
9.30am, 4th September 2025, County Hall, County Buildings, Wellington Square, Ayr

FIRST PART OF MEETING (9.30am to 10.15am):

The workshop session will focus on Young Carers with the showing of the recently launched wee carer film, **Take Care of You**. This was produced and acted by wee carers (primary aged) living in South Ayrshire. CP Board Members will also have an opportunity to see the young carer documentary, **Being Heard**.

SECOND PART OF MEETING (10.15am): ORDER OF BUSINESS

- 1 **Welcome**
- 2 **Declarations of Interest**
- 3 **Apologies**
- 4 **Minutes of the Meeting of 8th May 2025 (enclosed)**
- 5 **Integrated Neighbourhood Team (Ayr North)**
Verbal Update by Mutual Ventures
- 6 **Public Service Improvement Framework (PSIF) Self Evaluation Session (13th May)**
Verbal Update by Assistant Director (Corporate Policy, Strategy and Performance), South Ayrshire Council
- 7 **Local Outcomes Improvement Plan (2024-2029) – Year 1 (2024/2025 Annual Progress Report)**
Report by Service Lead (Performance, Community Planning and Sustainability), South Ayrshire Council (enclosed)
- 8 **Child Poverty Strategy (2024-2029) – Year 1 (2024/2025 Annual Progress Report)**
Report by Service Lead (Performance, Community Planning and Sustainability), South Ayrshire Council (enclosed)
- 9 **Community Justice Ayrshire Partnership Annual Update**
Report by Manager, Community Justice Ayrshire Partnership (enclosed)
- 10 (a) **Strategic Delivery Partnership Chairs Executive Update incorporating updates from:**
 - **Children’s Services Planning Partnership (appendix 1)**
 - **Community Safety (appendix 2)**
 - **Financial Inclusion and Growth (appendix 3)**
 - **Population Health (appendix 4)**
 - **Sustainability (appendix 5)***Report by Service Lead (Performance, Community Planning and Sustainability), South Ayrshire Council (enclosed)*
- (b) **Update from Community Planning Participation and Engagement Group**
Report by Joint Chairs of the Community Planning Participation and Engagement Group (enclosed)

11 **Third Sector Interface Update: Voluntary Action South Ayrshire**
Report by Chief Executive Officer, Voluntary Action South Ayrshire

12 **AOCB:** All SDP member session – 3rd October 2025

13 **Date of next meeting (including 2026 meeting schedule):**

**NOVEMBER MEETING CANCELLED* 6 November 2025 at 9.30am (County Hall, County Buildings)*

***REARRANGED FOR 4th December at 9.30am (County Hall, County Buildings)**

2026 Meeting Schedule:

All meetings will start at 9.30am

- 29th January 2026
- 7th May 2026
- 3rd September 2026
- 3rd December 2026

SOUTH AYRSHIRE COMMUNITY PLANNING PARTNERSHIPS BOARD

Minutes of a meeting of the South Ayrshire Community Planning Partnerships Board held at 9.30 am on Thursday 8 May 2025 in County Hall, County Buildings, Ayr

Board Members:

Councillor Julie Dettbarn (Chair); **Claire Baird**, Chief Executive, Ayrshire Chamber of Commerce; **S Campbell**, Scottish Fire and Rescue; **Jane Bradley**, Director – Communities and Transformation; **Tim Eltringham**, Director – HSCP; **Pauline Craig** – DWP; **Lyndsay McRoberts**, Depute Chief Executive and Director of Education (SAC); **Suzanne Chow**, Divisional Commander – Police Scotland; and **Kevin Anderson**, Assistant Director – Corporate Policy, Strategy and Performance (SAC)

Officers:

Mark Inglis, Head of Children’s Health, Care and Justice; **Lorna Jarvie**, Co-ordinator – Sustainability and Climate Change (SAC); **Susan McCardie**, Service Lead, Performance, Community Planning and Sustainability (SAC); **Jamie Tait**, Service Lead – Thriving Communities (SAC); **Lisa McGuinness**, Scottish Government; **Elizabeth Dougall**, Senior Policy Officer (SAC); **Gillian Carroll**, Children’s Services Co-ordinator (SAC); **Cl Stuart Dougan**, Chair of Community Safety Partnership; **Ruth Campbell**, Consultant Dietitian in Public Health Nutrition (NHS); **Lesley Reid**, Community Health and Care Services (HSCP); **Dawn Parker**, Corporate Parenting Lead Officer (SAC); and **Susie Chamberlain**, Policy Officer Data Analytics (SAC)

Apologies:

Councillor Martin Dowey; **Councillor Alec Clark**; **Alan Comrie**, Senior Transport Manager; Strathclyde Partnership for Transport; **Angela Cox**, Principal Ayrshire College; **Karen Craib**, Scottish Enterprise; **Claire Burden**, Chief Executive, (NHS Ayrshire and Arran); **Claire Tooze**, Area Manager – Skills Development Scotland; **Marcus Ross**; Vice-Principal -Planning and Recruitment (UWS); **Ian McMeekin**, Area Commander, Scottish Fire and Rescue; **Lesley Bowie**, Board Chair, NHS Ayrshire and Arran; **Marie Oliver**, Chief Executive Officer, VASA; **Mike Newall**, Chief Executive (SAC); **Sian Williams** – NatureScot; **Dean Anderson**, Service Lead (DWP); **Sally Amor**, Public Health Consultant, Inclusive Health (NHS); and **Susan Gallagher**, Scottish Government

FIRST PART OF THE MEETING

The first part of the meeting was a workshop session putting Children’s Services Planning Partnership (SDP) Inspection Position Statement questions to the CPP through the lens of The Promise. This would help formulate the position statement, impact of our current priorities, and CPP understanding of collaborative work.

SECOND PART OF THE MEETING – BUSINESS

1 Welcome

Councillor Julie Dettbarn (Chair) opened the meeting by welcoming all present to the Community Planning Partnership Board (the Board) meeting.

2 Declarations of Interest

There were no declarations of interest by Members of the Board in terms of the Board's Standing Order No.10.

3. Apologies

As above.

4. Minutes of previous meeting

The Minutes of the Community Planning Board (the Board) of 30 January 2025 (circulated) were submitted and approved.

5. Update on Integrated Neighbourhood Team (Ayr North) followed by Pledge Signing

There was a verbal update by the Assistant Director (Corporate Policy, Strategy and Performance), South Ayrshire Council and the Senior Manager, Community Health and Care Services on the Integrated Neighbourhood Team.

The Depute Chief Executive and Director of Education thanked everyone for the work involved and advised that this was not happening anywhere else in the country.

Following the update there was the signing of the pledge and a photocall.

6. Transformation

There was a presentation by the Assistant Director (Transformation), South Ayrshire Council updating the Board on the progress to date and advising of plans going forward.

7. Update from Food Workshop and Next Steps

There was a presentation by the Consultant Dietitian in Public Health Nutrition, NHS Ayrshire and Arran. Following the presentation there was a discussion on how each

local authority had to produce a Good Food Nation Plan and how it would be more beneficial to have an all-Ayrshire plan.

8(a). Strategic Delivery Partnership Updates

There were submitted reports (circulated) providing Board Members with an update; and Officers highlighted the key areas of work being undertaken within the partnerships since the last meeting of the Board.

- | | |
|---|--------------|
| 1. Children's Services Planning Partnership | (circulated) |
| 2. Community Safety | (circulated) |
| 3. Financial Inclusion and Growth | (circulated) |
| 4. Population Health | (circulated) |
| 5. Sustainability | (circulated) |
| 6. Local Planning Partnership | (circulated) |

After discussion, the Board:

Decided: to note the contents of each report.

8(b). Update from Community Planning Engagement and Participation Group

There was a verbal update by the Senior Policy Officer (Community Planning and Equalities), South Ayrshire Council updating the Board on what steps were being taken to raise awareness of the group and expand membership.

The Board:

Decided: to note the update.

9. Third Sector Interface Update: Voluntary Action South Ayrshire

There was a report circulated at the meeting which provided Board Members with an update.

The Board:

Decided: to note the update.

10. Any Other Competent Business

None

11. Date of Next Meetings:

The next meeting will take place on the 4 September 2025 at 9.30am in County Hall, County Buildings, Wellington Square, Ayr.

The meeting ended at 11.53am



South Ayrshire Community Planning Partnership Board

Report by Service Lead (Performance, Community Planning and Sustainability) to, South Ayrshire Council to Community Planning Board Meeting of 4th September 2025

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

1 Purpose of Report

- 1.1 The purpose of this report is to ask the Community Planning Board to approve the Local Outcomes Improvement Plan: Year 1 Annual Progress Report (2024/2025).

2 The Board is recommended to:

- 2.1 **approve the Local Outcomes Improvement Plan Year 1 Annual Progress Report (2024/2025) (appendix 1); and**
- 2.2 **note the extensive progress that has taken place across the fourteen priority areas.**

3 Background

- 3.1 In April 2024, the 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'*.
- 3.2 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 Progress

- 4.1 Extensive progress has taken place across the 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.

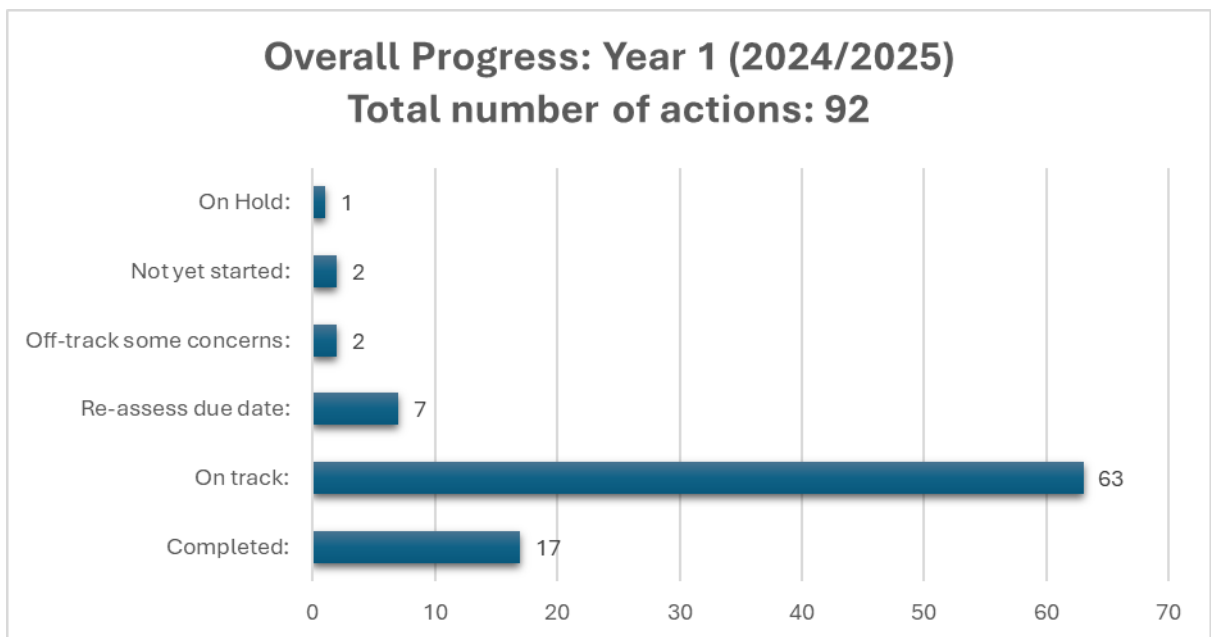
4.2 In summary, there are:

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

4.3 The format of the report has now changed to align with the requirements of our PMF and includes both a main progress report 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.*

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 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.

4.6 A note of thanks is extended to the Chairs of each of the Strategic Delivery Partnerships and members for their continued support in leading on the priority areas within the LOIP.

5 Next Steps

5.1 A year 2 (2025/2026) action plan will be finalised and published by each of the Strategic Delivery Partnerships.

Report by
Service Lead (Performance, Community Planning and Sustainability)
South Ayrshire Council
August 2025



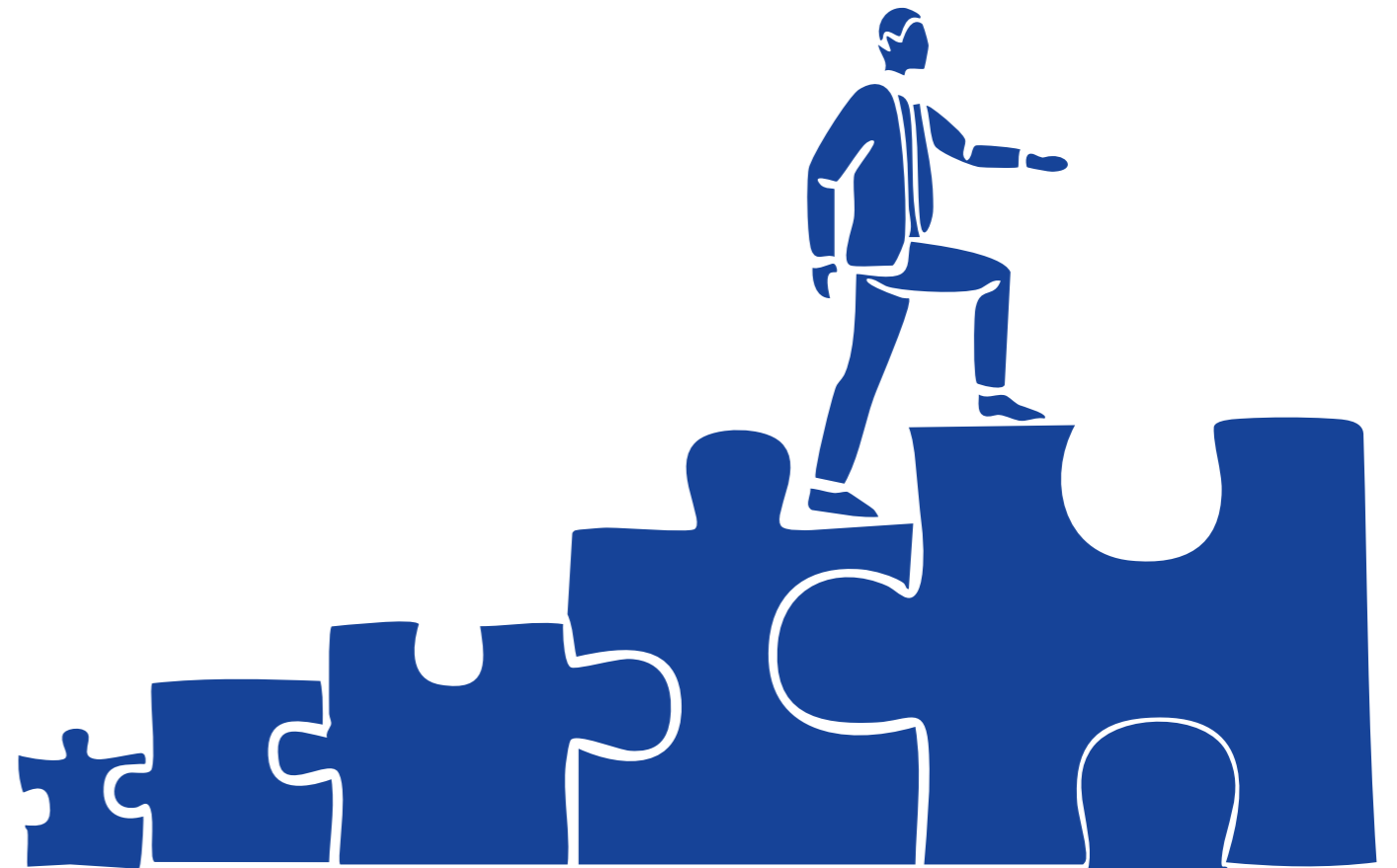
Annual Progress Report: Year 1 (2024/2025)





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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

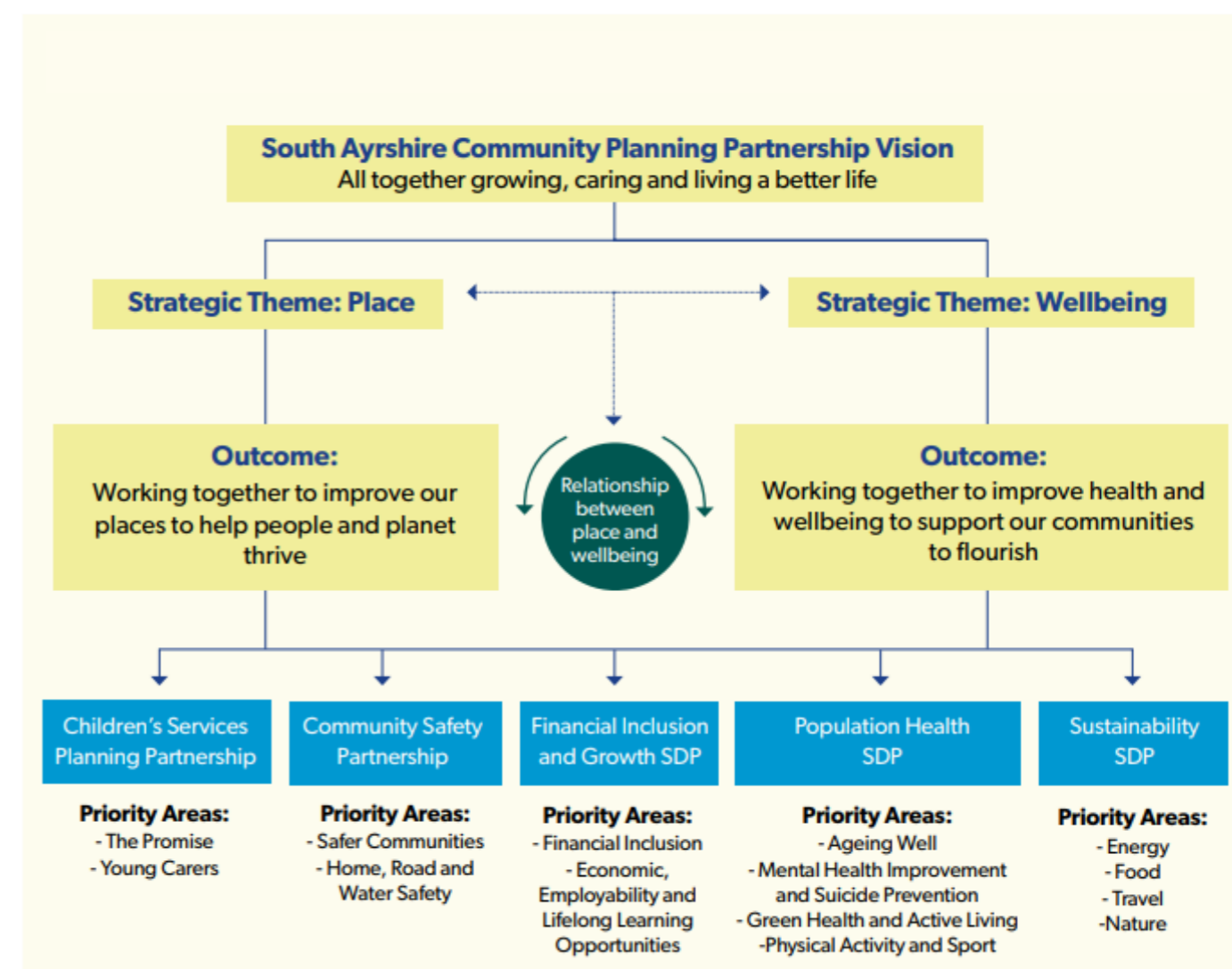


Introduction

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](#).



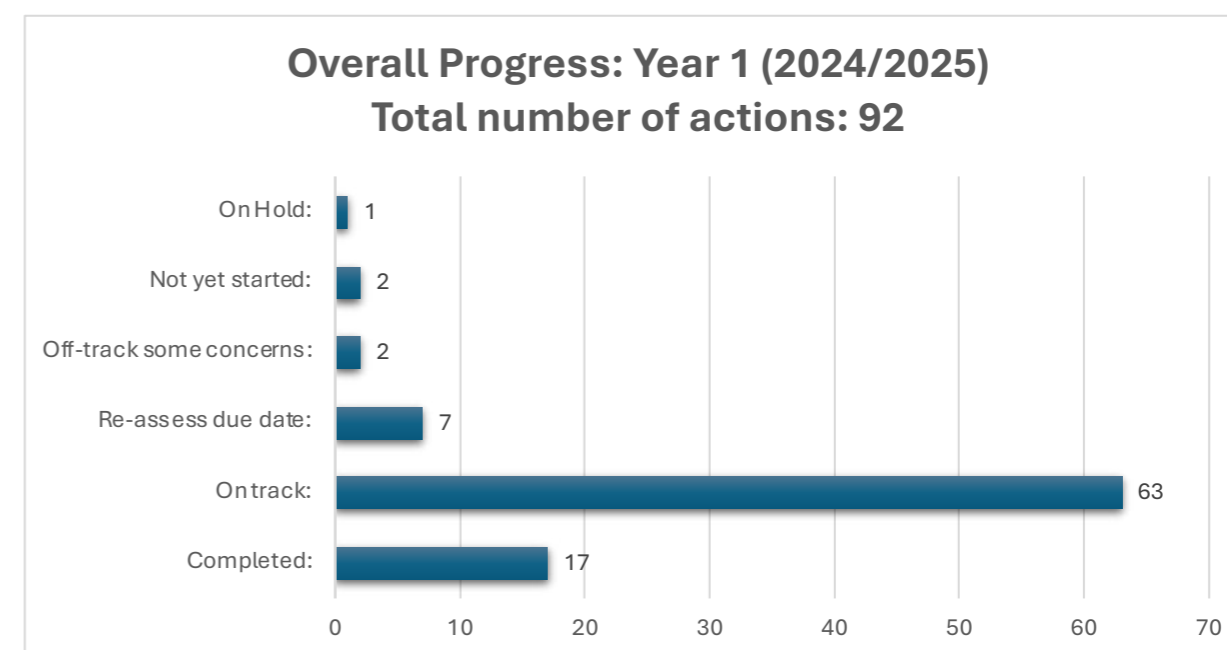
LOIP Performance Indicators

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۔

本信息可应要求提供盲文，大字印刷或音频格式，以及可翻译成多种语言。以下是详细联系方式。

本信息可慮應要求提供盲文，大字印刷或音频格式，以及可翻譯成多种語言。以下是詳細聯系方式。

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





South Ayrshire Community Planning Partnership Board

Report by Service Lead (Performance, Community Planning and Sustainability) to, South Ayrshire Council to Community Planning Board Meeting of 4th September 2025

Subject: Child Poverty Strategy (2024-2029): Year 1 Annual Progress Report (2024/2025)

1 Purpose of Report

- 1.1 The purpose of this report is to ask the Community Planning Board to approve the Child Poverty Strategy: Year 1 Annual Progress Report (2024/2025).

2 The Board is recommended to:

- 2.1 **approve the Child Poverty Strategy Year 1 Annual Progress Report (2024/2025) (appendix 1)**

3 Background

- 3.1 In April 2024, the CP Board approved a new [Child Poverty Strategy](#) for the period 2024-2029. The Child Poverty (Scotland) Act 2017 (the Act) set out highly ambitious poverty mitigating related targets to be achieved by Scottish Ministers by 2030. From a local perspective, the CPP platform is seen as the best way to collectively reduce inequalities and improve outcomes for those living in the most deprived areas of South Ayrshire.
- 3.2 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 Progress

- 4.1 During the past year, extensive work has gone into developing a year one action plan to take forward the priorities within the strategy. This work has been led by a Core Child Poverty Group with continued support from Public Health Scotland where a data and system approach has been used to develop the action plan.
- 4.2 The Core Child Poverty Group has taken time to consider the priorities identified within the strategy and agreed that they should be slightly amended to ensure that

they have a real focus on supporting families within South Ayrshire. Whilst the priorities have evolved slightly, the overall long-term vision of the strategy remains the same and ensuring that the priorities still focus towards ‘a locality approach where relationship-based support is available from strategically aligned services’:

Original Priorities	Revised Priorities
<p>Priority Area 1: <i>A child poverty system in South Ayrshire that delivers the best possible outcomes for our communities.</i></p>	<p>Priority 1: A child poverty system that delivers for families and the workforce in South Ayrshire.</p>
<p>Priority Area 2: <i>Coordinated income maximization following principles of proportionate universalism¹.</i></p>	<p>Priority 2: Families in South Ayrshire receive the support they need to ensure their money works best for them.</p>
<p>Priority Area 3: <i>High quality, flexible, accessible and affordable education and childcare.</i></p>	<p>Priority 3: All children and young people in South Ayrshire receive high quality, flexible, accessible and affordable education and childcare.</p>

4.3 A supporting action plan details the key actions that have been taken forward during year one of the strategy. In summary there are:

South Ayrshire Child Poverty Strategy (2024-2029)	
Year 1 Actions	
Priority Area:	Number of Actions:
A child poverty system that delivers for families and the workforce in South Ayrshire.	9
Families in South Ayrshire receive the support they need to ensure their money works best for them.	4
All children and young people in South Ayrshire receive high quality, flexible, accessible, and affordable education and childcare.	4
TOTAL	17

¹ *Proportionate universalism = work to improve the quality, quantity and accessibility of all employment and education opportunities for the benefit of all with extra targeted support into these opportunities for those most at risk and work to ensure that when needed, the social security safety net offers the best level of support in the most accessible manner.*

4.4 Progress against actions can be found within the annual progress report attached as appendix 1 but are also detailed within our Child Poverty Annual Progress Report [webpage](#).

4.5 It is also important to recognise the significant work being carried out across wider strategic partnerships and service areas to address child poverty, in alignment with the Child Poverty Strategy. This is highlighted in the final section of the annual progress report, which includes supporting case studies and stories of change.

5 Next Steps

5.1 A year 2 (2025/2026) action plan will be finalised and published by the Core Child Poverty Group.

Report by
Service Lead (Performance, Community Planning and Sustainability)
South Ayrshire Council
August 2025



**Child Poverty
Annual Progress Report
Year 1
2024-2025**

South Ayrshire
**COMMUNITY
PLANNING**
Partnership





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Foreword

South Ayrshire Community Planning Partnership remains committed to doing all that we can to minimise the impact of poverty on our communities, our families and especially our children. We will continue to listen to families who are experiencing poverty and consider the struggles they are facing.

Our [action plan](#) demonstrates the work being undertaken to help achieve the priorities set out in our strategy to take forward embedding our commitment to tackling child poverty in South Ayrshire.

This report highlights some of the work that has contributed, since the [Child Poverty Strategy 2024-2029](#) was approved in April 2024.



Councillor Julie Dettbarn
Chair of South Ayrshire
Community Planning
Partnership



Gordon James
Chief Executive
NHS Ayrshire and Arran



Introduction

This annual progress report reflects the work undertaken by South Ayrshire Community Planning Partnership (CPP) since the launch of the Child Poverty Strategy in 2024. We are committed in South Ayrshire to doing all we can to minimise the impact of poverty on communities, our families, and our children.

The Child Poverty (Scotland) Act 2017 (the Act) set out highly ambitious poverty mitigating related targets to be achieved by Scottish Ministers by 2030. From a local perspective the local CPP platform is seen as the best way to collectively reduce inequalities and improve outcomes for those living in the most deprived areas of South Ayrshire.

We have and will continue to focus on the six priority families as identified by Scottish Government:

1. Lone parent families
2. Minority ethnic families
3. Families with a disabled adult or child
4. Families with a younger mother (under 25)
5. Families with a child under one
6. Larger families (three or more children)

We have and will continue to listen to families who have experienced poverty at its worst.

We ensure through our CPP approach to tackling child poverty, alongside collaboration with NHS Ayrshire and Arran, that we deliver on our duty for joint reporting that is placed on Local Authorities and Health Boards through the Act.



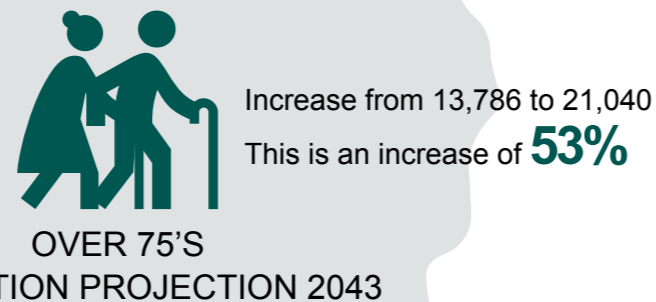
South Ayrshire Overview



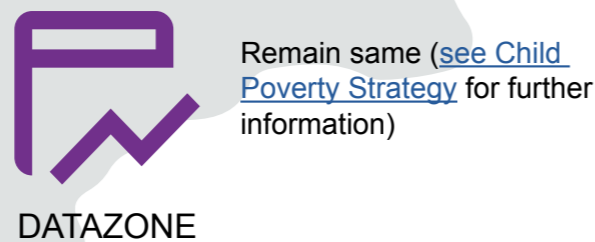
Between 2022 and 2043 population of South Ayrshire is projected to decrease from 111,519 to 105,191. This is a decrease of 6.0% which compares to a projected increase of 2.5% for Scotland as a whole.



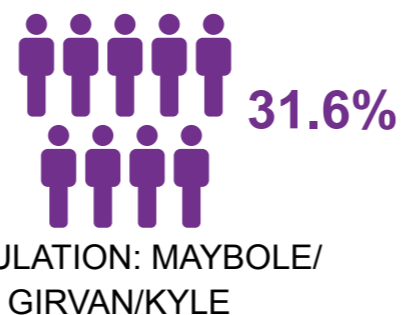
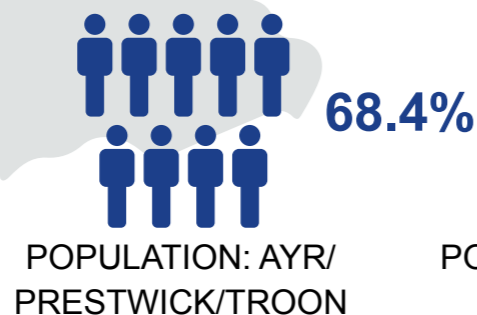
Rate of births between 2021 and 2023 in South Ayrshire was higher than Scotland



71.6% - 6th highest in Scotland



56,697 **95.7%**
Same as Scotland rate



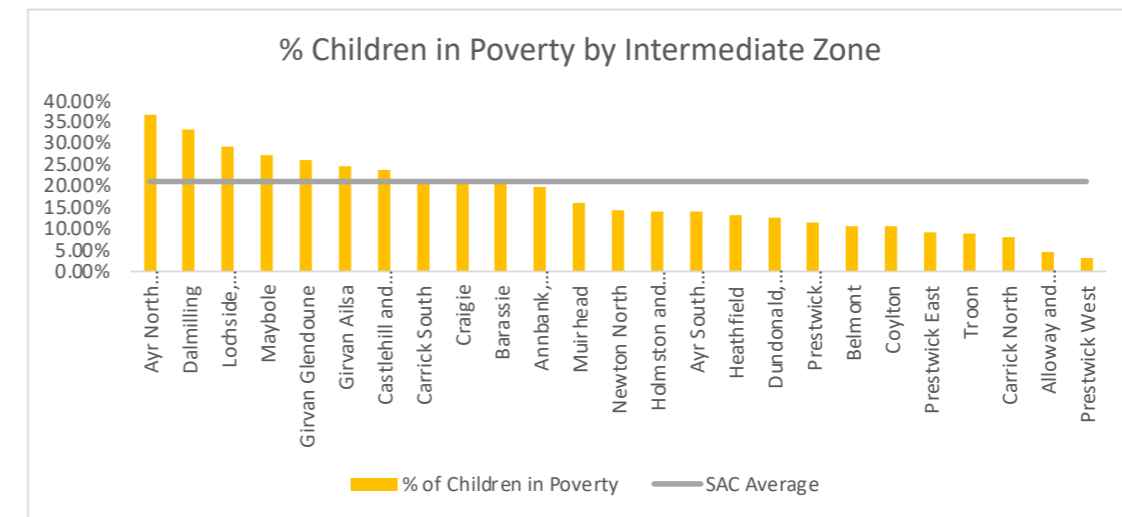
Child Poverty in South Ayrshire

A comprehensive profile [Child Poverty Data in South Ayrshire](#) was produced by Public Health Scotland in October 2024.

Deprivation

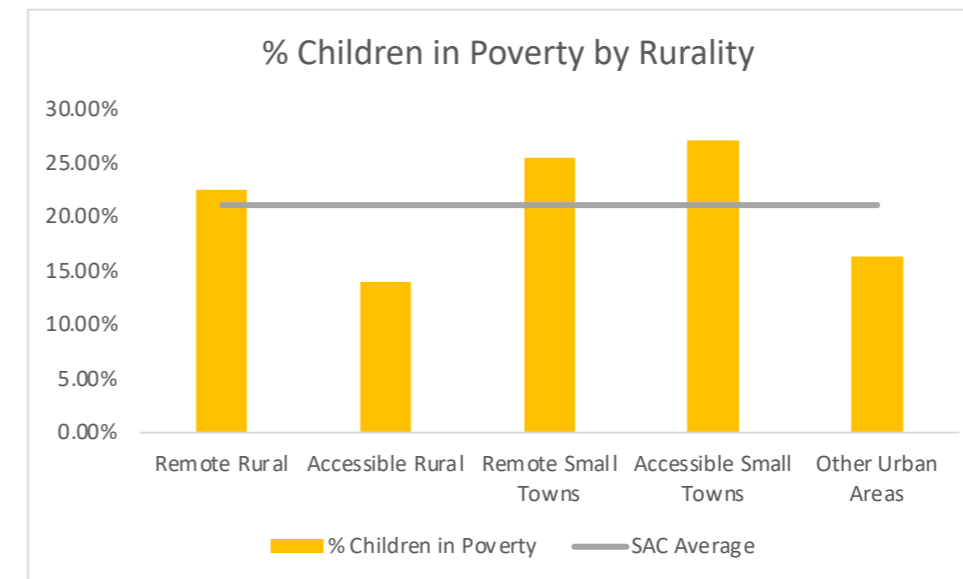
- South Ayrshire has seven datazones which are in the 5% most deprived in Scotland.
- In 2023/24, South Ayrshire had the 10th lowest child poverty rate nationally and was the same as the Scottish average – 20.7%. This is an estimate of 4,005 children in South Ayrshire.
- Fuel Poverty is 26.1% compared to 23.8% nationally (SCHS 2022/23).
- Whilst overall South Ayrshire is on par with the national average, we also acknowledge that there are pockets of deep deprivation within some of our communities.

Local data for Child Poverty Rates in South Ayrshire by Intermediate Zone against the South Ayrshire average of 21%



Source: Children in Low Income Families (DWP, 2023); NRS Population Estimates (NRS, 2022)

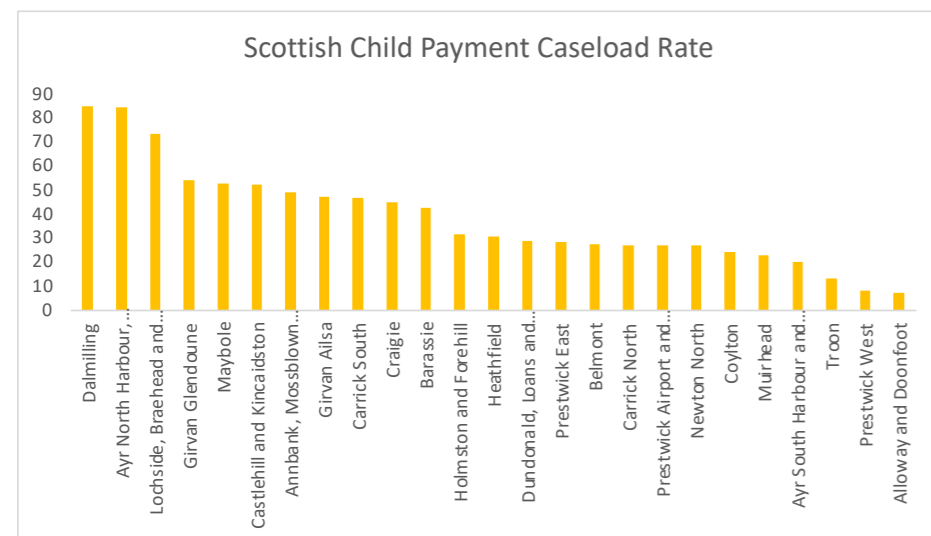
Child poverty rates in South Ayrshire by SIMD rurality classification, against the South Ayrshire average of 21%



Source: Children in Low Income Families (DWP, 2023); NRS Population Estimates (NRS, 2022)

For more detailed information click [here](#)

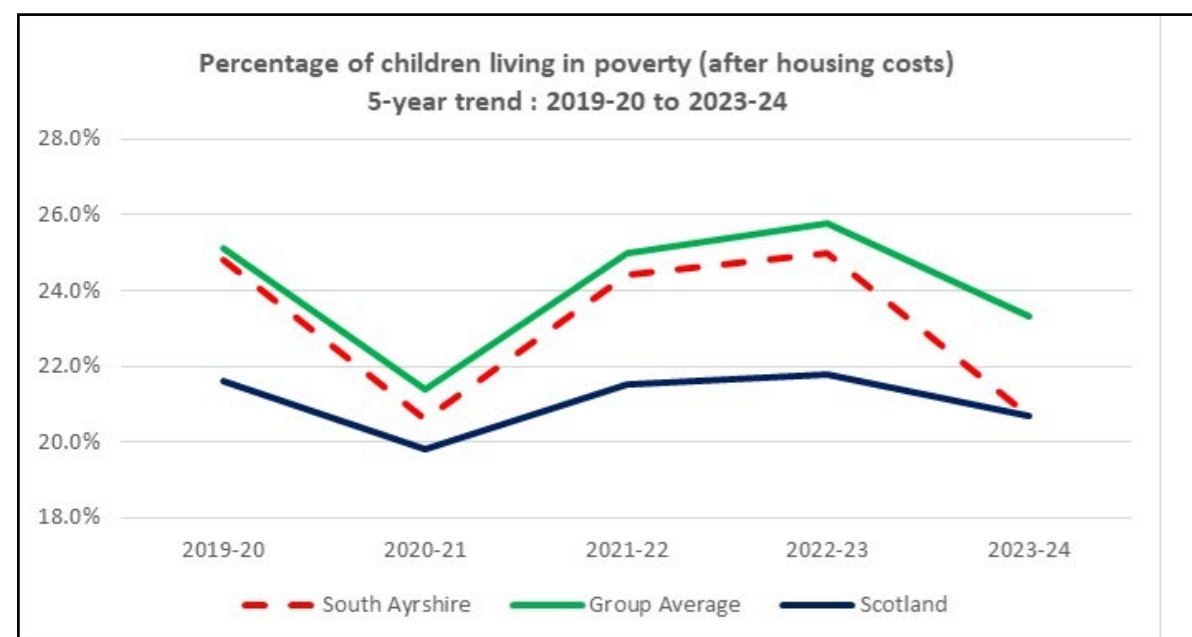
Scottish Child Payment Caseload Rate for South Ayrshire by Intermediate Zone 2023/24



Source: Social Security Scotland; Public Health Scotland, 2023

Children living in relative poverty (after housing costs) – 5-year trend

5-year trend	2019-20	2020-21	2021-22	2022-23	2023-24
South Ayrshire	24.8%	20.6%	24.4%	25.0%	20.7%
Group Average	25.1%	21.4%	25.0%	25.8%	23.3%
Scotland	21.6%	19.8%	21.5%	21.8%	20.7%



Sources
 Census 2022
 National Records for Scotland
 End Child Poverty Alliance
 Scottish Household and Conditions Survey

An Update to our Priority Areas

The [Child Poverty Strategy 2024-2029](#) was developed over a period of time working in partnership with Public Health Scotland. An in-depth strategic needs analysis was carried out to help establish a mapping of services for priority groups living in South Ayrshire. Various workshops have since taken place with multi-agency representatives who have an active interest in reducing Child Poverty.

The strategy was approved by South Ayrshire Community Planning Partnership in April 2024.

Our original three priorities were as follows:

- Priority Area 1:** A child poverty system in South Ayrshire that delivers the best possible outcomes for our communities;
- Priority Area 2:** Coordinated income maximization following principles of proportionate universalism¹; and
- Priority Area 3:** High quality, flexible, accessible and affordable education and childcare.

Over the past year work has gone into developing an action plan to support the strategy moving forward – this has been led by the Core Child Poverty Group with support from Public Health Scotland colleagues using a data and systems approach to developing the action plan. This process has allowed the Core Child Poverty Group to reconsider our priorities to ensure that they have a real focus on supporting our families within South Ayrshire.

Our three priorities have evolved slightly and are now as follows:

Priority Area 1	A child poverty system that delivers for families and the workforce in South Ayrshire.
Priority Area 2	Families in South Ayrshire receive the support they need to ensure their money works best for them.
Priority Area 3	All children and young people in South Ayrshire receive high quality, flexible, accessible, and affordable education and childcare.

¹Proportionate universalism = work to improve the quality, quantity and accessibility of all employment and education opportunities for the benefit of all with extra targeted support into these opportunities for those most at risk and work to ensure that when needed, the social security safety net offers the best level of support in the most accessible manner.

Our Child Poverty Action Plan details the actions we will take forward as a Community Planning Partnership. The Financial Inclusion and Growth Strategic Delivery Partnership will oversee the strategy and progress against action and will be monitored through our Performance Management System, Pentana.

We have been successful in securing £5000 through Financial Inclusion funding to carry out further Lived Experienced engagement.

Year 1 Progress

The table below provides summary information on the progress of actions supporting our Child Poverty Strategy. Further in-depth detail can be found in the accompanying Pentana progress updates that can be accessed [here](#).

South Ayrshire Child Poverty Strategy (2024-2029) Year 1 Actions	
Priority Area:	Number of Actions:
A child poverty system that delivers for families and the workforce in South Ayrshire.	9
Families in South Ayrshire receive the support they need to ensure their money works best for them.	4
All children and young people in South Ayrshire receive high quality, flexible, accessible, and affordable education and childcare.	4
TOTAL	17



Wider Strategic Context

The strength of community planning is built upon the collaborative approach of partners coming together therefore it is important to acknowledge that alongside the Child Poverty strategy, there is a substantial amount of work being undertaken to mitigate the impacts of child poverty as part of wider service delivery that complements the strategy. Key strategic and service areas include:

South Ayrshire Local Outcomes Improvement Plan 2024-2029

Our strategic approach to this LOIP recognises the importance of place and wellbeing - 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'.

NHS Ayrshire & Arran: Tackling Child Poverty

NHS Ayrshire and Arran colleagues work closely with the CPP to contribute to the development of our Child Poverty Strategy and Annual Reports. The work of our NHS Ayrshire and Arran colleagues is reflected through their own Tackling Child Poverty Action Plan, however some examples of this work is included in this report as it contributes to our own efforts to mitigate and tackle child poverty.

Our work is reported annually through the NHS Ayrshire and Arran Tackling Child Poverty NHS Board Paper. This annual paper provides assurance to the NHS Board that NHS Ayrshire and Arran is meeting its duties in terms of tackling child poverty. As this paper is presented each year following the publication of the LCPARs a link to last year's paper, focusing on 2022-23 can be found [here](#).

Children's Services Plan 2023-2026

The Children and Young People's Services Plan 2023-26 shares our journey in South Ayrshire to place families at the heart of everything that we do, with a focus on prevention and early intervention.

Local Housing Strategy

Housing plays a vital part in all our lives. Having somewhere to stay that is safe and warm is one of the most basic needs we have. Without good housing, improvements in other important aspects of life, such as health, education and community are more difficult if not impossible to achieve. South Ayrshire Council is committed to ensuring as far as possible that people are able to access good quality, affordable housing that meets their needs.



South Ayrshire Health and Social Care Partnership: Supporting Children and Young People

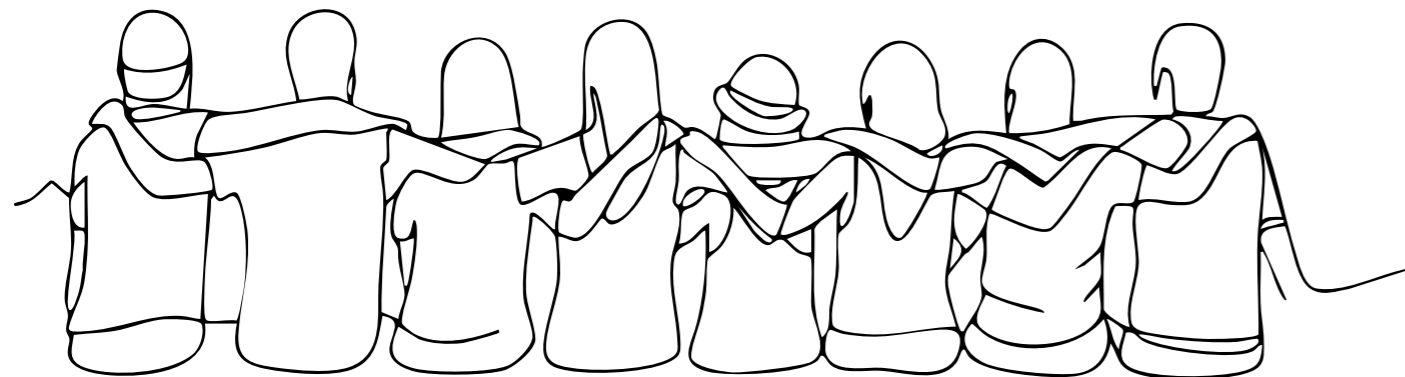
In conjunction with the integrated Children's Services Plan, we will carry forward a range of flagship initiatives including developing teams around the school / learning community (e.g. the Belmont Cluster). We have begun to transform the way that we deliver care to our Children and Families in South Ayrshire and are ambitious to ensure that South Ayrshire's children grow up in South Ayrshire and within families or family type care environments wherever possible. We will continue to deliver on [The Promise](#) as well as implementing Signs of Safety and develop our Whole Family Whole Systems Approach.

Key short-term activities will include: improving support for families in areas such as parenting support, emotional health and wellbeing, financial inclusion; improving joint working with partner agencies and services to support children and young people impacted by poor mental health and emotional wellbeing. We will also focus on maternal and infant nutrition and increase breastfeeding rates. We will implement the National School Nursing Pathway and delivery of the associated 10 key priority pathway areas by increasing school nursing workforce.

We want to make South Ayrshire the best place it can be for children, young people and their families and that all young people grow up loved, safe and respected to be the very best they can be.

[South Ayrshire's Parenting Promise](#) shows how we are working together in South Ayrshire to **#KeepThePromise** to all the children and families that we work with and for.

Appendix 1 provides information on grant funding and free transport for care experienced young people which has been led by South Ayrshire Champions Board.



Information and Advice Team

A free, confidential, and impartial, information and advice service to people living in South Ayrshire. You can find our team in schools, foodbanks and community locations from Ballantrae to Dundonald and everywhere in between. Our advisors are fully trained to deal with your welfare benefit issues from what you are entitled to up to appeals and money advice from budgeting to a full debt advice service and much more. We can also refer you to a number of partner agencies to ensure you receive all of the support you need tailored to your individual circumstances.



Thriving Communities

South Ayrshire Community Learning and Development Partnership Plan (2024-2027)

This plan recognises the economic challenges facing our communities in South Ayrshire and the role the CLD Partnership has in supporting children, young people and adults. There is a focus on improving outcomes for our children and young people through our youth work approaches. There is a clear commitment to closing the poverty related gap by supporting education outcomes with a focus on attendance and positive destinations on leaving school. The plan also sets out our commitment to promoting family learning and ensuring local support is available for families. This will ensure our families have opportunities to thrive while also supporting age friendly communities across South Ayrshire.

Employability

Thriving Communities develop and deliver a range of flexible employability programmes to help support young people and adults in South Ayrshire into sustainable employment.

Support includes practical interventions to prepare for employment as well as training, education, volunteering and work placement options.

Health and Wellbeing

Our Health & Wellbeing team provide opportunities for the people of South Ayrshire to participate in sport, physical activity & outdoor activities within schools and communities.

Holiday Programmes

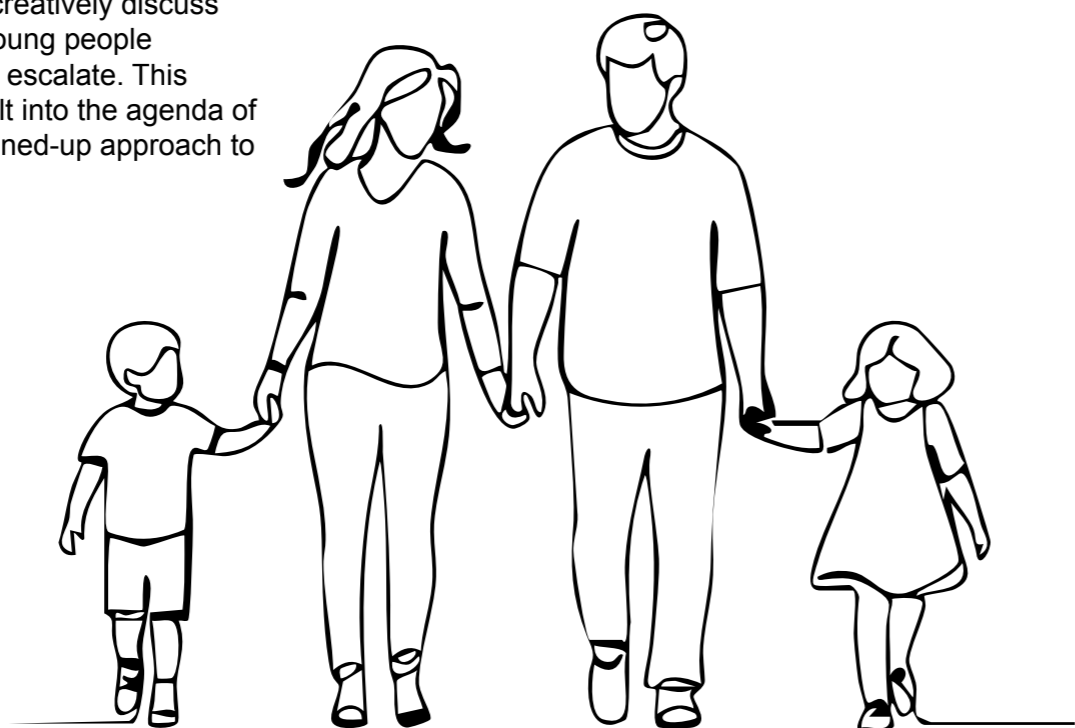
As part of the wider Holiday Programmes offer, the Communities Team offer a range of free activities for young people and families to enjoy across South Ayrshire during the school holidays. These activities are aimed at those already engaging with our service.



Family First

The Whole Family Wellbeing Fund (WFWF) has supported Children’s Services in South Ayrshire to implement our ambitious ‘Family First’ approach, completely transforming how we deliver early help to our families locally. With a focus on relationships ‘Family First’ is the key vehicle for holistic early intervention in South Ayrshire, collaboratively improving outcomes for children, young people and families. Family First builds on our award-winning early intervention pilot, Belmont Family First, which placed the support of Social Work colleagues into one of our Secondary Schools, with a focus on keeping families together. The success of this work provided us with an evidence base including substantial family feedback to support the widening of our collaborative work.

Our ‘Family First’ model is a shared approach and vision of early intervention, ensuring consistent support for families from key people in their cluster area who know the children, families and area well. Cluster partners include our Health and Social Care Partnership, Education, Police, Thriving Communities and Third Sector colleagues. Our 8 Cluster Forums are organised around our 8 secondary school clusters and respond to individual pupil need through referrals from schools, with colleagues placed locally to support them through multi-agency personalised plans. Promisingly there is early evidence of increased collaboration, engagement, school attendance, and improved wellbeing for families. Alongside this, cluster forums also allow for identification of wider community concerns, assisting partners to creatively discuss support opportunities for local young people and communities before worries escalate. This community planning focus is built into the agenda of each meeting to encourage a joined-up approach to tackling common issues.



A key factor in the successful roll out of our ambitious Family First model across the authority is the strong relationships present in South Ayrshire within our Children’s Services Planning Partnership. Relationships between key services such as Education, Social Work and Thriving Communities have been critical in the shared vision, staffing, resources, and funding for the greater benefit of our families locally whilst also contributing towards achieving the collective aims of our Children and Young People’s Services Plan, The Promise, the UNCRC and GIRFEC.

Engaging with young people and families supported by the model is helping us to develop a deeper sense of what matters to our children, young people, families and communities in South Ayrshire. With this engagement, Family First continues to evolve locally with plans emerging to include Housing within the forum. This is an exciting development and furthers our plans to connect this work across the authority.

We are incredibly proud of this model, and the continuing relationships that make it possible.

Further practical examples on how we are supporting families, Third sector Contribution, Employability within the Third sector and Radical Place Leadership can be found in Appendix 2.

Appendix 1

Champions for Change (South Ayrshire Champions Board) provides a platform for children, young people adults with care experience to have their voices heard and talk directly to local councillors and service provider’s, planners and commissioners, heads of services and front-line staff to ensure they have a bigger say in the decisions that affect their lives. Through South Ayrshire Champions Board, young people can draw on their lived experience of care to influence improvements in services, policies and practices and make positive changes across South Ayrshire and nationally. See examples below of some of their work:

Shine Even Brighter Grants 2025

Everyone deserves to feel connected, loved and to feel good about themselves. Shine Even Brighter 2025 is here to help care experienced children and young people make and realise their hopes and dreams! This fund can be used by young people to help towards these goals. If that means applying for equipment for a new hobby, funding for a day out with people who matter to them or something that makes them happy.



Free Bus travel

Young people told us that the cost of transport was prohibitive to them after their National free travel card period ceases at age 22. We secured funding for a trial period of 25 free bus travel passes for across Ayrshire for young people between the ages 23-30, who are care experienced.

For further information click [here](#)



Appendix 2



<p>Launched January 2023, piloting in 8 schools;</p>	<p>Project expanded in May 2024;</p>	<p>Services now provided from over 50 locations;</p>
<p>Drop-in and appointment based;</p>	<p>Locality Teams were introduced;</p>	<p>Early Intervention work;</p>
<p>Partnership working for easy access to services.</p>		



Impact for period 1st April 2024 – 31st March 2025

<p>669* cases dealt with;</p>	<p>£528,865.73 income maximisation;</p>	<p>£2971.16 average household gain; and</p>
<p>£178,031.76 Debt handled</p>		



Case Study

- Single mother working 16 hours per week with 2 children aged 12 and 16;
- Child benefit had stopped for her 16-year-old son leaving her with no financial support for him;
- Child benefit re-claimed;
- Scottish Child payment entitlement identified;
- Education Maintenance Allowance Applied for;
- Increase in Universal Credit payments;
- Financial Gain - over £10,600 per year; and
- Applications for Child Disability Payment and Adult Disability Payment completed.



*Although some work was ongoing from 01/04/24 to 30/09/24 the team did not officially launch in entirety until completion of recruitment & training from October 2024.

South Ayrshire Health & Social Care Partnership (SAHSCP)



Referrals made by Health and Social Care staff to the Information and Advice Hub generated significant financial gains for residents of South Ayrshire. **Notably these may have an impact on household income where a child or young person lives in the home:**

Impact between March 2024 and April 2025

Total Referrals: 846

Income Generated: £576,669.56

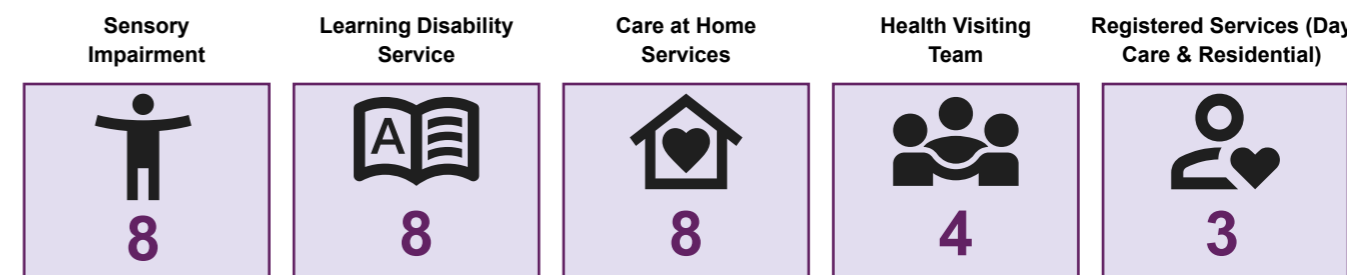
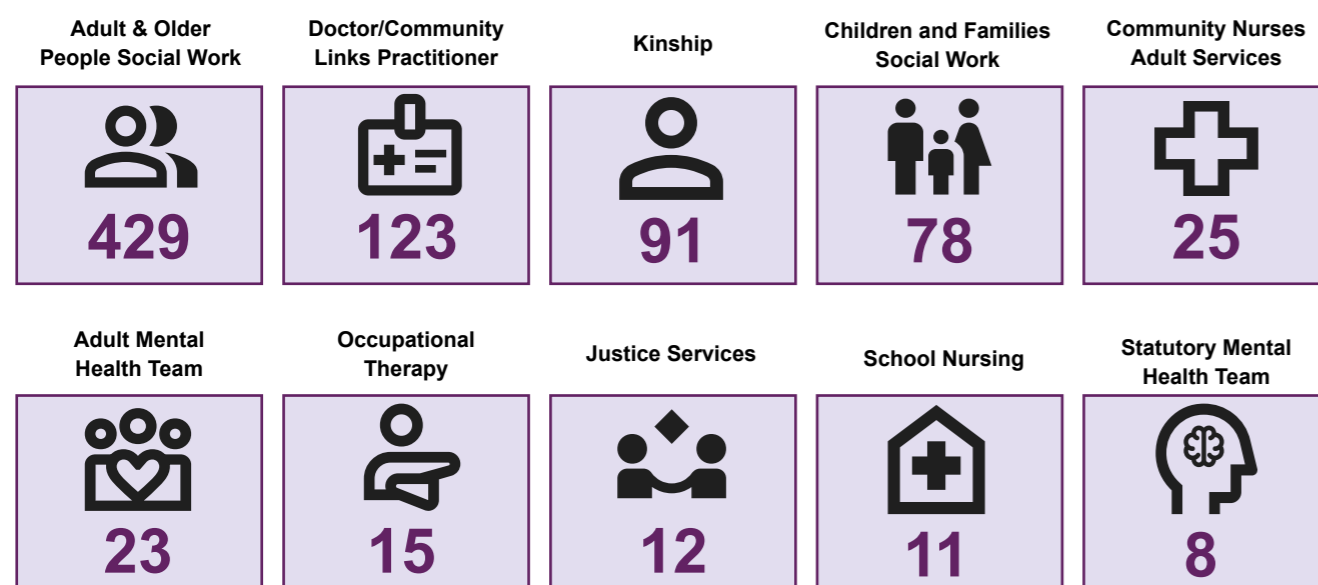
Over **£561,000** – resulted from referrals for **Welfare Rights support**, demonstrating the substantial value of ensuring individuals receive advice and assistance with navigating the benefits system.

- **£397,830.11** was secured through **Benefit Checks**, ensuring individuals were accessing their full entitlements.
- **£90,019.02** was gained through successful claims for **Adult Disability Payment**.
- **£29,583.24** was attributed to **Attendance Allowance** awards.
- Smaller but important amounts were also accessed through **Macmillan support (£10,183.60)**, **Universal Credit (£19,588.96)**, and **fuel poverty/energy advice**, among others.

In addition, **£3,817.80** was generated from **Money Advice referrals**, offering support with debt and financial capability.

This activity highlights the **vital** role of partnership working in tackling financial insecurity and promoting wellbeing. The ability of HSCP teams to identify and refer people at risk of financial hardship remains a key lever in delivering person-centred, preventative support across South Ayrshire.

Referral Summary:



Financial Gains:

Service	Welfare Rights	Money Advice	Total
Adult & Older People Social Work	283,693.45	3817.80	£287,511.20
Doctor / Community Links Practitioner	134,507.88		£134,507.88
Adult Mental Health Team	33,170.28		£33,170.28
Children & Families Social Work	30,860		£30,860
Kinship	23,364.28		£23,364.28
School Nursing	13,110.72		£13,110.72
Community Nurses Adult Services	13,045.59		£13,045.59
Sensory Impairment	11,916.84		£11,916.84
Occupational Therapy	10,738.44		£10,738.44
Statutory Mental Health Team	9256.00		£9256.00
Justice Services	9022.28		£9022.28
Health Visiting Team	126.00		£126.00
Learning Disability Team	40.00		£40.00
TOTAL	£572,851.76	£3817.80	£576,669.56

Third Sector Contribution

Food pantries are delivered by Voluntary Action South Ayrshire (VASA) in Ayr (Urban) & Girvan (Rural) covering a wide postcode catchment. The pantries utilise surplus food and other items to offer quality, choice, independence and nutritional produce, at a fraction of their original costs, to those experiencing food insecurity through a membership model.

Both pantries serve a number of families within the priority groups.



Ayr Food Pantry	Girvan Food Pantry
Ayr Pantry currently serves 505 households	Girvan Pantry currently serves 135 households
980 people from memberships area	271 people from membership area
174 memberships stated retired with 270 older adults in households	55 memberships stated retired with 83 people in households (78 adults and 5 children)
108 memberships stated employed with 250 people in the household (176 adults and 74 children)	29 memberships stated employed with 70 people in the household (38 adults and 32 children)
223 memberships stated not in employment with 460 people in the households (345 adults and 115 children)	27 memberships stated not in employment with 70 people in the households (44 adults and 26 children)
	24 memberships stated disabled or unable to work with 48 people in the household (33 adults and 15 children)

Ayr Pantry – Approximately 14,000 ‘shops’ per year from members of the Ayr Food Pantry, and a quantifiable saving of around £14.50 per ‘shop’ the collective financial gain per annum is around £203,000 to South Ayrshire residents.

16 Volunteers, 1 full-time and 3 part-time staff

Girvan Pantry - Approximately 2,800 ‘shops’ per year from members of the Girvan Food Pantry, the collective financial gain per annum is around £40,600 to South Ayrshire residents

6 Volunteers, 1 part-time staff

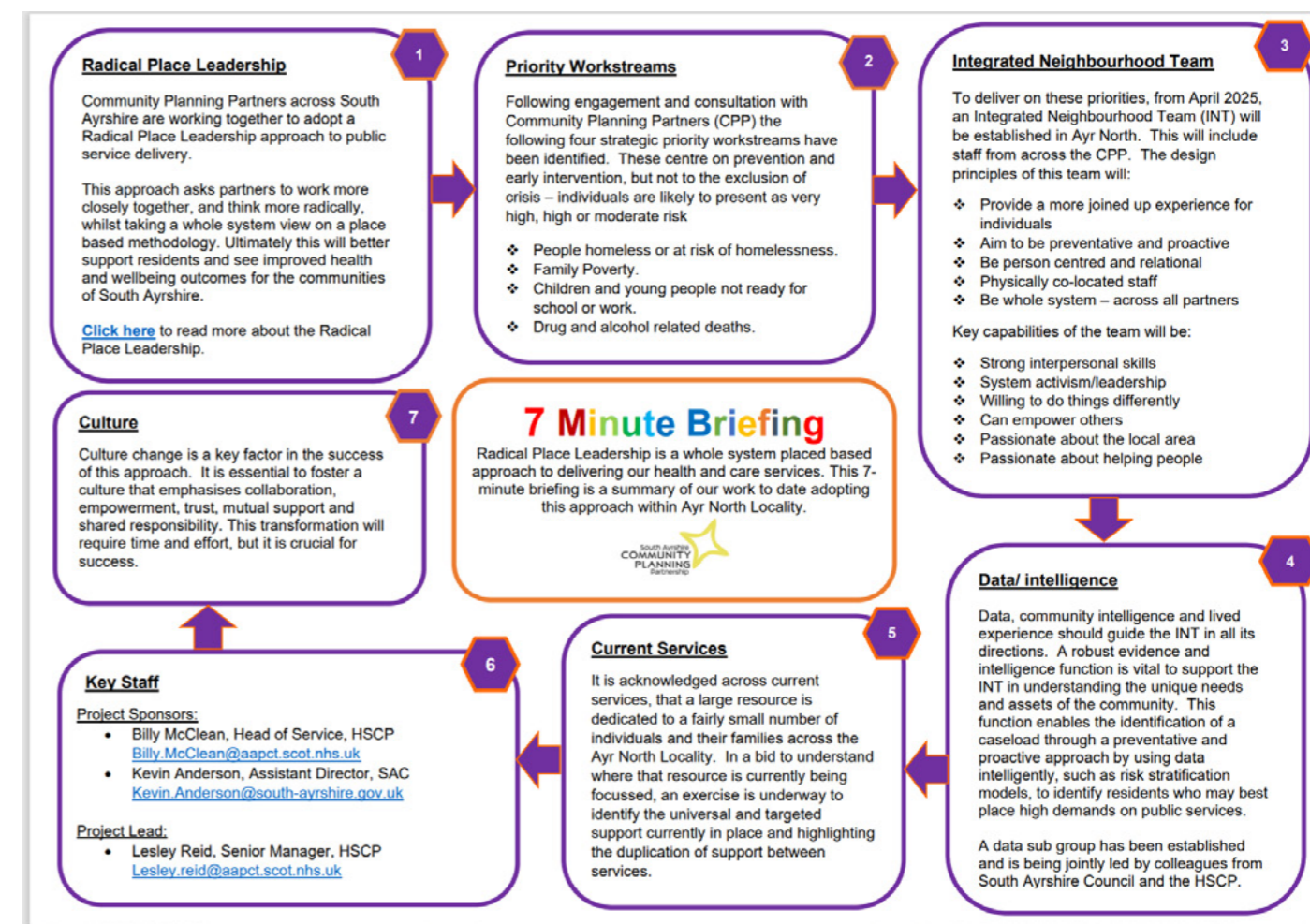
Other benefits - Utilise more nutritious food, have a better relationship with food, social element interacting with staff and volunteers, sustainability element, signposting and employability opportunities.

Employability within Voluntary Sector

In 2024, through partnership working with South Ayrshire Council's Employability Service, VASA secured a budget from the Local Employability Partnership (LEP) to administer a fund that paid for 'matched' unemployed parents to work within a charity for 26 weeks.

VASA initially identified potential charities who wished to take on staff for 26 weeks, for which they are promptly reimbursed for wages. SAC Employability Service were responsible for finding suitable 'matches' for these positions. This initial programme for parents has now seen 19 parents matched to 12 charities. 7 of these individuals have been successful in securing permanent positions within the organisations they were matched with, and others have gone on to secure employment elsewhere after building up confidence and skills.

Whole System Place Based Approach: Radical Place Leadership



Appendix 3

NHS Support

Promotion of Financial Inclusion Pathways

NHS Ayrshire and Arran continue to display financial inclusion pathway posters in hospital settings to assist staff in making referrals to appropriate services in each Local Authority area. This includes promotion of the pathways within Maternity Services to raise awareness with both staff and families of the supports available and how to access them.

Cost of Pregnancy

Overarching aim:

As part of the wider NHS Ayrshire and Arran Tackling Child Poverty Plan, NHS Ayrshire and Arran Workplace Health Team, Public Health Directorate, aim to raise awareness with local businesses of employee entitlement to paid time off to attend antenatal appointments.

Activity:

Previous work focusing on the cost of pregnancy highlighted financial barriers to attending antenatal appointments, including potential loss of pay. This led the Workplace Health Team to develop campaign materials to raise awareness of the right to attend antenatal appointments and the importance of this care. A suite of four resources was created, namely a poster and leaflet aimed at employers and a poster and leaflet aimed at employees. The resources provide details on what is antenatal care, why antenatal care is vital for mum and baby, what the entitlements are for those receiving antenatal care, what fathers and partners are entitled to and good practice for employees.

Outcome:

At the end of 2024, the Workplace Health Team developed a communications plan for the dissemination of the Antenatal Rights Campaign. The employee poster and leaflet were disseminated internally via NHS staff communication channels for access by staff and patients with all four resources being shared with acute and community maternity staff. The employee poster was also added to the NHS Ayrshire and Arran maternity 'app', 'Badgernet', this means the information will be available to pregnant mothers prior to their ante-natal appointment. The employer poster and leaflet were disseminated via the Workplace Health Team newsletter to their database of 771 workplace contacts across Ayrshire and Arran.



Responding to and Preventing Infant Food Insecurity in Ayrshire and Arran - Guidance for Midwives, Health Visitors, Family Nurses and Support Staff

During 2024-2025, NHS Ayrshire and Arran Public Health Department and Family Nurse Partnership worked together to develop Ayrshire wide Infant Food Insecurity Guidance which has now been published in January 2025.

The guidance has been developed in response to:

- The 'Scottish Government (2020) United Nations Convention on the Rights of the Child Bill: rights and requirements' states that all children have the right to the best possible health (article 24) and an adequate standard of living (article 27) which includes appropriate nutrition to meet their developmental needs.
- The levels of children living in relative low income families in Scotland alongside the high numbers of families with young children approaching or being referred to food banks and baby banks for help
- Families in crisis do not always reach out for early help and may wait until they can no longer cope before they seek support. This could be due to feelings of shame, stigma or simply not knowing where to go for this help. Therefore it is vital that parents and carers with an infant child and pregnant women know how, where and who they can reach out to for help and support.

The aim of the guidance is to provide supportive information for Midwives, Health Visitors, Family Nurses and support staff who are working with families who have infant children and who are experiencing money worries, including those who are struggling to afford infant formula, before and at crisis point. The guidance provides information on available resources, including financial inclusion services in each HSCP area. The guidance is intended for use alongside wider advice and support for income maximisation, and where immediate support is required, access to infant formula milk or breastfeeding support for as long as it is needed.

Reference:

Scottish Government (2020) United Nations Convention on the Rights of the Child Bill: rights and requirements. www.gov.scot

Reference

Goudie, S. (2022) Healthy Start needs urgent improvement to tackle food insecurity in the early years www.foodfoundation.org.uk

Scottish Government (2022) Tackling Child Poverty Delivery Plan: fourth year progress report – focus report on households with babies under one www.gov.scot

Institute of Health Visiting (2024) State of Health Visiting Report www.ihv.org.uk

Reference

Scottish Government (2024) Tackling child poverty priority families overview - gov.scot

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 نابینا 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۔

本信息可应要求提供盲文，大字印刷或音频格式，以及可翻译成多种语言。以下是详细联系方式。

本信息可慮應要求提供盲文，大字印刷或音频格式，以及可翻譯成多种語言。以下是詳細聯系方式。

ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕੇ ਬੋਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਅਤੇ ਸਣਨ ਵਾਲੇ ਰਪ 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

South Ayrshire
COMMUNITY
PLANNING
Partnership



South Ayrshire Community Planning Partnership Board



Report by Community Justice Ayrshire Partnership to
Community Planning Partnership Board Meeting of 4th September 2025

Subject: Community Justice Ayrshire Partnership Annual Update

1 Purpose of Report

- 1.1 To provide the Community Planning Partnership Board with an update on current activity being taken forward by the Community Justice Ayrshire Partnership.

2 The Board is recommended to:

- 2.1 Note the contents of the report.

3 Background

- 3.1 The Community Justice Ayrshire Partnership (CJAP) involves partners working together to reduce reoffending and improve outcomes for people involved in the justice system. The strategic work of the CJAP is outlined in the [Community Justice Outcome Improvement Plan \(CJOIP\) 2024 – 2029](#).
- 3.2 The Community Justice (Scotland) Act 2016 requires Community Justice Partners in each Local Authority area to publish a report annually, setting out action taken by partners (individually or jointly) towards achievement of nationally and locally determined community justice outcomes.
- 3.3 The Act also places a requirement on the national body Community Justice Scotland (CJS) to produce an annual report detailing the achievement of community justice outcomes across Scotland. To support this process, each local partnership is required to complete an annual activity return with details of local activity towards the achievement of these outcomes.
- 3.4 Following extensive consultation and engagement with partners, the final versions of the [Community Justice Ayrshire Partnership Annual Report \(Part 1\)](#) and the [Community Justice Outcome Activity Annual Return](#) were published on the CJAP website and submitted to CJS on 7 July 2025.
- 3.5 This presentation provides an update on the current work being progressed by community justice partners across Ayrshire.

3.6 Work is progressed through three pan-Ayrshire sub-groups:

- Diversion, Intervention and Alternatives to Custody (DIAC) Delivery Group
- Community First Delivery Group
- Community Reintegration Delivery Group

Report by: Kirsty Baker

Job Title: Partnership Manager

Organisation: Community Justice Ayrshire Partnership

Date: 18.08.2025

South Ayrshire Community Planning Partnership Board



Report by Service Lead – Performance, Community Planning and Sustainability to
Community Planning Partnership Board Meeting of 4th September 2025

Subject: Strategic Delivery Partnership Updates

1 Purpose of Report

1 The purpose of this report is to provide members of the Community Planning Board (CP Board) with an overview of the key discussion points and subsequent actions/decisions agreed at the Strategic Delivery Partnership (SDP) Chairs Executive held on the 20th August 2025 including progress taking place within each of the Strategic Delivery Partnerships.

2 The Board is to:

- 2.1 note the key areas for each SDP highlighted within section 4.1 with further information provided in appendices one to five;
- 2.2 consider the areas of support required from the CP Board highlighted by SDPs section 4.2; and
- 2.3 progress updates on each of the Locality Planning Partnerships will to the note Community Planning Board on the 4th December 2025.

3 Update from SDP Chairs Executive

3.1 In order to improve the scrutiny of SDP and Locality Planning Partnership progress, SDP and Locality Planning updates are now being discussed in depth at the SDP Chairs Executive prior to submission to the CP Board. This allows for more focused discussion on SDP activity, opportunities for support across the SDPs and Locality Planning, agreeing a collaborative approach to several cross-cutting issues and identifying areas where SDP activity can connect with Locality Planning Partnership activity.

4 Progress

4.1 Extensive progress is taking place across all SDPs. Further information can be found in appendices one to five, however the table below provides summary information on the current key issues for each of the SDPs.

CURRENT KEY ISSUES FOR SDPs	
CHILDREN'S SERVICES SDP	<ul style="list-style-type: none"> • Responsibilities across the CPP to adhere to requirements of the UNCRC Implementation Act. An audit will commence in July 2025 with responses

	<p>required by all Service Leads. This will support the roll out of a tiered training offer around the UNCRC and next steps as an authority. Support needed from the CPP to ensure all service areas beyond Children’s Services understand their responsibility.</p> <ul style="list-style-type: none"> • Consideration now towards development of the next iteration of our current Children and Young People’s Services Plan (2026-2029). Looking deeper into our journey and further developing our aims within current priority areas. • Impact of Child Poverty in South Ayrshire – a whole system response required including linking the INT into CSPP family first and early intervention in early years work.
<p>COMMUNITY SAFETY PARTNERSHIP</p>	<p>Reducing Violence</p> <ul style="list-style-type: none"> • Resourcing major event weekends (Ayr Gold Cup, festive campaigns). • Night-time economy safety: Street Pastors, first aiders, Taxi Marshals, licensed premises engagement. <p>Home, Road & Water</p> <ul style="list-style-type: none"> • Increased water safety risks • Preventing accidents in the home. <p>Safer Communities</p> <ul style="list-style-type: none"> • Antisocial behaviour: Blackburn Road Carpark, football/ultras, off-road vehicles. • Youth interventions: vaping, mental health, issue-based engagement. • Environmental issues: dog fouling, littering, fly-tipping, graffiti. • Fire raising and derelict building monitoring. <p>Violence Against Women</p> <ul style="list-style-type: none"> • Education and training on CSE and wider VAW issues. • Development of safe spaces and support for women. • Coordination with partners; 16 Days of Action and White Ribbon campaign • Develop new Violence Against Women Strategy. • Implement position statement on CSE and prostitution.
<p>FINANCIAL INCLUSION & GROWTH SDP</p>	<ul style="list-style-type: none"> • Ongoing concerns regarding short term funding to support financial inclusion priorities.

POPULATION HEALTH SDP	<ul style="list-style-type: none"> Engagement with CP Board members on Scotland's Population Health Framework which sets out the Scottish Government and COSLA's long-term collective approach to improving Scotland's health and reducing inequalities over the next decade. Initial engagement will take place at the SDP members session on the 3rd October with a further workshop session arranged specifically for CP Board members.
SUSTAINABILITY SDP	<ul style="list-style-type: none"> Some subgroups are less developed than others, with the Energy Subgroup in particular requiring to meet and further develop and agree its terms of reference and third action area.

4.2 As highlighted by SDP Chairs and agreed at the meeting, the following areas have been identified as **requiring further support** from the CP Board:

CHILDREN'S SERVICES SDP	<p><i>Responsibilities across the CPP to adhere to requirements of the UNCRC Implementation Act via support from Service Leads across SAC.</i></p> <p><i>A report requires to be submitted to Scottish Government in Spring 2026 detailing on the whole authority's compliance with the Act.</i></p>
COMMUNITY SAFETY PARTNERSHIP	<p><i>Support from the Community Planning Partnership in developing Violence Against Women Strategy 2026 – 2029.</i></p>
FINANCIAL INCLUSION AND GROWTH SDP	<p><i>The availability of flexible, affordable childcare in South Ayrshire continues to be an issue, which has prevented parents returning/into work. This is a national issue which continues to be raised at relevant forums.</i></p> <p><i>Out of work benefits in South Ayrshire remains high and higher than the national average, the partnership are committed to improving this statistic.</i></p>
POPULATION HEALTH SDP	<p><i>Engagement with CP Board members on Scotland's Population Health Framework.</i></p> <p><i>Support needed regarding a joint retirement proposal – this is linked to the Ageing Well Strategy.</i></p>
SUSTAINABILITY SDP	<p><i>No additional support is required at this time.</i></p>

4.3 A comprehensive update was provided on Locality Planning to CP Board members on the 8th of May 2025, therefore the next progress updates on each of the Locality Planning Partnerships will to the Community Planning Board on the 4th of December 2025.

5 Next Steps

- 5.1 The next meeting of the SDP Chairs Executive is scheduled to take place on 22nd October 2025.
- 5.2 A session is in the process of being planned for all members of each of the SDPs to come together on the 3rd of October for an all 'SDP Catch Up'. The agenda for this session is still to be finalised however findings from the session will be fed back as part of the Community Planning Executive Annual Review scheduled for October 2025.

Report by
Service Lead – Performance, Community Planning and Sustainability
South Ayrshire Council
August 2025

STRATEGIC DELIVERY PARTNERSHIP UPDATE

COMMUNITY PLANNING BOARD: 4th September 2025



CHILDREN'S SERVICES SDP

Date of last meeting(s): The last Children's Services Planning Partnership (CSPP) meeting was held in May 2025.

CURRENT ISSUES OF CONCERN/CHALLENGES REQUIRING SUPPORT FROM THE CP BOARD AS AGREED TO ESCALATE BY SDP CHAIRS EXECUTIVE:

Responsibilities across the CPP to adhere to requirements of the UNCRC Implementation Act via support from Service Leads across SAC.

A report requires to be submitted to Scottish Government in Spring 2026 detailing on the whole authority's compliance with the Act.

MAIN CURRENT FOCUS OF THE SDP – LOIP PRIORITY AREAS:

The Promise

We will place love and relationships at the centre of the experiences and outcomes for every infant, child, and young person with care experience. We will do this through working together to fully implement the findings of the care review and The Promise by 2030.

Young Carers

Ensuring that all children and young people under the age of 18 who support, or help to support a relative or friend, because they have a physical or mental illness, disability, issues with drugs or alcohol, communication needs, or are elderly or frail, are recognised as being a South Ayrshire young carer. To work together across the CPP to ensure that young carers have access to the necessary support, advice, and resources to live a full active and achieving life.

PROGRESS UPDATE IN RELATION TO LOIP, LOCALITY PLANNING AND OTHER AREAS OF FOCUS:

CSPP Evaluative Progress:

Update into the last CPP board advised that the CSPP Self-Evaluation Framework is now being fully utilised by the Joint Improvement Group. This Framework allows a consistent and robust evaluative method across the CSPP.

Insights 3 found below gives a full evaluative report on year 1 and 2 of the current plan.



Evaluation Insights Report.pdf



2025 Wellbeing Indicator Data Set

Following a JIG workshop in early June 2026 - the focus during the coming months is to refine the framework, with CSP Lead and Horizons working with all six-priority group leads to identify gaps in data and deeper performance indicators as we enter into the final year of this Children's Services Plan 23-26.

The CSP Data Assistant role in the past year has made incredible strides to gather and support analysis of our core wellbeing indicator data set alongside the extensive data set within the framework. All CSPP data is now held in one central place and allows us to move to a place of horizon scanning.

These data reports are scrutinised in the JIG and CSPP quarterly – most recently with the inclusion of contextual data reports.

The Promise:

Although The Promise has its own priority area and workstream within the CSPP – it is essential that The Promise is evident and supported across Children’s Services Planning. Work is progressing to consult and understand what Plan 25-30 means for Promise work in South Ayrshire. Our Corporate Parenting Lead Officer is leading various Plan 25-30 workshops across services, partnerships and within the JIG/CSPP. Within the CSPP the leads will make any required iterations to their action plans to support based on the direction of Promise work locally.

CSPP Lead and Corporate Parenting Lead have been working to pull CSPP actions into the new Promise Framework. This further connects our work together and ensures that going forward Priority Group or Workstream Leads within the CSPP will become “benefit holders” where required, further connecting and interlinking all things Children’s Services and The Promise together.

Next steps as identified in the Embedding the Promise in Practice report:

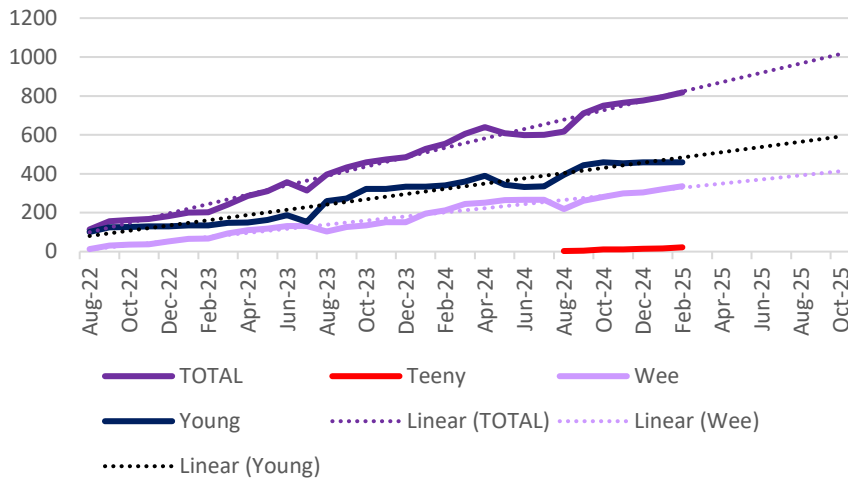
- Care as a protected characteristic: more work is required to map out implications this includes an exploration of our recruitment processes in relation to care experience. This may pose a challenge if extra resource is required to map implications and create additional provision.
- Education and a supportive school structure: We have a strong long standing virtual school and will build on the Family First model and take the learnings from the supportive school structure to progress improvement area 10 and engage the whole school community in the realisation of this improvement area.
- The language of care: more time and energy is required to help to broaden our use of language that is easily understood, is positive and that does not compound stigma. Working alongside our trauma lead we can look at combining cross cutting agendas to incorporate trauma informed language. Support is required for some sections of our workforce to feel comfortable and able to push the boundaries of language.
- Commissioning: We now need to extend the work we have been doing around commissioning and the Promise beyond services commissioned by South Ayrshire Health & Social Care Partnership, to ensure that South Ayrshire will incorporate ‘quality of relationships’ into all commissioning and monitoring frameworks as standard.
- Data: We will continue to work with the promise to do data differently and will explore our data sets to understand their relationship and identify the gaps.

Young Carers:

A successful application was made into the Improvement and Innovation fund for a member of staff to support this initiative. The post went out to advert in early June 2025.

Ensuring all pre-5 staff are trained in identification of young carers and embedding this into every day practice will reduce/eliminate young carers being missed.

Young carers in South Ayrshire



Whole Family Wellbeing Fund - RISE

Further embedding early help in South Ayrshire, the RISE provision rolled out in January 2025, in collaboration with HSCP and Education. Lead by the Virtual School HT, the RISE provision has recently been introduced and is currently supporting three young people who might previously have been educated out-with the authority, keeping them connected and learning within South Ayrshire. As well as being costly, educational and wellbeing outcomes for young people educated in provisions out with South Ayrshire is not in line with their peers. CSPP Lead Officer has worked with RISE to create a data set similar to that of Family First and this will be collated quarterly. We have early emerging qualitative and quantitative data indicating that RISE is already having an impact on the young people within the model.

Whole Family Wellbeing Fund – Early Years Early Intervention

Utilising the uptake in our WFWF for the final two years, our data in South Ayrshire CSPP leads us to direct our collaborative efforts towards the early years. We are now moving into the action planning phase of an early help model in the earliest years – supporting our families from the earliest point in their children’s lives through a whole family, joined up approach to prevention and early intervention. Reducing child poverty and its implications is not solely the responsibility of any one area and similarly to The Promise, it requires a whole system response. We will address this through a “sure start” model within two key early years setting into 25/26.

As demonstrated in our data, the Ayr North area of South Ayrshire is our area most impacted by poverty and inequality. Breastfeeding rates are lower, there are significantly higher numbers of children with developmental concerns or additional support needs, and adults living there are more likely to be on medication for mental health concerns than any other locality area. Alongside this our Child Protection Committee annual report informs that from 1 August 2023- 31 July 2024, 15% of children newly registered on the Child Protection Register live in the Ayr Central and North Locality with 9% of children living in the Wallacetown Area.

This work is likely to wrap around Cherry Tree and Wallacetown EYCs. Alongside this, our Solihull training team is in development and will wrap training around these centres for all children or adult services in the area.

Turning the dial towards early help – some impact data from this quarter

- Significant reduction in **offence related referrals** to SCRA in 24/25 by **46.6%** falling from 47 referrals in 23/24 to 26 in 24/25.
- As a comparative analysis, South Ayrshire recorded the lowest rate of offence related referrals against the other Ayrshires, the National Average and the Family Group average.

- Significant reduction in **non-offence related referrals** to SCRA in 24/25 by **40.8%** falling from 174 referrals in 23/24 to 103 in 24/25.
- As a comparative analysis, South Ayrshire recorded the lowest rate of non-offence related referrals against the other Ayrshires, the National Average and the Family Group average.

KEY ISSUES

1. Responsibilities across the CPP to adhere to requirements of the UNCRC Implementation Act. An audit will commence in July 2025 with responses required by all Service Leads. This will support the roll out of a tiered training offer around the UNCRC and next steps as an authority. Support needed from the CPP to ensure all service areas beyond Children’s Services understand their responsibility.

2. Consideration now towards development of the next iteration of our current Children and Young People’s Services Plan (2026-2029). Looking deeper into our journey and further developing our aims within current priority areas.

3. Impact of Child Poverty in South Ayrshire – a whole system response required including linking the INT into CSPP family first and early intervention in early years work.

Report Completed by:

Officer: Gillian Carroll, CSPP Lead Officer

Date: 9th July 2025

<i>Next steps for Evaluation</i>	<i>Next steps for Early Years</i>	<i>Next steps for Parenting</i>
<p>All priority groups within our Children’s Services Planning Partnership are supported by a robust evaluation management framework, strategically wrapping around our work to enhance planning processes.</p> <p>This ongoing journey of work will continue to evolve in 2025/26, as we revisit all our indicators to develop an even deeper understanding of our local communities to identify our areas of strength or areas for improvement.</p> <p>In this reporting year there has been an extensive amount of data collation and analysis undertaken, attributed to investment in a Data and Development Officer for Children’s Services Planning. As we progress into the third year of this plan, a need is evidence to dive deeper into locality level data given the variation in outcomes for our children in more deprived localities.</p>	<p>Child poverty is a cross cutting issue and has a significant impact on the wellbeing of infants, children, young people and wider families. We know in South Ayrshire that children living in our more deprived areas are more likely to experience the impact of family affluence, particularly our under 5s.</p> <p>All our data in South Ayrshire CSPP is telling us to move our collaborative and ambitious efforts towards our Early Years, ensuring the right help at the right time, with prevention as our aim.</p> <p>There is a need for us to think carefully about how best to support those living in SIMD 1 in order to address this. Locality data available indicates a requirement to focus attention to the Ayr North area, where work is now commencing to develop an ambitious collaborative model of early help within the early years. This work will include supports such as early years, health visiting, and speech and language via a “sure start” type model of early help.</p>	<p>Work has commenced in South Ayrshire to develop our Solihull Parenting Strategy, reflecting what families are telling us they need. This strategy will focus on providing consistent, clear messaging for parents, carers and the practitioners supporting our families.</p> <p>The strategy will seek to address parenting help needed for parents where additional support needs are present and taking into account the complex impact of poverty on parental wellbeing and therefore family life.</p> <p>Central to this work is the ambition to drive forward the Solihull Approach across the authority, embedding a relational, attachment-informed way of working that supports the emotional health and wellbeing of children and their caregivers. As part of this, we are in the process of establishing a dedicated Solihull training team, who will wrap training around our Early Years Centres in areas of highest deprivation. This team will work across both children’s and adult services, promoting a whole-family approach to wellbeing and parenting support. By bringing services together around families, we aim to strengthen early intervention, improve outcomes, and build lasting, trusted relationships with our communities.</p>

STRATEGIC DELIVERY PARTNERSHIP UPDATE

COMMUNITY PLANNING BOARD OF 4th SEPTEMBER 2025



COMMUNITY SAFETY PARTNERSHIP

Date of last meeting(s): 20th August 2025

CURRENT ISSUES OF CONCERN/CHALLENGES REQUIRING SUPPORT FROM THE CP BOARD AS AGREED TO ESCALATE BY SDP CHAIRS EXECUTIVE:

- Support from the Community Planning Partnership in developing Violence Against Women Strategy 2026 – 2029.

MAIN CURRENT FOCUS OF THE SDP – LOIP PRIORITY AREAS:

Safer Communities

We will work in partnership to reduce violence and antisocial behaviour in South Ayrshire by working with our local licensed and hospitality trade, schools, and local communities helping make South Ayrshire a safer place to live. We will work in partnership to reduce all forms of violence against women and girls.

Home, Road, and Water Safety

We will work in partnership to reduce the number of serious accidents at home, on our roads and in our waterways by delivering and promoting a range of safety initiatives.

PROGRESS UPDATE IN RELATION TO LOIP, LOCALITY PLANNING AND OTHER AREAS OF FOCUS:

Reducing Violence Joint Action Group (JAG)

The Reducing Violence Joint Action Groups focus remains on supporting increased visitor numbers at local events and ensuring the safety of those enjoying the hospitality and nighttime economy, particularly in Ayr and Prestwick.

Street Pastors remain active in engaging with nighttime visitors, distributing flip flops to help prevent falls, foil blankets to reduce the effects of cold, and bottled water to prevent dehydration. They also collect bottles and broken glass to minimise injury risks. Patrol reports can be viewed via the Ayr & Prestwick Street Pastors Facebook page, and they now carry a portable defibrillator.

First aiders have provided treatment to individuals in need during the reporting period, with their presence alongside other partners contributing to public safety and supporting local policing. Police officers continue to visit licensed premises as part of ongoing engagement.

Taxi Marshals continue to manage queues and assist people in securing transport home, helping to prevent potential flashpoints. Data for these activities is available quarterly on request.

The JAG's current priorities include producing the 2024/25 Annual Report, planning the 2025 Festive Campaign, and preparing for the Ayr Gold Cup weekend in September. Work is also underway to compile a calendar of event weekends through to the end of September 2025, ensuring appropriate partner coverage. Checks are ongoing to confirm bodycams and radios are fully operational, and options are being explored to bring the Prestwick taxi rank into operation on Saturday nights in December.

Safer Communities Joint Action Group

The Safer Communities JAG continues to tackle antisocial behaviour, environmental issues, and fire related incidents, while supporting young people and local communities. Current priorities include hotspot graffiti, off-road vehicle use, dog fouling, litter, fly-tipping, and football/ultras-related ASB.

Targeted interventions have been delivered in schools, with TAYP sessions at Kyle Academy, Queen Margaret Academy, and Marr College, alongside Freestyle Environmental Audits and parent focused community safety input. Youth work patrols run weekly in Ayr North, Ayr Town Centre, and Maybole, with additional visits addressing fire raising and safety concerns. Multi-agency home visits in Wallacetown have increased referrals and provided residents with practical support, including ring doorbells.

Problem solving groups remain active, addressing issues at Blackburn Road Carpark, vaping awareness for young people, off-road vehicle activity, and football-related ASB. Re-deployable CCTV monitors key areas for ASB, hate crime, fire-related, and environmental issues.

Home, Road & Water Safety Joint Action Group

Since the last update, the partnership has delivered a wide range of successful initiatives, engaging residents, pupils, and community members across South Ayrshire.

Secondary and community fire prevention work, such as Bonfire Watch, will be incorporated into Safer Communities JAG, with dwelling fire prevention progressed via the Home, Road & Water Safety JAG.

Road safety education continues to be developed across all age groups, with strong links to local schools. Recent activity includes the I Drive event for mature drivers, offering driving lessons, theory and hazard perception tests, and eye tests. The S1 Safety Event was delivered to Queen Margaret Academy, Marr College, Belmont Academy, Carrick Academy, and Kyle Academy, covering fire, road and water safety, smoking/vaping, and healthy relationships. Feedback was positive, with online safety and healthy relationships receiving the highest ratings. The Biker Down event for motorcyclist safety was also well attended.

For National Drowning Prevention Day, an event at Troon Beach promoted windsocks and beach zoning, with RNLI safety messages and paddle boarding sessions to raise awareness of water conditions.

Links with the Scottish Community Safety Network and Ahead of the Curve continue to support home safety promotion, particularly around slips, trips and falls in the home. Plans are in place to work with partners on car seat check events, beach wristband trials for children, and further road and water safety campaigns in the coming months.

Violence Against Women Joint Action Group

South Ayrshire's position statement on Commercial Sexual Exploitation (CSE) and prostitution was agreed at full council in March.

Key areas of focus include planning for the annual 16 Days of Action campaign, continued awareness-raising around CSE through training delivery, linking all women's groups locally, and expanding activity linked to the White Ribbon campaign.

Progress includes the creation of a South Ayrshire library of 23 Violence Against Women (VAW) resources, with delivery across schools and communities. Educational activity includes Hystayria focus groups, film screenings in partnership with libraries, Mentors in Violence Prevention (MVP) inputs in schools, and joint sessions with Women's Aid and Thriving Communities. CSE awareness sessions for staff and partners are scheduled for 2nd September and 24th November.

National campaigns and key messages have been promoted locally, with VAW branding implemented on bin lorries and updated web links to ensure current information is accessible. The evaluation of the 16 Days of Action campaign has been completed and agreed by partners. This year's campaign will use a new venue (Cutty Sark Centre) and route for the Reclaim the Night walk.

Work is ongoing to develop safe spaces for women, coordinate links across local women's groups and third sector partners, and share good practice. Upcoming priorities include circulating the 16 Days of Action evaluation and communications plan, targeted work with sports clubs around White Ribbon, and contributing to the consultation for the new Violence Against Women Partnership strategy (2026–2029).

KEY ISSUES

Reducing Violence

- Resourcing major event weekends (Ayr Gold Cup, festive campaigns).
- Night-time economy safety: Street Pastors, first aiders, Taxi Marshals, licensed premises engagement.

Home, Road & Water

- Increased water safety risks
- Preventing accidents in the home.

Safer Communities

- Antisocial behaviour: Blackburn Road Carpark, football/ultras, off-road vehicles.
- Youth interventions: vaping, mental health, issue-based engagement.
- Environmental issues: dog fouling, littering, fly-tipping, graffiti.
- Fire raising and derelict building monitoring.

Violence Against Women

- Education and training on CSE and wider VAW issues.
- Development of safe spaces and support for women.
- Coordination with partners; 16 Days of Action and White Ribbon campaign
- Develop new Violence Against Women Strategy.
- Implement position statement on CSE and prostitution.

Report Completed by:

Officer: Colette McPherson

Date: 14/08/25

STRATEGIC DELIVERY PARTNERSHIP UPDATE
COMMUNITY PLANNING BOARD OF 4th SEPTEMBER 2025



FINANCIAL INCLUSION AND GROWTH SDP

Date of last meeting(s):

15th May 2025 – SDP meeting

11th June 2025 – workshop session

CURRENT ISSUES OF CONCERN/CHALLENGES REQUIRING SUPPORT FROM THE CP BOARD AS AGREED TO ESCALATE BY SDP CHAIRS EXECUTIVE:

- 1) The availability of flexible, affordable childcare in South Ayrshire continues to be an issue, which has prevented parents returning/into work. This is a national issue which continues to be raised at relevant forums.
- 2) Out of work benefits in South Ayrshire remains high and higher than the national average, the partnership are committed to improving this statistic.

MAIN CURRENT FOCUS OF THE SDP – LOIP PRIORITY AREAS:

Financial Inclusion

We will work in partnership to help individuals and families access financial support services that will assist with fuel poverty, income maximisation and food insecurity. Partners will ensure local support is available that assists with the cost of living by ensuring advice, guidance and support services are accessible and available across South Ayrshire.

Economic, Employability and Lifelong Learning Opportunities

We will work in partnership to prepare and assist people for employment, training, education, and volunteering opportunities. We will create opportunities that will assist our communities to thrive through economic development and local wealth building activity.

We will ensure provision in South Ayrshire is aligned with local, regional, and national priorities by developing personal centred approaches for individuals accessing our services.

PROGRESS UPDATE IN RELATION TO LOIP, LOCALITY PLANNING AND OTHER AREAS OF FOCUS:

- £125,000 was given as part of the Council budget to support Financial Inclusion and Growth. This fund is to support projects across South Ayrshire. Table below outlines projects for 2025/26

Project Name	Project Details	Allocation
Funding to assist Care Experience Free Travel Scheme	Extend the test of change free travel for young people ages 22-30 who are Care Experienced.	£ 10,000.00
Funding to Support Ayr Food Pantry	Provide funding during 2025/2026 for Ayr Food Pantry	£ 35,000.00
Funding to support Girvan Food Pantry	Provide funding during 2025/2026 for Girvan Food Pantry	£ 12,500.00
Funding to support Maybole Food Pantry	Provide funding during 2025/2026 for Maybole Food Pantry	£ 12,500.00
Small Grants Scheme to support Third Sector Community Groups	Provide small grant funding during 2025/2026 to support Third Sector Community Groups who are supporting Financial Inclusion Projects or Communities.	£ 31,960.00
Financial Inclusion Events in each of the five towns	We will host Financial Inclusion Events in each of the five towns. Partners have agreed this will be done within existing budget.	£ -
Driving Lessons Ayr North	Support 8 learners with driving theory and practical support to enable them to pass their driving test. Participants must engage and register with Thriving Communities with a view to moving in to employment or further education.	£ 18,040.00
Child Poverty Action Plan - Developments	Funding to support the development and implementation of the Child Poverty Action Plan	£ 5,000.00
Total		£ 125,000.00

It was also agreed that the full allocation for 2026/27 would be used to extend the Information and Advice Service following the Elected Members Briefing that was held.

Financial Inclusion Workshop 11th June 2025:

Informative presentations at workshop session:

- Ayr United Football Academy – Extra Time Scottish Government funded initiative
- The Promise – Shine Brighter Grants
- Integrated Neighbourhood Team
- Information and Advice HUB
- Housing
- VASA – Food Pantries & Evolve programme
- Glendoune HUB

Financial Inclusion Events

The Financial Inclusion Partnership agreed to host five Financial Inclusion events across South Ayrshire, these events were held during the summer holidays in each of the five towns. Attendance was low at the events with Cutty Sark, Ayr being the busiest at around 40 participants. The others average around 20 residents coming along with one venue still to take place.

Money Advice:

We will work in partnership to help individuals and families access financial support services that will assist with the ongoing cost of living crisis including support with home energy, food insecurity, income maximisation through welfare benefits and employment and a range of Money Advice services from tailored budgeting plans to bankruptcy. Partners will ensure local support is available ensuring advice, guidance and support services are accessible and available across South Ayrshire.

Employability

An employability workshop as held on 27th May 2025 in County Buildings providing an overview of SAC Employability Service, No-One Left Behind Priorities and Out of Work Benefits data. The presentation showcased some of the key achievements and demonstrated how the LEP have adapted their priorities based on Labour Market demands.

Other Updates:

- Report presented to Service and Partnership Panel on 10th June 2025.
- Wallacetown Hub partnership has been increasingly successful with Employability staff, and the hot roll partnership with Riverside Church has further increased engagement within the community.

- Continuing to run Information and Advice Hub (IAAH) Awareness Sessions, which highlights the work of IAAH.
- Thriving Communities Financial Inclusion Fund Launched 7th July – 14th August 2025
- Bright starts Bright Futures funding for breakfast clubs had been announced by the Scottish Government.
- LOIP updates completed on Pentana for year 1.

KEY ISSUES

- Ongoing concerns regarding short term funding to support financial inclusion priorities.

Report Completed by:

Officer: Jamie Tait

Date: 11.08.2025

STRATEGIC DELIVERY PARTNERSHIP UPDATE

COMMUNITY PLANNING BOARD OF 4th SEPTEMBER 2025



POPULATION HEALTH SDP

Date of last meeting(s): 18th June 2025

CURRENT ISSUES OF CONCERN/CHALLENGES REQUIRING SUPPORT FROM THE CP BOARD AS AGREED TO ESCALATE BY SDP CHAIRS EXECUTIVE:

- Engagement with CP Board members on [Scotland's Population Health Framework](#); and
- Support needed regarding a joint retirement proposal – this is linked to the Ageing Well Strategy.

MAIN CURRENT FOCUS OF THE SDP – LOIP PRIORITY AREAS:

Ageing Well

We will focus on 'Ageing Well' which will incorporate the work of our Ageing Well Strategy and the development of Age Friendly Communities. We will work with our stakeholders and local communities to codesign what our key priorities for ageing should be so that we are working together to make South Ayrshire the best place in Scotland to live and age well.

Mental Health Improvement including Suicide Prevention

We will support the mental health and wellbeing of our communities with a focus on prevention and early intervention, aligning with Scotland's Mental Health and Wellbeing Strategy.

Green Health and Active Living

We will focus on green health which is about engaging with nature to improve physical, mental and social health and wellbeing e.g., walking, gardening/growing, bird watching. Alongside this we will focus on active living which involves building physical activity into everyday actions e.g. taking the stairs rather than a lift, having walking meetings, cycling as part of a journey.

Physical Activity and Sport

We will co-ordinate and monitor physical activity and sport, so that everyone across the life course will have opportunities to be involved in, and remain involved in, physical activity and sporting activities.

Ageing Well:

- LOIP year 1 updates completed on Pentana; case studies/stories of change submitted by Ageing Well & Green Health Active Living subgroup.
- Ageing Well work has focused on a range of short-, medium- and longer-term work including:
 - 'Big Cheerio' an event organised to raise the issue of planning for death.
 - Developing work on retirement planning, initially with NHS A&A and SAC.
 - Outreach Ahead of the Curve sessions taking place across South Ayrshire in a range of venues.
 - Take a seat and Take a seat plus campaigns now implemented.
- Inter-generational work – for example, with school communities
- Ageing Well and its Champion's Board members have featured on a new Scottish Government video linked with the Public Sector reform agenda.

Green Health & Active Living:

- NHS Endowments submitted by NHS Public Health on behalf of 3 local authorities for match funding for health walk co-ordinator roles.
- Greenspace for Health project at Ayr and Ailsa Hospital continues with the green gym and closed groups only, health walks had lower numbers so have now finished. £5K funding bid to Scottish Forestry was successful. Awaiting outcome of funding bid to Barcaple Foundation, and further funding to be secured to extend Senior Project Officer post and allow continued delivery at Ayr and Ailsa Hospitals. Closed groups have been delivered with mental health support group for young people and will start soon with carers of people who are suffering with dementia (Alzheimer's Scotland).
- SA Ranger service Blue Health Calendar launch day video produced <https://youtu.be/BfOcnZUDbW8>.
- Galloway and Southern Ayrshire Biosphere now delivering the Green Health community workshop on request – this has been advertised on social media and to partners to encourage community bookings.

Physical Activity and Sport:

- Refresh of the Physical Activity and Sport Strategy ongoing to reflect new LOIP and other local and national strategies.

Mental Health and Wellbeing and Suicide Prevention:

- Work has started to develop a life course approach to creating mental health and wellbeing for individuals, families, and communities, incorporating preventive approaches to understanding and responding to social isolation and loneliness with opportunities to engage with Girvan and South Carrick locality in the development of the approach.
- The group is finalising a revised terms of reference and working on a new action plan (which will be informed by the above noted work around preventive approaches across the life course.
- A similar life course/preventive approach is being developed to reducing suicide risk, with a key outcome involving working with the Trauma Informed Officer for SAC regarding the film screening of 'Low Road', As Suicide Prevention is Everyone's Business, to contribute towards South Ayrshire having suicide informed and aware communities.
- As Suicide Prevention Day approaches (10th September), messaging and digital materials will be available for sharing across partner social media and other platforms.
- There are also new workshop dates available for Time, Space, Compassion awareness raising and learning.

KEY ISSUES

- Engagement with CP Board members on [Scotland's Population Health Framework](#) which sets out the Scottish Government and COSLA's long-term collective approach to improving Scotland's health and reducing inequalities over the next decade. Initial engagement will take place at the SDP members session on the 3rd October with a further workshop session arranged specifically for CP Board members.

Report Completed by:

Officer: Sally Amor/Phil White

Date: 15.08.2025

STRATEGIC DELIVERY PARTNERSHIP UPDATE

COMMUNITY PLANNING BOARD OF 4th SEPTEMBER 2025



SUSTAINABILITY SDP

Date of last meeting(s): 4 June 2025

CURRENT ISSUES OF CONCERN/CHALLENGES REQUIRING SUPPORT FROM THE CP BOARD AS AGREED TO ESCALATE BY SDP CHAIRS EXECUTIVE:

No support required at this time.

MAIN CURRENT FOCUS OF THE SDP – LOIP PRIORITY AREAS:

Energy

We will work to encourage appropriate energy use in South Ayrshire (reduced use through behaviour change, energy efficiency measures, good design etc) and promote low and zero carbon sources of energy where possible. We will work with partners to promote the installation of local renewable energy generation and it's use. Demonstrating best practice in Scotland.

Food

We will promote healthy diet choices that reduce the ecological footprint of our food and encourage sustainable local food production and consumption.

Travel

We will work to promote and enable the sustainable travel hierarchy to reduce car distance driven and ensure when travel is required it is as sustainable, active, and low emission as possible. We will support 20-minute neighbourhoods.

Nature

We will work to create functional nature networks and connect people with nature.

PROGRESS UPDATE IN RELATION TO LOIP, LOCALITY PLANNING AND OTHER AREAS OF FOCUS:

Progress in relation to all 4 LOIP priority areas was reported at the last meeting with further updates due at the next meeting at the start of September. Progress has been made in all areas, although some are progressing faster than others:

- There is a particular need for the energy subgroup to meet and progress, and energy will be in focus at the next SDP meeting;
- Food work is being explored on an Ayrshire level as well as within both the council and the NHS in relation to Good Food Nation (GFN) requirements;
- The Active Travel Member Officer Working Group (MOWG) and Community Action Group (CAG) have met and an engagement event is being planned to take place in Ayr in mid-September
- Nature Network mapping work has been progressing with key partners with practical spend of this year's Nature Restoration Fund (NRF) monies also being simultaneously taken forward.

At the last meeting the SDP heard specific presentations on the Leven Lens Project as an example of Landscape scale nature restoration and on supporting active travel in the NHS.

A report was prepared regarding the South Ayrshire Council Integrated Impact Assessment Process and the traction it has had in relation to the Environmental Section in the early period of its application in relation to council decisions. This will be brought back to the group at their September meeting as there was not enough time to go into the level of detail desired. The group will look at how they can offer support to this work, how this can support collaboration between the partners of the SDP and what Sustainability SDP involvement in this might be going forward.

The next meeting of the SDP will also hear more about the Local Heat and Energy Efficiency Strategy (LHEES) presented by Callum Robertson, and in particular the SDP will look to identify how through the SDP and the wider CPP we can support the implementation of the recently adopted LHEES with a focus on where collaboration with and between partners can support delivery. There will also be a presentation on the Wallacetown Energy Project to raise awareness with SDP partners of this project and look at what the SDP/ CPP can do to support this.

At the June meeting there was also a short verbal input provided by VASA representatives from the parallel 3rd sector group given. This will be a standing item on the SDP agenda going forward. They have a particular interest in waste management with a number of outstanding queries and it was agreed that connections and input in relation to this could be made with the waste management team within the council.

Members of the Sustainability Team are now working to lead on support of each of the subgroups across these 4 priorities as well as also supporting the Green/Blue Health priority area within the Population Health SDP.

KEY ISSUES

- Some subgroups are less developed than others, with the Energy Subgroup in particular requiring to meet and further develop and agree its terms of reference and third action area.

Report Completed by:

Officer: Lorna Jarvie, SDP Chair and Lead Officer

Date: 13 August 2025



**COMMUNITY PLANNING PARTICIPATION AND ENGAGEMENT GROUP UPDATE TO
COMMUNITY PLANNING BOARD OF 4th SEPTEMBER 2025**

Date of last meeting: 19th August 2025

Main current focus of the group:

The main focus of the Community Planning Participation and Engagement Group is to inform the process of widening community engagement within a community planning setting through representation of communities of interest, forums that sit within VASA (Voluntary Action South Ayrshire) and community and third sector organisations. The Community Planning Participation and Engagement Group will also support CPPs on the best approaches for engagement activity for plans/strategies.

PROGRESS UPDATE

- A checklist has been developed that council services can use when planning their consultations and this has been presented to the group. This was presented to CPPEG group at their last meeting.
- The group is now inviting services to either feedback on consultations that have occurred, such as Accessible Ayr or have CCP partners come to them when they are looking to consult on policy or strategies.
- The Council will relaunch the South Ayrshire 1000. This piece of work is currently sitting with the branding team and the Community Planning team is in the process of updating the Data Protection Impact Assessment (DPIA) completed prior to any information being sent out to current members. Once both these pieces of work have been completed then initial questionnaire will be sent out to all members.
- The group were made aware that the Gaelic Language Plan consultation will be running from the 1st September for at least 4 weeks.
- Child Poverty Action Plan – views will be sought from parents from across South Ayrshire who have experience of living in poverty and the delivery of the plan.

KEY ISSUES/ACTIONS

- **Once branding and DPIA are in place relaunch South Ayrshire 1000.**
- **Recruit new members to the South Ayrshire 1000.**
- **Roll out Community Engagement Checklist to all council departments.**

Report Completed by:

Officer: Marie Oliver (Co- Chair), Lorraine McKenzie (Co-Chair)

Date: 05/08/2025



THIRD SECTOR INTERFACE UPDATE TO COMMUNITY PLANNING BOARD OF 4th SEPTEMBER 2025

VOLUNTARY ACTION SOUTH AYRSHIRE UPDATE

- The Community Planning Volunteering Strategy 2025 – 2030 will be going to the Population Health Strategic Delivery Partnership (SDP) for signing off.



South Ayrshire Volunteering Strategy 2025 - 2030 Final Version.pdf

- ‘Over to You’ packs are now available for all partners. The ‘Over to You’ pack contains two booklets for completion when people are preparing for their end-of-life plans. The first booklet ‘My final Wishes’ helps people detail what they would like to happen, end of life, regarding funeral arrangements and what they may already have in place for example a funeral plan. The second booklet ‘All About Me’ lets people give as much information as possible about their life, if they have a Power of Attorney, next of kin, who to contact regarding utilities etc. Both booklets are in an easy to spot yellow folder. A few will be available at the meeting. An online version will also be available in the coming weeks.
- 19th September 2025 Community Mental Health and Wellbeing Fund 2026/2028 will go live. This year grass roots charities, community interest companies and unincorporated groups will be able to apply for up to two years funding from a pot of £660K over the two-year period. This is year five and six of the fund from the Scottish Government.
- Anyone who does not get the VASA newsletter then you can subscribe by emailing rae@vasa.scot
- VASA are looking for suggestions of shops and other venues that may be interested in the ‘Take A Seat’ or ‘Take A seat plus’ campaign. Already we have over 15 shops, banks and other premises in Ayr Town offering a seat for someone with a disability issue (a seat at the front or the inside of the building) to sit and rest and those who can offer Take a Seat Plus can also offer toilet facilities. The premises display a yellow sticker outside their building. For more information or any suggestions please email fiona@vasa.scot
- The Ageing Well Champions Board, together with VASA, is putting together a quarterly news bulletin for the over 50’s and are looking for current topics, latest news and other contents so it’s written by local people for local people. For more information or ideas for contents, please email fiona@vasa.scot
- VASA’s Capacity Building Officer and SAC External Funding Officer will facilitate another 3 funding surgery days hosted by The National Lottery Community Fund Funding Officer. These will take place at the end of September in 3 locations: Ayr, Girvan, and Troon. 9 half hour slots are offered each day to voluntary groups to meet face-to-face on a one-to-one basis to discuss potential funding projects with TNL Officer.
- 8th October VASA and the HSCP will be holding year 2, celebrating the success of South Ayrshire moving towards an Age Friendly Community. Venue is Walker Hall Troon. The Champions Board and the HSCP will give an update on 2024/2025 Action Plan and discuss the plan for 2025/2026. There will also be guest speakers. The event is from 10am – 1pm.

- Come and meet the Third Sector. On the 7th October (Wave Girvan) and the 9th October (Ayr Town Hall) Third Sector organisations will be showcasing their organisations services and is an ideal time for public services to come and find out what services are available locally. Timings of the events tbc.

KEY ISSUES/ACTIONS

- Third Sector organisations continue to struggle with often reduction in funding. The increase in employer national insurance is also adding to the ever-growing funding issue. However, VASA will continue to support groups as they look for ways to sustain their often vital services.

Report Completed by:

Officer: Marie Oliver

Date: 5th August 2025