



# COMMUNITY SAFETY PARTNERSHIP STRATEGIC PLAN 2021-2024





# CONTENTS

Introduction .....	3
Area Profile .....	4
National context and Drivers .....	5
Strategic Context .....	6
What we know .....	8
Underpinning Themes .....	13
Joint Action Groups – Action Plans .....	14

# INTRODUCTION

The role and reach of Community Safety Partnerships in promoting safer communities has widened over the last few years.

Community Safety partners are part of the more complex community planning arena with a focus on shifting to prevention, and working in partnership to support community planning outcomes.

The Community Safety Partnership's current strategic approach focusses on ensuring joined up action around community safety partnership

priorities. The partnership brings together relevant agencies and, using a targeted approach, ensures effective information sharing and agreement on areas for joint action. The Community Safety Partnership strategic plan, sets out our shared vision for improving community safety outcomes across South Ayrshire, which acknowledging the added value which joint working brings, and a commitment to working with communities to improve outcomes at a local level.

## OUR SHARED VISION

That people in South Ayrshire live in communities that are inclusive, empowered, resilient and safe



## OUR PRIORITIES

- Reduce the level of violence and antisocial behaviour in our communities;
- Reduce the number of serious accidents at home and on our roads;
- Increase positive community engagement to tackle ASB and community safety issues within communities; and
- Work with partners to deliver CPP priorities.

# AREA PROFILE

By 2043, the South Ayrshire population is projected to be 105,191 – a decrease of 6.5% compared to the population in 2018. The population of Scotland as a whole is projected to increase by 2.5%.

The projected change in South Ayrshire is not evenly spread across the different age groups. The number of children aged 0-15 years is projected to decrease by 17% and our working age population by 14%. The pensionable age population is, however,

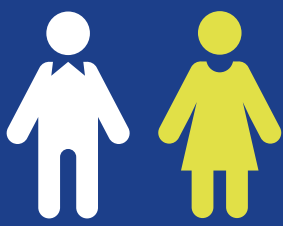
projected to increase by 17% by 2043. More dramatically, the South Ayrshire population aged 75+ is projected to increase by 65% by 2043.

These anticipated changes to the population will have considerable consequences for the Council as it strives to ensure social, educational, housing and community services continue to meet the needs of the community.



**112,550**

POPULATION



**48% 52%**

MALE FEMALE



**25% over 65**

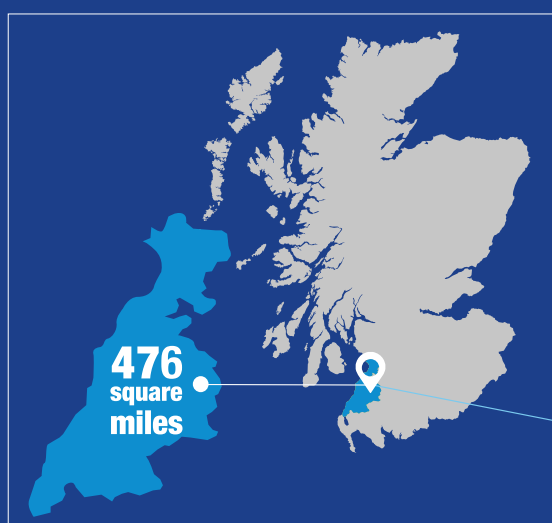
(National average 19%)



**16% under 16**

(National average 17%)

(Source: National Records of Scotland, 2018 Mid-Year Population Estimates & 2018 Based Population Projections)



(Source: National Records of Scotland, Small Area Population Estimates 2017)



**68%**

Ayr, Prestwick and Troon

**32%**

Girvan, Maybole, rural Kyle and Carrick



● TROON

● PRESTWICK

● AYR

● MAYBOLE

● GIRVAN

## ABOUT THE COUNCIL

Elected Members

CONSERVATIVE 12

SNP 9

LABOUR 5

INDEPENDENT 2



Staff



**4408 full-time equivalent**  
(1 April 2020)

# NATIONAL CONTEXT AND DRIVERS

## Our National Outcomes

11 National Outcomes

81 National Indicators

Publicly available on the  
National Performance website

<https://nationalperformance.gov.scot/>



The Community Safety outcome is outcome 11: ***“We live in communities that are inclusive, empowered, resilient and safe”*** This incorporates the previous Safer and Stronger outcome, while acknowledging that in order to deliver Community Safety services effectively we need to consider what makes a safer community, which includes elements such as community engagement and cohesion, social relationships and community empowerment as well as issues of poverty, health and education.

This approach is evident nationally in other drivers such as:-

### Community Empowerment Act

Promoting community empowerment and participation by focussing on empowering communities via involvement in decision making at a local level.

### Justice Vision for Scotland

In particular shift to community justice – ‘A just, safe and resilient Scotland’. Safe, cohesive

& resilient communities; Prevention, early intervention and improve wellbeing and life chances; Systems/interventions are fair, proportionate and effective; Person-centred services.

### The Place Standard / Principle

All those responsible for providing services and looking after assets in a place need to work and plan together, and with local communities, to improve the lives of people, support inclusive and sustainable economic growth and create more successful places.

### Local Outcome Improvement Plans and Locality Plans

Focus on a small number of real priority areas which are levers that will make a big difference. In South Ayrshire there are 2 main priority areas:-

- Supporting older people to live in good health
- Closing the poverty-related gap

# STRATEGIC CONTEXT

## CSP - Overview

South Ayrshire Community Safety Partnership (CSP) is a Strategic Delivery Partnership of the Community Planning Partnership, and is chaired by Chief Inspector Brian Anderson. The CSP also has responsibility for the development of the Multi-Agency Partnership to Tackle Violence Against Women and Children (MAP), which is chaired by Cllr Laura Brennan-Whitfield. With the establishment of

Community Justice Ayrshire, the CSP set up a local Community Justice Joint Action Group to drive joint action to impact on local community justice needs in South Ayrshire. The CSP involves a wide variety of partners including, Police and Fire Scotland, NHS, South Ayrshire Council, South Ayrshire ADP, Voluntary Action South Ayrshire

## Community Safety Partnership

### Structure



In addition to national drivers outlined above, the commitment of community safety to acknowledging the impact of wider social conditions on what make a community safe

mean that the community safety plan aligns with a variety of other local and national plans, and should therefore be viewed in conjunction with the plans below:-

### Links to other plans

- **Police Scotland Local Plan**
- **Scottish Fire and Rescue Local Plan**
- **Public Health Reform**
- **Local Outcome Improvement Plan**
- **South Ayrshire Council Plan**
- **South Ayrshire ADP strategy**
- **South Ayrshire Antisocial Behaviour Strategy**
- **Equally Safe Strategy**
- **Community Justice Ayrshire Strategy – Beginnings, Belongings, Belief**

# STRATEGIC NEEDS ANALYSIS

A strategic needs analysis was undertaken to support the development of this plan. Partners came together to review the work of the Community Safety Partnership over the last three years. The aim of this exercise was to:-

- Review partnership achievements;
- Review current SNA within context of the current policy landscape, emerging themes and issues as well as local data analysis from partners and communities;
- Identify and agree future priorities for the CSP; and  
Consider what changes will be required to achieve priorities

## INCLUSIVE, EMPOWERED, RESILIENT & SAFE COMMUNITIES

Are those which function well:

### Socially

- Strong and effective networks and connections
- Everyday relationships and kindness
- Mutual help and support
- People are engaged and empowered in local decision-making
- People feel safe that they belong and can trust others
- Communities are fair and inclusive



### Economically

- Strong, diverse local economies providing access to good, quality jobs
- Flexible multi-skilled workforce
- People have sufficient income to lift them out of poverty
- Thriving private and social enterprise sector
- Community enterprise operate innovatively and successfully

### Physically

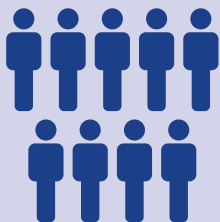
- Infrastructure supports social interaction (e.g. street layout, traffic measures, community meeting spaces)
- Well planned neighbourhoods with accessible facilities, public services and community meeting spaces
- Infrastructure provides supportive social function
- Quality design and upkeep of buildings and spaces
- Quality public space and green space
- Infrastructure links to employment opportunities (e.g. affordable and accessible public transport links)



# SOUTH AYRSHIRE COMMUNITY SAFETY PARTNERSHIP STRATEGIC ASSESSMENT

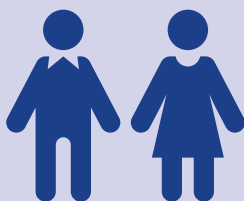
## What We Know

### POPULATION



- The population of South Ayrshire is 112,550 and is predicted to decrease by 6.5% by 2043.
- 16% of the population are under 16 compared with 17% nationally
- 59% of the population are working age (16-64) compared with 64% nationally
- 25% of residents are 65+ compared with 19% nationally
- 11% of residents are 75+ compared with 8% nationally
- By 2043 it's estimated the number of people 75+ years will have increased by 65% from 12,752 people in 2018 to 21,040.

### HEALTH AND WELLBEING



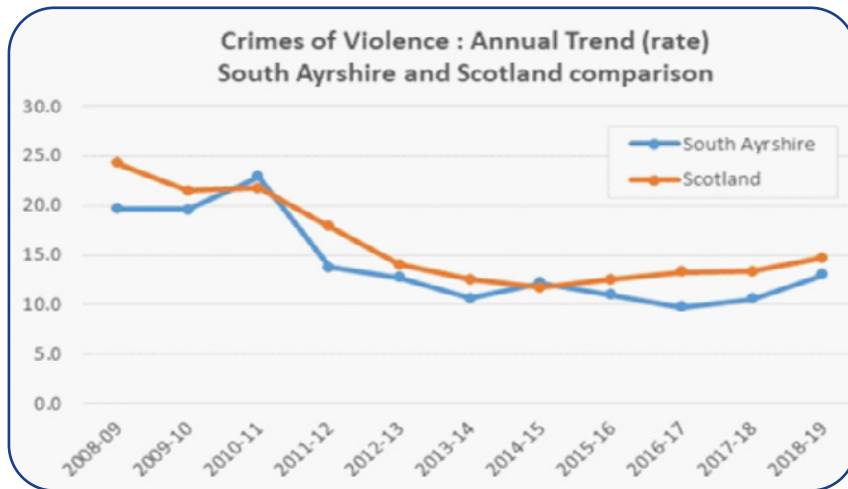
- Life expectancy – male is 77.3 compared with 77.1 nationally (2016-2018)
- Life expectancy – female is 81.3 compared with 81.1 nationally (2016 to 2018)
- In 2016, there were 14 suicides in South Ayrshire
- Suicide deaths were around three times more likely among those living in the most deprived areas than among those in the least deprived areas.
- The South Ayrshire rate of alcohol related hospital stays per 100,000 rose from 776.3 in 2016/17 to 831.2 in 2017/18 compared with a reduction across Scotland of 737.8 to 718.5.
- The South Ayrshire rate of drug related hospital stays per 100,000 rose from 300.21 in 2016/17 to 316.6 in 2017/18. Scotland also saw a rise from 220.9 to 236.5.
- The number of drug deaths per year has risen across Scotland. South Ayrshire figures rose from 12 in 2017 to 15 in 2018.

### DEPRIVATION



- 7 datazones (4.7% of the population) are in 5% of the most deprived areas in Scotland
- 20 datazones (12.1% of the population) are in 15% most deprived areas in Scotland
- 20% of households are fuel poor compared with 25% nationally
- 4% of working age people claiming one or more benefits compared with 3.3% nationally
- 36.1% of children living in households that experience both low income and material deprivation compared with 20.7% nationally (2014-17 figures)
- 24.4% children living in poverty (after household costs) 2017/18 (10th highest nationally)

# REDUCING VIOLENCE AND ANTISOCIAL BEHAVIOUR IN OUR COMMUNITIES



## Scottish Household Survey

87% of residents in South Ayrshire feel very/fairly safe when walking alone in their neighbourhood after dark (2019 figures). For Scotland this figure is 83%.



Handling an offensive weapon which was not used in other criminal activity has increased by 18% in South Ayrshire which is the same as the Scotland rate. 40% of offences involving an offensive weapon were used in criminal activity in South Ayrshire during 2018/19.



In 2018/19, 25 inputs were delivered to 450 young people in relation to No Knives Better Lives toolkit



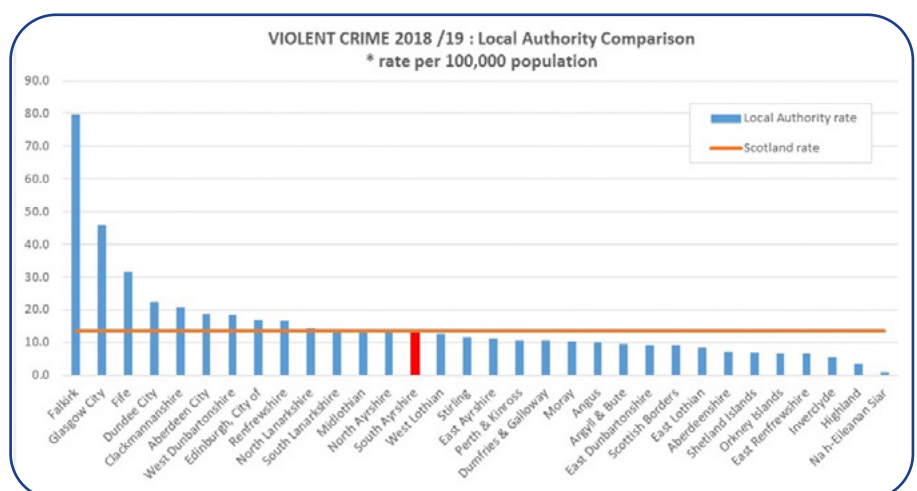
The annual trend shows that violent crime in South Ayrshire has fallen since 2010-11

## SAFEAYR

In last 3 years, almost 100,000 people have accessed the SafeAyr taxi rank

Taxi marshals have dealt with with 50 incidents and now wear body cameras to record any issues

Street Pastors have helped over 400 people who were in need of attention – including charging phones, supporting vulnerable individuals, and assistance to get a taxi. They have given out 861 items including flip flops, lollipops, blankets and water.



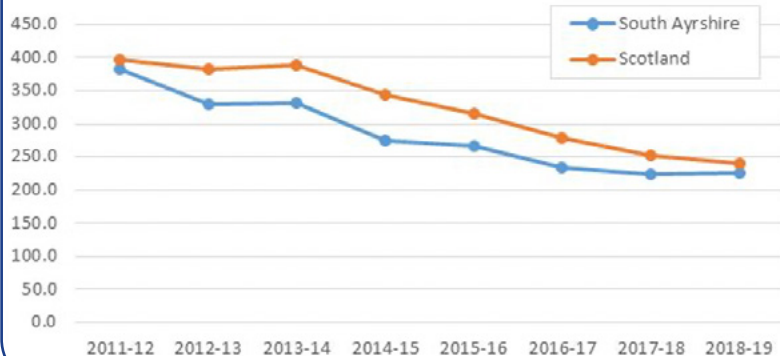
In 2018/19 South Ayrshire had the 14th highest rate of violent crime in Scotland but is below the Scottish rate.

# REDUCING VIOLENCE AND ANTISOCIAL BEHAVIOUR IN OUR COMMUNITIES



Group 6 disorder crimes which include minor assaults, breach of the peace, drinking in public and urinating have been falling steadily since 2013/14. There has been a 32% reduction over this time period.

Group 6 Offences : Annual Trend (rate)  
South Ayrshire and Scotland comparison



Over the last 3 years, community safety have dealt with over 80 antisocial behaviour complaints logged on the council reporting system.



The majority of these complaints were in relation to youth disorder including graffiti/ vandalism, drinking in public, loitering, throwing items and general nuisance.



The Community Justice JAG have agreed to promote and facilitate the PING liberation survey which look at challenges people are facing around time of release

The group also produced a 20 minute educational film – 'The Journey' - which details what happens when we fall foul of the law, its processes, procedures and the reality of being in Police custody.

## Over 500

staff have attended awareness raising sessions on doorstep crime over last couple of years.



## COMMUNITY SAFETY

Workers have carried out over 1000 general patrols and 400 targeted patrols over the last three years



## SAFER SHORES

270 people surveyed over last three years and 90% Said they felt safe (Ayr esplanade)



Community Safety Workers have reported over 1200 flytipping incidents since 2016/17



Over 100 school litter patrols and 200 fixed penalty patrols have been carried out by Community Support Workers over the last 3 years.

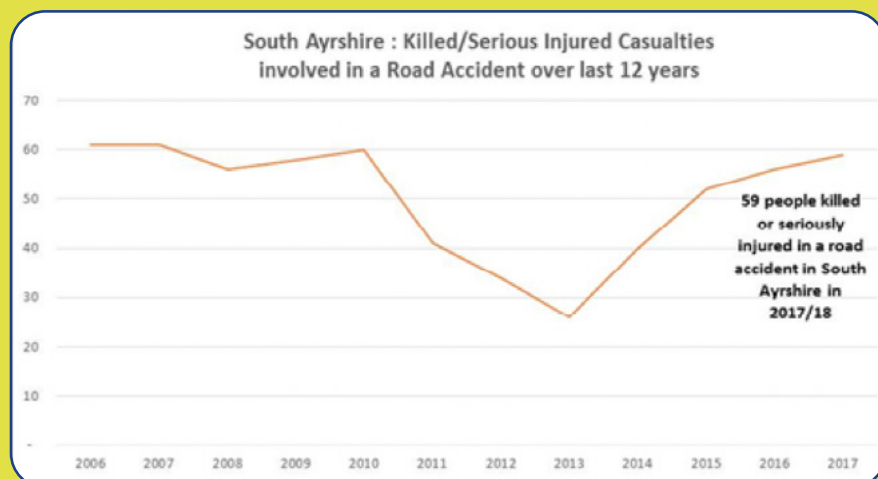


A high percentage of antisocial behaviour complaints dealt with by housing (83%) were opened and resolved in 2018/19. Most of the cases were in relation to noise / neighbour disputes



# REDUCING SERIOUS ACCIDENTS IN OUR HOMES AND ON OUR ROADS

The number of people killed or seriously injured in a road collision in South Ayrshire has been increasing since 2012/13.



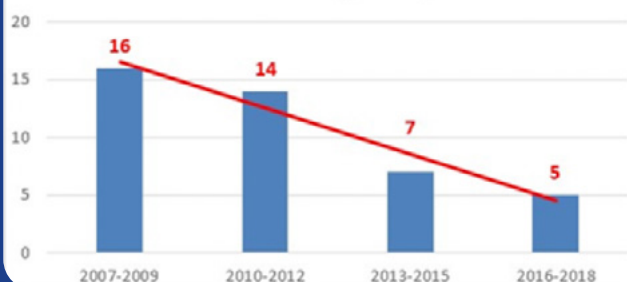
Based on a 3-year rolling total, the number of road deaths in Ayrshire killing 16-25 year olds between 2016-18 was 5 which is a 80% reduction from 2014-16.



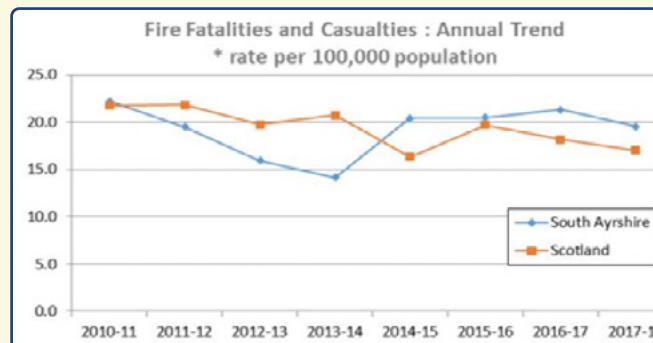
Reckless Driving Wrecks Lives has been seen by almost 5000 students and young people in 24 schools or colleges over the last three years.



Road Deaths in Ayrshire between 2007 and 2018 killing 16-25 year olds



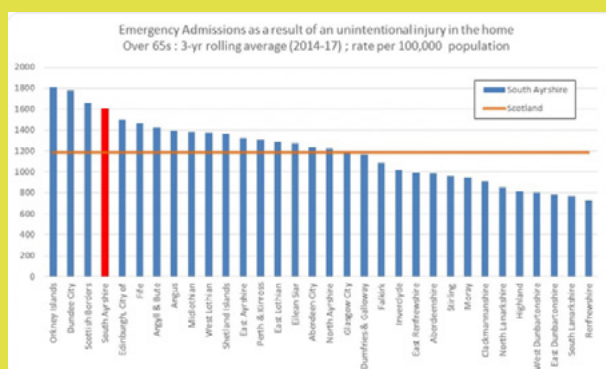
The number of fire related fatalities and casualties in south Ayrshire has fallen by 5% over the last 3 years up to 2017/18. In Scotland there has been a reduction of 13%



Over 400 referrals received for Fire Safety project and 158 items issued over last 3 years.



South Ayrshire is the 4th highest ranking local authority when comparing the 3-year average rate (2014-17) for emergency admissions due to an unintentional injury in the 65+ age group. Falls accounted for 86% of all emergency admissions during this period



Large number of older people attending Invigor8 and Health & Rehabilitation classes each year.

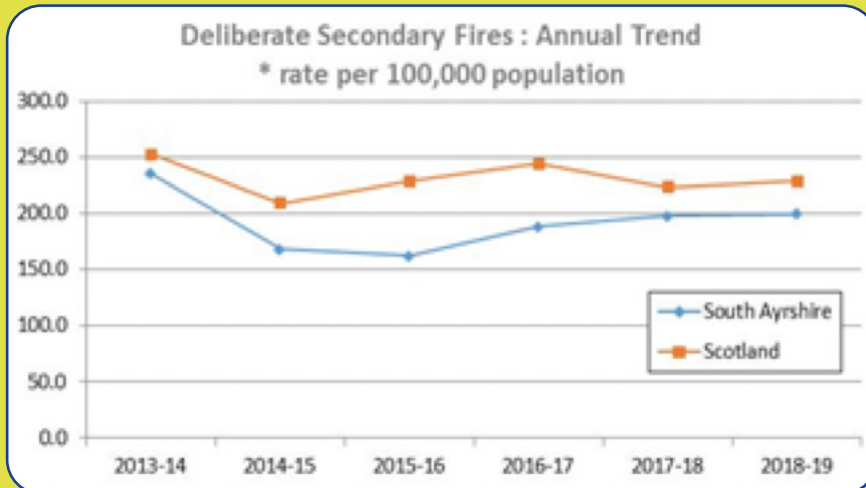


'Safe at Home' booklet produced and is being distributed widely by housing, care teams, VASA and sheltered housing.



# INCREASE POSITIVE COMMUNITY ENGAGEMENT TO ADDRESS ANTISOCIAL BEHAVIOUR AND COMMUNITY SAFETY ISSUES IN OUR COMMUNITIES

Deliberate secondary fires have been increasing steadily in South Ayrshire since 2015/16.



In 2018/19, the fire service attended 4 bonfires which equates to a saving of £61,070 when compared to 2008



Community Safety have removed 45 instances of graffiti since 2016/17



Group 4 crimes which cover fireraising, vandalism and malicious mischief has fallen by 19% since 2015/16 compared to 11% reduction for Scotland.



There have been intergenerational projects throughout South Ayrshire over the last 3 years including work with community garden, music projects, IT initiative in sheltered housing, and school participation in the annual quiz



The TAYP programme is delivered by South Ayrshire Community Safety team and aims to engage young people who are involved in, or on the periphery of antisocial behaviour/crime in the community, which is often linked to alcohol use.

Youth incidents reported to police have fallen by 20% over the last 3 years.

Community Safety has delivered almost 300 diversionary activities to 7,600 young people over the last 3 years (2017/18-2019/20).

This includes targeted work as well as school inputs and streetsport sessions.

“Read between the Lines” is a drama aimed to reduce the stigma surrounding mental health and suicide by encouraging people to acknowledge that talking openly can make a positive difference and maybe save a life.

The drama was delivered to S5/S6 pupils in all secondary schools in South Ayrshire in 2019/20



Since 2016/17, there have been 70 environmental initiatives carried out involving 1089 young people

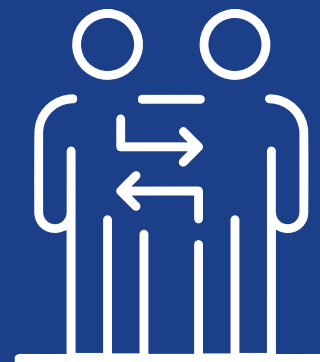
Over 120 community members have also been involved in initiatives.



# UNDERPINNING THEMES

Prevention, early intervention and problem solving have been a consistent, core part of the Community Safety Partnerships approach to working with partners and local communities to address community safety and antisocial behaviour issues.

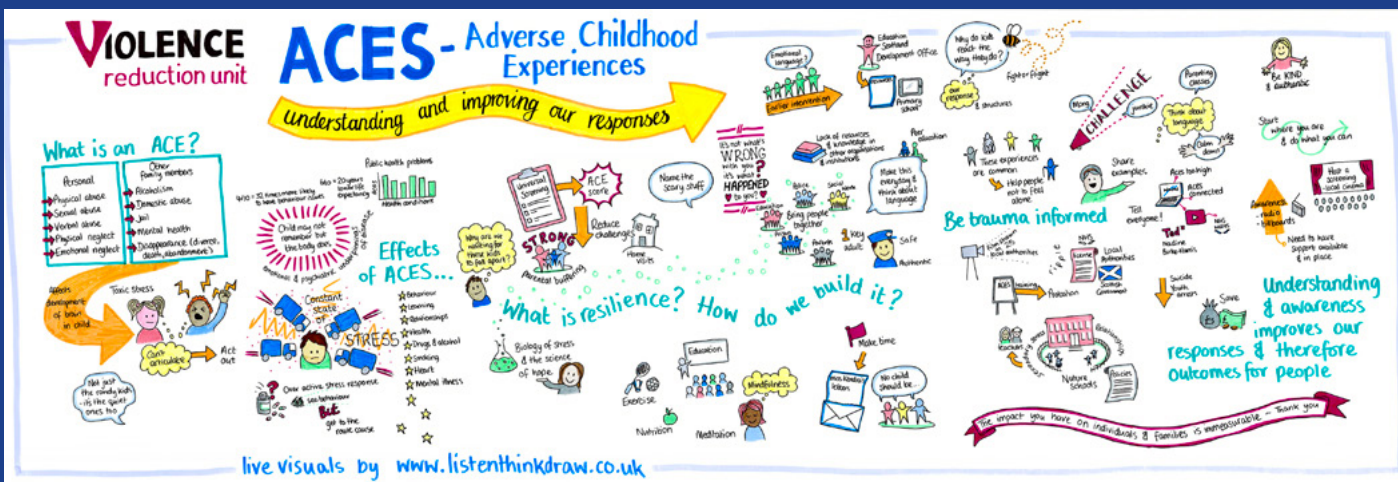
There are additional elements of emerging and underpinning themes which need to be considered when taking forward joint action by community safety partners.



## ADVERSE CHILDHOOD EXPERIENCES (ACE'S) /TRAUMA INFORMED APPROACH

The Sottish Government has committed to preventing ACE's, building resilience and reducing the negative impact of ACE's on communities. Links have been identified both nationally and internationally between higher experience of ACE's and community safety issues such as offending, violence, substance misuse and domestic abuse.

The Community Safety Partnership held a seminar to explore these issues further, and agreed a commitment to a greater awareness of Adverse Childhood Experiences, and taking a trauma informed approach to all joint working. This will include working with the wider Strategic Delivery Groups within Community Planning, to ensure a joined-up, consistent approach to partnership working.



## IMPACT OF ALCOHOL AND DRUGS

The CSP has always had strong links with the Alcohol and Drug Partnership in South Ayrshire and the links between substance misuse and community safety are evident in a number of areas, from alcohol related crime, injury prevention, youth issues and domestic abuse. Joint working around these issues has formed the basis of much of our community safety work with local communities.



The CSP will continue to work in partnership with the ADP to explore opportunities for joint action, and continue to take prevention and early intervention.

# REDUCING POVERTY

Wider structural and social issues can have a negative impact on feelings of safety in communities. South Ayrshire Community Planning Partnership have a commitment to 'closing the poverty-related outcomes gap' as one of the high level strategic themes within the Local Outcome Improvement Plan South Ayrshire Local Outcomes Improvement Plan

The Community Safety partnership have therefore committed to embedding poverty related issues as an underlying theme to the strategic plan ensuring that the impact of poverty in local communities is considered when developing joint action in line with our key priorities.



## MEASURING PROGRESS

In order to measure progress in achieving our community safety outcomes we will use a range of information, including data from partners, feedback from people in local communities, local place plans, evaluation of initiatives and outcome measures within our performance management system.

REDUCING THE NUMBER OF SERIOUS ACCIDENTS IN OUR HOMES AND ON OUR ROADS	
Emergency admissions as result of an unintentional injury in the home for under 5s / over 65s	ISD Scotland
Road accident fatalities and serious casualties	Transport Scotland
Road accident fatalities and serious casualties (under 16s)	Transport Scotland
Road deaths in Ayrshire for 16-25 years olds	Police Scotland
Motor vehicle offences	Police Scotland
Emergency hospital admissions as a result of a road traffic accident	ISD Scotland
Fire related fatalities and casualties in South Ayrshire	Scottish Fire & Rescue
Accidental dwelling fires	Scottish Fire & Rescue

Our 5 Joint Action groups will report progress annually to the Community Safety Partnership, and use this information to inform an annual review of plans.

## INCREASE POSITIVE COMMUNITY ENGAGEMENT TO ADDRESS ANTISOCIAL BEHAVIOUR AND COMMUNITY SAFETY ISSUES WITHIN COMMUNITIES

Antisocial behaviour complaints dealt with by Community Safety	SA Community Safety
Antisocial behaviour complaints dealt with by housing	SA Housing
Number of problem solving groups	SA Community Safety
Group 4 Crimes (vandalism, malicious mischief, etc)	Police Scotland
Group 6 Crimes (crimes of disorder)	Police Scotland
Flytipping incidents reported by Community Safety Wardens	SA Community Safety
Graffiti removal removed by Community Safety	SA Community Safety
Youth related incidents	Police Scotland SA Community Safety
Deliberate secondary fires	Scottish Fire & Rescue
Malicious false calls	Scottish Fire & Rescue

## REDUCING VIOLENCE IN OUR COMMUNITIES

Percentage of who feel safe when walking along in their neighbourhood after dark	Scottish Household Survey
All crimes of violence (Group 1)	Police Scotland
Handling an offensive weapon which was not used in other criminal activity	Police Scotland
Offences involving an offensive weapon which was used in criminal activity	Police Scotland
Reconviction rates; and reconviction rates for community sentences	Scottish Government

# CSP JOINT ACTION GROUPS

Partnership working to achieve the agreed priorities of the CSP is taken forward through Joint Action Groups. These groups are supported by lead officers from Community Safety team, and usually chaired by one of CSP partners. There are four JAG's involving a range of partner agencies, covering the following key issues: Reducing Violence, Fire and Road Safety, Inter-generational Issues and Safer Places.

The remit of the Joint Action Groups is as follows:-

- To work together with community safety partners to take an early intervention approach to address community safety issues in South Ayrshire, developing partnerships, communities and learning opportunities,
- To progress projects and joint initiatives within agreed budgets and resources,
- To identify issues of concern and provide exception reports to the Community Safety Partnership
- To ensure initiatives are fully evaluated.



## ACTION PLANS

Joint Action Groups will develop, review and update action plans annually. Action Plans will be reviewed and agreed by the Community Safety Partnership.

The Joint Action plans attached have been developed by each of the Joint Action Groups, and reflect joint work which is able to be progressed within current Covid restrictions. As restrictions are eased, and more partner services are able to be delivered locally, the plans will be reviewed and updated to reflect changing circumstances.

The JAG Plan document can be found at:- <https://www.south-ayrshire.gov.uk/cpp/>

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 اُبھرے 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。

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ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕੇ ਬੋਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਅਤੇ ਸੁਣਨ ਵਾਲੇ ਰਪ ਵਾਚ ਵੀ ਲਈ ਜਾ ਸਕਦੀ ਹੈ, ਅਤੇ ਇਹਦਾ ਤਰਜਮਾ ਹੋਰ ਬੋਲੀਆਂ ਵਾਚ ਵੀ ਕਰਵਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਸੰਪਰਕ ਕਰਨ ਲਈ ਜਾਣਕਾਰੀ ਹੇਠਾਂ ਵੱਲੀ ਗਈ ਹੈ।

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

Faodar am fiosrachadh seo fhaighinn, le iartas, 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**  
**Customer Contact Centre**  
**03001230900**