



The South Ayrshire
Violence Against Women
Partnership Strategy

2026 - 2029

Strategy Summary

south-ayrshire.gov.uk

end violence against
women & children
south ayrshire multi agency partnership



south
AYRSHIRE
COUNCIL
Comhairle Siorrachd Àir a Deas
Making a Difference Every Day

Our vision is
to ensure all women and girls
in South Ayrshire are Safe,
Respected and Empowered
and live in communities that
are Informed; and reject all
forms of violence against
women and girls



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Introduction

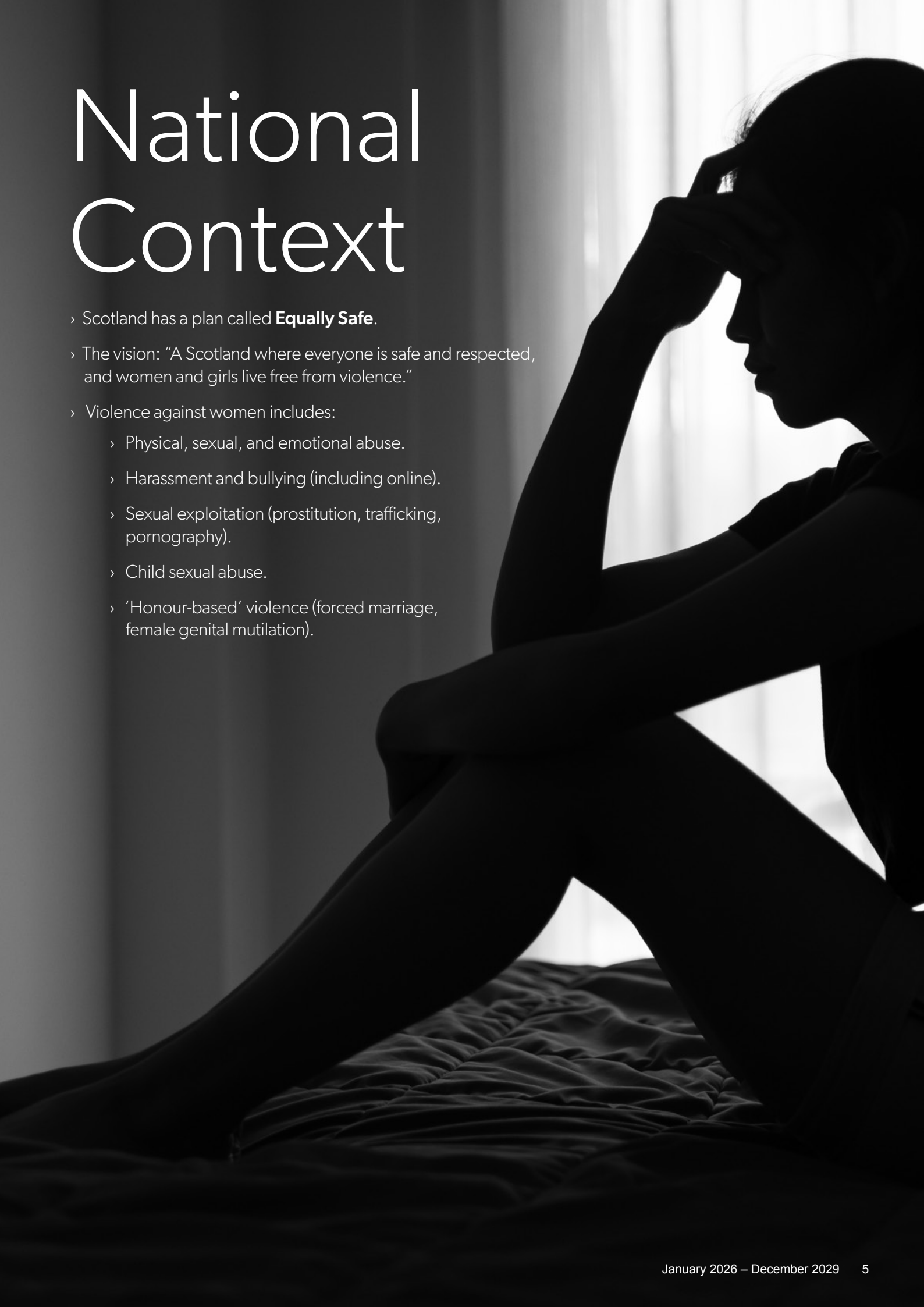
- › Violence against women and girls is wrong.
- › It stops women and girls from living equal lives.
- › In South Ayrshire, we want everyone to be **safe, respected, and empowered**.
- › We will keep working together to stop violence and support recovery.



Cllr Laura Brennan-Whitefield,
Chair – South Ayrshire
Violence Against Women
Partnership

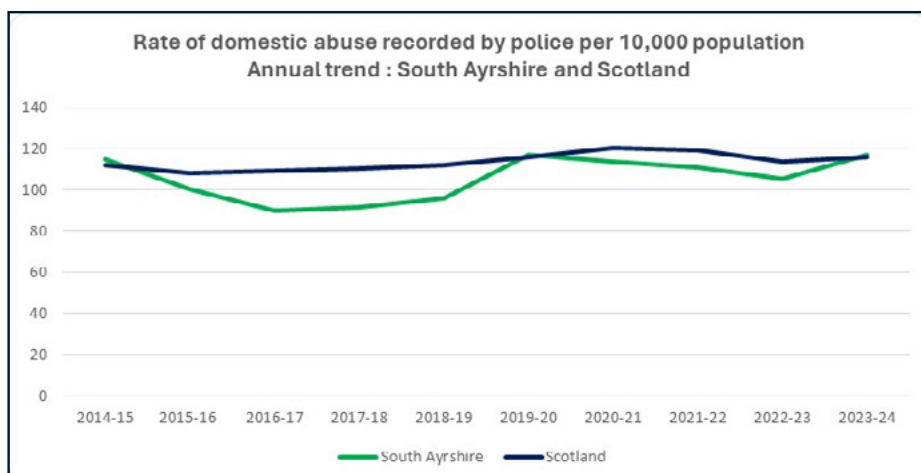
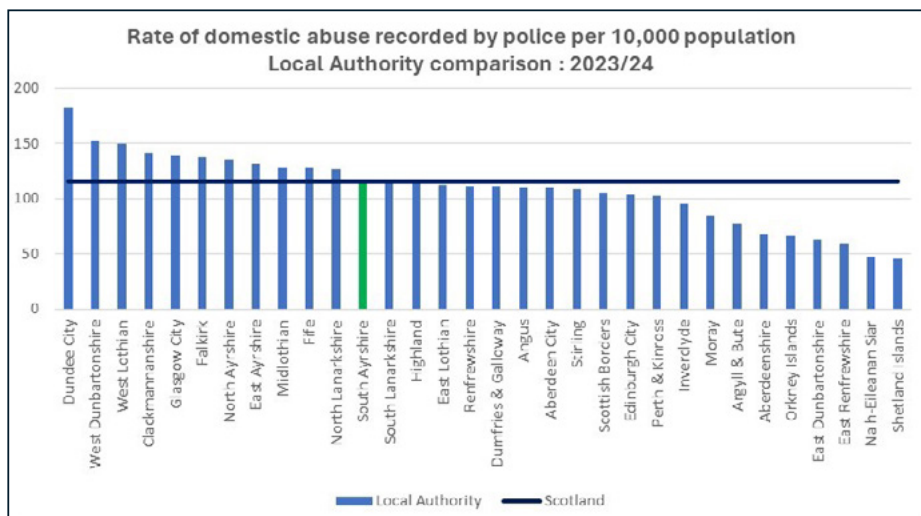
National Context

- › Scotland has a plan called **Equally Safe**.
- › The vision: “A Scotland where everyone is safe and respected, and women and girls live free from violence.”
- › Violence against women includes:
 - › Physical, sexual, and emotional abuse.
 - › Harassment and bullying (including online).
 - › Sexual exploitation (prostitution, trafficking, pornography).
 - › Child sexual abuse.
 - › ‘Honour-based’ violence (forced marriage, female genital mutilation).



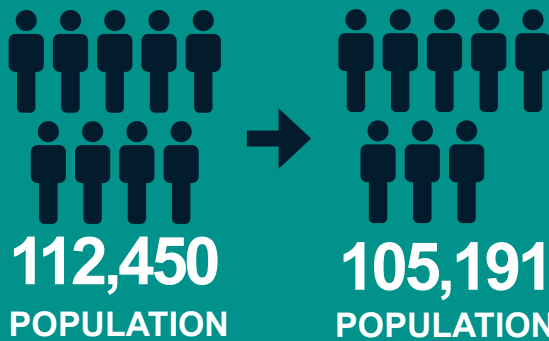
What we know

- › In 2023/24, South Ayrshire had **117 domestic abuse cases per 10,000 people** (slightly higher than Scotland's average of 116).
- › This is an increase of **11.2%** from previous year.
- › South Ayrshire ranked **12th out of 32 councils** for domestic abuse rates.
- › 41.5% of cases included a crime or offence.



South Ayrshire Overview

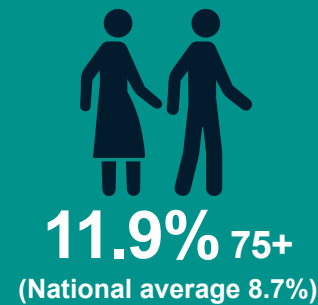
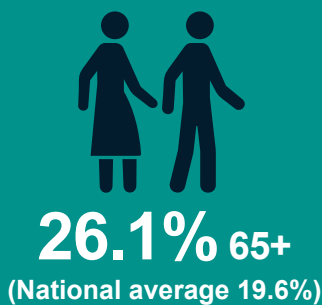
Between 2021 and 2043 the population of South Ayrshire is projected to decrease from 112,450 to 105,191. This is a decrease of 6.9% which compares to a projected increase of 1.7% for Scotland as a whole.



58.6%

of the population are working age (16-64) compared with

63.8% Nationally



By 2043 it's estimated the number of people 75+ years will have increased by 35% from

13,664
people in 2021 to
21,040



In 2021, South Ayrshire had the 4th highest dependency ratio in Scotland



South Ayrshire has 7 datazones in the top 5% most deprived vigintile



In 2022, there were 56,453 dwellings in South Ayrshire.

95.5% were occupied dwellings which is slightly less than national rate of

95.7%



About The Council

Elected Members

Independent 12
Conservative 5
SNP 5
Labour 5
ALBA 1

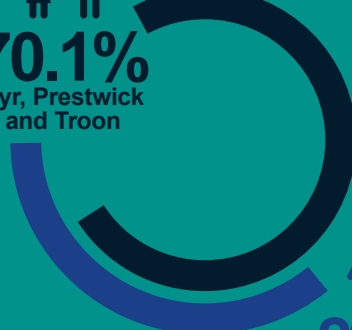


Staff



4,971 full-time equivalent
(as at 31 March 2024)

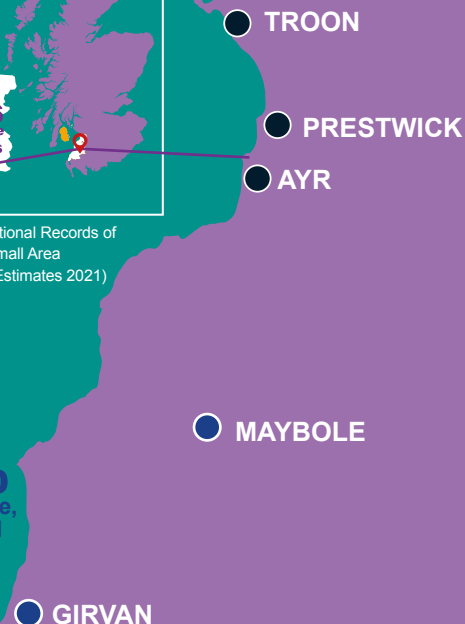
70.1%
Ayr, Prestwick
and Troon



29.9%
Girvan, Maybole,
rural Kyle and
Carrick



(Source: National Records of Scotland, Small Area Population Estimates 2021)



Our Priorities

1. Equality and Respect

- › Schools and workplaces promote fairness and reject violence.

2. Empower Women and Girls

- › Women and girls take part fully in community life.

3. Early and Effective Help

- › Survivors get quick, trauma-informed support.

4. Challenge Men's Violence

- › Men and boys are encouraged to change harmful behaviour.
- › Offenders face strong responses.



Police Scotland Update 2025

- › Sexual crime increased by 10.5%.
- › Rape reports went down slightly (12 cases compared to 14 last year).
- › Online sexual offences (like sextortion) increased a lot.
- › Domestic abuse incidents dropped by 12.8%, but nearly half involved a crime.
- › Police are working closely with partners to protect victims and stop offenders.

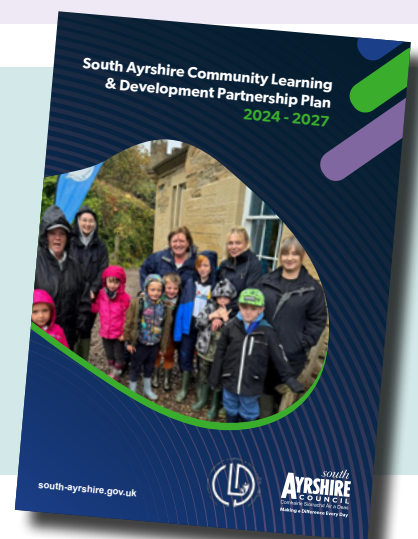


Local Policies & Procedures

- › South Ayrshire has plans to improve **community safety, health, children's services, and housing**.
- › The Violence Against Women Partnership works with many groups: Police, NHS, Women's Aid, schools, and community organisations.
- › Together, they make sure services are **joined up and effective**.

Education and Community Learning & Development (CLD)

- › Schools and community groups teach about **respectful relationships**.
- › Young people learn how to challenge unfair treatment and harmful behaviour.





Trauma Informed Practice

- › Many survivors have experienced trauma.
- › Services must:
 - › Understand trauma.
 - › Avoid causing more harm.
 - › Help survivors feel safe and in control.

Mental Health and Wellbeing

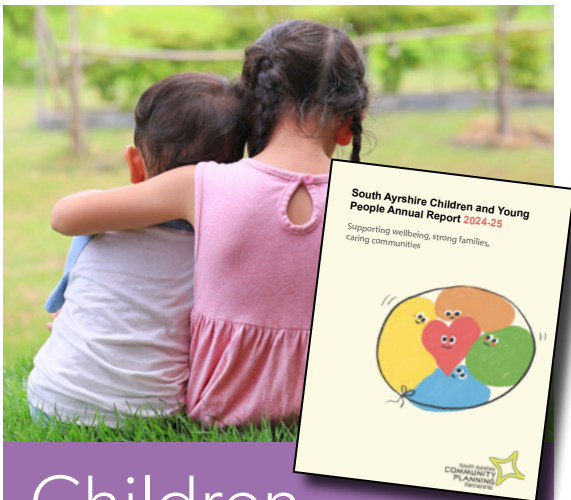
- › Violence and trauma can harm mental health.
- › Support is available to help survivors feel better and recover.



- › Alcohol and drugs can make violence worse.
- › Support services help people recover and reduce risks.

Justice Services

- › Men convicted of abuse may join the **Caledonian Programme** to change behaviour.
- › Women and children linked to these men get support too.
- › Police and social work teams work together to keep families safe.



Children, Young People and Families

- › Children affected by violence must be listened to, protected, and supported.
- › Families get help to stay safe and strong.

Multi-Agency Risk Assessment Conference (MARAC)

- › Agencies meet to help people at **highest risk** of domestic abuse.
- › They share information and make safety plans.



- › NHS staff are trained to spot and respond to gender-based violence.
- › Health services use a trauma-informed and human rights approach.



Child Poverty

- › Violence and poverty are linked.
- › South Ayrshire works to reduce poverty and support families.



Consultation and Engagement Process

- › The strategy was shaped by feedback from:
 - › Partner organisations.
 - › Community members during the 16 Days of Action campaign.
- › People asked for:
 - › More awareness.
 - › Easier access to services.
 - › Stronger community involvement.



Housing

- › Housing services help women and families escape abuse.
- › They prevent homelessness and offer safe places to live.



Monitoring & Reporting

- › Progress is reviewed every quarter through the Violence Against Women Partnership.
- › Results are shared every year.
- › This shows what is working and what needs to improve.

Summary

South Ayrshire wants to:

- › Stop violence against women and girls.
- › Support survivors with respect and care.
- › Work together across schools, health, housing, justice, and communities.
- › Build a safer, fairer future for everyone

South Ayrshire Council
Contact Centre
0300123 0900

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