

South Ayrshire
**COMMUNITY
PLANNING**
Partnership



CHILD POVERTY ACTION REPORT

PROGRESS UPDATE 2019/2020





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FOREWORD

The Covid-19 pandemic has presented unprecedented challenges to our families and communities. It's no exaggeration to say that these are the most challenging times our society has faced in living memory.

The continuing impact the coronavirus is having on families, in terms of income, the cost of living and health remains a serious threat. Research has confirmed that seven in ten families have had to cut back on food and other essentials, while 51% have fallen behind on rent and other household bills.

Over half of families on Universal Credit or Child Tax Credit have been pushed to borrow money since the start of the pandemic, with many relying on expensive forms of credit. Four in ten people claiming Universal Credit took an advance which will need to be paid back, resulting in further financial problems for families in an uncertain future.

Families are facing escalating costs as a result of the pandemic and all of these impacts have exacerbated poverty within our area. The growing concern is that more children will be pushed into poverty as a result. It's not right that any child has to face the burden of feeling hungry or worried that they may be evicted from their home.

The South Ayrshire Community Planning Partnership is committed to doing all we can to minimise the impact of poverty on our communities, our families and especially our children. In our collective effort to respond to the pandemic we have been listening to families who have experienced the worst of poverty and the continuing struggles they face, because we know that poverty can attract mental and physical health challenges on families and individuals and often stifles opportunities.

In the next five years, South Ayrshire's Community Planning Partnership will focus on improving employment, employability and upskilling opportunities, reduce the cost of living for those most in need wherever this is possible, continue to increase awareness of an individual's entitlements within the welfare system and increase the availability of good quality affordable homes.

In doing so we will continue to listen to our communities to ensure that our actions are making a real difference and giving our young people better opportunities for them to reach their full potential.



Peter Henderson
Leader South Ayrshire Council

Chair of South Ayrshire
Community Planning Partnership

INTRODUCTION

The Child Poverty (Scotland) Act 2017 places a duty on the Council and NHS Ayrshire and Arran to jointly publish an annual Child Poverty Action Report that sets out how child poverty will be tackled in South Ayrshire.

In 2018, the South Ayrshire Child Poverty Action Plan was the first to be published in Scotland and in June 2019 the South Ayrshire Child Poverty Action Report provided a progress update on the actions that had been included in the 2018 Report.

This Report provides further updates on our actions to date and a context on the level of child poverty in South Ayrshire at this time. It also examines the impact of the Covid-19 pandemic on South Ayrshire's families and children.

Many people in South Ayrshire are unable to manage financially, with many families living in fuel poverty and struggling to pay their bills and feed their children. It's a sad fact that many of these families are working families who often have the difficult decision of choosing to heat their home or buy food.

Reducing poverty is a key priority for the South Ayrshire Community Planning Partnership and our third sector partners. The Partnership is committed to working collectively and in collaboration to eradicate persistent poverty and find ways to boost family incomes whilst at the same time making efforts to reduce the cost of living for them.

These goals face poverty barriers with the risk of more families being dragged into hardship due to furlough or job losses as a result of the Covid-19 pandemic.

But the speed with which the Covid-19 coronavirus struck resulted in a positive community response with individuals, neighbours, volunteers and whole communities coming together not only to help, but also to support and look out for each other throughout.

As part of our recovery and renewal considerations we must find ways of harnessing this community resource not only for the greater good but more especially for the most vulnerable and most in need in our communities.

Maintaining such positive community spirit will be even more important as we begin to experience the full effects of Brexit, which may very likely place further financial burdens and challenges on families within our communities.

The gathering of lived experience from families who have faced the fear and stress of poverty will continue to be an essential source of how the Partnership directs its response and resources to those most in need. This is a key area for the Partnership to build upon and one where we need to continue to learn and foster trust in our most deprived areas.

The Community Planning Partnership 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.

It has been recognised that significant change has to take place to the way services are delivered in our most deprived areas, with a focus on a locality model set against the public health priorities.

Through public consultation a number of priorities for these areas have been identified and a multi-agency approach in terms of a *'Team Around the Community'* has been initiated as an appropriate way forward with 'core' and 'linking' teams identified to operationalise the work required.

The formation of this team presents an opportunity to seek the required step-change for our most deprived areas, by creating desirable places and environments where people and families want to live, thrive and be proud of.



Such an outcome will take careful planning and collaborative Partnership working, and an appropriate timeframe within which to deliver it. The main areas of focus for the Partnership therefore in the next five years will be:

- Early intervention to reduce financial hardship and inequalities in our most deprived areas;
- Upskilling and improving employment opportunities through the Ayrshire Growth Deal;
- Increasing the availability of good quality and genuinely affordable housing;
- Improving the energy efficiency of existing housing stock in all tenures;
- Improving housing pathways and tenancy sustainment for young people leaving care;

- Support mechanisms such as the school clothing grant and free school meals to help keep the cost of the school day down and housing costs affordable;
- Widening staff awareness of the Financial Inclusion Pathway to help provide additional financial support and entitlements for families including energy advice; and
- Make the step-change required in our areas with the severest forms of deprivation.

These actions will go some way of making sure that every child in South Ayrshire gets the best start in life to level up opportunity across the area and boost prospects.



Eileen Howat
Chief Executive
South Ayrshire Council



John Burns
Chief Executive
NHS Ayrshire and Arran

OVERVIEW

This report provides an update on 2019/2020 progress set against our Local Child Poverty Action Report which was agreed by South Ayrshire Community Planning Partnership in November 2018.

Following the submission of the 2019 Action Plan in June 2019, and the feedback received from the National Coordinator for the Local Child Poverty Action Reports, South Ayrshire's Child Poverty Action Plan for 2020 has been reviewed with more of a focus on measures that will provide the required 'step-change' needed in our most deprived areas.

Such measures require adequate and appropriate time to develop and mature to ensure they support and enable the desired changes and improvements in our places most in need. Accordingly, whilst this Report provides updates on previously published and ongoing actions, it also sets out actions that are expected to take at least five years to realise, if not more.

To help publicise to a wider audience the actions the Partnership is undertaking in our efforts to reduce Child Poverty in South Ayrshire, a [videoscribe](#) is available on the Council's public facing website.

Poverty and inequality remain a key priority for South Ayrshire Community Planning Partnership. The **Local Outcomes Improvement Plan** has a key strategic theme of Closing the Poverty Related Gap for Children and Young People. The desired outcomes from this strategic theme are that:

- We want to improve outcomes for young people who are care experienced and are care leavers; and
- Young carers are living in a supported community.

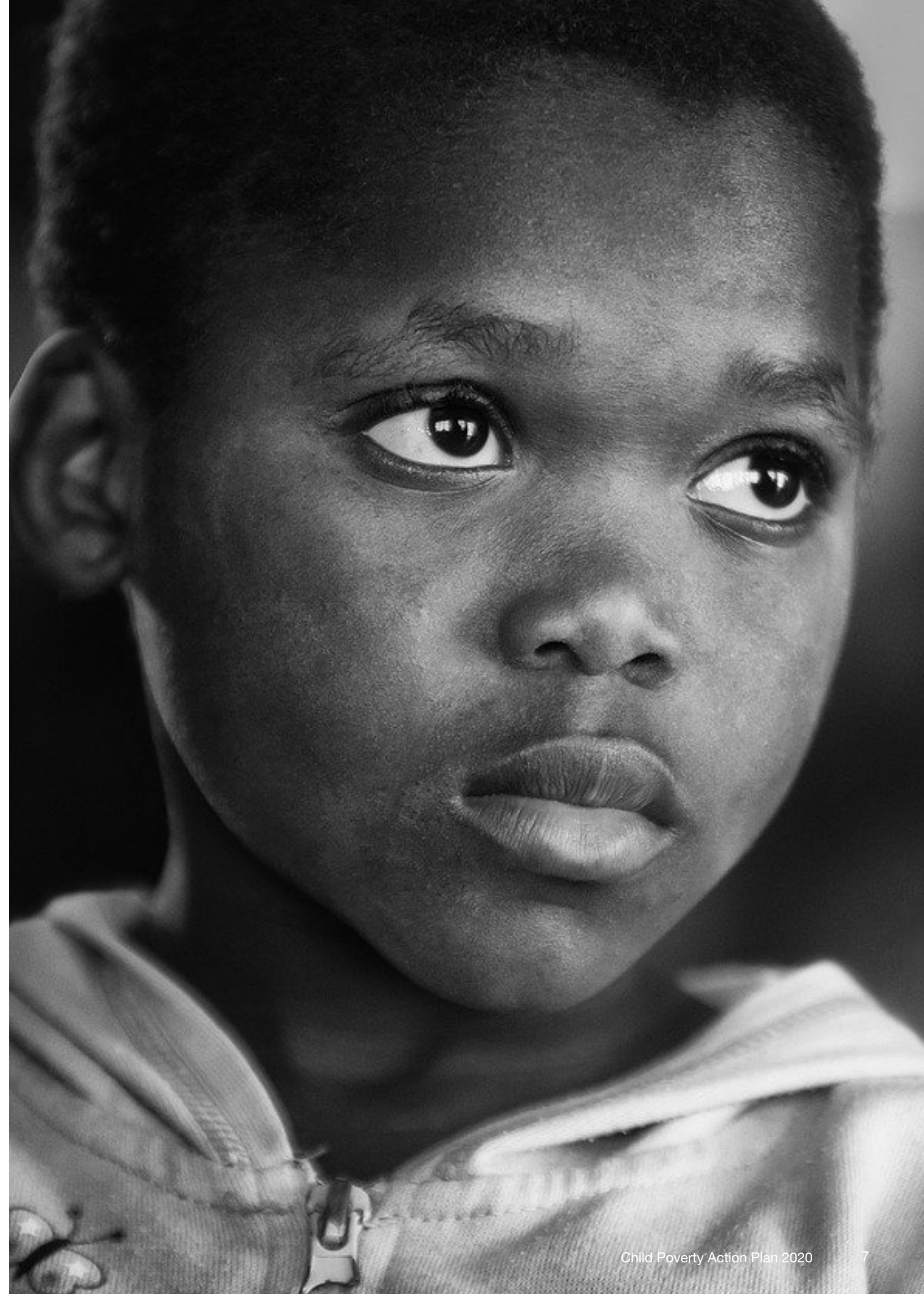
By doing so the aim is to reduce the gap in outcomes between the most deprived and least deprived children in South Ayrshire, and that the effects of child poverty are mitigated and levels reduced in areas where poverty is most prevalent.

To facilitate a way forward, a Community Planning Workshop took place in January 2020 to consider what step-change actions would be necessary in South Ayrshire's Wallacetoun area, and the outcomes are set out in a Case Study below.

Using a world café style conversation format, discussion took place based on the following questions:

- What does a sustainable community look like?
- How would we measure success?
- How do we ensure that the Wallacetoun community are at the heart of service design and delivery?
- How do you/your service contribute to the public health priorities?
- What is our collective vision for Wallacetoun?

A recent analysis of Child Poverty Markers in South Ayrshire indicates it's on the increase. This was, however, the expectation even before the onset of the COVID-19 pandemic and the economic crisis that has ensued. The Partnership is committed to ensure that child poverty sits at the heart of South Ayrshire's response, recovery and renew considerations.



CHILD POVERTY MARKERS - SOUTH AYRSHIRE

SUMMARY

Marker	Source	Period	Latest estimate	Compared to last measurement	Long term trend
Children (0-15 years) living in RELATIVE low-income families (Before housing costs)	DWP & HMRC	2018/19	19%	Static	Increasing
Children (0-15 years) living in ABSOLUTE low-income families (Before housing costs)	DWP & HMRC	2018/19	16%	Static	Static
Child Poverty Estimate (After housing costs)	End Child Poverty Organisation	2018	23%	Decrease	Decreasing
Children living in deprivation – most deprived quintile (20%) of deprived areas	SIMD 2020V2	2020	19.2%	Decrease	Decrease
Children living in workless households	Office National Statistics	2019	6.8%	Decrease	Decreasing
Children living in families with limited resources (After housing costs)	Scottish Government	2014-2017	36.1%	Experimental	2 nd highest LA in Scotland
Children living in families with limited resources (Before housing costs)	Scottish Government	2014-2017	32%	Experimental	2 nd highest LA in Scotland
Employment rate (16-64 year olds)	Office National Statistics	Apr 2019 – Mar 2020	75.0%	Increase - Quarterly	Increasing
Unemployment rate (16-64 year olds)	Office National Statistics	Apr 2019 – Mar 2020	3.8%	Increase - Quarterly	Decreasing
Mean gross weekly earnings – resident based	Office National Statistics	2019	£558.50	Increase	Increasing
Median gross weekly earnings – resident based	Office National Statistics	2019	£498.30	Increase	Increasing
Household management of finances	Scottish Household Survey	2018	58% manage well 31% get by alright 10% don't manage well	Static Static Increase	Increasing Decreasing Increasing

CONTEXT

Population 2019 Mid-Year Estimates

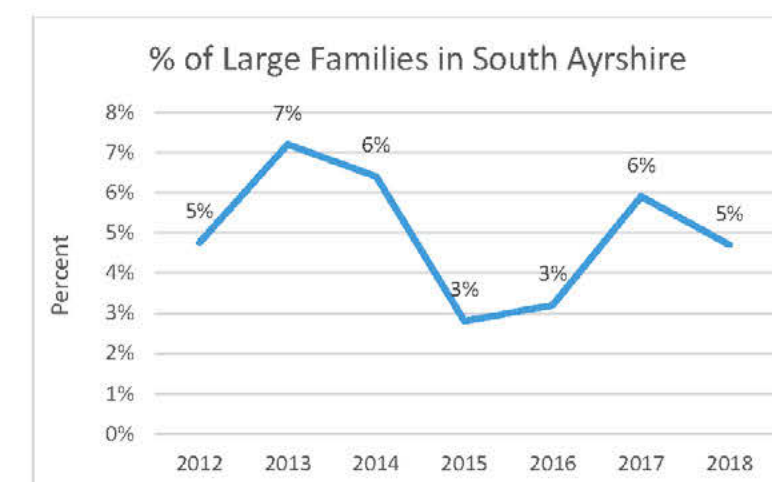
Source: National Records Scotland

	South Ayrshire	Scotland
Total population estimate	112,610	5,463,300
Children under 16 – number estimate	17,608	921,397
Children under 16 as a % of total population	15.6%	16.9%

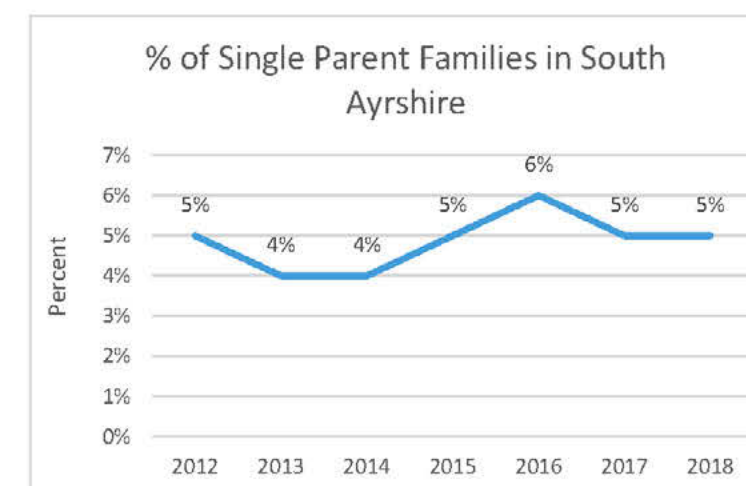
Households with Children

Source: Scottish Household Survey

The proportion of large families households in South Ayrshire continues to range between 3% and 7% with the last estimate being 1 in 20 households are large. A large family household contains two adults of any age and three or more children or three or more adults of any age and one or more children



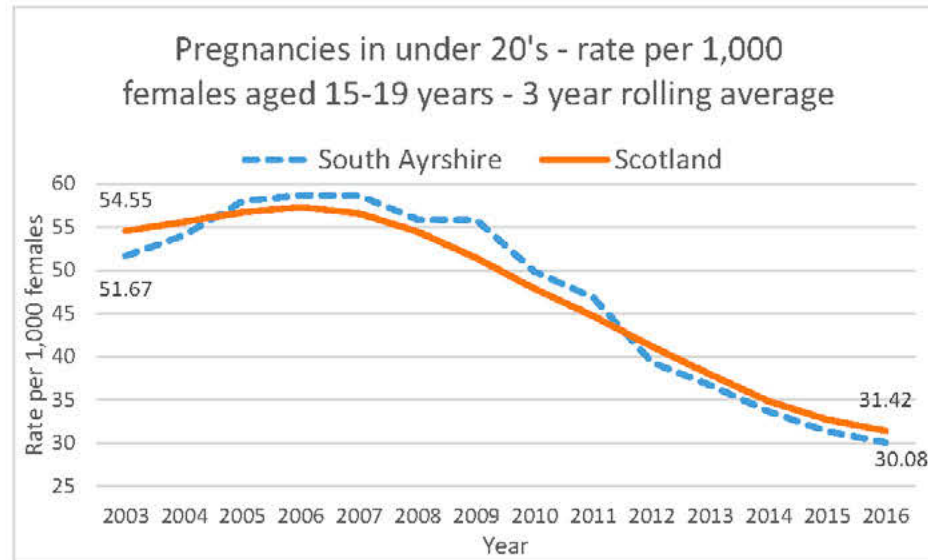
The proportion of single parent households in South Ayrshire continues to range between 4% and 6% with the last estimate being 1 in 20 households are single parent. A single parent household is defined as a household which contains one adult of any age and one or more children.



Pregnancies in Under 20's

Source: Scottish Public Health Observatory

Teenage pregnancy across Scotland including South Ayrshire has dramatically decreased over the last decade going from 59 pregnancies per 1,000 females aged 15 to 19 in 2007 to 30 by 2016. In that time, for the last five years South Ayrshire's rate has dropped below the national rate.

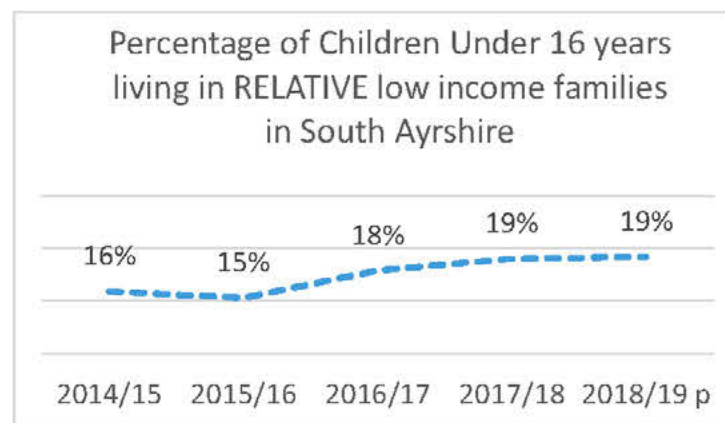


POVERTY

Children living in relative¹ low-income families:

Source: DWP HMRC Children in Low Income Families – Local area statistics, Great Britain: 2014/15 to 2018/19. These statistics are labelled Experimental Statistics because they are still being developed.

It's estimated 19% of South Ayrshire children aged 0 to 15 years (3,386 children) were living in relative low income families (BHC) in 2018/19. This level has been static for two years but remains above previous recent years. Within South Ayrshire, Ayr North Ward consistently has the highest level of child poverty where nearly 1 in 3 children (893) are living in relative low income families followed by Girvan & South Carrick Ward where nearly 1 in 4 children (445) live in poverty.

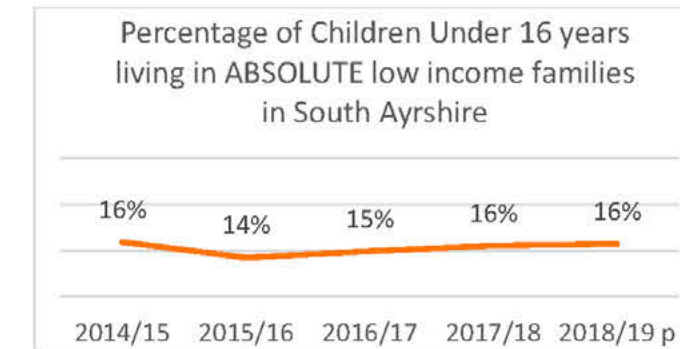


¹ Relative low income is defined as a family in low income Before Housing Costs (BHC) in the reference year. A family must have claimed one or more of Universal Credit, Tax Credits or Housing Benefit at any point in the year to be classed as low income in these statistics.

Children living in absolute² low-income families:

Source: DWP HMRC Children in Low Income Families – Local area statistics, Great Britain: 2014/15 to 2018/19. These statistics are labelled Experimental Statistics because they are still being developed.

It's estimated 16% of South Ayrshire children aged 0 to 15 years (2,761 children) were living in absolute low income families in 2018/9. This level has been static for two years after a slight increase on the previous two years but is now at the same level as in 2014/15. Within South Ayrshire, Ayr North Ward consistently has the highest level of child poverty where nearly 1 in 4 children (708) are living in absolute low income families followed by Girvan & South Carrick Ward where 1 in 5 children (369) live in poverty.

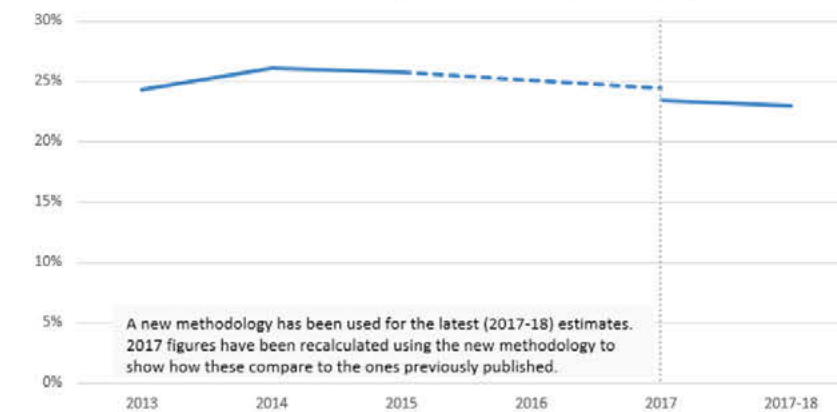


Child poverty estimates:

Source: End Child Poverty Organisation

The after housing costs child poverty estimate based on households living in poverty if their household income (adjusted to account for household size) is less than 60% of median household incomes shows there has been a slight improvement in South Ayrshire over the last few years going from 26% in 2015 to 23% in 2018. In comparison to other local authorities in means South Ayrshire has gone from 8th highest AHC child poverty estimate to 10th highest.

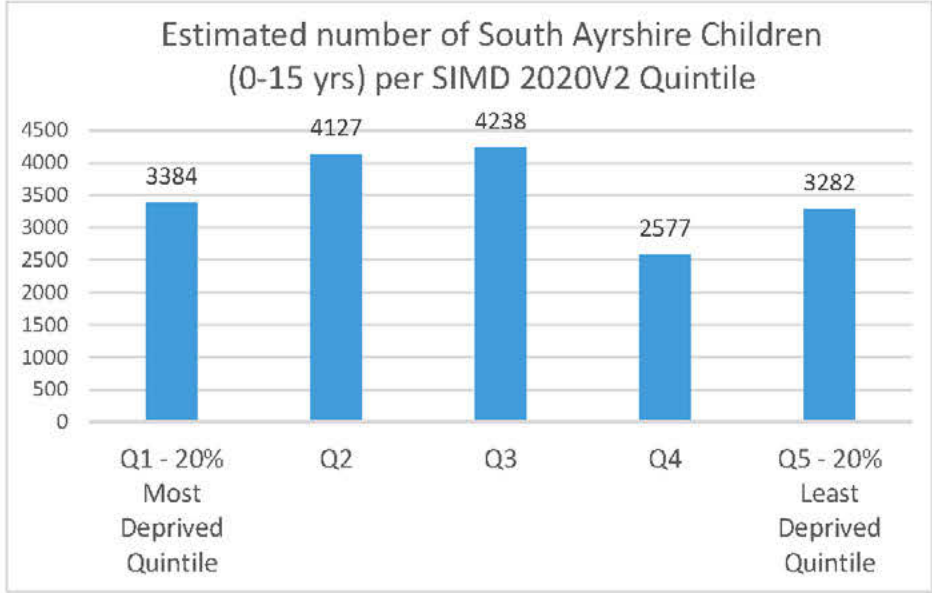
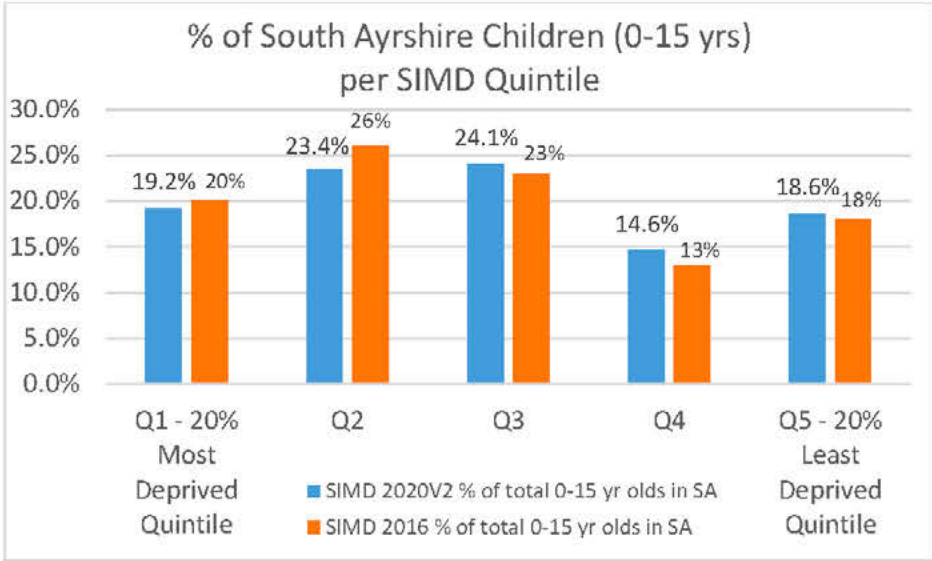
Child poverty estimates, AHC (%)



² Absolute low income is defined as a family in low income Before Housing Costs (BHC) in the reference year in comparison with incomes in 2010/11. A family must have claimed one or more of Universal Credit, Tax Credits or Housing Benefit at any point in the year to be classed as low income in these statistics.

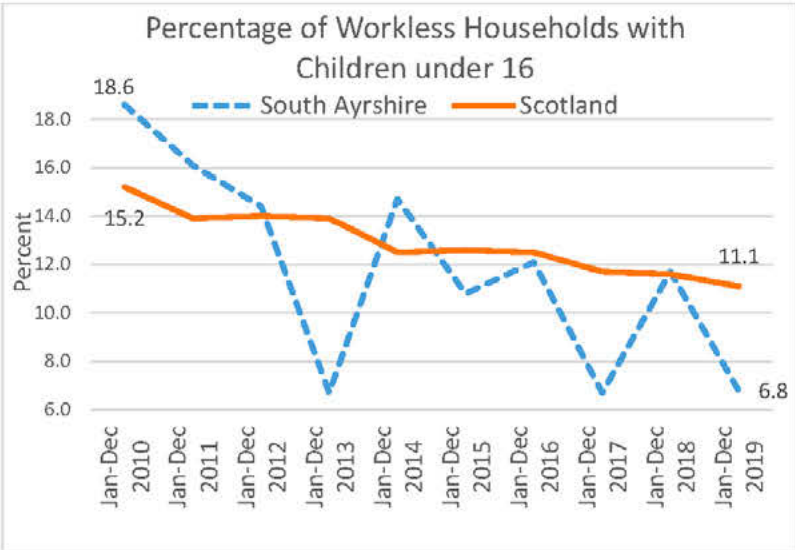
Children living in deprivation: Source: SIMD 2020V2 and 2019 Mid-year small area population estimates

Almost 1 in 5 of South Ayrshire's children aged 0 to 15 years live in the most deprived quintile (20%) of Scotland's deprived areas. That's estimated to be nearly 3,400 South Ayrshire children living in the most deprived areas of Scotland. However, there does appear to be a marginal improvement than 4 years ago when a larger proportion of children were living in the most deprived quintiles, particularly quintile 2, of South Ayrshire and a smaller proportion lived in the least deprived quintiles.



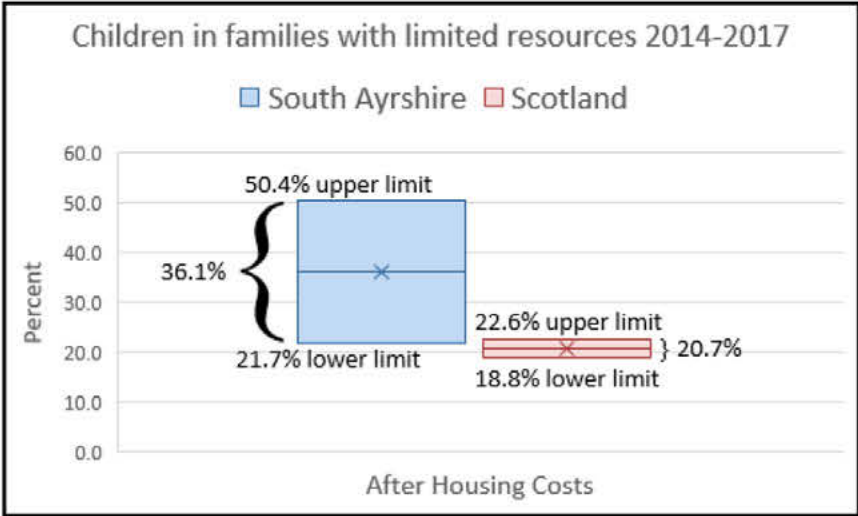
Children living in workless households: Source: ONS Annual Population Survey - Nomis

The proportion of children living in workless households in South Ayrshire does vary year on year probably because of the small sample size used to determine the statistics. Nevertheless, over the last decade there is a downward trend, from 18.6% in 2010 to 6.8% in 2019, in the number of workless households with children living in them. This is in line with the overall downward trend experienced across Scotland.

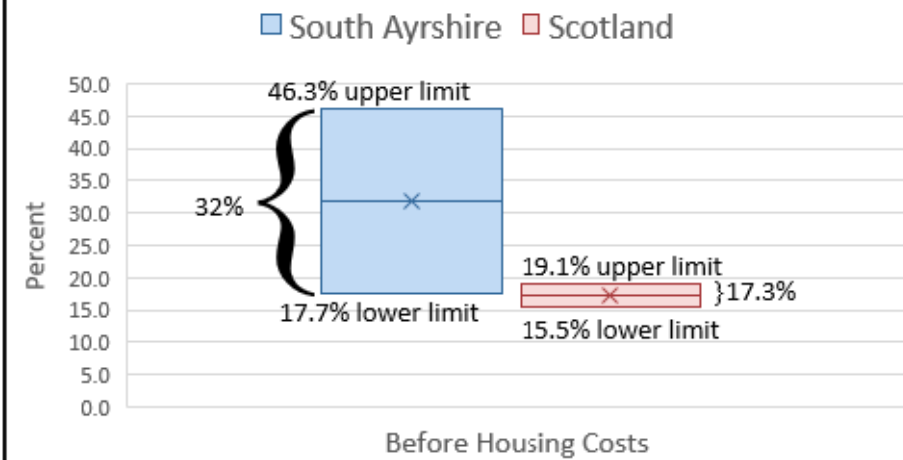


Children living in families with limited resources: Source: Scottish Government

South Ayrshire has the 2nd highest level of children living in families with limited resources both before and after housing costs. Note this estimate has a large 95% confidence interval of which the true measurement can be within. These experimental statistics look at children in families that have low income and material deprivation i.e. they cannot afford three or more items out of a list of 22 necessities. In this case, families are defined as being on low income if the household income is below 70% of the Scottish median after housing costs.

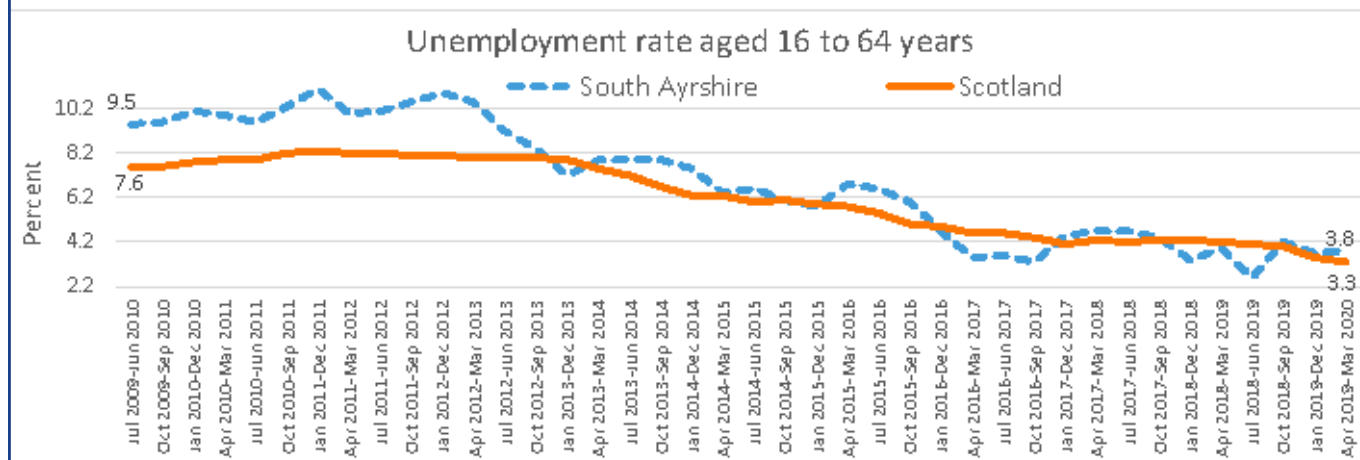
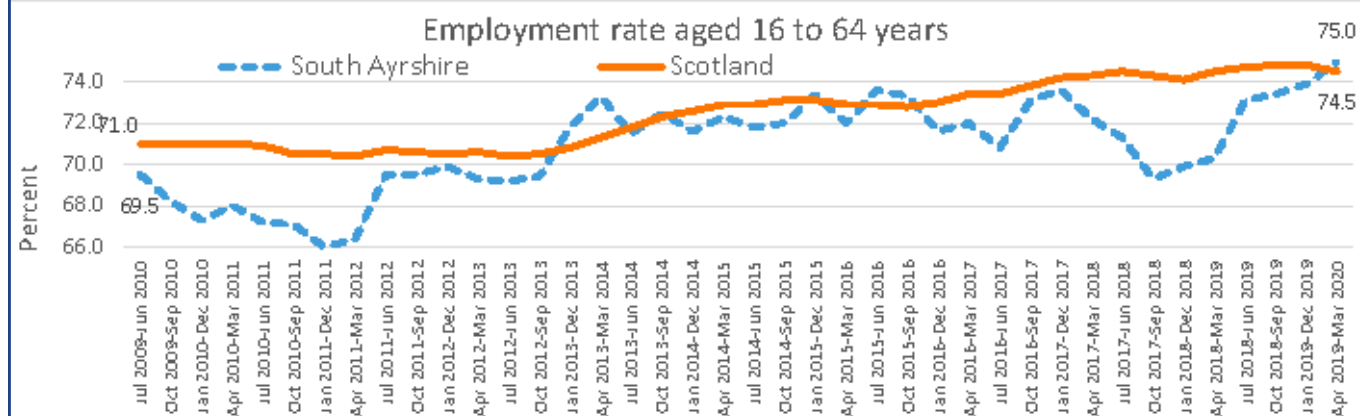


Children in families with limited resources 2014-2017



Employment and unemployment: Source: ONS Annual Population Survey - Nomis

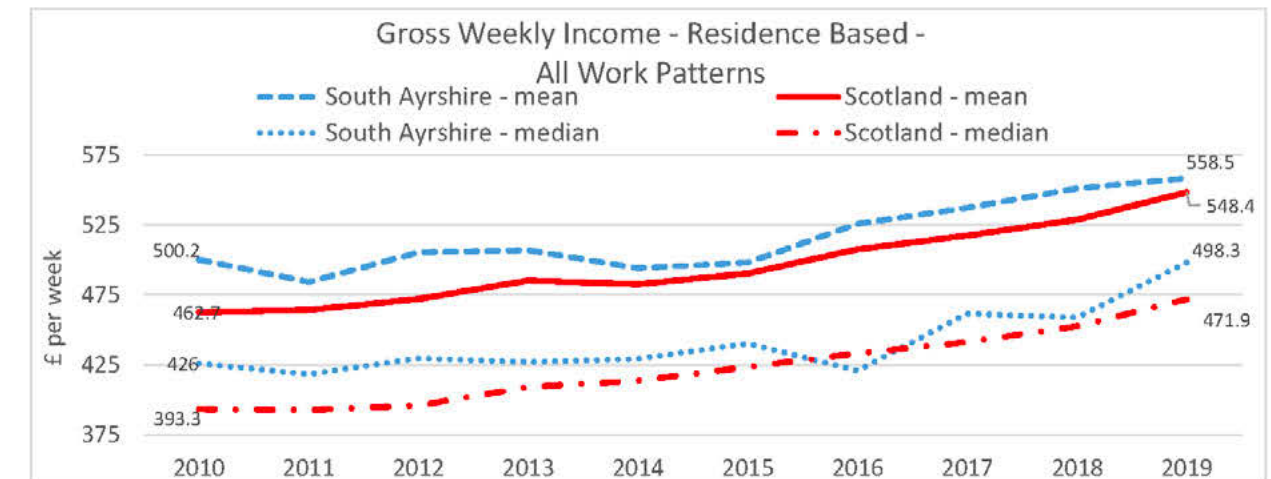
The employment and unemployment rates generally move in sympathy with the Scottish rates following a long upward employment trend and a long downward unemployment trend. Over the last decade, South Ayrshire's employment rate has tended to be below the Scottish rate with two large differences, one in 2011 when the gap was 4.5 percentage points and again in 2018 when it was 5 percentage points. Nearly a decade ago in 2011 and 2012, after the global financial crisis, South Ayrshire's unemployment rate was around 2.8 percentage points above the Scottish rate but in more recent years the rate of unemployment in South Ayrshire has hovered just below or above the Scottish rate reducing to under 4%.



Earnings: Source: ONS Annual Population Survey - Nomis

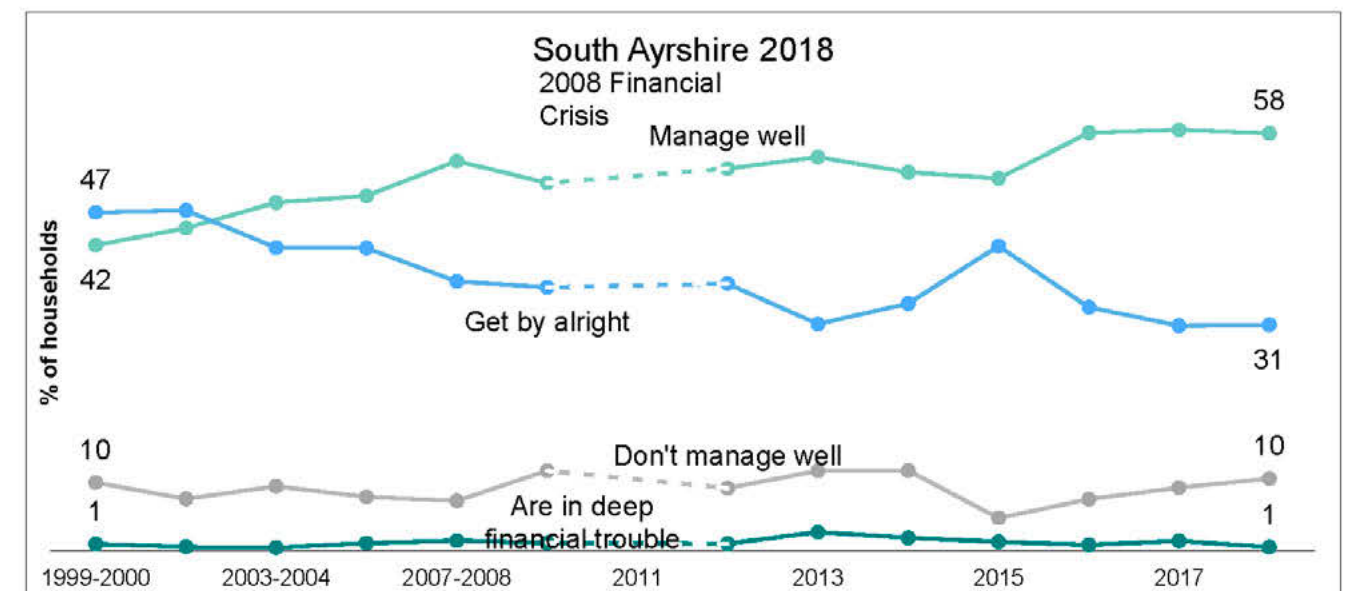
The mean gross weekly earnings of workers resident in South Ayrshire is consistently above the Scottish mean and has continued a long increasing trend over the last decade particularly since 2015. South Ayrshire's mean gross weekly earnings increased 11.7% while in Scotland there was an 18.5% increase over the same term. This means the gap between the local and national mean gross weekly income has closed from £37.50 per week in 2010 to £10.10 in 2019.

During the last 10 years, apart from 2016, the median gross weekly earnings of workers resident in South Ayrshire has been higher than the Scottish median. The increase for South Ayrshire was 17% and Scotland 20%. This means the gap between median earnings has also closed from £32.70 in 2010 to £26.40 in 2019.



Household management of finances: Source: Scottish Household Survey

The proportion of adults reporting that they were managing well financially shows the financial resilience of households. Since the financial crisis the proportion of South Ayrshire households managing their finances well has gradually increased remaining static at 58% in recent years balanced with a decline in those getting by alright. Meanwhile households that aren't managing has been increasing since 2015.



PROGRESS TO DATE

Appendix 1 provides information on the actions which sit within the Action Plan established to seek to prevent and mitigate child poverty in South Ayrshire. These actions are principally short and medium-term targets and further information is provided on the indicators that are being monitored to meet the agreed actions. Some highlights of progress achieved include the following:

- Voluntary Action South Ayrshire’s involvement in providing volunteering opportunities to provide people with work experiences and improved chances of securing some form of employment. This essential support mechanism is seen as crucial in the current Covid-19 pandemic and with the onset of Brexit;
- The continuous provision of free school meals especially through the initial emergency response to the Covid-19 pandemic to ensure South Ayrshire’s most vulnerable children didn’t go hungry;



- The Information and Advice Hub in North Ayr assisted in managing debt in excess of £1.2m for families in desperate financial difficulties whilst at the same time helped attract over £6.2m in welfare and other benefit entitlements for those most in need;
- The Information and Advice Hub recorded a 97% increase in requests for assistance in 2020. The Hub has also been established as the single point of contact for the Financial Inclusion Referral Pathways in partnership with the NHS;
- 72% of all tenants are sustaining their tenancies due to support from the Council’s Housing Services;
- The delivery of almost 21,000 holiday meals to South Ayrshire’s most vulnerable children during school holiday periods;
- Free access to sanitary products continues in both Educational and Community settings;
- Free access to Council leisure facilities for young carers;
- Partnership working with Aberlour, Scotland Children’s Charity, to strengthen the **‘Team Around the Family’** approach to support vulnerable parents to keep families together;
- The development of an **Inclusive Growth Commitment** as part of the investments associated with the Ayrshire Growth Deal;
- The support provided by the Energy Agency through the Covid Crisis Fund which ensured that vulnerable households with pre-paid meters were provided with vouchers accessed through Post Offices to help with fuel poverty issues. This was a practical, targeted and direct method of support which was exactly what was required during the initial depths of the Covid-19 lockdown to help families and their children to maintain a level of comfort in their homes;

- The Champions Board support for young people throughout the Covid-19 lockdown period with virtual groups being held, writing letters and reaching out through social media platforms to ensure that isolated young people and single young parents felt valued and being able to remain connected with the wider community. A small grants fund enabled 100 young people aged between 14 to 26 to stay connected with the provision of phones/hardware/ additional data and linking with Ayr’s Active Travel Hub to assist with requests for access to bikes. Food vouchers were also provided to young people to support them throughout; and
- The establishment of a **‘Team Around the Community’** to deliver a step-change for the community of Wallacetoun in Ayr, one of South Ayrshire’s most deprived areas.

In last year’s progress update, we had proposed that a revised, shorter and more focussed LCPAR would be developed for the period 2020 to 2025, concentrating on key actions that would aim to deliver sustained and preventative measures to tackle child poverty.

To help support this process, a Child Poverty Workshop was held which allowed partners the opportunity to collaborate on areas of work that could effect a step-change in addressing child poverty in South Ayrshire. From the Workshop several actions were identified:

- Wide consultation with local communities, especially families with lived experience of poverty;
- Follow-up Workshop to take place to discuss the refined Child Poverty Plan and actions, and the findings from community engagement; and
- A conference/event to showcase the breadth of work taking place by the Partnership to address child poverty.

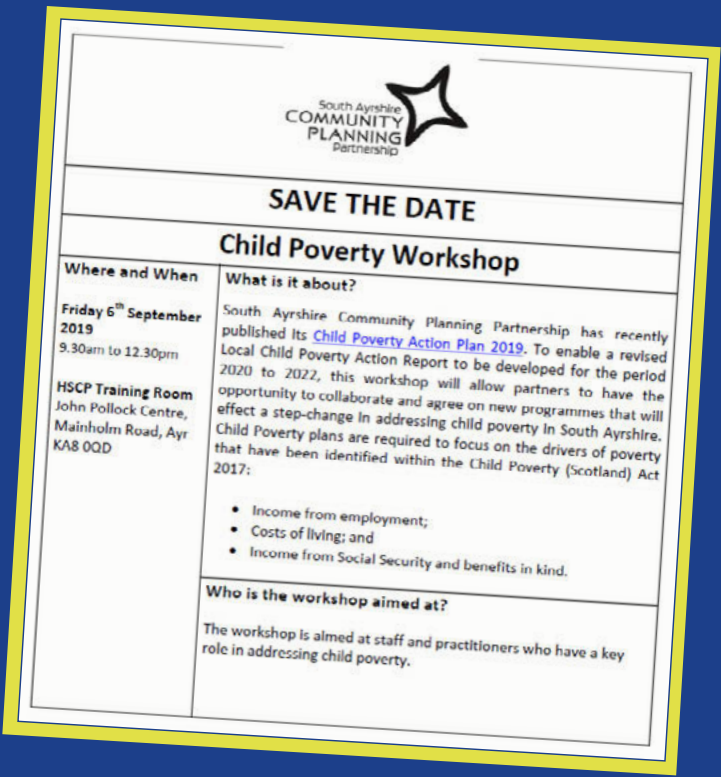
A Child Poverty Subgroup was established to consider the actions above and the development of a more streamlined plan

for 2020 to 2025. However, the recent Covid-19 pandemic has meant progress in the development of a streamlined plan has been delayed.

A Community Planning Workshop took place in late January 2020 to consider how best to facilitate a multi-agency approach to reduce inequalities and improve outcomes for those living in the Wallacetoun area.

Details of this Workshop are set out in a Case Study below.

The resultant outcome from the Workshop was the decision to form a multi-agency **‘Team Around the Community’**. This was achieved as a consequence of the agreement that a significant change had to take place to the way in which services are delivered in the area with a focus on a locality model set against the public health priorities. Details of this unique approach can be found at **Appendix 2**.



PRIORITY GROUPS

All actions ongoing and proposed are developed to support the Priority Groups in South Ayrshire. Children and families with direct experience of poverty will continue to be involved in the development and delivery of our actions, and in assessing how we are doing in our efforts to mitigate and reduce child poverty within our communities. The Partnership is aware of the need to ensure that people with lived experience get their voices heard.

The following case studies amplify the efforts being made to consult as widely as possible within our communities and highlights the role played by the Partnership, third sector partners and the wider community in tackling child poverty.

Case Study

The Cost of Pregnancy Pathway

The link between a lack of material resources and poor health is well known, and is also experienced by women during pregnancy. Having a new baby can also add to the financial pressures that families living close to the poverty line endure.

Although maternity services are universal and free to all pregnant women in Scotland, cost-related barriers can prevent women accessing the services, particularly those from low-income households. Missing antenatal appointments can impact negatively on the health and wellbeing of the woman and the developing foetus.

Public Health Scotland (PHS) provided funds to enable NHS Ayrshire & Arran, NHS Greater Glasgow & Clyde and the Glasgow Centre for Population Health (GCPH) to investigate the cost of pregnancy for families from low-income households in urban Glasgow, and in rural Ayrshire and Arran.

The lived experience of pregnant women and families with a young infant from low-income households across Ayrshire and Arran was gathered, using a mixture of one-to-one interviews and focus groups. A focus group was also held with Midwives and Health Visitors providing healthcare for the families.

In addition to identifying the broad financial pressure of expecting a new baby, pregnant women identified a number of specific cost-related barriers that affected their ability to attend antenatal appointments. These included:

- Lack of affordable, flexible, childcare to enable them to attend appointments,
- Deciding between attending antenatal appointments versus the potential loss of household income if the woman or their partner has to take unpaid leave,
- Having to pay up-front travel costs, that often included young children and/or accompanying partners.

“It’s three buses to get to Crosshouse...Nine pounds eighty single all the way. So nearly twenty pounds return – forty pounds for us both – just to get a scan!”

Pregnant woman, A&A



Women also identified barriers related to the delivery of antenatal services, including:

- Some key antenatal services centralised at Ayrshire Maternity Unit,
- An apparent lack of flexibility when arranging women's antenatal appointments.

“No one asks you if you can get to appointments – they just send out the details and expect you to work it out! It's not good ...it's not easy.”

Pregnant woman, Ayrshire

Families with young infants also reported having sustained money worries following the birth of their baby, with key issues being:

- additional heating costs,
- buying formula and food, with increasing costs as baby grows; this can lead to a poor diet or missed meals for other family members, and for mothers in particular,
- buying baby clothes as the child grows, and buying nappies,
- Adequately providing for the needs of older children (food, clothes, extracurricular activities, etc).

The logistical and financial pressures that low-income families experienced in attempting to regularly attend their antenatal appointments were felt by many to negatively impact their mental health: high levels of stress were induced, particularly with the perceived threat of social work involvement if they did not attend.

The healthcare professionals in the study unanimously viewed addressing the financial health needs of their clients as an integral part of their role but noted it was not always easy to identify individuals experiencing money worries. The ability of healthcare professionals to signpost or refer to specialist money advice services was seen as vital, rather than trying to provide advice on financial issues themselves.

“I think it's OK to be asked about finances by the midwife – it's a confidential appointment. Then they can refer you on. It's better if they do it 'cos folks might not want to do it themselves.”

Pregnant woman, Ayrshire.

The participants in the research programme suggested some potential solutions to the issues that they had experienced, including:

- Provide greater ease of accessibility to welfare foods,
- Ensure antenatal appointments are more flexible for individual family circumstances,
- More time with healthcare professionals to build relationships and enable disclosure of money worries,
- Raise awareness with expectant parents of the contents of the Baby Box, given to all new babies born in Scotland, to help parents only buy what they need when they need it.



A range of actions identified in the research are being progressed locally by Maternity Services and Public Health. There were also some actions that will be taken forward at the national level, in partnership with PHS and the Scottish Government.

The full research report can be accessed [here](#):

Case Study

Braehead Primary Support to Their Community During Lockdown

The Senior Management Team of the school were involved daily from the beginning of Lockdown in March through to June as part of South Ayrshire Council's School Lunch distribution efforts.

Braehead Primary School became a hub for the distribution of Free School Meals for Newton Primary pupils and other local children as well as other young people who attend other schools but have a postcode in Ayr North. Including our own children, Braehead Primary School was producing around 500 food boxes a week for distribution. A team of drivers, recruited from partner agencies within the community, supported the distribution efforts.



Even the local community football team, Whitletts Victoria FC, in liaison with Community Learning and Development, helped out with the provision of 50 ready meals once a week for distribution.

This regular contact with the area's families proved to be positive outcome for those forced to remain at home, especially for those with larger families, and provided the volunteers with an opportunity to form an informal relationship that enabled an ongoing monitoring

of how the community was coping with the challenging control conditions imposed by the government.

It has been reported that children particularly looked forward to the regular visits of the volunteers distributing food parcels.

The collective effort of the community volunteers certainly helped maintain a level of support that kept families and children provided with sufficient nourishment to sustain them throughout the most difficult period of the Covid-19 pandemic.

It was reassuring to see that when real adversity was presented to the community it responded in a manner that was positive, considerate and selfless. Perhaps this is something that none of us should ever have doubted, but it was refreshing to experience everyone coming together for the benefit of everyone, but especially the community's children. In essence we were protecting our future assets.

From July to August the Depute Head and Head Teacher continued to support the weekly food distribution for Braehead Primary from Prestwick Academy, and remained available for daily contact via Seesaw.

The response to the Covid-19 pandemic to help those most in need was every bit a community wide effort. There were many selfless acts of kindness not recorded here, but without the collective community spirit and drive, many families and children could have gone hungry and suffered dreadfully.

This response has demonstrated clearly that we are a community that cares, and cares particularly for those less fortunate in our area. The strength of bond that grew week after week between community volunteers, the Council and third-party partners remains and it's hoped that it can be built upon to help this place and our people in the coming weeks and months as the challenge of Brexit is felt.

Closing the Poverty Related Attainment Gap

What was done?
When the country went into lockdown and schools closed, the senior management team made a decision to keep the school open and to provide meals for families, supplementing those already being provided by the local authority. However, the initiative very quickly developed in to something much bigger!!

Initially lunch packs which included a range of sandwiches, amongst other items, swiftly progressed on to 'ready meals' which could include one pasta dish, such as macaroni, or one meat dish. Additional items such as fresh fruit and vegetables, eggs, cereals, tinned food and long-life goods were also available.

Using the online platform 'See Saw', staff produced a shopping list of additional food items that they had 'in-stock', made possible by high numbers of food donations. Parents could select items and collect their shopping at lunchtimes.

The initiative was so successful that it continued through the summer holidays!

Fiona McAvooy, Head Teacher says *"First and foremost this could not have happened without the dedication and commitment of my staff and volunteers. Money from school funds and donations from a host of organisations including the Rotary Club, local churches, housing associations, food banks, businesses and support from the local authority and health service, helped make this possible".*

Staff provided 6555 lunches, made up 2262 shopping lists and 55 families took advantage of their household items.

Services such as **Smoking Cessation** helped 15 people to give up smoking, **Citrus Energy** helped many to clear their energy debts and reduce energy bills and health service professionals have provided healthy eating advice.



One parent says "It is a wonderful thing that you are all doing and you have no idea the amount of people that you will be helping. Not just the ones we see attending the hub, their families and home communities also. Thank you on behalf of my family and my wee community cause they all have wonderful things to say about Newton and its staff".

With the continued efforts of school staff and partners, staff will be able to provide this service not only throughout the term, albeit on a reduced scale, but also throughout school holidays.

If you would like more information, you can contact Fiona McAvoy at : Fiona.mcavoy@south-ayrshire.gov.uk

¹Student driven digital portfolios and simple parent communication for remote learning.

Case Study - Aberlour Scotland Children's Charity South Ayrshire Covid Response

Aberlour Urgent Assistant Fund has provided £12,755.49 to 46 families impacting on 125 children living in South Ayrshire. Successful applications from colleagues in 24 services supporting children and families across South Ayrshire and included cash grants for food, utilities, clothes and white goods.

Aberlour Family Service South Ayrshire

Aberlour Family Service work with whole families where mum or dad has a learning disability. We work with 34 families, 31 of which are known to social work and 10 parents are care experienced themselves. 91% families are on Universal Credit and 62% have a family member who is entitled to PIP. Between March 2020 and August 2020 our small team of 5 have responded to at least 480 enquires from families during lockdown. We have taken part in video calls, social distance walks, garden / door step visits, catch ups in the park, using social media and lots of phone calls.

We have worked together with families to consult, plan and deliver;

- 9 Scottish Government Chromebooks to support with home learning within 9 households.
- £980 worth of clothing vouchers for 9 different retailers as selected by 25 families.
- 26 food vouchers for over £650 from 3 different supermarkets
- 6 treasure baskets and sensory play toys for babies under one.
- Family support resources including Nurture Packs for 15 families.
- 38 family wellbeing and family learning packs
- 18 Outdoor play packs
- 8 pieces of outdoor play equipment chosen by 8 young people and their families which included football nets and swing ball

- 40 packs donated to families from the Champions board, 20 celebrating Summer Fun and 20 to enable young people prepare and take part in Ayrshire Halloween festival Tamfest, which this year is virtual.

Aberlour worked collaboratively to apply for 2 families to access funding for a childminder to support two families in crisis. In addition we were able to support women and children to leave abusive relationships and enable them to engage with Women's Aid.

Aberlour connected with a community bike scheme who were able to provide a mum with a bike, helmet and lights and Aberlour accessed funding for a bike lock which positively impacted on mums health and wellbeing and reduced social isolation.

In September and October we provided

- 18 families with £335 family food vouchers
- 30 Oral Health Packs

Families have told us that without support Covid would more negatively impacted on;

- Mental health and wellbeing – Become increasingly socially isolated.
- Family relationships and family dynamics – More arguments at home which impact on overall family wellbeing and contributed to family break-up. (for example relationship support for mums and dad and strategies to manage sibling rivalry)
- Family Finances – Increase in families taking social loans and payday loans
- Increase dependency on food banks.
- Physical health – impact on diet and nutrition
- Impact of domestic abuse and coercive control on adults and children at home.

Services we work in partnership with have described connection with families during Covid as 'invaluable' and contribute to safeguarding children from harm.



Aberlour Family Service South Ayrshire Our COVID-19 Response Summary

Issues facing families with learning disabilities during the COVID-19 pandemic:



Physical:

- Parenting and child behaviour challenges.
- Lack of outdoor space near the home.
- Living in low-quality and often overcrowded housing.



Mental:

- Confusion around government guidance and discerning social media myths.
- Concern and fear about catching the virus and visiting public places.
- Feeling under-qualified to home school children due to low self-confidence, disability or lack of formal education.



Financial:

- Loss of income from family members working zero-hour contracts, are self-employed or have been made redundant.
- Using more utilities whilst children are at home all day.
- Food poverty as families rely on convenience foods and takeaways.
- Increased food costs.
- Children are eating more at home, parents use corner shops to avoid long queues at supermarkets.

480

Number of enquiries we've responded to from families during lockdown.

How we've kept in touch with families:

- Video Calls
- Visits to the Park
- Social Distance Walks
- Social Media
- Garden/Doorstep Visits
- Phone Calls

Aberlour Family Service Ayrshire supports:



34

Families from vulnerable groups where one parent has a learning disability.



33

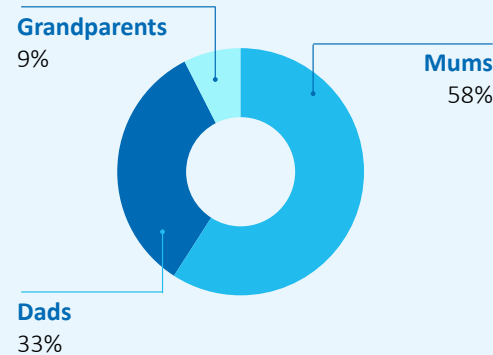
Families are known to social work.



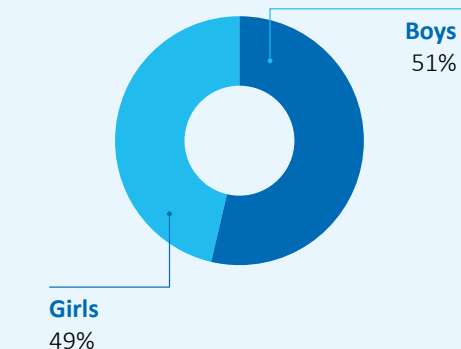
10

Parents are care experienced themselves.

Parents We Support



Children We Support



Aberlour Family Service South Ayrshire Our COVID-19 Response Summary

We worked together with families to consult, plan and deliver:



9

Scottish Government Chromebooks for home learning.



£980

Worth of clothing vouchers for 25 families.



26

Food vouchers for supermarkets.



15

Families received family support resources, including nurture packs.



6

Treasure baskets and sensory play toys for babies under one.



38

Family well-being and learning packs



18

Outdoor play packs



8

Pieces of outdoor play equipment, e.g. football nets and swing ball.



40

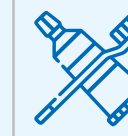
Packs donated to families from the South Ayrshire Champions Board: 20 for Summer Fun and 20 for this year's virtual Ayrshire Halloween festival, Tamfest.

In future, we will deliver:



£335

Worth of food vouchers for 18 families.



30

Oral health packs.

Collaborative Working



Child Minding Support

We worked collaboratively to access funding for a child minder for two families in crisis.



Community Bike Scheme

The bike scheme provided a Mum with a bike and helmet and lights. Aberlour accessed funding for a bike lock. Having the bike impacted positively on her health and well-being and made her feel less isolated.

Families told us that without our support, the effects of COVID-19 would have more negatively impacted:

Mental Health and Well-being

Become increasingly socially isolated.

Family Relationships and Dynamics

More arguments at home, which impact on overall Family well-being and contribute to family break-up.

Finances

Increase in families taking social loans and payday loans.

Food Poverty

Increased dependency on food banks.

Physical Health

Impact on diet and nutrition of both parents and children.

Domestic Abuse

Or coercive control on adults and children at home.

Case Study

North Ayr Information and Advice Hub

South Ayrshire’s Information and Advice Hub, based in North Ayr, offers a free, confidential and impartial information and advice service to people living in the South Ayrshire Area.

Hub Advisors have assisted customers to manage debt totalling £1,260,788 and at the same time, £6,267,896 was generated through Hub provision of welfare and benefits advice and benefit appeals against DWP decisions which is an increase of 72% from the previous year income generated.

During 2019/20 the Hub recorded a 97% increase in their total number of enquires being handled in benefit advice and debt advice with a total of 13,848 enquires being recorded.

In 2018/19 the Hub were established as the single point of contact for Financial Inclusion Referral Pathways, in partnership with the NHS. A range of staff awareness sessions to promote this approach were carried out in 2018/19 to frontline staff working with pregnant women and families with dependent children. The referral pathway has continued to be utilised during 2019/20 by NHS and HSCP staff with a planned roll out to Education staff

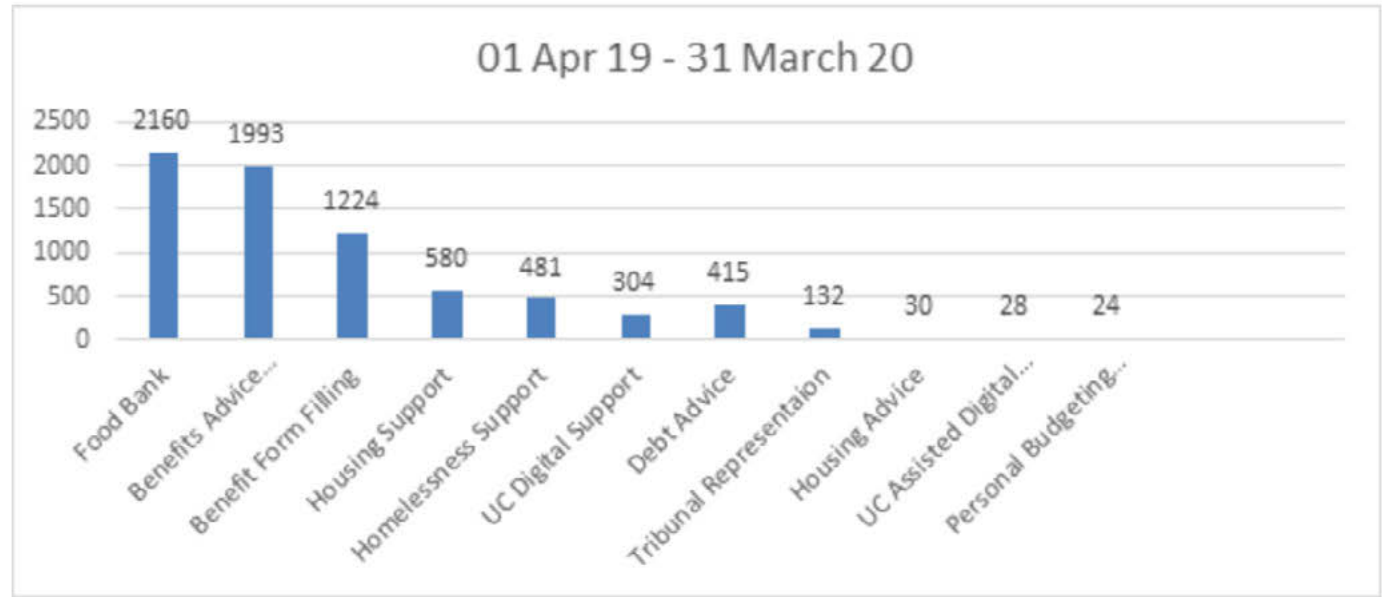
members later in the year which was delayed in April due to COVID.

In 2019/20 the Hub established a weekly outreach service at Newton Primary School to deliver an advise service to parents of children attending the school. The service proved popular with parents and teachers, however due to COVID the service was placed on hold and it’s hoped to resume once restrictions ease.

The Council’s Signpost Directory is user-friendly and provides ease of access to all. It removes the need to search the website for this type of information. It contains a range of local and national services and offers a first point of contact for customers seeking guidance and advice on specialist service provision available.

Signpost also acts as a corporate referral tracker system for internal and partnership agencies, tracking the type and volume of referrals been made through it.

The table below provides information on the types of referrals received in 2019/20.



To further assist, the Hub has developed an [Information and Advice Hub e-brochure](#) which sets out how the Hub can help with welfare benefits, help manage money and debt, help if someone is in a crisis situation, and can help in terms of accessing crisis grants or community care grants. The Hub delivers information sessions to school pupils, student and young carers to help them manage their money to avoid them getting into debt which often, many can’t repay.

This service and the Financial Inclusion Pathway Referral process complement one another to ensure that as many people as possible can reduce the ‘Costs of Living’ and maximise ‘Income from Social Security and benefits in kind’.

Case Study

Team Around the Community Workshop

Community Planning Workshop:
Thursday 23rd January 2020

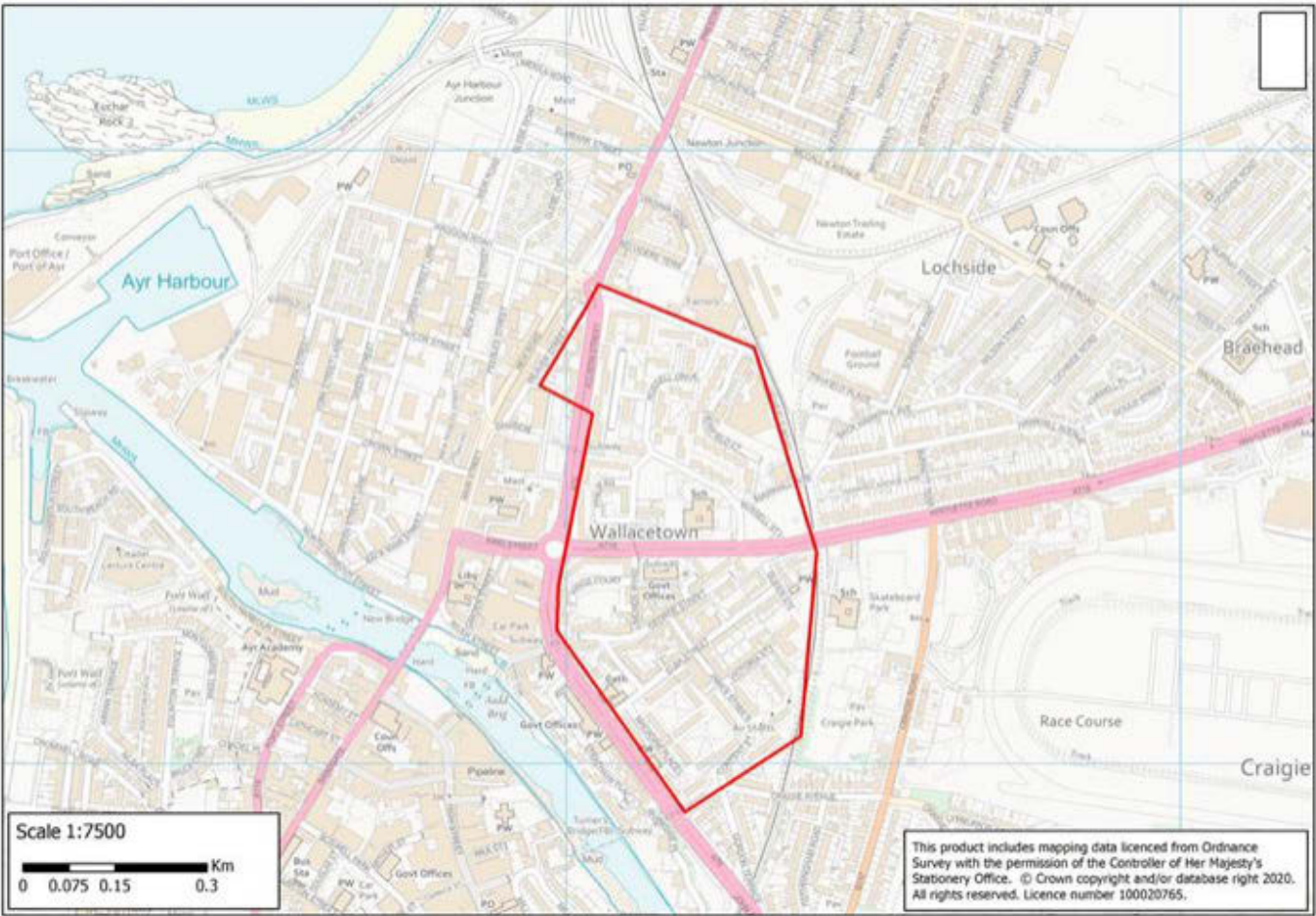
A MULTI-AGENCY APPROACH TO TACKLING INEQUALITIES IN WALLACETOWN



BACKGROUND

At the Community Planning Executive (held on the 2nd December 2019) discussion took place on how we can use the Community Planning platform to collectively reduce inequalities and improve outcomes for those living in the Wallacetoun area (which experiences some of the severest deprivation in South Ayrshire). This followed a presentation by Newton Primary School outlining the challenges and

inequalities faced by families living in the area whose children attend the primary school. It was agreed that a significant change has to take place to the way we deliver services in the area with a focus on a locality model applying public health priorities. To discuss this further, a workshop would be held as part of the Community Planning Board meeting in January 2020.



¹Ref: Ayr North Harbour, Wallacetown & Newton South (ANH, W & NS) Intermediate Zone , 1 of 25 South Ayrshire Intermediate Zones (Scottish Index of Multiple Deprivation)

THE WORKSHOP

The workshop was held on the 23rd January 2020 and brought together a wide variety of partners (50 people in attendance) to consider how community planning can contribute towards improving outcomes and reducing inequalities. To set the context for the workshop and as a follow on from earlier discussion at the Community Planning Executive, background information was provided by the:

- Interim Director of Public Health (joint) on the Public Health Reform including the public health priorities for Scotland with a focus on healthy life expectancy, health inequalities and the determinants of health and wellbeing in our neighbourhoods which provided a strategic basis for reducing inequalities in Wallacetoun;
- Head Teacher of Newton Primary School on the extensive support given to local families by the school; and
- Service Lead (Corporate and Housing Policy) introducing a proposed locality model 'Team Around the Community'.

A copy of the presentations are attached as appendix one.

Facilitated Discussions

Using a world café style conversation format, discussion took place (facilitated by NHS Ayrshire & Arran Public Health Team and supported by Corporate and Housing Policy Team) based on the following questions:

- **What does a sustainable community look like?**
- **How would we measure success?**
- **How do we ensure that the Wallacetoun community are at the heart of service design and delivery?**
- **How do you/your service contribute to the public health priorities?**
- **What is our collective vision for Wallacetoun?**

Feedback from each of the questions is attached as appendix two, but the general themes coming through were as follows:

What does a sustainable community look like?

Community empowerment came through very strongly and Wallacetoun becomes an area where people feel proud to live in, are kind to each other, feel valued and are supported to lead on improving their communities. Who are the community leaders? – hear their voices along with those who have lived in the area for a long time. A need to get rid of the stigma associated with living in a deprived area. Good quality housing and regeneration of the area with a community that works for all those who live there.

How would we measure success?

Measures should be qualitative as well as quantitative, with clearly defined area to allow all data sets to be reflective of the same information (with accurate baseline data) and asking the what success would like for them and this should sit alongside official data sets. Changing the way in which the community is communicated with – recognising a need to empower the community – and as highlighted above asking the community what success would look like for them. More involvement with the local business sector. More housing options to address the issue of mismatch between demand and supply. Safer and more desirable community where population becomes more static and encouraging the community to be more aware of the environment around them.

How do we ensure that the Wallacetoun community are at the heart of service design and delivery?

The community have a lack of trust in authoritative services in terms of not following through with projects, relaying information to other services and the potential to be punished in some way and being listened to and heard. This has resulted in the community disengaging. There was recognition to improve community engagement activities to allow the communities voices to be heard and acted upon to build trust. The way in which communities are engaged with and informed needs to be considered – this has to be a two way conversation and information should be shared in places most frequented by the wider community, for example, GP services, pharmacists and churches. Engagement should be carried out regularly.

How do you/does your service contribute to the public health priorities?

There were several areas coming through strongly – engaging with communities with a commitment that they will buy into the improvements in the area and listening to community voices. Taking a step back, mapping out services in the area with a focus on services coming together and having a neighbourhood ‘joined up’ approach to delivering services with consideration (working differently with partners committed) to be given to linking resources and avoiding duplication. There is a role for all partners in contributing to public health priorities with each service having key areas of focus which would sit with the relevant public health priority. Housing was felt as a key service and being critical in the process as many things stem from a person being in their home– reference made to people experiencing homelessness with the most vulnerable being housed in the one concentrated area, engaging with private rented sector. Partner agencies were recognising their contribution to achieving the public health priorities.

What is our collective vision for Wallacetoun?

Wallacetoun is a place where people want to stay, are safe and healthy. Wallacetoun should recognise itself as a community where it could set the vision for the area. A community hub would provide a focal point. Strong emphasis came through on placemaking. The physical environment requires longer term planning and it was noted that lack of green spaces and problems with flytipping. Regarding housing stop the continual turnover of people as this impacts on the sense of community and consider longer term improvements that could be made. Community has to be engaged on all improvements within the area. Within the school more children would be enrolled rather than parents sending to neighbouring schools. There needs to be a different way of delivering services and breaking down those barriers of different budgets/structures but recognising whilst it will be resource intensive it would likely provide long-term savings given the amount spent by all services in the area. This has to be done with the community.



WHAT HAPPENS NEXT?

At the Community Planning Board meeting which followed the workshop, the Board fully supported the proposal of establishing a multi-agency team which was put forward. To support this process it was agreed that a core team is established to take this work forward. The core team will consider the workshop feedback, capture data in relation to the area detailed to see if there are any identifiable trends, will look at the services currently working in the area and will start the process of engaging with the local community to ensure that they are at the heart of service design. The Community Planning Partnership will be kept up-to-date with developments.

APPENDIX 1

Presentations

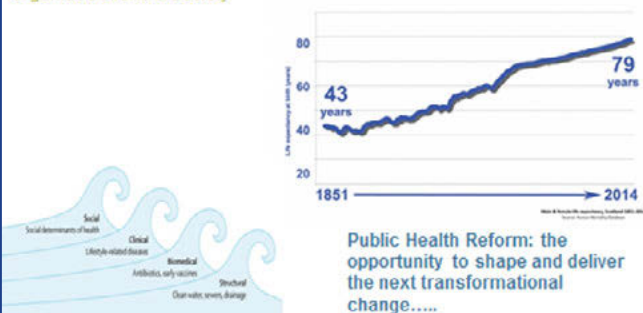
Public health reform, including Public health priorities

Joy Tomlinson— Interim Director of Public Health (Joint)



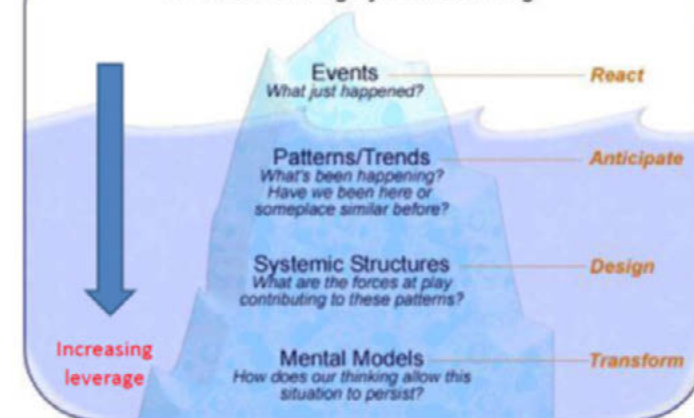
Public health...

'The science and art of promoting and protecting health and well-being, preventing ill-health and prolonging life through the organised efforts of society'



The Iceberg

A Tool for Guiding Systemic Thinking



Going below the water line

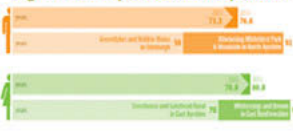
- Complexity
- Shared insights into how change will happen
- Collective leadership and action
- Long-term view
- New paradigms

What does it need to address...?

Scotland's poor relative health



Significant & persistent inequalities



Unsustainable pressures on health and social care services

Public Health

- The science and art of promoting and protecting health and wellbeing, preventing ill-health and prolonging life through the organised efforts of society
- Key features distinguish a public health approach from other approaches to improving health and wellbeing. Public health
 - Is **population based**—concerned with the factors that make populations (e.g. communities, cities, regions, countries) healthier or unhealthier—and long-term (e.g. has concern for future populations);
 - Emphasises **collective responsibility** for health, its protection and disease prevention—through the organised efforts of society;
 - Recognises the role of the state, and of the underlying socio-economic and wider determinants of health and disease, including the distribution of power, resources and opportunities within and across populations; and
 - involves **partnership** with those who contribute to the health of current and future populations

The new role of authority

RSA



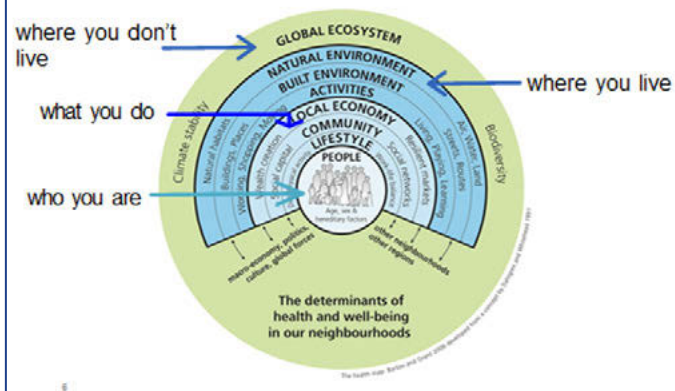
Think Like a System, Act Like an Entrepreneur

- RSA theory of change
- Combination of thinking and doing
- Need to involve citizens every step of the way
- Different types of power – hierarchy, solidarity, individualistic
- Think Like A System – see the wider network
- Act Like an Entrepreneur – act on emerging opportunities

Public Health Priorities for Scotland



Your health is determined by:

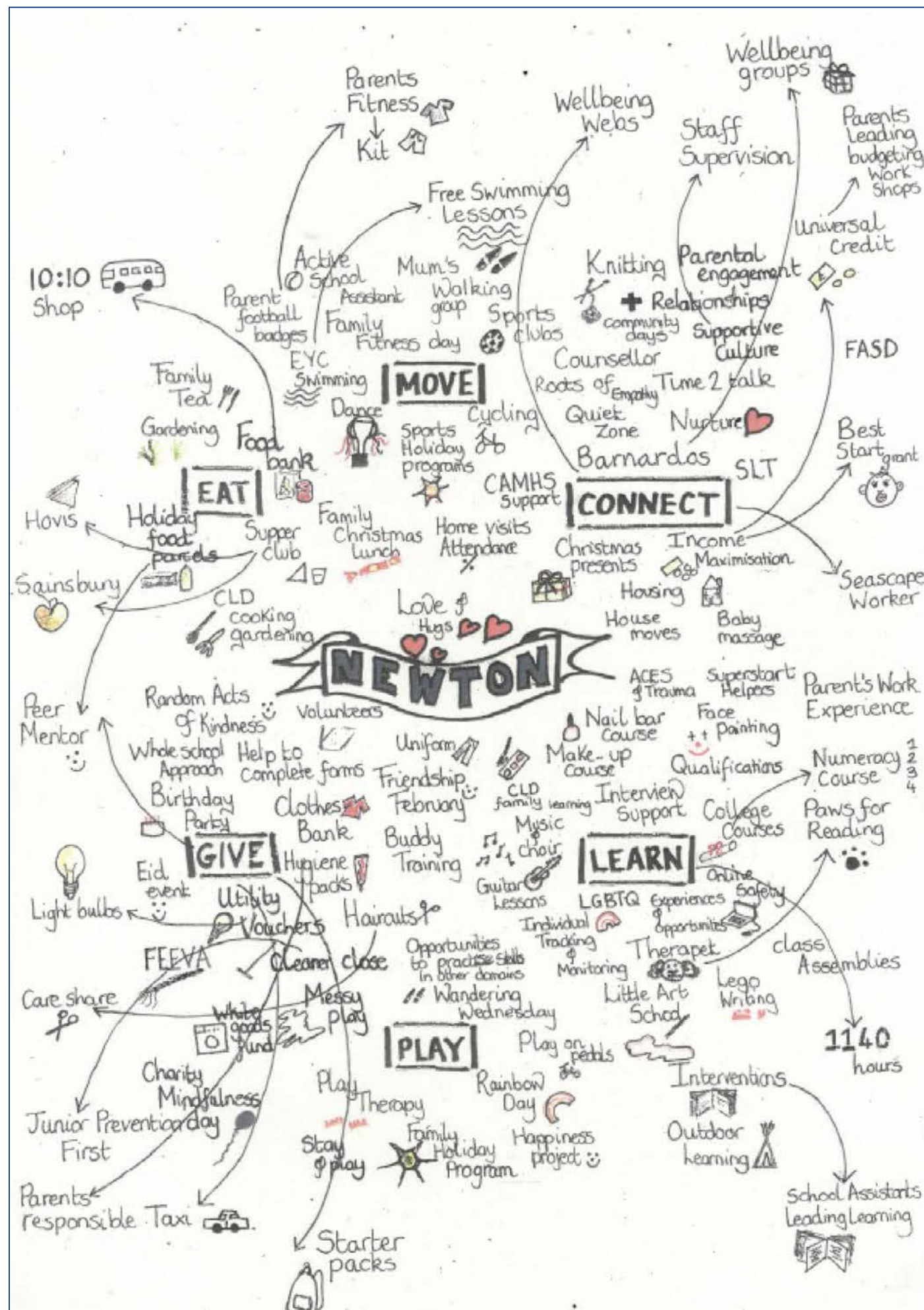


Next steps

- What's right for Wallacetoun?
 - Do we have a shared vision?
 - What resources do we have?
- Building perspectives of community
 - Including local voices
 - Be aware of our 'power'
- Our collective leadership
 - What help do we need?

<https://youtu.be/F4UL8ZxObNo>

<https://youtu.be/c582fcBSBj4>



Team Around the Community

A Multi-agency Approach to Tackling Inequalities in Wallacetown

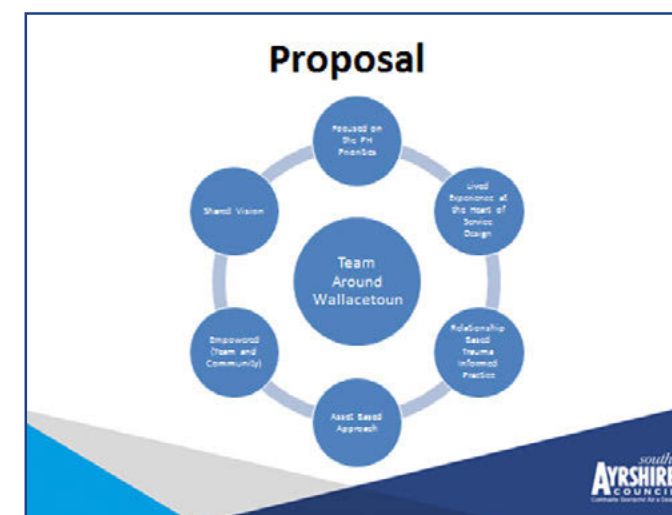
CP Exec - Where are we now?

- Data and the experience of those involved in the Wallacetown community.
- Place Planning giving us a deeper understanding.
- Most (if not all) partners are delivering services to Wallacetown residents – not having the impact we need to see.

Proposal

Team Around the Community

Multi-agency Core Team	Linking Teams (not exhaustive)
Police	Waste Management/Grounds Maintenance
Housing & Anti-social behaviour	Fire
Social Work	Justice
Education	ADP
Addictions	Employability and Skills & CLD
Mental Health	Environmental Health
Community Safety	Enterprise Team



Defining Wallacetown

What do we Know?

Around 1000 Households

67% of Housing Stock is Council or RSL	18% Owner Occupied
15% Privately Rented	54% of Households are Single Occupancy
	Majority of Children Live in Lone Parent Families

Topics for Discussion:

- What does a sustainable community look like?
- How would we measure success?
- How do we ensure that the Wallacetown community are at the heart of service design and delivery?
- How do you/your service contribute to the public health priorities?
- What is our collective vision for Wallacetown?

APPENDIX 2

Facilitator Notes

What does a sustainable community look like?

Summary

A sustainable community is one where people aspire to live. There is good quality housing, the area is clean and tidy and people engage with their neighbours and feel safe and happy to live there. It is largely a settled community where people have local connections with others living nearby whether that is friends or relatives. It is an area that has a good social mix, a range of tenure types and differing age ranges and household sizes.

A sustainable community has a number of places for people to meet and socialise. A school is one of these places. People can access supermarkets, public transport and other facilities. There are community

leaders who support the wider community to address issues that arise. There are no boundaries or obstacles that prevent people from neighbouring communities participating in events and activities within the community including safe walking routes in and out. A range of events are organised throughout the year to bring people together and allow connections to be made.

A sustainable community is also resilient and can come together to deal with issues and build on their capacity. There is resilience to the potential impacts of climate change. People are kind and compassionate and provide a level of support to those in need.



Main points raised:

- There is a need for changing the mind-set. People who live in deprived areas and are repeatedly told they live in deprived areas have an expectation.
- Who are the community leaders in Wallacetoun and how do we get those voices in the room.
- It is a place that people aspire towards
- Wallacetoun is viewed as stepping stone to a better place to live. It used to be sustainable years ago.
- There are people who have lived in the area for many years. These people have connections with the area.
- There are many new people moving in without any connection to the area.
- An area that does not have stigma or negative perceptions.
- One where there is a good mix of people rather than homeless.
- There are places for people to meet and socialise a school is one of these places.
- Place does not have barriers or boundaries that exclude.
- There is a need to make better use of building spaces where people can go.
- Accessible events for people (cost)
- Fun events that people want to go to.
- Good quality housing, clean and tidy, feeling safe and happy to live there.
- People engage with neighbours and there is a sense of community.
- Access to healthy food/supermarkets – rather than being surrounded by takeaways.
- Pride to live in and feel valued.
- Improvements are driven by the community.
- Resilient. Capacity to deal with their own issues. Community spirit. Can access services.
- Support communities to find their own solutions.
- Communities view buildings within the area as assets.
- There are varying age ranges living in the neighbourhood.
- The community works for all people who live there.
- A community that is resilient to the impact of climate change
- There is a stigma associated with Wallacetoun, housing itself is good sized accommodation.
- There is to be regeneration of the visual of the area
- There is ownership
- Safe walking routes in and out of communities.
- A kind community where people are approachable. Something like Inverclyde compassionate community.

How do we ensure that the Wallacetoun community are at the heart of service design and delivery?

The discussion around this question focused on many areas that would improve the Wallacetoun community. Participants mainly detailed that the community have a lack of trust in authoritative services in terms of not following through with projects, relaying information to other services and the potential to be punished in some way and being listened to and heard. There was a recognition to improve community engagement activities to allow the communities voices to be heard and acted upon. The below provides the key points from the discussion:

- Building good links with the rest of the community & partners- people in community need opportunity to tell partners what they want.
- Barriers can be in place due to reduction in services, however there was a recognition that this was a false economy as the measure of the service reduction was not properly assessed i.e. poverty increase etc.
- Vision is not really about services more about what the community think it should look like. i.e values based approach, “what does a good community look like to you”
- There is a lot of consideration given to creating a precedent when giving people something that others may not get. There was a recognition to cut ‘red tape’ and overcome that precedent perception.
- Build links with the local football team Ayr United in a similar fashion as what Rangers, Celtic and St Mirren have done in their communities.
- Recognition for services to be sharing their work more so that it is easier to disseminate this to the community.
- There needs to be more resident involvement in the development of the work. Need to establish communities needs and make sure to get their views and what they believe will work. It was noted that there were no residents at the meeting and there could be scope for residents to be in the team that would be based in the community. A development of a community flat was also mentioned
- There needs to be incentives for people to be engaging i.e. giving them a benefit to their lives.



- Trust was mentioned multiple times throughout the discussions. There is an identified lack of trust across all sectors with the community, in terms of community engagement there is an apathy building with the community as they have seen the quick fixes to issues before and services slowly withdraw from the area. This has resulted in the community disengaging from any engagement activities. To combat this, there needs to be more meaningful, regular and enticing engagement opportunities for the community. Services cannot go in once every few years to do an engagement. This needs to be regular and often at a place where the community go on a regular basis to build relationship.
- It is important that trust is built from following through on promises. You said we did approach would spread good news throughout the community of actions being completed. In terms of uplifts there needs to be an agreement as fly tipping is a particular issue with waste management coming in to clear the waste on a regular basis.
- Badges were seen as a trust barrier across all services. It was felt that people did not want to disclose their issues for fear that it would be relayed to another service resulting in punishment.
- Information should be shared in GP services, pharmacists and churches as these places are visited more frequently by the community.
- There were discussions around bringing the community wardens back to the area as it was felt previously they had built up a rapport with the residents and engagements were easier.
- Where there has been positive changes in the area, these should be highlighted and promoted more. The cladding work done in the area will be seen by all, those that have not had it done will wonder why not or when it is happening to them. Relay information to the whole community of the schedule for this work to create optimism and knowing that it will happen.
- There needs to be a collective motivation for improvement and the community need to know how to engage with services. For this to happen services need to be more visible.
- When discussing the team within the community, there was a discussion around the Northern Ireland approach of a citizen's assembly where people would go and knock on the doors to get people to engage with them.

- There needs to be a recognition of what the problems are but there also needs to be a realistic action plan. A two-way conversation with the community on what we can achieve. There was a feeling that going into a community and asking what is wrong can often cause a knee-jerk reaction. However this can be combatted by building a dialogue with the community and providing information on what can be done. The problems need to be prioritised by the ease of completion and the importance to the overall community in terms of SIMD outcomes.
- Across the sectors that were in attendance at the event, there was a recognition that many would employ people from that community. When we are struggling for numbers for engagement events we should be targeting those that work for us to start the conversation.
- While the engagement must improve in the area there was also a recognition that we would never get 100% so we must be realistic in what we can achieve.
- There was a discussion around the contacts that the community make with services. In order to build trust there needs to be a regular contact for someone and not moved around the service. Succession planning should be taken into account for this.
- We need to be better at responding and getting information back to people. Sometimes actions take time to complete but we need to make sure that we are keeping the community up to date on the developments even if it is just to say that a response from elsewhere is needed and it takes time.
- There was a discussion around the community being empowered and promoting confidence in the community. This could be done by the introduction of community champions where there are meaningful incentives in place.
- The success of this regeneration needs to be measured over a longer period of time i.e 5/10 years.

How do we measure success?

Main points raised:

- Measures would require to be qualitative as well as quantitative.
- The geographical area of Wallacetoun would require to be properly defined to allow all data sets to be reflective of on the same information.
- Similarly the baseline data for measuring any future success needs to be accurate, reflective and relevant.
- The Wallacetoun community should be asked what success would be for them and these priorities should be measured alongside official data sets.
- A change in the nature of way in which members of the community are communicated with, a need to empower the community.
- More hubs/community options within the community required so that the school is not the only heart of the community providing the support.
- Success needs to be measure continually throughout the journey.
- Build rapid cycles for change – PLAN, DO, STUDY, ACT
- Services become more reactive to the measures identified.
- Outcome measures required as well as process measures.
- A measure of success would be people wanting to remain in the area – less transit and more static.
- Area becoming more desirable.
- More options of housing – changes from majority of flatted properties to more family houses with gardens. Addressing the issue of the mis-match between demand and supply.
- Requirement of ensuring that if services are achieving success in Wallacetoun the 'problem' isn't just shifting to another area.
- The community feeling safe, less anti-social behaviour, crime etc within the neighbourhood.
- Increased use/awareness of the nature/ environment around the area.
- Individual responses from the community on satisfaction levels.
- More involvement within the community from businesses within the area i.e. Beggs or retailers within Allison Street Retail Park.
- School not being the only option for things like light bulbs/bedsheets etc.

How do you/your service contribute to the public health priorities?

The conversations on this topic focused on what could be done & is required by services:

Employability & Skills – focus on engagement, overcoming barriers and often having to take a step back before they are able to move forward; workers find themselves trying to address other issues for people; but E&S often require to bring in other services to assist to remove barriers.

- Feeling is there is a key requirement for a neighbourhood approach to delivery of services.
- Services are moving away from delivering their core area of their focus to provide wider help & assistance for people in communities.
- Need to be more structured in approach to delivery and meeting people's needs.

Housing – have significant stock in the area; densely populated area.

- Issues around desirability to live in the area
- Challenges around Antisocial Behaviour in the area
- Issues with conditions of entries/closes – only part ownership by SAC impacts on what can be done to bring the condition/standard of these up as private landlords/owners often do not want to pay their contribution – presents an issue / can limit the investment in stock condition
 - o Environmental Health noted – their enforcement ability around engaging owners to contribute/engage however current constraints on their department/teams capacity to do this however Environmental Health willing to work with 'Team around Wallacetoun' to achieve improved outcomes



Recognition around the table that there is a need to take a step back, refocus to be able to commit to move forward; by linking resources, mapping resources/services and having a joint commitment that the community buy into to achieve sustainability improvements in the area.

- Better links require to be made with partners who are working/delivering within the area – not everyone knows what each other are doing; more people need to know what is available and from what services / in what area.
- The table recognised that there is a clear need for a commitment level similar to the team focused on the outcomes for Care Experienced Young People required in the area.
- Noted that Housing are the key element of PLACE

School nurse approach from 30/40 years ago

- Again take a step back and measure the outcomes over a set period for this approach
- Ensures a more focused approach to ensuring people are meeting key milestones
- Health & Wellbeing – ensures a consistent approach to identifying any needs even in the wider family circle; with direct links to accessing additional health/wellbeing services when referred on therefore will require improved links with wider health services.

Housing recognise the need for much more focused and committed joint approach over a sustained period of time

- Need to acknowledge the low starting position, which provides options for quick wins and success to be measurable
- Need to bring community on board to take active role in improving the area

Issues impacting the perception of the area being a negative area to live which no-one chooses to live in, which require direct work to address, include:

- High levels of Antisocial Behaviour
- High levels of drug use, drug dealing and associated crime
- Fear to report crimes/disorder/ issues in the area; due to potential for repercussions

- Reputational issues of the area over a prolonged period of time

Alcohol Drug Partnership:

- People experiencing homelessness find that this is the area that they are more likely to be re-housed in and therefore feel they have no/limited choice other than to include this as an area on their housing application;
- This results in predominantly the most vulnerable being housed in the 1 concentrated area – including people who have entrenched trauma from childhood

Private rented sector:

- The PRS in this area is at the cheaper end of rent costs, therefore impacts the affordability for people with lower/limited income
- However these landlords don't want to contribute to the overall community

Recognition around the table that there is a lot of people/services delivering great services for people, however often there is duplication of effort/advice or the person giving advice/guidance isn't actually the best placed person to be doing this.

- Need to be more structured to know who is best placed to provide what support/guidance/assistance

This led onto a discussion regarding having more in-depth discussion before allocation/ at time of allocation to understand the needs of each tenant, e.g. access to GP, dentist, wider support services in relation to mental or physical health conditions.

- Suggestion of housing leading on an introduction to neighbours / the community particularly for those who may find it difficult to integrate themselves into the community or even to introduce themselves to their neighbours
- This could lead to prevention of issues, people becoming self-sustainable within or as a community.

Widely felt that Housing is the key, they should be the lead as everything stems from the person being in their home. Housing is recognised around the tables as being critical in the process; therefore by default become the easiest option for a starting point.

- Housing would then be the link to other services
- Identifying the wraparound support/ services required
- This would then have a knock on effect on how other services deliver / provide improved services in the area dependent on level of needs identified
- Recognition of the need to ramp up the support directly delivered in the area

To be successful and to prevent duplication of effort, which impacts budgets/service delivery the first key area of work needs to be mapping of services currently available & who/what service provides what; ability and willingness to learn from what is already being done and what is needed in the area. Challenge ourselves to work differently and a commitment that everyone knows what part they play. Include policy and practice in the mapping of services.

College – commitment to working with parents within their own area, take courses/services to them rather than asking them to go to the more formal education settings where they may feel overwhelmed or that this might put them off. Raise attainment/aspirations in the area by doing small things with the community in the community.

- Work to help parents understand the importance of education & skills, which will have a positive impact on the attainment levels of their children within education/schools and possibly improve attendance levels
- Deliver introductory programmes in their own area, no cost to the person and no cost to the college – all that is required is a commitment from 10 people to buy into and attend the course this enables the college to put the funding down for the delivery/providing the lecturer
 - o Was noted that this type of course/ programme wasn't well enough known about within South Ayrshire

Recognition around the tables that the approach to Team around Wallacetoun needs to be for a vast number of years to sustain the work required to deliver the desired positive outcomes

- Including a commitment no matter what the political landscape is at the time
- Will require significant monetary investment – in stock, service delivery across services
- Including exploring the ability of the third sector to contribute to meeting the objectives/needs in the area
- Need the commitment over prolonged period to gain the trust of the community, also involving the community at every stage with every aspect of the work
- Too often projects have been started but nothing has been seen through to completion – need to get the approach right but ensure the capacity for this to be a long term commitment alongside the community, this will help the community buy in and believe in the change process, to achieve sustained change

Need to remember the third sector in the mapping process as well as in the Team around Wallacetoun. Also to include the church and people from the area.

Mapping of the systems required to go a step further and include the opinions of the community on what services have delivered for them/worked for them.

- Joint approach with communities and services
- Investing time to connect the existing services/systems
- Services/partners – not to be 'too proud' to say it isn't working or that it's time to move on or to change their approach
- Need to put it back on the community to ask what it is that they want and how they see this being delivered to meet the needs

Increased income levels in the area

- Including shift in policy to increase universal income
- Intensive work around budgeting, getting best deal on utilities supplies, etc

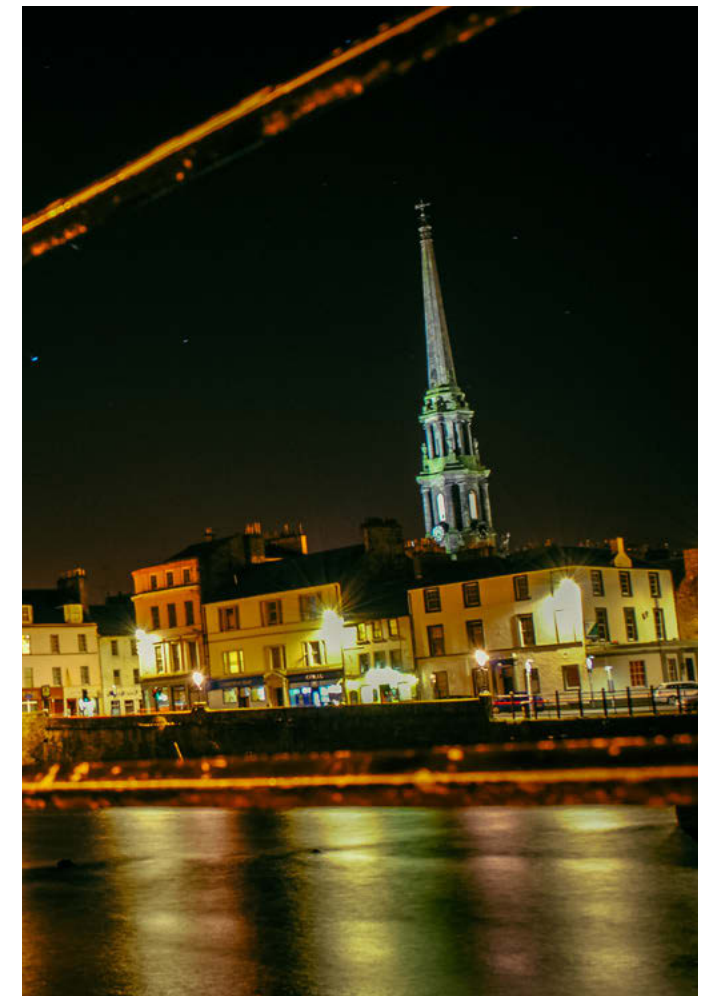


Take a 1 stop shop in the community approach, with multi skilled and highly knowledgeable cross service staffing.

Requirement to stop and take a breath, to see what is already being done and what is working in not only South Ayrshire but wider areas which face similar concerns/issues as Wallacetoun; then plan where we want to go alongside the community.

Community voices – layer the approach to bring people in to hear their voice on their terms/in a way that they are comfortable with.

- Place – there is a need to change the psychology of the negativity of feeling around the community/the area. People who live in the area even talk about it in a negative way.
- Allow members of the community lead the conversation – allow this whether it is deficit based or asset based
- Don't try to rescue people
- Let the relationship develop so that they trust and are able to take the lead
- Understand the barriers from the communities perspective



What is our collective vision for Wallacetoun?

Vision

- The Vision should be set by the community – what do they need, then provide help to achieve that.
- Why should vision be different from other areas within South Ayrshire?
- Wallacetoun should be safe, secure and a good place to live.
- Safe, healthy, confident community.
- A stable population – at the moment very transitional
- Connected, resilient and happy
- For Wallacetoun to recognise itself as a community – not currently the case.
- Healthy, thriving and safe.
- For people to take pride in their community and not feel afraid.

Placemaking

- A place where people want to stay
- Somewhere people are happy and safe
- A key theme that came out of previous placemaking exercise was that children in the area need to feel safe, and feel able to get outside and play.
- Some participants felt that there was a lack of pride in the community, and as a result often people didn't feel a sense of ownership of the area.
- The presence of a Community Hub would give the community a focal point for activities. Community spirit – need to build capacity amongst community groups
- Lack of feeling of safety – because of a variety of reasons, not only crime but people coming into the neighbourhood
- Need people in the area who are working to make it work
- Many people living in the area but not functioning in the neighbourhood – 'keeping themselves to themselves' and only using flat as a base due to the issues in the neighbourhood
- There are equally poor neighbourhoods in South Ayrshire, but they have capacity within the community to bring improvements through Community Groups etc – very few such groups in Wallacetoun.
- A new community space in Wallacetoun would support people in learning opportunities and would allow for courses to be run in the area. It would also support community groups.
- Work carried out as part of the Place Standard Toolkit before Christmas found that the people of Wallacetoun weren't asking for a lot – the outcomes being requested are achievable and within reach.
- Community Centre as a focal point would be a good start

Waste Management

- Communal Eurobins are currently often untidy and overflowing, resulting in further litter accumulating in the area.
- The area sees regular flytipping, and there is a belief that this is not always coming from residents within Wallacetoun.

Physical environment

- Physical environment critical to all of this. Need to look at the physical condition of stock and the general 'feel' of the area.
- Requires longer-term planning – what do we want Wallacetoun to look like in 20-30 years?
- Physical sub-division by roads makes it more difficult for communities to feel connected. Road cuts the community in half.
- Physical environment key to people's mental health and a sense of pride in where you live.
- Given the area's population density, there are actually few green spaces. Craigie Park is one of the last remaining green spaces available to this community and it is rarely used – associated with another nearby area instead.
- Physical environment and quality of housing is very important – but so too is the outward appearance of the buildings within the area. There is currently a feeling of isolation in the area – people want to feel included.
- Services delivered in Lochside and adjoining areas – people do not want to cross the boundary.
- Aesthetics are important.

Housing issues

- Stop the churn' – continuous turnover of people – both owners and tenants – was felt to have had an impact on the area's sense of community
- Example of entirely owner-occupied block in Phillip Square that is kept in a good state of repair as all the owners take responsibility for the close – but many people in the area struggle with the basics
- Within recent memory, the neighbourhood was more desirable. The lack of employment and the impact of austerity has had a disproportionate impact on this community, including the flattening off of life expectancy and the prevalence of alcohol, drugs and suicide.
- Housing Renewal Area as an option to progress improvements to the area, particularly in terms of security and amenity – but needs to be backed up by resources. At the moment Scheme of Assistance couldn't deliver this.
- Some issues in terms of the physical quality of accommodation and the standard of common closes can be down to private ownership within blocks, including PRS landlords. Could PRS landlords within the area be targeted?
- Could compulsory purchase be an option for blocks where landlords are refusing to carry out work?

Services

- There is a perception that the area is not as well cared for as it could be. There is a view held by some in the area that services have 'abandoned' them, and as such feel disenfranchised.
- Feeling in Wallacetoun that the community has been forgotten.
- A lot of good work going on but still a negative perception of the area.
- Need to build trust in the community with services. Where things are wrong services should be working together to help.
- Start off with a 'Master Planning' exercise – what needs done – should be carried out with the Community. It has to be the Community's vision.

School

- While the school's catchment area goes all the way to McCall's Avenue, in practice parents often opt to send their children to Heathfield rather than Newton Primary, in order to avoid perceived issues.
- Some people living in the neighbourhood but sending their children to Heathfield or Grammar school
- Reliance on Breakfast Clubs an example of the issues of poverty in the area
- Considerable drop-off between nursery and primary school. People are prepared to send their children to nursery in the area but unwilling to send them to primary, instead opting for Heathfield if possible.

Enhanced service

- The group discussed the provision of an enhanced service to Wallacetoun to support improvement, but it was recognised that in some areas of work an enhanced service is already in operation, including waste management.
- There was recognition that completely different approach was required to try to address the deep-rooted issues experienced in the area.

Empty building

- The presence of empty and nearly empty buildings in and around the community was seen as an issue that was likely to have an impact on people's perception of the area.

Economic development

- Physical improvements alone will not drive the regeneration of Wallacetoun. There needs to be cooperation across services, and particular long-term planning for economic growth.
- Employment is critical – 3,000 redundancies in SAC in recent years – significant toll on Wallacetoun.
- Involving the community in improvement work – i.e. apprenticeships, opportunities for work etc, utilising Council staff who are from the area or live in the area.
- Employability and Skills currently have a Town Centre Team who are involved in work similar to this, could also link in with Community Payback.

Amenities

- Limited amenities in the Wallacetoun area. Many shops closed down.

Team around the Community

- Need to break down the barriers to people working together – including different budgets, structures etc. Needs to be a different way of delivering services
- Likely to be resource intensive but would likely provide long-term savings given the amount being spent by all services in this area
- Focus cannot be on short-term fixes
- Team needs to have frontline empowerment and be able to make decisions quickly and effectively
- Needs to involve people from within the Community.
- Recognise that community won't be able to do these tasks straight away – will need a lot of support to achieve this.
- Should be a visible presence in the community that everyone is aware of.
- Learn lessons from the past – flat, community forum etc. Why no longer in place?

AREAS OF FOCUS TO 2025

No	Action	Activity
1	Early intervention to reduce financial hardship and inequalities in our most deprived areas.	<p>A programme of engagement will take place with people with direct lived experience of poverty. Findings from the engagement will inform the ongoing development and refinement of the action plan and the feedback received will allow us to highlight areas where improvement is required. We will build on the good practice of work currently happening within our Champions Board, Youth Forum, Community Engagement, and Locality Planning groups as part of the engagement programme and continuously monitor improved outcomes for those most in need and those who have been disproportionately impacted by the Covid-19 crisis. This action will seek to quickly respond to:</p> <ul style="list-style-type: none"> • financial hardship; • food insecurity; • lack of access to services; • digital exclusion; • domestic violence -particularly in relation to violence against women and girls to prevent them from feeling isolated; • help with urgent financial assistance; • free access to sanitary products; and • help with the cost of the school day.
2	Upskilling and improving employment opportunities through the Ayrshire Growth Deal.	Employability and Skills and Voluntary Action South Ayrshire (VASA) will work with young people from South Ayrshire's most deprived areas to benefit from the Ayrshire Growth Deal through collaboration with schools, Ayrshire College and the West of Scotland University to ensure that appropriate and directed courses and upskilling will enable skilled workers to be available for the aviation, tourism, food and drink, aerospace, agriculture, marine, energy, health and social care and other key sectors.
3	Increasing the availability of good quality and genuinely affordable housing.	As set out in the Strategic Housing Investment Plan 2020/2021 to 2024/2025 the Council and partners are planning to invest £67,690,000 in new affordable housing. The South Ayrshire Community Planning Partnership recognises that one of the most important issues to address to tackle poverty is reducing housing costs. Good quality, energy efficient and genuinely affordable housing will go some way to support families out of poverty.
4	Improving the energy efficiency of existing housing stock in all tenures.	As set out in the Strategic Housing Investment Plan up to 2025. In addition, the South Ayrshire Council Sustainable Development and Climate Change Strategy 2019-2024 sets out a coherent framework for Council projects, policies and initiatives which promote sustainable development, mitigate climate changing emissions and adapt to the impacts of climate change. As a local authority we are required to reduce energy demand and associated carbon emissions.

No	Action	Activity
5	Improving pathways and tenancy sustainment for young people leaving care.	<ul style="list-style-type: none"> Support provided for care experienced children and young people and young people who are carers. Information relating to ongoing actions can be found in the South Ayrshire Local Outcomes Improvement Plan – COVID-19 Response.
6	Support mechanisms such as the School Clothing Grant and Free School Meals to help keep the Cost of the School Day down and housing costs affordable.	Provision of financial help for school children's clothing and shoes paid directly into parent/carers bank account. We will use the information we hold to automatically award free school meals as part of the continuing support the cost of the school day for families.
7	Widening staff awareness of the Financial Inclusion Pathway to help provide additional financial support and entitlements for families including energy advice.	Increased staff awareness across Community Planning Partners through school nurses and health visitors and also in Education and Social Work. Third-Sector partners are also being encouraged to become aware of the importance of the Financial Inclusion Pathway and advice/support services available from the Information and Advice Hub (which includes debt advice). Increased staff awareness and the involvement of an increased number of teams will help towards maximising the update of entitlements and benefits. We will also seek to increase use of the 'Signpost Service' to improve efficiency of staff accessing financial inclusion services for anyone who needs help. The success of this action will be measured in the number of families who have increased their income and reduced their cost of living burden.
8	Make the step-change required in Wallacetoun in Ayr.	The 'Team Around the Community' approach to the Wallacetoun area of Ayr will deliver the community's vision for the area. This unique initiative will provide an operating model that empowers all public workers to put prevention of poverty at the heart of everything they do. The outcome will be that Wallacetoun has safe, welcoming community spaces within walking distance where they can connect with others and access the right support as and when required to make progress at the right pace. Wallacetoun will also be a place where people enjoy good quality and genuinely affordable housing in a place where they can thrive and be proud of.

1. WORK CURRENTLY UNDERWAY

Activity		Partner Responsible (Named Lead Officer)	Poverty Action	How Assessed	Groups the Action is intended to Reduce Poverty Amongst	Progress to Update 2019/2020
1.1 Employability						
1.1.1	More Choices, More Chances (MCMC) Strategy to Reduce the Proportion of Young People not in Education, Employment or Training.	South Ayrshire Council Education Services	Income from Employment	<ul style="list-style-type: none">• % 16 to19 year olds participating in education;• % 16 to19 year olds unemployed;• % 16 to19 year olds with unconfirmed status	<ul style="list-style-type: none">• Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	This is a continuous and ongoing support action.
1.1.2	Renamed Sector Based Work Academy Programme (SWAP)	Department for Work and Pensions (DWP)	Income from Employment	Average time taken to progress to employment or further training.	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	South Ayrshire Council and DWP working in partnership to deliver Sector Based Work Academy Programme (SWAP)
1.1.3	Youth Obligations Programme	DWP	Income from Employment	Earning or learning 6 months after completion of programme.	Specifically, those aged 16-29 seeking employment.	Programmes continue to support young people in providing ongoing learning opportunities.
1.1.4	Princes Trust 12 Week Training	DWP	Income from Employment	Successful completion of the training programme.	Specifically, those aged 16-29 seeking employment.	Training programmes continue to be carried out.

1.1.5	Jobs and Training Fairs	DWP/ SDS/SAC Employability & Skills	Income from Employment	<ul style="list-style-type: none"> Number of events held per year; Customer Insight Survey Feedback 	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Supported all jobs and training fairs throughout the year. Supported identification of unemployed customers including potential school leavers at risk of not moving into a positive destination. Jobs and training fairs have taken place across the Council area in an effort to support citizens into work, or into improved work placements, although they have been hampered by the Covid-19 emergency response and restrictions.
1.1.6	Volunteering Opportunities	Voluntary Action South Ayrshire (VASA)	Income from Employment	Numbers participating in voluntary opportunities	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	VASA continue to provide volunteering opportunities to provide people with work experiences and improved chances of securing temporary or permanent employment
1.1.7	Employability Workout Programme and Employability Transition Support	South Ayrshire Council Employability & Skills Team	Income from Employment	Number of young people and adults supported to move into employment and positive destinations.	Age, disability	Employability Workout Programme and Transition Support has continued on a virtual and digital basis.

Activity		Partner Responsible (Named Lead Officer)	Poverty Action	How Assessed	Groups the Action is intended to Reduce Poverty Amongst	Progress to Update 2019/2020
1.2 Education						
1.2.1	Free School Meals for P1 to P3 Children	Education, Revenues and Benefits and Catering Team	Costs of Living	<ul style="list-style-type: none">% Free Schools Meals uptake across P1 to P3 Children	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Free School Meals were issued throughout the response to the Covid-19 pandemic.
1.2.2	Free School Meals for Eligible P4 to P7 Children and S1 to S6 Young People	Education, Revenues and Benefits and Catering Team	Costs of Living	<ul style="list-style-type: none">P4 to P7 % Uptake of Free School Meals by Eligible Pupils;S1 to S6n% Uptake of Free School Meals by Eligible Pupils.	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	11% of the children took up the free school meal for Primary 4 to 7.

Activity	Partner Responsible (Named Lead Officer)	Poverty Action	How Assessed	Groups the Action is intended to Reduce Poverty Amongst	Progress to Update 2019/2020
1.3 Customer information/signposting					
1.3.1	Signpost Referral Service	Information and Advice Hub	Costs of Living from Employment; and Income from Social Security Benefits in Kind	Total Amount of Debt Managed on Behalf of Clients; and Additional Benefits received by clients supported by the Information Hub.	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
					Information and Advice Hub assisted clients to manage debt totalling £1,260,788, whilst generating £6,267,896 through provision of welfare and benefits advice, benefit uptake and assistance to appeal DWP decisions this is an increase of 72% from the previous year. During 2019/20 the Hub recorded their highest number of requests for assistance in its history, with a total number of enquires being recorded at 13,848 which was a 97% increase from previous year. 3,764 of these enquires were submitted through our corporate referral system Signpost. The Hub has been established as the single point of contact for Financial Inclusion Referral Pathways in partnership with NHS.

1.3.2	Housing Support via Seascope & Ayr Housing Aid	Corporate; Housing Policy Team; Housing Services; Ayr Housing Aid Centre; and Seascope	Costs of Living	<ul style="list-style-type: none"> % of Council house tenancies sustained for more than 1 year; % of Homeless lets sustained for more than 1 year; and % of Ayrshire Housing tenancies sustained for more than 1 year. 	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Ongoing action.
1.3.3	Home Energy Advice	Housing Services Team; Customer Services Team; Citrus Energy; Seascope; and Ayr Housing Aid Centre.	Costs of Living	Referral Numbers captured via SAC Signpost System.	Whole Community.	Ongoing action.
1.3.4	Support to Refugees/ Minority Ethnic Families resettled in South Ayrshire	Housing Services; CLD; Education; and Seascope	Income from Social Security and Benefits in Kind; Income from Employment; and Costs of Living	Families settle in the area.	Race and Religion.	Ongoing action.

Activity	Partner Responsible (Named Lead Officer)	Poverty Action	How Assessed	Groups the Action is intended to Reduce Poverty Amongst	Progress to Update 2019/2020
1.4 Housing					
1.4.1	Energy Efficiency Projects to Improve Housing Quality in Public and Private Sector.	Corporate Policy and Housing team; Energy Agency; and Ayrshire Housing.	Costs of Living	Number of Energy Efficiency Measures carried out in the year (2017/18 performance – 480).	Whole Community and those in Rural Areas.
					South Ayrshire Council in partnership with the Energy Agency is continuing to progress programmes of work providing a number of properties within the local authority area with external wall insulation systems. for Financial Year 2020/21 we have received grant from the Scottish Govt supplemented by SAC capital funding to allow progression of HEEPS programmes in Dunure, Annbank and Maybole.
1.4.2	Hosting of Annual Free Communities Fun Day	Lead – Housing Team but involves all Partner organisations	Costs of Living; and Income from Benefits	Satisfaction of Event Rate	Whole Community
					September 2019 saw the Tenant Participation team host our largest free Communities Fun Day in which approximately 3,500 attended. All attendees were provided with free advice, information, entertainment and a packed lunch. Unfortunately, due to Covid-19 pandemic, the 2020 event had to be postponed.

Activity	Partner Responsible (Named Lead Officer)	Poverty Action	How Assessed	Groups the Action is intended to Reduce Poverty Amongst	Progress to Update 2019/2020
1.5 Health and Wellbeing					
1.5.1	Developed Referral Tool to enable NHS staff to signpost families in need to appropriate specialist services	NHS Ayrshire & Arran Public Health	Income from Benefits; and Cost of Living	Referral Rates to income maximisation services.	Whole Community
					Complete
1.5.2	Develop HISA to raise awareness of teams within NHS on potential impact of social determinants of health on practice	NHS Ayrshire & Arran Public Health	Cost of Living	Referral Rates to income maximisation services.	Whole Community
					Complete
1.5.3	Lead role in raising awareness amongst partners of the impact of ACE's on children's health and wellbeing, and interaction with child poverty.	NHS Ayrshire & Arran Public Health; and Infant, Children and Young People's (ICYP) Transformational Change Programme Board	Income from Benefits; and Cost of Living	Number of screenings of 'Resilience' movie locally; Attendance levels at screenings of film; and Adverse Childhood Experience awareness raising events held.	Whole Community
					First Phase complete.
1.5.4	Free access to sport and leisure facilities for South Ayrshire Looked after and accommodated children	SAC Champions Board	Cost of Living	Scheme now live and leisure cards issued to all looked after young people in South Ayrshire	Age, disability
					Complete

2. NEW ACTIVITIES TO MITIGATE THE IMPACT OF CHILD POVERTY

Action	Partner Responsible	Resources Allocated	Poverty Action	How Assessed	Timescale For Action	Groups the Action is intended to Reduce Poverty Amongst	Progress to Date
2.1 Housing Services							
2.1.1	Extension to existing service – Ayr Housing Aid First Home Project	SAC Corporate and Housing Policy Team; HSCP Children's Service Team; and 3rd Sector – Ayr Housing Aid Centre	£70,000	Costs of Living	Tenancy sustainment rates for young care leavers	Commence 1st November 2018 1st November 2018	Young People aged 16 to 26
							<ul style="list-style-type: none"> 29 ongoing cases during report period 12 carried over from previous report period, 17 new referrals Corporate Parenting Award – Champions Board “for your help and dedication involved in one of our main priorities: Housing” £18,465.37 monies recovered 72% sustaining SAC tenancy 100% positive feedback on service received 90% completed 1-2-1 budgeting support based on having on tenancy and realities of moving out 1-2-1 sessions at Children's Houses Support work continued in Prisons 8 closed cases in reporting period 75% positive outcome achieved/likely Linked to Champions Board Accessing free access to sport and leisure facilities

2.1.2	Deliver 1,000 new affordable homes by 2023.	SAC Corporate Policy and Housing; Special Projects; and Registered Social Landlords (RSL's)	Scottish Government Capital Funding; SAC Housing Revenue Account; and RSL Funds.	Costs of Living	Progress against target; and Case Studies of reduction in energy consumption/ costs	31/03/23	Age, disability	New build sites at Waggon Road, Ayr and Ladyland Road, Maybole are currently in progress. Two sites at School Gardens, Ayr and Houdston-Reid Lea, Girvan were completed in 2019/20. Several sites are currently undergoing a tendering process for 2020/21. The new SHIP is currently being developed.
2.1.3	Double Glazing window improvement programme to 500 homes with low energy efficiency ratings.	Housing Service	£1.529	Cost of Living	Target 79 properties in first year of operation, mainly in rural communities.	31/03/21	Whole Community	This programme was unfortunately impacted by the Covid-19 pandemic and delayed.
2.1.4	Implement new Pathways for Care Experienced Young People to source suitable housing without having to present as homeless.	Lead – Youth Housing Support Group; Corporate & Housing Policy; Housing Services; and HSCP – Children's Service Team	Staff Resources; Section 29 funding on an individual service user basis.	Costs of living; and Income from Employment.	Alternative housing models developed; and No young care leaver homelessness presentations by 2021.	Approach adopted by Council May 2018	Young People aged 16 to 26; and Former Care experienced young people.	Work continues to progress through the Youth Housing Support Group and the Improving Housing Outcomes for Young Care Leavers Group. Housing Services and the HSCP have agreed to jointly commission a housing support contract which will aim to improve housing pathways for young people, this will progress and tender through 2020/21.

2.2 CUSTOMER SERVICES

Action		Partner Responsible	Resources Allocated	Poverty Action	How Assessed	Timescale For Action	Groups the Action is intended to Reduce Poverty Amongst	Progress to Date
2.2 Customer Services								
2.2.1	Introduce a new financial inclusion referral pathway via the Council's Signpost service.	Customer Services	Existing Resources	Income from Social Security and Benefits in Kind.	Increase in referrals to Signpost; and Additional household income generated through referrals.	January 2019	Whole community and in particular Age, disability, pregnancy and maternity.	See 1.3 above
2.2.2	Mitigate impact of Universal Credit through increased access to public ICT points.	Customer Services; Libraries; DWP (Lauren Craig); and 3rd Sector – Salvation Army	Existing Resources	Income from Social Security and Benefits in Kind; Costs of living; and Income from employment.	IT points available in a range of facilities across South Ayrshire; and DWP Customer Insight Survey findings.	1st November 2018	All service users including: Pregnant women; Families; Disability-affected families; and children affected by ACEs.	See 1.3 above.

2.3 CORPORATE PLANNING AND IMPROVEMENT

Action		Partner Responsible	Resources Allocated	Poverty Action	How Assessed	Timescale For Action	Groups the Action is intended to Reduce Poverty Amongst	Progress to Date
2.3 Corporate Panning and Improvement								
2.3.1	School holiday programme to run in Ayr North, Girvan, Maybole & Barassie to meet local demand.	Corporate Planning and Improvement; and Community Groups.	£39585.77	Costs of Living	Number of Young People participating.	31st March 2020	Age	Holiday Meals have been provided in North Ayr, Maybole, Barassie and Girvan. In 2019-2020 we delivered 20603 in these areas in the school holiday period. We have also been awarded monies from the charitable trust to deliver holiday meals in North Ayr on the one-off holiday weekends.
2.3.2	Improving knowledge of local services amongst partners through the Council's 'Our People, Our Place' approach.	Corporate Planning and Improvement; DWP; Information Hub; and NHS Ayrshire and Arran.	Existing Resources	Income from Social Security and Benefits in Kind; Costs of Living; and Income from employment.	Case Studies demonstrating improved partnership working; and Increase in Signpost members and referrals.	31st March 2019	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Ongoing action.

2.4 EDUCATION

Action		Partner Responsible	Resources Allocated	Poverty Action	How Assessed	Timescale For Action	Groups the Action is intended to Reduce Poverty Amongst	Progress to Date
2.4 Education								
2.4.1	Support the creation of additional breakfast clubs in Schools across South Ayrshire.	Education	SAC commitment to no charges for school breakfast clubs.	Costs of Living	Increase in numbers attending breakfast clubs	June 2019	Age	Delayed as a consequence of the Covid-19 pandemic.
2.4.2	Expansion of early learning and childcare programme from 0600 hours for all 3 and 4 year olds and eligible 2 year olds	Education; Human Resources/ Organisational Development; and Professional Design Services	Scottish Government Capital and Revenue Funding	Income from Employment; and Costs of living.	National Target – 85% of children will achieve all developmental milestones at the 27-30 month review; and Local Target – Deliver 1140 hours of ELC to all children by 2020, phased by prioritisation in areas of deprivation.	31st March 2020	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Assessment of developmental milestones in literacy, numeracy and health and well-being for pre-school children were not undertaken for session 2019/20 due to lockdown. In March 2020 the Scottish Government moved to suspend the statutory duty on local authorities to provide 1140 hours of early learning and childcare from August 2020. We have committed to provide up to 1140 hrs of funded early learning and childcare for all 3 year and 4 year olds and eligible 2 year olds across South Ayrshire. The increase in provision will support more flexibility for parents/carers underpinned by the key principles of quality, flexibility, accessibility and affordability.

2.4.3	Increase the rate of School Clothing Grant from £75 to £125.	Education	Funding from Scottish Government and Council Resources	Social Security and Benefits in Kind.	Uptake of School clothing grant.	31st August 2018	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	At the start of the 20-21 session, the number of families who took the school clothing grant was 2217(29%)
2.4.4	Free access to sanitary products in schools, homeless accommodation, children and families centre, women's refuges.	Education; and Community Safety	Scottish Government Funding plus SAC - £5,000 unallocated reserves	Costs of living	Scottish Government return detailing uptake	31st March 2019	Sex	Free access to sanitary products continues in both Educational and Community Settings. Products are available in all secondary schools, with provision also supplied in Primary Schools. Within a community setting products are supplied via a range of council services and buildings including Criminal Justice Team, within Homeless Accommodation, Social Work and a range of community buildings including customer service centres, libraries, community centres and swimming pools. Within the wider community products are available from a variety of our partners including Ayr Job Centre, South Ayrshire Women's Aid (including Refuge Accommodation), Ayrshire Women's Hub and a number of community groups.

2.4.5	Adopt a 'Family Firm' approach to ensure every care experienced young person is given access to a wide range of vocational opportunities including apprenticeships.	Community Services and Facilities; and CLD partners.	£6,000, and Existing Resources	Income from employment.	Number of care leavers more socially mobile and employable.	31st March 2019	Age, sex and sexual orientation.	Employability and skills work in all secondary schools and have a dedicated Care experienced Team. MCMC meetings occur and specific care experienced young people are discussed and the best route possible for positive destinations are identified which include the family firm apprentice routes.
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2.5 COMMUNITIES AND FACILITIES

Action		Partner Responsible	Resources Allocated	Poverty Action	How Assessed	Timescale For Action	Groups the Action is intended to Reduce Poverty Amongst	Progress to Date
2.5 Communities and Facilities								
2.5.1	Implement revised Access to Leisure scheme concessions and extend coverage to include the Quay Zone in Girvan	Community Services and Facilities; and The Quay Zone	Estimate £50,000	Costs of Living	Numbers of users of leisure facilities	30th September 2018	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	In 2019 the Partnership and South Ayrshire Council Sport and Leisure Officers worked together to finalise proposals for free access to leisure for young carers in South Ayrshire.
2.5.2	Develop and Implement new Community Learning and Development (CLD) Plan	Community Services and Facilities; and CLD Partners	Existing Resources	Income from Employment; and Costs of living.	Increase in the number of young people achieving accreditation through youth work; Increase numbers of youth work programmes and initiatives, encouraging healthy lifestyle choices; Increase the availability of evidence-based parenting programmes; and Increase in family learning that builds capacity and skills.	31st March 2021	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	ongoing

2.6 SOUTH AYRSHIRE HEALTH AND SOCIAL CARE PARTNERSHIP (HSCP)

Action		Partner Responsible	Resources Allocated	Poverty Action	How Assessed	Timescale For Action	Groups the Action is intended to Reduce Poverty Amongst	Progress to Date
2.6 South Ayrshire Health and Social Care Partnership (HSCP)								
2.6.1	Training for HSCP staff to use financial inclusion pathway via Signpost.	HSCP (Jane Miller); Customer Services.	Existing Resources	Income from Social Security and Benefits in Kind.	Increasing referrals to Signpost by agency	31st March 2019	Whole community and in particular Age, disability, pregnancy and maternity.	Action continuing.
2.6.2	Develop and implement a new Alcohol & Drug Partnership (ADP) Strategy 2018 to 2021	ADP; and HSCP	Existing Resources	Costs of living.	Individuals are improving their health, wellbeing and life chances by recovering from problematic drug and alcohol use.	2021	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Ongoing.
2.6.3	Develop and Implement a Young Carers Strategy	HSCP	Existing Resources	Costs of living.	Young Carers Strategy in place and helping to overcome issues related to income and ability to work/ study while meeting carer commitments	2021	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	A Young Carers Strategy has been developed that sets out South Ayrshire Health and Social Care Partnership's local response to the statutory duties (responsibilities) of the Carers (Scotland) Act 2016.

2.7 NHS AYRSHIRE AND ARRAN

Action		Partner Responsible	Resources Allocated	Poverty Action	How Assessed	Timescale For Action	Groups the Action is intended to Reduce Poverty Amongst	Progress to Date
2.7 NHS Ayrshire and Arran								
2.7.1	Maternity Services & Income maximisation joint service	SAC Specialist financial inclusion services; NHS Maternity Services; NHS Public Health; ICYP Transformational Change Programme Board	Scottish Government Funding	Income from benefits	Monitoring of additional income to recipients	Commence detailed planning November 2018	Pregnant women; and Women with young families.	Range of resources developed. Some disseminated to midwives, others pending delivery of training. Resources disseminated to Health Visitors and Early Years teams. Training package ready, paused due to covid19.
2.7.2	Support roll-out of Best Start Grant (BSG)	NHS Maternity Services; NHS Public Health; HSCP Children's Services; Health Visitors; and Early Years Staff.	Scottish Government Funding; and Social Security Scotland (SSS)	Costs of living.	Individuals are improving their health, wellbeing and life chances by recovering from problematic drug and alcohol use.	2021	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Ongoing.
2.7.3	Cost of Pregnancy Project	NHS Maternity; NHS Public Health; NHS Greater Glasgow & Clyde Public Health	Health Scotland	Costs of living.	Defined research project to identify mitigation opportunities.	Planning commence November 2018	Pregnant women	Research is complete. Findings disseminated in A&A and nationally National Action plan developed with PHS and SG input.

2.7.4	Encourage use of locally developed referral tool to enable NHS staff to signpost families in need to appropriate specialist services, and incorporate this into routine practice.	NHS Public Health; NHS O&HRD (training); and NHS Service Leads	Existing Resources	Income from benefits	Referral rates to benefits advice and income maximisation services	From April 2018	Pregnant women; Women with young families; and Families with disabilities.	Ongoing: awareness-raising messages sent by different routes to NHS staff.
2.7.5	Increase awareness amongst NHS staff about the impact that child poverty has on access to services.	NHS Public Health; NHS O&HRD (training); NHS Service Leads; and Health Scotland.	Existing Resources	Income from benefits; and Cost of living eg travel costs)	Referral rates to benefits advice and income maximisation services.	NHS Board approval Dec 2017 Planning from May 2018	All service users, including pregnant women, families, disability-affected families; and Children affected by ACEs	Awareness-raising messages sent by different routes to NHS staff in 2019/20.
2.7.6	Develop a child poverty impact assessment tool for strategies, policies and service improvement.	NHS Public Health; and West of Scotland Public Health Child Poverty Leads (GGC, G&G and Lanarkshire).	Existing Resources	Income from benefits; and Cost of living (eg travel costs)	Referral rates to benefits advice and income maximisation services.	From October 2018	All service users, including pregnant women, families, disability-affected families; and Children affected by ACEs	Paused
2.7.7	Support use of Health Inequalities Impact Self-Assessment tool (HISA)	NHS Public Health; NHS O&HRD (training); NHS Service Leads; and SAC Children Services teams.	Existing Resources	Cost of living (eg travel costs)	Uptake rates of the on-line HISA tool	From April 2018	All service users, including pregnant women, families, disability-affected families	Complete
2.7.8	Develop a communications plan for Child Poverty for HNS staff	NHS Public Health; NHS Communications; SAC Communications; and ICYP Transformational Change Programme Board	Existing Resources	Income from benefits; and Cost of living eg travel costs)	Referral rates to benefits advice and income maximisation services.	Planning beginning October 2018	All service users, including pregnant women, families, disability-affected families	A communications plan for NHS and partner organisations developed by national NHS child poverty leads group.

2.7.9	Support implementation of trauma-informed practice	NHS Public Health; ICYP Transformational Change Programme Board; and ADP	Existing Resources	Related to increasing income from benefits and reducing cost of living	Establish ACEs Hub	April 2018	Children affected by adverse Childhood Events (ACEs)	First phase is complete
2.7.10	Raising awareness about National Public Health Priority 5: A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all.	NHS Public Health; Partners in SAC; and Other Partner Organisations	Existing Resources	Increasing INCOME FROM Employment; and Costs of living	Awareness raising sessions; Clearly identifying opportunities for honing working towards common national goals to improve and protect the health of the population of South Ayrshire.	From November 2018	All income groups and those experiencing inequalities.	Action ongoing.

2.8 POLICE SCOTLAND

Action		Partner Responsible	Resources Allocated	Poverty Action	How Assessed	Timescale For Action	Groups the Action is intended to Reduce Poverty Amongst	Progress to Date
2.8 Police Scotland								
2.8.1	Expand Campus Police Officer initiative to all 8 secondary schools, offering support to all cluster primary schools as necessary.	Police Scotland; and Education	£110,000	Relates to income from employment	Increased Police support for diversionary activities in school and other young people's groups	31st August 2018	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.	Complete
2.8.2	As an ACE informed Police authority, provide training, information and support to organisations across South Ayrshire on the impact of Adverse Childhood Experiences	Police Scotland	Existing Resources	Relates to income from employment	Number of people trained in ACE awareness	31st March 2019	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.	Complete

3. POSSIBLE AREAS FOR CONSIDERATION AND FURTHER DEVELOPMENT BEYOND FIRST YEAR

Possible Area of Development		Who would be involved?	Poverty Action	Why?	Groups the Action Is Intended to Reduce Poverty Amongst	Progress
3. Possible areas for consideration and further development beyond first year						
3.1	Automation of free school meal and clothing grant application process	SAC Revenue and Benefits; SAC Education; and ICT Provider	Costs of Living	To maximise entitlement; To reduce stigma of application process; and To improve systems	Whole community	In progress.
3.2	Explore opportunities for added benefit from capital programmes	SAC Procurement & Capital Teams; Police Scotland; and NHS Ayrshire and Arran	Income from employment	Longer term approach to capital investment across partners will benefit local supply chains and increase local employment/ training opportunities	Whole community	Delayed as a consequence of the Covid-19 pandemic.
3.3	Investigate ways to improve transport linkages to formal appointments	SAC and NHS Ayrshire and Arran transportation teams	Costs of Living	Opportunity to better use partner's transport resources; Potential to reduce missed appointments; and Reduce cost of travel to appointments from rural areas	Age; Disability; Pregnancy; and Maternity	Action ongoing.
3.4	Cohesive approach to reviewing the cost of the school day	Education	Costs of living	To reduce inequality in opportunities due to household income	Age; and Disability	In progress.

3.5	Quality Assured local database of health and social intelligence resources to inform service provision; and Explore a whole family approach to recovery	NHS Public Health; Health Scotland; NSS –ISD; South HSCP; and ADP	Income from benefits; and Cost of living	To gather and utilise local intelligence in order to direct services to areas and families of greatest need; and Recognition that a successful recovery journey requires support to the full family	All groups with protected characteristics and all priority groups	Action delayed as a consequence of the emergency response to the Covid-19 pandemic.
3.6	Further education placements or courses aimed at students from our most deprived neighbourhoods	University of the West of Scotland; Ayrshire College; SAC Employability & Skills; Skills Development Scotland; and DWP	Income from employment	To increase the employability opportunities for those living in our most deprived areas	All groups with protected characteristics and all priority groups	In progress.
3.7	Monitor and support provision of good quality jobs in SAC, CPP and NHS areas of influence	SAC; NHS; and HSCP	Income from employment	To ensure SAC, NHS and partners provide good quality jobs to employees and staff in partner organisations	All groups with protected characteristics and all priority groups	Further to the signing of the Ayrshire Growth Deal Heads of Terms on 8 March 2019, considerable work has been completed in progressing the deal to implementation stage. Using the Diagnostic, we have demonstrated Inclusive Growth commitment by ensuring that the business case for each project has considered the constraints faced by our communities in accessing the labour market, including high value jobs.

3.7 Cont.						<p>To ensure explicit commitment to how the project will achieve inclusive growth and reduce inequality, a consistent approach to ensuring that inclusive growth, equalities and community wealth building outcomes are embedded in each business case. Collaborative development of an Ayrshire Regional Economic Strategy has also been taken forward, involving the public, private and third sectors, which will build on the Ayrshire Growth Deal through its ambitions for growing the Ayrshire economy over the next 10 years. An Inclusive Growth Action Plan has been agreed and will be aligned with the Regional Economic Strategy, to ensure that communities across the three authority areas are well placed to benefit from the broader investment across Ayrshire, which is expected to bring a wide range of employment opportunities.</p> <p>The package of investment agreed equates to £251m over the next 10 to 15 years. 95% of the overall deal is focused on large scale capital investment and all the projects are of a scale and significance that mean Ayrshire's communities can benefit regardless of project locations.</p> <p>Work on site specific projects is, however, in early stages and it is likely to be at least two years before any employment benefits may be realised.</p>
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3.8	Development of Team around the Family approach	SAC Education, Housing, Employability and Skills and Information Hub; HSCP; and NHS - CAMHS	Costs of living; and Income from Benefits	To deal with family concerns holistically and in a coordinated manner; and Address mental ill health, budgeting, access to benefits etc	All groups with protected characteristics and all priority groups	Aberlour are working with colleagues in South Ayrshire to strengthen the Team Around the Family. Currently working with Adult Services to consider ways in which vulnerable parents, who do not always meet the criteria for services, can be better supported to keep families together. No Place Like Home Event (March 2020),
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South Ayrshire Community Planning Partnership Board

Report by Area Commander (South Ayrshire), Police Scotland,
to Community Planning Board Meeting of 29 October 2020

Subject: ‘Team Around the Community’ – Wallacetoun, Ayr

1 Purpose of Report

1.1 The purpose of this report is to provide members with an update on the work ongoing to introduce a ‘Team Around the Community’ approach in Wallacetoun, Ayr.

2 The Board is recommended to:

2.1 Note the content of this report and agree that Chief Inspector Anderson will:

2.1.1 Refocus and rebrand the existing Prevention First team to support the ‘Team Around the Community’ approach’ in line with the public health priorities;

2.1.2 Develop processes with the existing Multi Agency Tasking & Coordinating Group (MATAC) and any other stakeholder groups identified, to ensure appropriate collaborative working;

2.1.3 Develop a Terms of Reference for the team to be agreed by the Community Planning Board; and

2.1.4 Develop an appropriate governance structure to support the ‘Team Around the Community’ approach in Wallacetoun, Ayr.

2 Background

2.1 At the Community Planning Executive meeting held on the 2 December 2019 discussion took place on how the Community Planning platform could collectively reduce inequalities and improve outcomes for those living in the Wallacetoun area of Ayr, which experiences some of the severest deprivation in South Ayrshire.

2.2 It was agreed that a significant change has to take place to the way services are delivered in the area with a focus on a locality model set against the public health priorities.

2.3 A workshop with a number of partners was held in late January 2020 and this identified a number of priorities for the area as well as who contributes to these and how. A ‘Team Around the Community’ approach has been suggested as an appropriate way forward with ‘core’ and ‘linking’ teams identified to operationalise the work required for the area.

2.4 Following further discussion with members of the Community Planning Executive it was agreed that Chief Inspector Brian Anderson, Area Commander, Police Scotland, would lead on:

2.4 1 The development of future proposals on how the work is taken forward, the Terms of Reference for, and membership of, the ‘Team Around the Community’;

2.4.2 Present a proposal on an appropriate governance structure for the work/team;

2.4.3 Oversight of the initial set up and operation of the Team.

2.5 It was agreed by the Executive that a report would be submitted to the Community Planning Board meeting on 29 October 2020.

3 Current Position in Wallacetoun

3.1 Since 2014 an initiative known as ‘Prevention First’ has been operating in the Wallacetoun area of Ayr. This started as housing department led police initiative but shortly after inception evolved into a partnership approach to solving problems in the Wallacetoun area. Over time the geographical area covered by Prevention First has extended to include other areas of the Ayr North ward. This is perhaps indicative of the close proximity of the area and the link between the needs of families and communities across Ayr North.

3.2 Prevention First meets on a regular basis, with meetings chaired by a Housing Manager from South Ayrshire Council (appendix 1).

3.3 A Multi Agency Tasking & Coordinating Group (MATAC) also exists in South Ayrshire and deals with issues across the authority area (appendix 2). This has had limited involvement in Ayr North given the existence of Prevention First.

4 Future Proposals

4.1 It is suggested that the existing ‘Prevention First’ team could be used to form the core team for the ‘Team Around the Community’. However, it is considered appropriate to refresh the name, role, membership and processes associated with the existing Prevention First approach.

4.2 In doing so, it is proposed that the work of the Team be focused on a **People** and **Place** approach. In simple terms, it is proposed that the team focus on those People and Places requiring support, intervention and change in line with the public health priorities, but firmly focused on the needs of individuals, families and the community.

4.3 The Team would work to identify People and Places and actively manage these with support from partnerships to achieve desired outcomes.

5 Governance

5.1 It is proposed that the ‘Team Around the Community’ be governed by the Community Safety Partnership and that the identified Chair of the team attends and updates the Community Safety Partnership on the work of the Team. This would allow access to the wider partnership group on the Community Safety Partnership.

5.2 The Chair of the Community Safety Partnership would report to the Community Planning Executive and Board as one of the Strategic Delivery Groups under the Community Planning structure.

5.3 This would give the Community Planning Executive and Board visibility and strategic oversight of the work of the team and allow issues such as funding and resource to be considered where necessary.

6. Operation of the Team

- 6.1 It is proposed that the existing Prevention First team is used to form the basis of the new core team and agree a meeting timescale to allow the work of the team to be developed and taken forward. Terms of Reference will need to be established and approved, but will very much focus on operational delivery. Chief Inspector Anderson will initially lead the team.
- 6.2 The Scottish Violence Reduction Unit (VRU) has committed a Police Inspector resource to work with the team and wider partners. This will provide access to the work undertaken by the VRU and develop and agree new ways of working thereby enhancing the work of the team and opportunities to provide more positive outcomes in the community. Further work will be required to define this role and recruit someone in to the post.

7 Stakeholder Engagement

- 7.1 A significant amount of discussion has taken place with those involved in Community Planning, Community Safety and Prevention First. This has allowed proposals in this paper to be developed and assured.
- 7.2 As work progresses engagement will continue with those already involved as well as with elected members, the local community and their representatives.
- 7.3 A number of partnerships already exist in the Wallacetoun area and these will be used to ensure participation and input from the local community to help deliver the work of the team.
- 7.4 Work will be required to define the relationship of the team with the current MATAC Group to ensure there is no duplication of work or effort.

Report by:
Area Commander – South Ayrshire
Police Scotland
20 October 2020

Appendix 1

Membership of **Prevention First** comprises:

- Co-ordinator, Ayr Housing Management Team, South Ayrshire Council (chair)
- Local Authority Liaison Officer, Police Scotland
- Prevention First Officer, Police Scotland
- Antisocial Behaviour Team, South Ayrshire Council
- Community Safety Officer, South Ayrshire Council
- Head Teacher, Newton Primary School
- Social Worker, South Ayrshire Health and Social Care Partnership (SAHSCP)
- Charge Nurse, Community Mental Health Team, SAHSCP/NHS
- Community Safety Officer, South Ayrshire Council
- Senior Housing Officer, Ayrshire Housing
- Station Manager, Scottish Fire and Rescue Service
- Environmental Health Officer, South Ayrshire Council
- Team Leader, Justice Services, SAHSCP

Appendix 2

Membership of **MATAC (Multi-Agency Task and Co-ordinating)** comprises:

- Locality Inspector, Police Scotland (chair)
- Local Authority Liaison Officer, Police Scotland
- Anti-social Behaviour Officer, Police Scotland
- Housing Team Leader, South Ayrshire Council
- Social Work Team Leader, SAHSCP
- Information/Research Analyst, South Ayrshire Council
- Charge Nurse, Community Mental Health Team, SAHSCP/NHS
- Environmental Health Officer, South Ayrshire Council
- Adult Protection Lead Officer, SAHSCP
- Senior Housing Officer, Ayrshire Housing
- Station Manager, Scottish Fire and Rescue Service

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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۔

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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
Customer Contact Centre
03001230900