

South Ayrshire Council
Report by Chief Executive
to Service and Partnerships Performance Panel
of 21st October 2025

**Subject: Local Outcomes Improvement Plan (2024-2029):
Year 1 Annual Progress Report (2024-2025)**

1. Purpose

- 1.1 The purpose of this report is to advise Members on progress that has been made during the first year of South Ayrshire Local Outcomes Improvement Plan.

2. Recommendation

2.1 It is recommended that the Panel notes:

2.1.1 Year 1 progress of the Local Outcomes Improvement Plan (2024-2029) attached as appendix one; and

2.1.2 Supporting case studies attached as appendix two.

3. Background

- 3.1 Reducing inequalities and improving outcomes for people in South Ayrshire is a key focus of South Ayrshire Community Planning Partnership (CPP). The Community Empowerment (Scotland) Act 2015 has given Community Planning Partnerships (CPPs) a statutory purpose regarding public service reform at a local level. The Act requires CPPs to produce a Local Outcomes Improvement Plan (LOIP) which sets out a vision and focus based on agreed local priorities where, through collaborative working with our community planning partners, we can work to reduce inequalities and improve outcomes in South Ayrshire.

- 3.2 In April 2024, the Community Planning (CP) Board approved a new [Local Outcomes Improvement Plan](#) (LOIP) for the period 2024-2029. Our strategic approach to our LOIP recognises the importance of place and wellbeing, therefore our LOIP is underpinned by our shared commitment across all community planning partners to work in collaboration to reduce inequalities and improve outcomes for everyone in South Ayrshire supporting our vision of *'growing, caring and living a better life'*.

- 3.3 A [Performance Management Framework](#) (PMF) has also been developed and supports the delivery of South Ayrshire Community Planning Partnership (CPP) and the reporting cycles required.

4. Detail

- 4.1 Members are asked to note the Local Outcomes Improvement Plan (2024-2029):

Year 1 Annual Progress Report (2024/2025) which is attached as appendix one. This was approved by South Ayrshire Community Planning Board on the 4th September 2025.

4.2 The annual progress report provides a summary overview of progress that has taken place across 14 priority areas identified within the LOIP. Each priority area is supported by a number of both high level and operational action plans which have been agreed by Strategic Delivery Partnerships. Copies of LOIP Action Plans for Year 1 can be found [here](#). As highlighted within the PMF, there are 2 reporting exceptions in relation to the Ageing Well Strategy and The Promise as they both have their own reporting mechanisms in place, however progress updates are provided as part of the annual progress report.

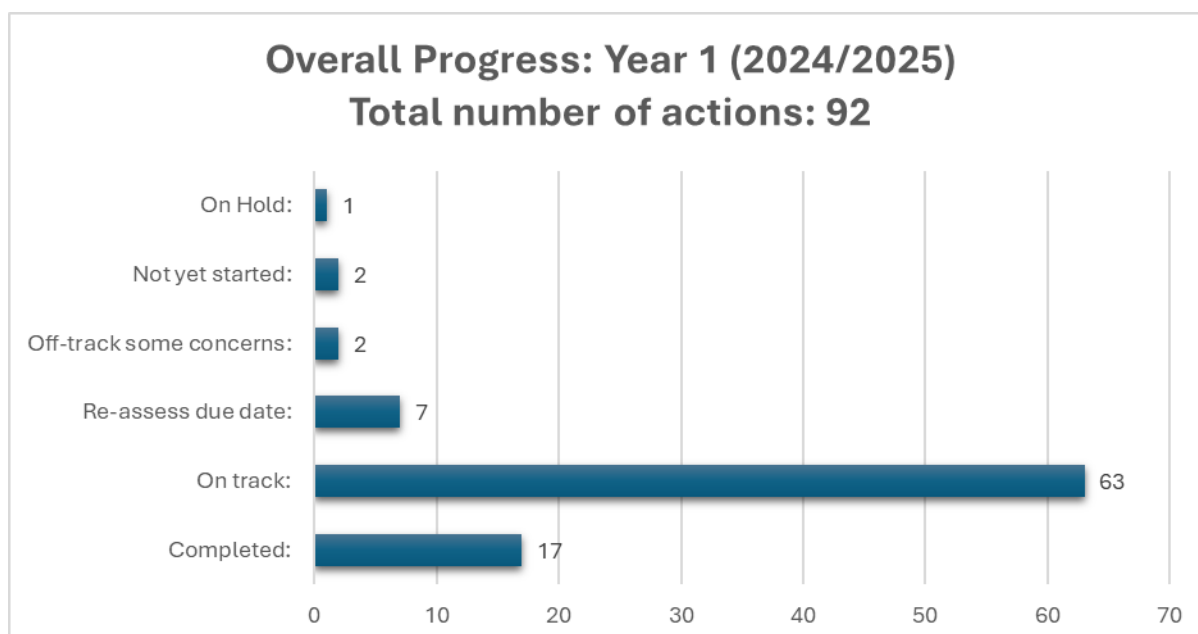
4.3 In summary, there are:

- **92 actions contained within the LOIP;**
- **40 actions contained within the Ageing Well Strategy; and**
- **31 actions contained within The Promise.**

4.3 The annual progress report is supported by several supplementary documents contained within a new dedicated [webpage](#) with information follows:

- *Monitoring success against our priority areas through the use of Pentana (our performance management system) providing an update on [progress against actions](#);*
- *Provision of [high level statistical information](#) to allow us to measure impact over time; and*
- *Demonstrating impact through supporting [case studies/stories of change](#) evidencing the LOIP in action across all our strategic delivery areas (a sample of cases studies are attached as appendix two – all case studies can be accessed online).*

4.4 The overall year 1 progress of **LOIP actions** is as follows:



4.5 Key areas to highlight include:

- 627 hours have been worked by taxi marshals over 51 nights. Over 10,400 people used a taxi and only 6 incidents had to be dealt with;
- Approximately 3000 young people received positive road safety messaging;
- 6,410 Information and Advice cases were handled in the financial year 2024/2025, resulting in a financial gain totalling £6,625,780 to local households and economy;
- Green and Blue Health Calendars have been produced and booklets have been distributed;
- An app highlighting Green Health and Active Living benefits continues to be promoted via flyers and social media; and
- 856 young carers have been recorded which is increasing month on month.

5. Legal and Procurement Implications

5.1 The recommendations in this report are consistent with legal requirements.

5.2 There are no procurement implications arising from this report.

6. Financial Implications

6.1 Not applicable

7. Human Resources Implications

7.1 Not applicable

8. Risk

8.1 *Risk Implications of Adopting the Recommendations*

8.1.1 There are no risks associated with adopting the recommendations.

8.2 *Risk Implications of Rejecting the Recommendations*

8.2.1 There are no risks with rejecting the recommendations.

9. Integrated Impact Assessment (incorporating Equalities)

9.1 The proposals in this report allow scrutiny of performance. The report does not involve proposals for policies, strategies, procedures, processes, financial

decisions and activities (including service delivery), both new and at review, that affect the Council's communities and employees, therefore an Integrated Impact Assessment is not required.

10. Sustainable Development Implications

10.1 **Considering Strategic Environmental Assessment (SEA)** - This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

11. Options Appraisal

11.1 An options appraisal has not been carried out in relation to the subject matter of this report as follows:

- Appendix one allows for scrutiny of performance.

12. Link to Council Plan

12.1 The matters referred to in this report contribute to Priority Three: Civic and Community Pride.

13. **Link to Shaping Our Future Council** Yes No X

14. Results of Consultation

14.1 There has been no public consultation on the contents of this report.

14.2 Consultation has taken place with Councillor Cullen, Policy Lead for Leisure and Community Services, and the contents of this report reflect any feedback provided.

Background Papers [South Ayrshire Local Outcomes Improvement Plan \(2024-2029\)](#)

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Date: 6th October 2025



South Ayrshire
**COMMUNITY
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FINANCIAL INCLUSION EMPLOYABILITY CASE STUDY

Male A was a parent to young children and registered with Thriving Communities in Sept-2023.

Male A had no formal qualifications or previous work experience, and suffered from social exclusion and a variety of severe mental health conditions. He hoped that over time would be able to participate in groups with others and work on his employability skills. His long-term aspirations were to secure employment to support his family,

Initially he accessed mental health support from a NHS Occupational Health service called SALUS before progressing to Thriving Community Town Centre Programme (Stage 1). This is a programme, in partnership with SAC Waste Management Team, supporting clients to develop basic employability skills, establish regular routines and reduce social isolation, all while maintaining the general upkeep of the town centre.

This was a considerable step for Male A who was able to work alongside others and form relationships with his peers and workplace supervisors while learning a range of vital skills required for working outdoors. He also completed accredited training in Emergency First Aid at Work and Manual Handling during this time.

He then completed a 6-month placement with SAC Bereavement Services Cemetery Team with great feedback from his workplace supervisor. However during this time there was a change to Male A's mental health and circumstances at home but he remained resilient and continued to attend the Town Centre Programme progressing to Stage 2 Employability Group.

Male A then started a work placement with SAC Waste Management Recycling Centre working extremely hard and picking up extra shifts. He impressed management with his work ethic and secured a 23-month contract through SAC Tailored Jobs which aims to support people with ASN and health issues.

Male A has shown a high level of resilience to overcome challenges. He has displayed awareness of what was holding him back and persevered through experiences and opportunities outwith his comfort zone. He continues to impress in his new role and has settled into the Recycling Centre great!



I can't thank the Thriving Communities Team enough for what they have done for me.

I love my new job and have settled in really quickly. I can't wait to see what the future holds





FINANCIAL INCLUSION

COMMUNITY & EDUCATION TEAM CASE STUDY

Income Maximisation

Lone Female (37 years) with 3 children

A parent in the Ayr North approached the Information and Advice Hub and spoke with an advisor about credit card debt and income maximisation.

A full welfare benefit check was completed which highlighted that child benefit was only being received for 2 of her 3 children. Support was provided to apply for the additional child benefit.

Once approved, the service user was then eligible for a number of other benefits including:-

- Universal Credit with an additional child element
- Help with 85% Childcare costs
- Scottish Child payment

Support was provided to apply for the additional benefits and this resulted in a total financial gain through income maximisation of £14,100 per year.

Debt options were also presented. The service user now had a much higher income so was able to shift her debt to a 0% credit card to clear her balance without being in financial difficulty or negatively impacting her credit rating.



Income Maximisation

£14,100

per year





SUSTAINABILITY

POLLINATOR NATURE NETWORK

The nature sub-group of the sustainability SDP works in partnership with public sector and nature charities who bring a wide range of knowledge and expertise to the sub-group. This helps South Ayrshire Council identify where investment can have the biggest impact for nature in South Ayrshire.

The Scottish Government allocate monies to Scottish local authorities as part of the Nature Restoration Fund (NRF). South Ayrshire Council (SAC) used a portion of the funding allocated to engage the Scottish Wildlife Trust (the Trust) to deliver a Pollinator Nature Network.

Nature Networks are a Programme for Government commitment and key delivery mechanism of the Scottish Biodiversity Strategy (SBS). Nature Networks are also embedded throughout the fourth National Planning Framework (NPF4) as a key means of ensuring positive effects for biodiversity and Local Authorities have been tasked with facilitating the design and implementation of Nature Networks in their area.

The Trust were in a unique position to deliver the Pollinator Nature Network for SAC, having set up the coastal Irvine to Girvan Nectar Network to address the lack of habitat connectedness. They have knowledge of the habitats and species present in South Ayrshire and a good working relationship with a number of partners, both landowners and community groups.

Example : [Pollinator Friendly Symington](#)

This project will:-

- ✓ provide habitat opportunity mapping using a GIS model to identify viable gap sites in the pollinator habitat network.
- ✓ monitor and evaluate impacts of activities on pollinator populations on a landscape scale using an innovative combination of bespoke professional techniques paired with citizen science
- ✓ work with local communities and partners to agree a plan for habitat creation and enhancement which will address gaps in the pollinator habitat network.
- ✓ provide experience and skills training in habitat creation and management and pollinator ID and monitoring to local groups and volunteers. In addition to the biodiversity benefits, this will benefit the physical and mental wellbeing of a diverse range of people across the community.





Annual Progress Report: Year 1 (2024/2025)





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Foreword

I am delighted to introduce to you the first Annual Progress Report for our new Local Outcomes Improvement Plan (LOIP) (2024-2029).

Whilst the report may look different than in previous years, it still captures the ongoing collaboration by all our Partners to achieve our shared commitment across our community planning partners supporting our vision of ‘growing, caring and living a better life’.

Over the past year, we have continued to build on the foundations laid in previous years, driving forward our shared priorities and responding to emerging challenges with innovation and collaboration. The case studies and updates highlight the tangible impact of our work—from supporting young people through The Promise, assisting families through a number of financial inclusion initiatives, to advancing sustainability and wellbeing across our communities.

I would therefore like to take this opportunity, on behalf of the Community Planning Board, to thank the dedication, time and commitment of our Strategic Delivery Partnerships who continue to deliver on the ambitions set out within our LOIP.



Councillor Julie Dettbarn
Chair of South Ayrshire Community Planning Partnership

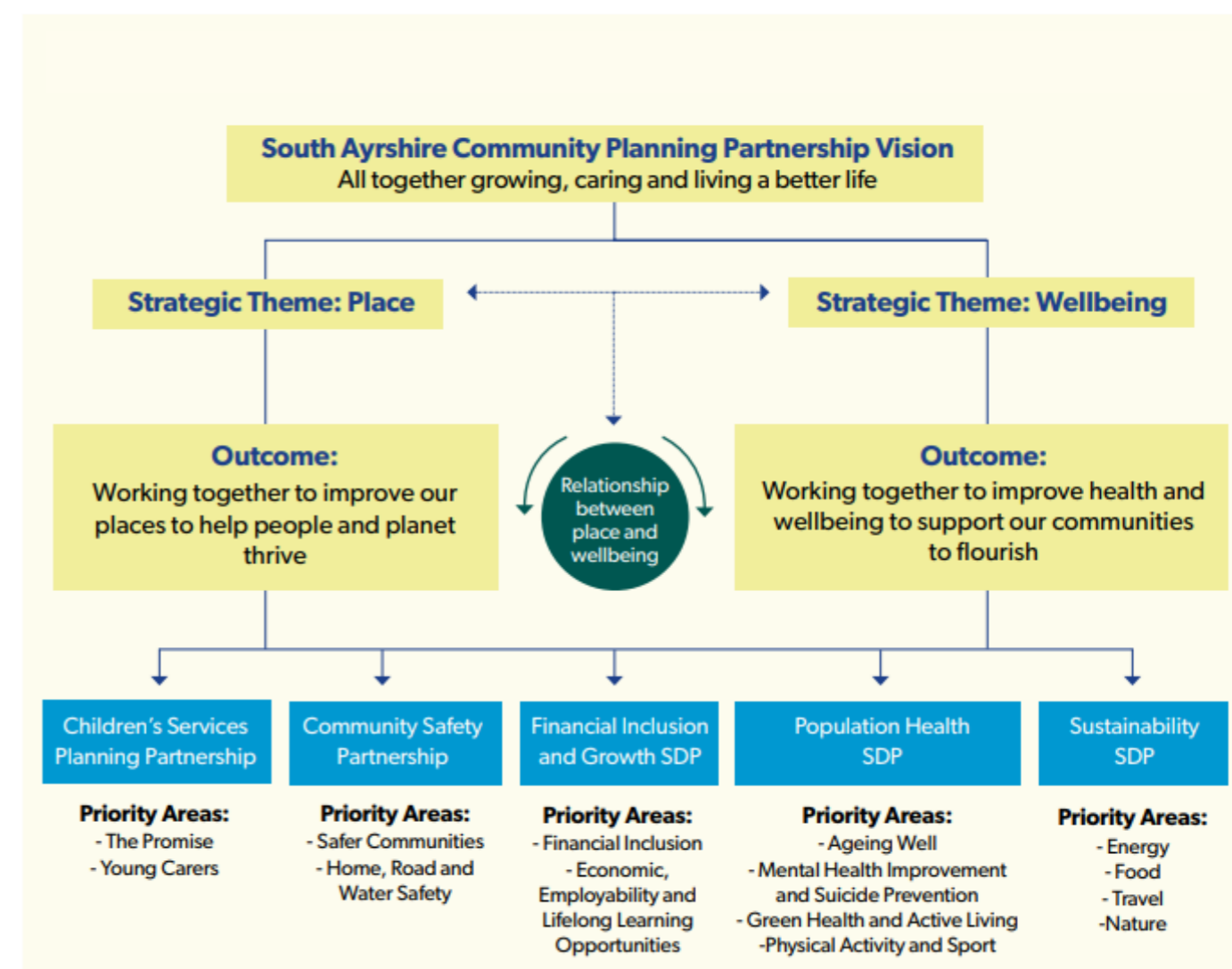


Introduction

In April 2024, we approved a new [Local Outcomes Improvement Plan](#) for the period 2024-2029. Our strategic approach to our LOIP recognises the importance of place and wellbeing, therefore our LOIP is underpinned by our shared commitment across all community planning partners to work in collaboration to reduce inequalities and improve outcomes for everyone in South Ayrshire supporting our vision of ‘growing, caring and living a better life’.

Our high-level strategic themes are supported by two outcomes and priorities as detailed in figure 1.

Each priority area is supported by a number of both high level and operational action plans which have been agreed by Strategic Delivery Partnerships. Copies of LOIP Action Plans for Year 1 can be found [here](#).



Performance Management

A [Performance Management Framework](#) (PMF) has also been developed and supports the delivery of South Ayrshire Community Planning Partnership (CPP) and the reporting cycles required.

This year 1 progress report has been developed to align with the requirements of the PMF by:

- Monitoring success against our priority areas through the use of Pentana (our performance management system) providing an update on progress against actions;
- Providing summary high level statistical information and operational snapshots; and
- Demonstrating impact through supporting case studies evidencing the LOIP in action across all our strategic delivery areas.

Reporting Exceptions

As highlighted within the PMF, there are reporting exceptions for two of our priority areas: The Promise and Ageing Well.

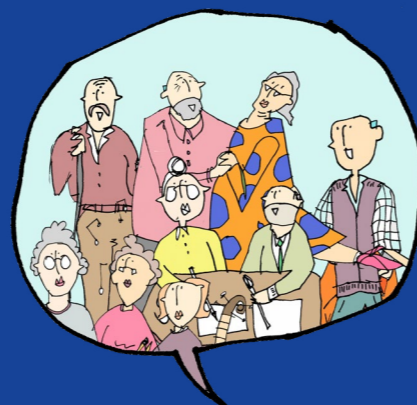
THE PROMISE

'The Promise' challenges us to deliver long term improvements across South Ayrshire to bring about lasting change for which a separate PMF exists. **10 'Promise Improvement Areas'** have been identified with **31 actions** and **47 benefits** (measurable improvements) for which baseline information has been established to measure the impact of Promise activity. The process of benefit tracking clearly identifies how each benefit will be measured, as well as the data and collection method required to do so. A summary of progress to date can be found [here](#) with a further update in the [Embedding-The-Promise](#) animation which highlights a number of key achievements.



AGEING WELL

The [South Ayrshire Ageing Well Strategy](#) sets out a long-term vision for change that will support healthy ageing in the area. Importantly, this has also been framed as a longer-term 'movement' that is essentially about mobilising all forces, all stakeholders, all localities, all organisations to realise the 'Ageing Well Vision'. An action plan, with **40 actions**, has been created focusing on **5 key areas** which is monitored by the Ageing Well Oversight Group. Further in-depth detail on actions can be found in the accompanying Pentana update which can be accessed [here](#). Supporting case studies can be found [here](#).



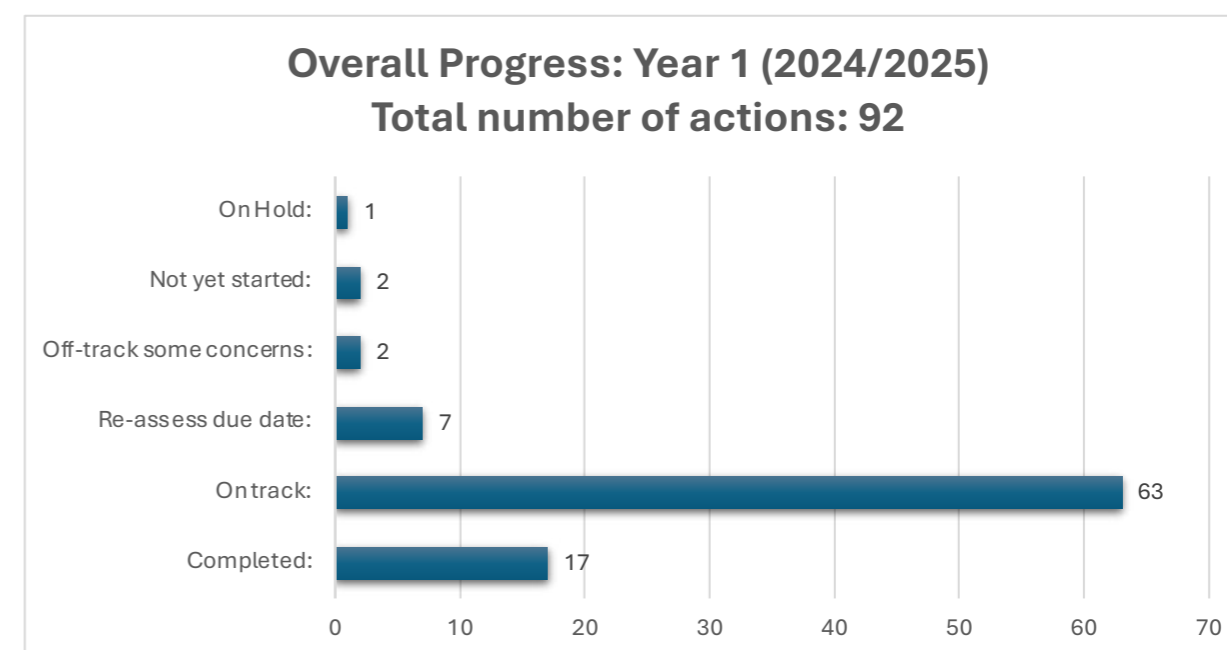
LOIP Performance Indicators

Up-to-date data and performance information can be viewed on our LOIP Performance Indicator webpage which can be accessed [here](#). This provides information on key high-level performance indicators aligned to our LOIP priority areas.

Year 1 Progress

The tables below provide summary information on the progress of actions supporting our LOIP. Further in-depth detail can be found in the accompanying Pentana progress updates that can be accessed [here](#), with further supplementary updates in supporting case studies that can be accessed [here](#). Appendix 1 provides a snapshot of operational delivery.

South Ayrshire Local Outcome Improvement Plan (2024-2029): Year 1 Actions		
Strategic Delivery Area:	Number of Priority Areas:	Number of Actions:
Children's Services	2	4 <small>*this does not include The Promise Actions – see reporting exception reasons detailed on page 6</small>
Community Safety Partnership	2	26
Financial Inclusion and Growth	2	13
Population Health	4	40 <small>*this does not include The Promise Actions – see reporting exception reasons detailed on page 6</small>
Sustainability	4	9
TOTAL	14	92



STRATEGIC DELIVERY AREA:	Priority:	Number of Actions:	Completed:	On Track:	Reassess due date:	Other:
CHILDREN'S SERVICES* *The Promise has its own agreed performance monitoring	Young Carers	4	4	0	0	0
COMMUNITY SAFETY	Safer Communities	19	0	19	0	0
	Home, Road, and Water Safety	7	0	7	0	0
FINANCIAL INCLUSION AND GROWTH	Financial Inclusion	6	1	3	2	0
	Economic, Employability and Lifelong Learning Opportunities	7	0	7	0	0
POPULATION HEALTH* *Ageing Well has its own agreed performance monitoring.	Mental Health Improvement Including Suicide Prevention	14	8	0	2	2 – Off Track some concerns 2 – Not yet started
	Green Health and Active Living	19	0	16	2	1 – on hold
	Physical Activity and Sport	7	7	0	0	0
SUSTAINABILITY	Energy	3	0	2	1	0
	Food	1	1	0	0	0
	Travel	2	0	2	0	0
	Nature	3	0	3	0	0
TOTALS		92	17 (18.5%)	63 (68.5%)	7 (7.6%)	5 (5.4%)

Appendix 1

Community Safety

627 hours worked by Taxi Marshalls over **51 nights**. Over **10,400** people used a taxi and only **6** incidents had to be dealt with.



Over **600 hours** were volunteered by Street Pastors over **48 nights**. They supplied blankets, flip flops and water bottles.



11 referrals made to the fire safety project.



First Responders were present over **12 nights**, working **114 hours**. **7** casualties were dealt with, **3** ambulances were summoned.



Linked with **12** national campaigns to deliver Home Safety messages.



Approximately **3000** young people received positive road safety messaging.



6 national water safety campaigns we supported, with messaging delivered to approximately **1600** young people.



60 older drivers and **20** motorcyclists received positive road safety messages.



Targeted ASB patrols have taken place across **7** areas in South Ayrshire.



Home visits in Wallacetown lead to **608** referrals, engagement with **115** residents and **158** cases being opened.



Financial Inclusion

The Education Community Team handled **557** cases in October 24 - March 25.



£425,017 of income maximisation.



£3,080 average household gain.



£155,939 of debt handled.



6410 cases were handled in the financial year 2024/25, resulting in financial gain totaling **£6,625,780** to local households and economy.



£1,101,820 of debt handled for service users and personal debt advice given.



77 parents supported into employment.



195 participants from employability programmes have been supported into employment.



The Communities Team continues to support **14** Youth Clubs across South Ayrshire.



South Ayrshire Council is in the top 3 local authorities for positive destinations for school leavers - **97.3%**



Population Health

Mental Health Awareness Training has occurred, **15** of the attendees are S6 pupils who are becoming Mental Health Ambassadors.



The **Mental Health Toolkit** has been shared across South Ayrshire Mental Health Groups.



13 different courses delivered to **70** club coaches, sports coaches and volunteers representing **19** different sports clubs.



721 young people took part in the Leadership programme in 2023/24, achieving **835** qualifications.



Ongoing work with school groups at Dolphin House and development of the Dolphin House Badge.



Green and Blue Health Calendars have been produced and booklets have been distributed.



Worked with Ayrshire College students to create green health messaging and materials.



TCV green gym and health walks taking place at Ayr and Ailsa Hospital.



Promotion of Beat the Street competitions in Ayr, Prestwick and villages and North and South Carrick.



An app highlighting Green Health and Active Living benefits continues to be promoted via flyers and social media.



Children's Services

856 young carers recorded, which has increased month on month.



26 teeny carers have been identified across South Ayrshire.



All Education staff are now trained in young carer awareness to provide support through EYC and school.



Teeny Carer Project Officer post has been advertised and filled.



Sustainability

The LHEES and the Ayrshire Energy Masterplan is now complete.



A strategy development day was successfully held in February regarding food sustainability.



A new ARA representative will be joining the Sustainability working group improving communications around Active Travel.



Work in relation to the development of pollinator networks is underway.



NatureScot is facilitating a workshop taking place in June which will be attended by other Ayrshire councils.



This information can be made available, on request, in braille, large print or audio formats and can be translated into a range of languages. Contact details are provided below.

درخواست کرنے پر یہ معلومات ناپینا افراد کے لئے ابھرے حروف، بڑے حروف یا آڈیو میں مہیا کی جاسکتی ہے اور اسکا مختلف زبانوں میں ترجمہ بھی کیا جاسکتا ہے۔ رابطہ کی تفصیلات نیچے فراہم کی گئی ہیں۔

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ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕੇ ਬੇਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਅਤੇ ਸੁਣਨ ਵਾਲੇ ਰਾਹ ਵਿਚ ਵੀ ਲਈ ਜਾ ਸਕਦੀ ਹੈ, ਅਤੇ ਇਹਦਾ ਤਰਜਮਾ ਹੋਰ ਬੋਲੀਆਂ ਵਿਚ ਵੀ ਕਰਵਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਸੰਪਰਕ ਕਰਨ ਲਈ ਜਾਣਕਾਰੀ ਹੇਠਾਂ ਦਿੱਤੀ ਗਈ ਹੈ।

Niniejsze informacje mogą zostać udostępnione na życzenie, w alfabecie Braille'a, w druku powiększonym lub w formacie audio oraz mogą zostać przetłumaczone na wiele języków obcych. Dane kontaktowe znajdują się poniżej.

Faodar am fiosrachadh seo fhaighinn, le iarrtas, ann am braille, clò mòr no clàr fuaim agus tha e comasach eadar-theangachadh gu grunn chànanan. Tha fiosrachadh gu h-ìosal mu bhith a' cur fios a-steach.

South Ayrshire Council
Contact Centre
0300123 0900





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CHILDREN SERVICES CHAMPIONS BOARD

Valuing the voices of lived experience

Tonie is 30 and works as Participation Assistant with South Ayrshire Champions Board.

Thanks to Corra Promise Partnership funding Tonie secured a sessional promise post with South Ayrshire Champions Board in 2021.

This post was specifically protected for someone with care experience.

Tonie then applied for a permanent Participation Assistant post in September 2023, and was successful.

Tonie runs the Ayr Academy school-based group and Domain Champs group. She delivers awareness raising sessions and takes part in national networks that support the voices of lived experience to influence change



“I’ve learned so much since I started doing this job, I feel that by being a working mum I’m a good role model for my children. I have delivered presentations, contributed to planning new services, shared my experience of services through film and used my story to speak to elected members and shape training such as permanency training.

The bit I love most about my job is that I get to be the adult for young people that I needed when I was younger. I’m a worker a team member and role model and I can really see the difference we’re making. The promise has given me the opportunity to find ‘my people’ across the care community”



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CHILDREN SERVICES PARTNERSHIP WORKING

There is an increasing number of young carers within South Ayrshire.

Due to limited resource and to encourage families and colleagues to engage our Young Carers Lead Officer has networked with local services and organisations to increase opportunities and support available for young carers. Strong partnerships have been established resulting in the following:-

- **University of West of Scotland (UWS)** : free 1-to-1 tutoring for young carers. Each pupil was matched with a student from UWS who liaised with class teacher and created fun and engaging sessions to support the pupil.
- **Ayr United** : this partnership has created lots of opportunities for young carers, including free tickets for families, season tickets, being a mascot, and football tournaments for young carers from across South Ayrshire.
- **South Ayrshire Council** : all young carers receive Activ8 membership providing free access to gym, swimming, golf, swimming/diving/gymnastics lessons. Under 8s can take an adult free of charge. Employability & Skills also have a dedicated team who track young carers through school/post-school, providing additional support when required.
- **Ayr Gaiety** : provide theatre/panto tickets for young carers and families.
- **Honeypot** : secured external funding to provide residentials and day trips.
- **Scottish Rowing** : facilitate weekly lessons on the River Ayr.
- **Alloway Tunnel Project** : have provided various opportunities for our young carers to be creative and contribute to the project.
- **The Iris** : support our young carers in film making, presenting and podcasting.

...and much more





COMMUNITY SAFETY PARTNERSHIP

SAFER COMMUNITIES

S1 Safety Events

South Ayrshire Thriving Communities (Community Safety) carried out a series of safety events aimed at S1 pupils. Sessions took place during May 2025 at five secondary schools in South Ayrshire. The sessions were delivered to 793 x S1 pupils.

Partners involved included Police Scotland (traffic) ; Scottish Fire and Rescue ; Community Safety and Environmental Health. Sessions covered topics such as Fire Safety, Road Safety, Smoking and Vaping safety, and Safe Relationships.

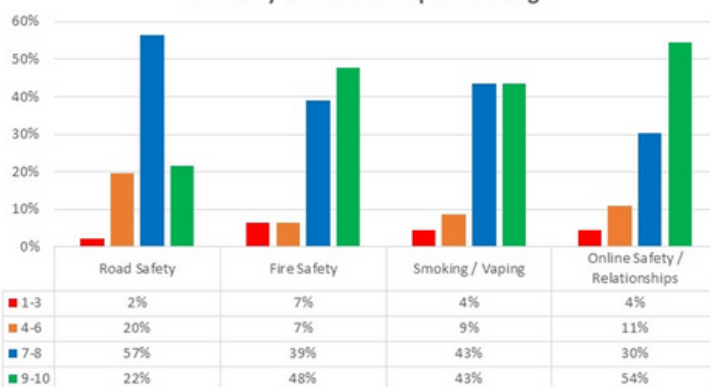
An overall evaluation was completed by a selection of S1 pupils from all schools who took part.

Pupils were asked to rate each of the inputs on a scale from 1 to 10 where 1 = not good and 10 = excellent.

They also provided feedback on the various inputs given and to find out suggestions for improvements.



S1 Safety Events : All inputs : ratings



- The average score of all inputs was over 5.
- 1 in 3 pupils rated Online Safety / Health Relationships a score of 10.
- 1 in 4 pupils rated Fire Safety as a score of 9 and 10.

"We learned we have to be safe everywhere we go"

"I learned a lot of good stuff"

"I really liked road safety and online safety"



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COMMUNITY SAFETY PARTNERSHIP VIOLENCE AGAINST WOMEN

16 DAYS OF ACTION CAMPAIGN

South Ayrshire Violence Against Women Partnership (VAWP) is committed to addressing violence against women as a form of gender-based violence and to offering appropriate, high-quality services to women and children, underpinned by a clear and unequivocal commitment to promote gender equality and inclusion across South Ayrshire.

The VAWP is made up of representatives from agencies working with women and children in South Ayrshire including South Ayrshire Council, Police Scotland, South Ayrshire Women's Aid, NHS Ayrshire & Arran, Scottish Fire and Rescue, Procurator Fiscal's Office, Moving On Ayrshire, Ayr Faculty of Solicitors and ASSIST.

The 16 Days of Action takes place every year in countries all over the world, to tackle violence against women and engage the public in local activism to fight for this cause. It starts on 25th November (International Day for the Elimination of Violence Against Women) and finishes on 10th December (International Human Rights Day).

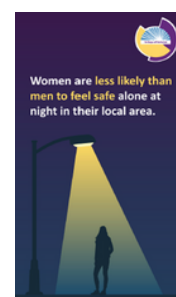
This year the campaign in South Ayrshire has included the following events: -

- Community Planning Equalities webinar
- 'Reclaim the Night' Walk
- Information Day
- Mentoring Violence prevention training
- White Ribbon Trophy at Shoot Soccer
- South Ayrshire Womens Aid Information sessions
- CSE Leadership event

Reclaim the Night Walk

The aim of the walk is to raise awareness about violence towards women and girls and to empower them to feel safe in their communities

Over 250 people attended on the night for the 3-mile walk which started and finished at Ayr Academy campus.





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POPULATION HEALTH AGEING WELL

The South Ayrshire Ageing Well Strategy and Movement is informed by the WHO Age Friendly Communities model that directs activity into 8 'domains' including physical domains (eg housing and transport) and more social domains.

The Ageing Well work is co-ordinated by an Ageing Well Oversight Group with representation from many Community Planning partners and with vital representation from the Champion's Board to hold these organisations to account.

Whilst this is a long-term approach, in the initial period from the Strategy launch in September 2024, there are areas that have progressed quickly and these include:

- the Ageing Well Champion's Boards drive forward the movement and hold statutory and other bodies accountable for actions.
- Working with VASA to develop a new resource (Over to You) to enables better planning for end of life and dying well.
- Accessible spaces (the Access Panel) initiated by the Champion's Board is now in place to ensure all future developments are accessible.
- Housing – working with Stirling University on better joined up planning for housing and locality based services – Planning for Prevention
- the new Connect service run jointly with VASA and Health and Social Care Partnership provides in situ drop-in support and advice on a huge range of Ageing Well topics. There is also on-line and phone based support.
- Take a Seat – campaign led by VASA who seeks partners from commercial, council and third sector to enable seat and toilet access.
- The Ageing Well Development Fund provides small grants to support ageing well initiatives- including work with Ayr United, Ayr/Prestwick Men's Shed, Barr Bowling Club, Girvan Community Garden and Ayr Table Tennis Club.
- Chatty Spaces – funding from Scottish Government to support a range of community groups to tackle social isolation in older people.
- Arts and Culture - working with the Gaiety Theatre and local older people to develop a play exploring frailty (Don't Mention the F Word).
- The Ahead of the Curve HSCP Team provide a range of outreach sessions to support older people and to assess their functional state. They have provided advice and support in many settings including Ayr United, Wetherspoons, Libraries, Bowling Clubs and Garden Centres.





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POPULATION HEALTH & SUSTAINABILITY

BLUE HEALTH

Following the success of previous collaborative work on Green Health (app and calendar), joint work on Blue Health commenced with a development day for key partners in November 2024. A video reel is available on South Ayrshire Rangers Service Facebook page.

It was agreed that a Blue Health Calendar would be developed with a launch to take place on the day of Earth Hour 2025. Partners worked together to develop the content of both the calendar and the launch day.

The calendar, while a useful resource for all, is designed to be appropriate for those who, for whatever reason, are both least likely to benefit from and most in need of the benefit of, blue health experiences. These experiences can be local or even in the individuals own home, undertaken with others or alone. Every month there are simple opportunities suitable for all, and with that in mind it is nature connection rather than a requirement for physical activity that the calendar focuses on. The calendar focuses not only on the benefits of nature to people, but also how a greater connection with nature can help to protect nature and look after the wider environment.

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- ✓ Partners are now collaborating on a range of blue health opportunities funded through a number of different pots of money delivering a range of outcomes to communities, both geographic and of interest, across South Ayrshire.
 - ✓ These are varied and wide ranging and are being brought together through the use of our new Blue Health logo and distribution and promotion of the calendar. The collaboration continues to explore new possibilities and look to other models of best practice in this area from across Scotland, with blue health prescribing being one of the current threads being investigated.
 - ✓ The quarterly calendar instalments will continue to be released across the year ahead with opportunities to take part in a range of activities being promoted and other strands coming on stream and being included as they are developed.



Links

[SAC Blue Health Launch 2025 on Vimeo](#)

www.bluehealthsa.org.uk



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SUSTAINABILITY

SMALL-SCALE TREE PLANTING PROGRAMME

The nature sub-group of the sustainability SDP works in partnership with public sector and nature charities who bring a wide range of knowledge and expertise to the sub-group. This helps South Ayrshire Council identify where investment can have the biggest impact for nature in South Ayrshire.

The Scottish Government allocate monies to Scottish local authorities as part of the Nature Restoration Fund (NRF). South Ayrshire Council (SAC) used a portion of the funding allocated to support Galloway & Southern Ayrshire Biosphere (GSAB) develop a small-scale tree planting grant scheme. The grant programme aims to increase the planting of native trees and improve woodland connectivity in South Ayrshire.

✓ The project was open to all landowners and community groups for planting projects within the Biosphere area. The partnership was beneficial to SAC communities as it allows the communities the ability to identify areas of greenspace that can be improved for biodiversity that are not part of SAC estates

✓ The pilot scheme launched in Dec 2023 and 5 applications were approved and processed, the pilot was deemed a success with good variety of applicants and diversity of project types. As tree planting season ends in March some applicants decided to delay until next round.

The second round ran from Aug 2024- April 2025, GSAB were able to bring in additional funding partners that supported some projects in East Ayrshire with the majority of projects located in South Ayrshire and SACs contributions used for projects within the council area.

✓ As well as the biodiversity benefits the project engaged with communities providing educational and green health opportunities.

