire Communities as well as the scope for project development.

There is no universal definition of Social Enterprise but it was described as ‘basically a business with social and or environmental benefit, generates own income and creates employment’.

Five key criteria can be found at: www.se-code.net and there are a range of legal structures including registered charities, SCIO and company limited by guarantee.

Successful Social Enterprises in South Ayrshire include the Carrick Centre, Maybole, Ailsa Horizons, Girvan, MAKLAB and Aspire2gether and the recent SASEN Conference 2015 outlined further expansion and development proposed for 2016.

A Diploma in Management and Leadership is currently being offered to social enterprises in South Ayrshire in partnership with SAC and UWS and there is scope for future developments and expansion of community transport initiatives.

Ideas from participants included scope for the development of carers respite linked to self-directed support, energy efficiency projects, care for older people and gardening projects

Participants asked for guidance on governance structures, payment for services, sources of support and how to maintain the social enterprise ethos in a growing organisation.

3. Rivers and Rainbows – *How do we tackle inequalities in our society more effectively?*

How have other areas and countries successfully implemented early interventions, how have these benefitted people and what could we do more effectively in South Ayrshire?

A brief presentation outlined the definition of Prevention using the ‘saving a drowning child from the river over and over again until someone thought to mend the fence upstream and prevent the child falling into the water in the first place’ This gives the terms upstream, mid-stream and downstream in terms of prevention. The group also considered the potential high costs to public services of not intervening at an earlier stage:

- A parenting programme costs £600 – severely disruptive misconduct could cost society up to £70,000 per person.
- Poor literacy skills cost between £5,000 & £64,000 per person (lower tax revenues & higher benefits). Costs £2,600 for an intensive school course.
- Estimated cost of teenage pregnancy is approximately £231 million per annum
- Embed prevention approaches across all relevant services and work with our communities try to prevent negative outcomes
- Adopt a more localised planning approach to enable communities to participate in the achievement of positive outcomes.
- Work collectively to improve living and working conditions address fundamental causes of inequality.

The workshop split into discussion groups to consider a case study about a child who faced crises at various stages in his life until he eventually ended up with a long term prison sentence. Participants were asked what early intervention approaches at each stage may have prevented the subsequent negative outcomes in his life.

Overall it was agreed that Early Intervention needs to be the key to the Community Planning approach with a need to focus 'downstream' priorities e.g. fuel poverty and a holistic approach taken by all staff.

There was also consensus that early intervention should begin in pregnancy across all services to ensure the best outcomes for both the mother/ parents and the child. This would mean more investment in the early years to reduce spending further down the line.

At the moment Social Work is considered an 'Intervention' service and it was generally agreed that third sector organisations could do more 'Prevention' work. There is a need to address alcohol issues at an early stage, particularly to address foetal alcohol syndrome and also review housing policies to offer more support to young tenants. Mothers who are struggling could be 'fostered' along with a baby or child.

It is also important to identify people in communities who could befriend and mentor those in need of support and promote intergenerational interaction.

It is recognised that many services, such as the Police, are downstream but that initiatives such as the 'Campus Cops' are starting to take earlier intervention approach.

4. Transferring Assets to our Communities

Many communities in Scotland and the UK are coming together to successfully run local community centres, sports facilities and other local assets. This workshop provided an opportunity to talk through what matters to communities in an asset transfer.

Following a presentation by John MacMillan participants were asked what Asset Transfer meant to them with responses as follows:

- When a community has a particular interest or wants to do a specific thing with a building or piece of land and asks for it to be transferred to them.
- Could be used, for example, to take on responsibility for a playground which the council can no longer afford to maintain or to develop it into a better facility.
- It could be used as a cost reduction for the Council and community groups can apply for funding which the Council cannot access.
- Can be used to develop a successful or required building.
- A question was asked as to whether it could mean a service being transferred to the community and a discussion took place about procurement of services. It was agreed that for the purposes of the discussion this would not be seen as an asset transfer.

A point was raised as to whether transferring an asset was always an asset or were public bodies also transferring liabilities in relation to buildings etc? If a building is considered to be a liability there would have to be careful consideration as to whether this should be transferred.

Participants were also asked why Assets should be transferred and the responses were as follows:

- Access to funding/ who picks up the bill for the asset?
- If it's a valuable resource for the community that the council or other public body can't afford.
- To save the Council money
- Community can make better use of the resource than South Ayrshire Council.

The workshop considered a presentation regarding the changes in the Council's approach to asset transfer and how a policy is currently being developed, to be consulted on with relevant interested parties both within the council and with voluntary organisations community groups.

The workshop participants discussed a number of asset transfers and the experiences that they have had when dealing with the Council. A number of them indicated how stressful the process had been and how difficult it was to navigate council systems.

It was indicated that this would be addressed within the new policy and that all key Council services will be expected to operate in a more joined up manner.

There was a general acknowledgement that transferring an asset is a complex process and that support requires to be given during and after the transfer.

5. Planning Together for our Health and Care Services

We have now agreed our 6 new localities in South Ayrshire and this workshop considered how services and communities can work more closely together to ensure that local people are getting the services and support that they need.

The workshop spilt into groups who were asked to explore one or two themes around the following questions:

- **Communication**–how do we tell people what's going on and how do we find out what's happening in our local area?

- **Social Isolation & Loneliness**– How do we find solutions to avoid thus lessen demand on services
- **Prevention & 3rdSector Contribution**– what is their role–low level physical activities?
- **Intergeneration's**–how do we bring the generations together?
- **How to grow new Community Activists**–how do we extend interest from new community members?
- **Accessing services**–what can we do to help?

Communication/Information/signposting– one location, wider distribution of information, information shared with health. Ayr UWS could advertise service, public awareness/marketing, Information linking with locality – relate to and inform right people, working together to meet need, know who's working with whom & why, 'you don't know what you don't know' only interested if relevant to the individual, feed into 'Going Out' leaflet, GP's surgeries–monitor & update leaflets, disseminate information/communicate with Community Councils and umbrella organisations, utilise hairdressers, bus services, advertise in bingo toilets, ensure people wish to be consulted.

Intergenerational skills exchange– link with schools, community wing used more by generations, exchange of traditional skills for IT skills, database & digital mapping of places/services used and programmes available from VASA/CLD. Widening activity to cover gardening & development of raised beds for disabled people.

Isolation & Transport– People are more likely to become ill due to isolation, issues affecting carers, staff training linking with modern technology, online training to avoid travel times & resources having innovative ways of developing this, High St important, but transport links need to be more joined up, shopping clubs– could develop a voluntary or job opportunity, older people either complain about everything or say they are fine, no substitute for people getting together. Befriending, community champions developed, small villages ethos mirrored in larger towns, identify what works well, people need to feel they belong, sense of identity and community funding for Midas/PSV tests– central pool of drivers, concession taxi's, develop services locally, develop bus systems across villages–under social enterprise , neighbourhood watch. In terms of prevention–encourage and support to access to cooking/healthy eating/exercise activities.

Developing new Community Activists: Consult current groups to identify interested volunteers, churches–good opportunity to find new activists, develop neighbourliness, notice if bins not out–chap door to ensure safety–develop community spirit, involve community to generate themes that bring people together–open community meetings with no pre–set agenda, spark the interest that was shown throughout the referendum.

6. Building Safer Communities

This workshop explored how we continue to work effectively with individuals and local groups in communities to ensure that people are safe. A presentation was given highlighting the areas of progress made in the last year and how taking a partnership approach was vital in achieving positive outcomes.

The following comments were made:

Why when talking about 'Domestic Violence', is reference is always made to violence against women and not violence against men. The workshop was advised that although it exists it is more predominantly men against women.

It was stated that the Police and other Public Services do not advertise widely enough about events that are taking place in the various communities so there is a need for better communication between all the services

Maybole has an excellent working relationship with the Police and are delighted that Carrick Academy will be getting a Campus Cop as there is concern about children dropping litter, throwing stones and damaging properties.

An issue that affects every community is 'dog fouling'! There are only 2 dog wardens in South Ayrshire. Concern was raised that Police Officers had turned a blind eye when walking past a dog owner whose dog was fouling the pavement.

Comment was made regarding Police involved in work that could be undertaken by people resident in the communities.

A question was asked as to the last time South Ayrshire Council gave a fixed penalty notice to somebody whose dog had fouled the pavement with the response being that fixed penalty notice was served recently, however it is then up to the Procurator Fiscal to prosecute.

A demonstration was given (using the front end of a real cash machine) on how to prevent criminals accessing your bank card number and PIN code when using a cash machine and advice given about bogus callers. Both these subjects prompted discussion within the group and the following comments were made:

- There was an incident at the cash machine at Morrisons in Troon and within 15 minutes the person was notified by her bank that her card had been cloned and the bank refunded the money taken from her account.

- Bank sends somebody out 4 times a day to check that the machine has not been tampered with.
- Police alerted recently about possible bogus callers in the South Ayrshire Council area
- An incident recently where couple lost £20,000 after allowing bogus callers into their home

Evaluation

The majority of people who completed evaluation forms ticked excellent or very good for the organisation, venue and catering aspects of the conference and considered the event offered a good opportunity to network with other community, public or third sector organisations.

96% agreed that the workshop sessions provided a useful way of finding out more about certain topics and 94% agreed that they had plenty of opportunities to contribute your views and ideas to the workshop discussions.

A couple of people stated that the event was too short and too rushed and that the workshops were allocated too little time to develop ideas and questions. Praise was given however to the speakers who described their recovery journeys.

Community Conference

Friday 20th March 2015

County Buildings, Wellington Square, Ayr

Programme

- 9.15am** **Registration, Tea and Coffee**
- 9.45am** **Welcome**
Cllr Bill McIntosh, Chair of the Community Planning Partnership Board
- 9.50am** **What's New in Community Planning - Claire Monaghan, Head of Communities**
- 10.00am** **Transforming Lives**
What difference has partnership working really made and how are we helping people to transform their lives – let's hear from those who can tell us:
- *James from Care and Share*
 - *William - Volunteer Peer Worker with the Alcohol and Drug Partnership*
- 10.30am** **Locality Planning in South Ayrshire**
Bill Gray, South Ayrshire Health and Care Partnership
- 10.35am** **Our Six New Localities**
We have just launched six new localities in South Ayrshire – what are the initial thoughts and common themes emerging from our communities?
- **Troon & Villages**
 - **Prestwick & Villages**
 - **Ayr North & Coalfield Villages**
 - **Ayr South & Coynton**
 - **Maybole & North Carrick Villages**
 - **Girvan & South Carrick Villages**
- 10.55am** **Comfort Break**
- 11.10 – 12.30pm** **Workshops - Facilitated and focussed discussions on:**
- *Nourishing our Communities – What does 'Food' mean to you?*
 - *Social Enterprise – A Model for Community Growth & Sustainability*
 - *Rivers and Rainbows - Prevention and Early Approaches*
 - *Transferring Assets to our Communities – Our Draft Policy*
 - *Planning Together for our Health and Care Services*
 - *Building Safer Communities*
- 12.30 – 1.30pm** **Lunch, Stalls and Networking – Lunch will be served from 12.30pm. Tea and Coffee will be available. Please continue networking until 1.30pm**

