



south
AYRSHIRE
COUNCIL



South Ayrshire 1000 Citizens' Panel

Newsletter: November 2016 - Edition 04

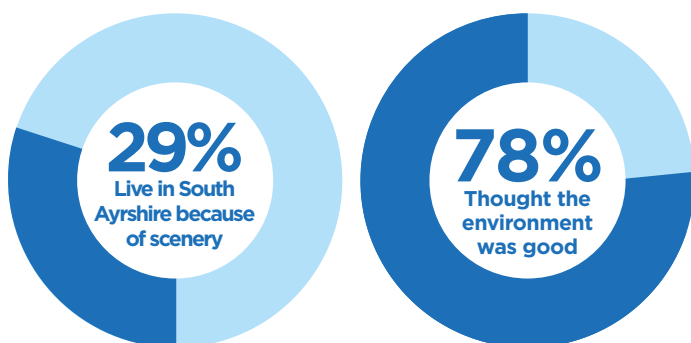
Welcome to the fourth edition of the South Ayrshire 1000 newsletter and an especially warm welcome to our new panel members.

Through these updates we aim to give you a progress report about the ways in which your work with us is helping to make life better in South Ayrshire.

Every two years the Community Planning Partnership asks the Citizens' Panel to respond to our Quality of Life Survey. Your feedback to the 2014 questionnaire has played an important role in influencing decisions affecting service improvement and development. We would like to thank you for your time and in the rest of the document we will outline just some of the ways your input has been put to good use.

You told us:

In the last Quality of Life survey 29% of you said that you enjoyed living in South Ayrshire because of the scenery and natural environment. More than three quarters of you (78%) feel the attractiveness of the physical environment is either very good or fairly good, but we are all determined to keep improving.

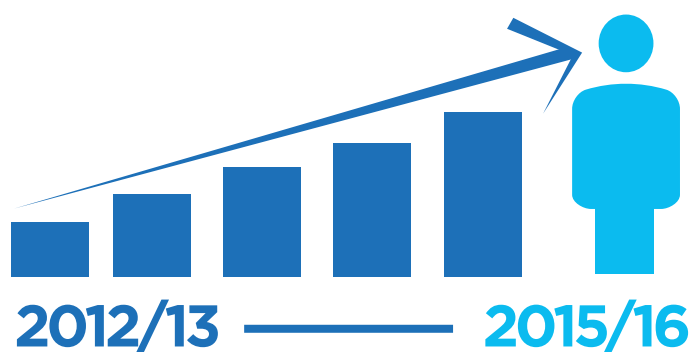


What we did next:

We know that the environment is important to you and our work in this area continues all year round.

In June this year, due to our ongoing focus and maintenance, three beaches in South Ayrshire, namely Culzean, Maidens and Troon, were recognised for the high standard of facilities they provide to locals and visitors alike. The Council received the prestigious Scotland's Beach Award accreditation - which has been newly launched by environmental charity, Keep Scotland Beautiful.

The Walled Garden and Conservatory at Belleisle Park have been restored and are proving hugely popular.



Together with events and on-going work on the management of the woodland, there has been a 100% increase in visitor numbers to Belleisle since 2012/2013, reaching 180,000 in 2015/2016.

Repair work has been carried out by South Ayrshire Council to the Newton Park pond in Ayr that will significantly extend the life of the pond so that people can enjoy it for years to come. Newton Park pond, which is more than 100 years old, and much loved by the local community, is the only concrete boating pond in the south west of Scotland.



You told us:

91%

of you take part in at least 30 minutes of moderate physical activity each week



What we did next:

Physical activity is something that many of you are actively involved in on a regular basis, and we have worked hard to ensure that you have access to the best facilities available.

6%

increase in attendances at the Council's pools and indoor facilities



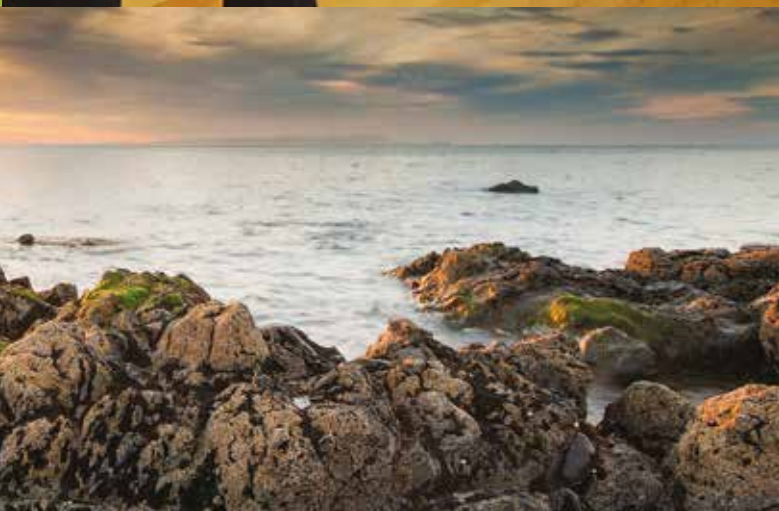
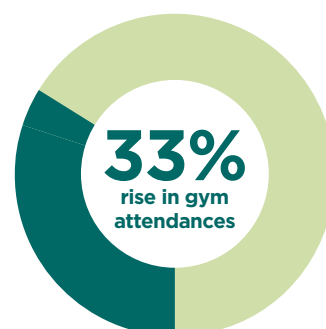
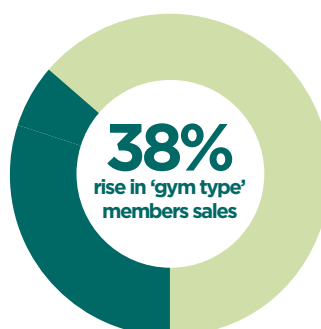
Visits to the Council's pools and leisure facilities have continued to increase, and were 6% higher this year than in 2014/2015, at 6.4 visits per annum per person in South Ayrshire. Contributing to this has been the development of more family focused swimming based activities, including fun day sessions. There has also been a review of Activity Centre programming to reduce the number of quiet periods through the introduction of new activities.

Work is well underway on the new leisure and community facility at Girvan Harbour. The Quay Zone will be operated by South Carrick Community Leisure on behalf of South Ayrshire Council and is set to transform leisure and community facilities across the area, with a 25 metre swimming pool, soft play area, superb fitness gym, flexible multi-purpose studio/community space, changing facilities and café.

£500,000

investment from South Ayrshire Council to open a fantastic, state-of-the-art gym at the Citadel Leisure Centre, Ayr in January 2015

The new gym features 'Life Fitness' equipment to boost cardiovascular training and 'Hammer Strength' resistant machines to help build strength and stamina – with friendly staff on hand to help you reach your fitness goals.



£1,000,000

investment from South Ayrshire Council to build two new all-weather sports pitches at Marr College in 2015

£300,000

contribution from Sport Scotland to help develop local sports facilities and opportunities

Belleisle and Seafield Courses have now benefited from major investment, with a new clubhouse opening in May 2016. In the three months since opening, rounds of golf at these courses have increased by 14% over the same period in 2015/2016.

The projects to refurbish Troon Golf Clubhouse, and to transform the interior of Girvan Golf Clubhouse began

£3,500,000

has been invested in golf

£12,000

investment in new lifesaving defibrillators at the Council's sport and leisure facilities

this summer. The extensive refurbishments will help to guarantee the buildings remain an important part of South Ayrshire Council's sporting portfolio.

Life saving technology has also been a priority. Sixteen defibrillators have been installed in all Council sport, leisure and golf sites - with staff trained and ready to use them.

You told us:

Nearly a third (31%) of you identified that irresponsible or dangerous drivers were a very big or fairly big problem in South Ayrshire area.



What we did next:

The 'Reckless Driving Wrecks Lives' initiative is organised by the South Ayrshire Community Safety Partnership, and works to improve attitudes to road safety among new and learner drivers - and their passengers. The campaign features members of the fire, police, ambulance, medical and rescue services, who present first-hand accounts of what it's like to attend and deal with a crash scene.

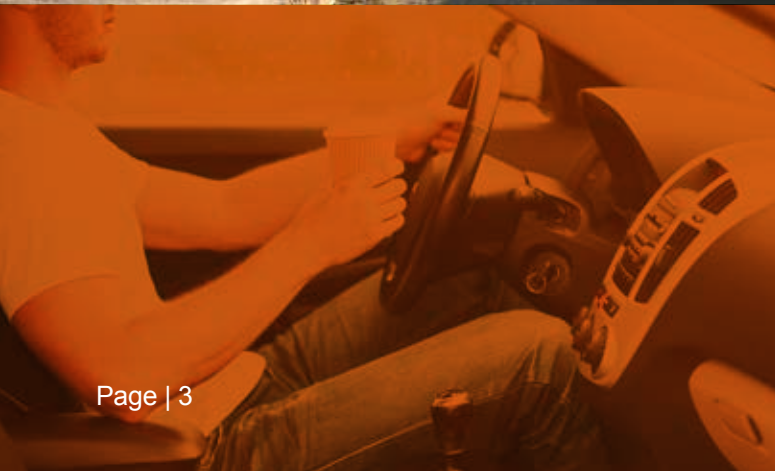
The initiative is targeted at S5 & S6 pupils throughout Ayrshire, with the aim of raising awareness of issues including speeding, drink driving and not wearing a seatbelt.

2,125 young people

have been through the "Reckless Driving Wrecks Lives" initiative so far

While overall numbers of serious casualties on South Ayrshire's roads in 2015/16 increased, there was a reduction in the number of young people (under 16) killed or seriously injured from seven in 2014/15 to two in 2015/16.

On 21st September 2015, a 20mph speed pilot scheme came into force in Maybole on the A77 to benefit vulnerable road users and support road safety more generally. The Maybole scheme is part of a wider trunk road pilot that will see 20mph schemes brought into force in five towns and villages and will run for three years.



You told us:

More than a third (36%) of you said that litter / fly-tipping was a very big or fairly big problem.



What we did next:

In August this year, Ayr Town Centre was declared 'ground zero' in the fight against persistent litter droppers blighting the streets. South Ayrshire Council and Ayr Renaissance have teamed up to launch a new gumbuster service to remove chewing gum scarring streets and pavements.



You told us:

More than half (56%) of you identified that dog fouling was a very big or fairly big problem in the area.



What we did next:

Since 1 April 2016, anyone found not to be cleaning up after their pet, faces having to pay an £80 fixed penalty.

Our response has been community led. South Ayrshire Council worked with a resident of Wallacetoun in Ayr to introduce glow in the dark posters to help tackle dog fouling. The striking posters featured luminous eyes and let dog walkers know they are being watched are particularly effective at night when dog fouling is more of a problem. Text on the posters reminds people of their responsibilities and to respect South Ayrshire.

In July we launched a campaign to let people know about a change in the way dog waste is collected. The red bin, introduced in the 1980's to encourage people to dispose of bagged dog waste responsibly, is now

being phased out with the last new unit now installed at Greenan Shore, Ayr.

The move marks the end of an era for pet owners but also highlights a shift in the way people think about looking after their dogs. Five years ago, the Council introduced its 'Respect South Ayrshire' campaign on dog fouling which encouraged people to dispose of dog waste in domestic green bins, general black bins, or red dog bins.

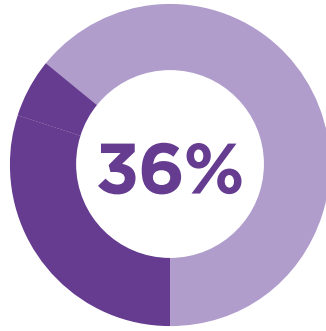
The campaign has been well received and today everyone knows to 'bag it and bin it' meaning the dedicated red bin campaign has served its purpose. From now on red bins will be replaced with larger black bins, which have greater capacity and are easier to manage.



You told us:

The condition of our roads was commented on by many of you.

More than a third of you felt that improved street lighting would improve safety in your neighbourhood.



What we did next:

During 2015/16, **44%** of South Ayrshire's overall road network was considered as requiring maintenance, an improvement from **45%** reported the year before. However, this is significantly above the Scottish average of **37%**.

an extra £1,000,000

has been allocated in 2016/17 to help maintain and improve the road network, over and above the £10m already being spent on roads over a five year period.

The programme of works will include resurfacing, carriageway patching, footway works, draining, pothole repairs, ditch clearing, gully clearing, clearing carriageway flooding, hedge pruning, verge maintenance.

You told us:

Across a range of possible safety measures, the most popular in terms of improving safety in your neighbourhood was more facilities/activities developed with communities (**41%**).



What we did next:

The Community Safety Partnership supported and delivered 65 joint initiatives that contributed to improvements for local communities, including a **23%** increase in fire safety visits, an **11%** reduction in recorded crime and offences and a **7%** reduction in youth related incidents in problem solving areas.

A film produced by South Ayrshire youngsters in 2015 to raise awareness of stalking and how to keep children and young people safe and protected from harm scooped a prestigious national safety award. Friend Request, a film written and developed by senior pupils from eight South Ayrshire Council secondary schools, won the Early Intervention and Education category of the Scottish Safer Communities awards.

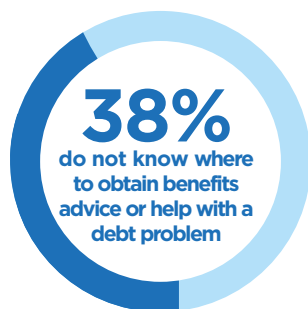
At the end of 2015, the Multi-Agency Partnership on Violence against Women and Children successfully delivered the 16 Days of Action against Domestic Violence using a range of techniques to highlight the issue in South Ayrshire. During the 16 days, the White Ribbon campaign was launched, with the help of Carrick Academy's senior boys' and girls' rugby teams, and aimed to change male attitudes to domestic violence. The campaign targeted large party nights with posters displayed in licensed venues as well as in bus and train stations and Ayrshire College's Ayr Campus.



In 2015, the Multi-Agency Partnership on Violence against Women and Children developed the 'Pass the Ball' initiative and during 2016 it was introduced in local primary schools to promote respectful relationships. Using football training to bring young children together, the project delivered a positive message about the importance of developing respectful relationships while at the same time enforcing a healthy and active message.

Ayr's Forehill Primary school held a road safety campaign to try and tackle the problem of dangerous driving. Concerns that inconsiderate and illegal parking poses a potential risk to pupils led to the initiative, which it's hoped will change behaviour for the better.

You told us:



What we did next:

In April this year, the Council took on the running of the North Ayr Resource Centre, now known as the Information and Advice Hub, which helps people deal with a range of issues relating to welfare rights. Customers are able to talk to experts and access advice and information on a range of services such as money and debt advice, welfare rights, income maximisation, housing options and benefits checks.



The Signpost database has been introduced to help streamline Council services and ease the impact of Welfare Reform, avoiding duplication for customers. South Ayrshire Council's Benefits Services team is now available for an extra 12 hours every week, ensuring local residents have the best possible access to benefits advice and support. Benefits Services staff are available for public and telephone enquiries from 8.45am-4.45pm Monday to Thursday and 8.45am-4pm on Fridays.



167 AGENCIES

listed on The Signpost database
delivering **55 services**

A low cost and easily accessible alternative to mainstream banking has been launched, thanks to an exciting new partnership between the Council and 1st Alliance Credit Union. Offering a wide-range of financial services and benefits, including current accounts, low cost loans, flexible savings, and savings insurance – the partnership has a range of essential, day-to-day banking products, not always available for some residents from normal High Street banks.

You told us:

More than one third (37%) of you indicated that it costs more than 10% of your household income to heat your home.



What we did next:

The Council and its partners are working on a broad range of measures to improve energy efficiency in South Ayrshire.

The Energy Efficiency programme for 2015/16 was successfully delivered in partnership with the Energy Agency, **allowing 105 Council tenants and 234 private householders to benefit from work to improve the energy efficiency of their home.** The majority of these improvements involved the fitting of external wall insulation.

You told us:

70% of you provided unpaid (voluntary) help to groups, clubs or organisations during the year. **23%** of you indicated that knowing more about volunteering opportunities available in the area may encourage you to undertake voluntary work in the future.



What we did next:

In 2015/16, 55 new literacy volunteer tutors were recruited and trained, bringing the total to 128 in South Ayrshire. Through small groups and one-to-one support, these volunteer tutors successfully helped more than 300 adults improve their skills in basic computing, reading, writing, counting and learning English as a second language.

There are a range of Volunteering Opportunities in South Ayrshire and some of these opportunities are available from the Voluntary Action South Ayrshire (VASA) website at **www.voluntaryactionsouthayrshire.org.uk**.

A link to the VASA website is also available from the SA1000 website: at **www.south-ayrshire.gov.uk/sa1000**.



You told us:

44%

of you find it either fairly difficult or very difficult to influence decisions affecting the delivery of public services.

What we did next:

Locality Planning Groups were launched in September 2015 and had an initial focus on health and social care and cover the following areas: Troon and Villages; Prestwick and Villages; Ayr North and Villages; Ayr South and Coylton; Maybole and North Carrick Villages, and Girvan and South Carrick Villages.

Since the launch, around 150 people have become members, with more than 280 people involved in wider networks. The members have also become involved in the distribution of small grants to local groups and the organisation of local 'Decision Days' inviting groups to attend a community event and have local people decide on how funding is allocated.

A programme of six participatory budgeting events were held in the stated locality areas, with more than 600 people attending. So far we have allocated £94,000 in small grants. These events demonstrate the value of building confidence in communities to come together to volunteer, look after each other and support local good causes. These events are enabling us to have a wider and more significant 'reach' into local communities and encourage local people to get actively involved in local decision making.

In 2015/16, 26% of the young people we engaged with influenced the content of programmes and activities in their local area. This was a 5% increase from the 21% in 2014/15.

2014/15

21%

2015/16

26%

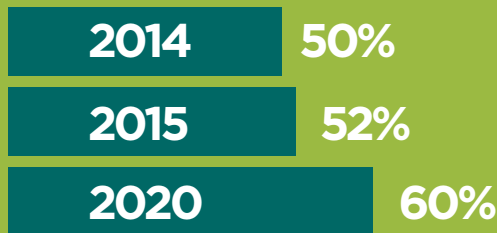
Through the annual youth conference, Take the Lead campaign, the production of the Community Learning and Development (CLD) plan, local housing strategy consultation and local youth groups, young people are having a say. Following the Youth Conference in November 2015, elected members of the Scottish Youth Parliament (MSYP's) now meet with the Director of Education and are progressing issues important to young people, e.g. Personal and Social Education (PSE) in schools. The CLD action plan was amended to include more positive mental health activities and career management advice. Also a Lesbian, Gay, Bisexual, Transgender (LGBT+) youth group has now been established, again in response to youth voice.

You told us:



What we did next:

In 2015, 52% of household waste in South Ayrshire was recycled, up from 50% in 2014. By 2020, the Government expects 60% to be recycled, so work continues to review household waste to help identify a strategic way forward to further reduce landfill and increase recycling.



In March this year, South Ayrshire Council was named as runner up for WWF's Earth Hour Local Authority Champion for 2015. WWF's Earth Hour is a global event and last year saw hundreds of millions of people around the world take part to raise awareness of climate change. The award recognises the Earth Hour activities in 2015 arranged by the Council, including switching-off lighting on many of the area's most iconic landmarks, a ghost walk around Ayr, and a planting project at Belleisle Conservatory. Employees, partners, community groups and local businesses across South Ayrshire all signed up to switch-off and support Earth Hour.

South Ayrshire residents were urged to get behind food waste recycling and turn scraps into energy. Even the thriftiest can't avoid producing food waste such as tea bags and egg shells, but the good news is that residents in South Ayrshire can help to turn food waste into electricity by using their food waste recycling service each week. Householders living in a food waste collection area have been provided with an indoor kitchen caddy and an outdoor caddy for this service.

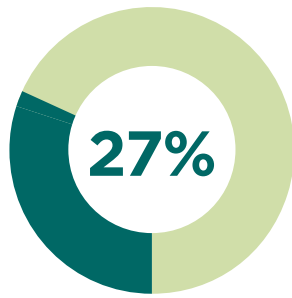
In September/October 2015 we introduced a food waste communications campaign, with the assistance of Zero Waste Scotland, and delivered leaflets and a free roll of food waste caddy liners to all householders on the scheme, as well as placing recycling notices on the lids of wheeled bins. This campaign was very successful and led to a 25% increase in the amount of food waste collected. In 2015 we collected 1,468 tonnes of food waste for onward treatment by anaerobic digestion, to produce electricity that equated to 122 tonnes per month. After our communications campaign was introduced we are now collecting more than 150 tonnes per month of food waste.

Artwork, on the theme of 'saving energy in the home', created by 13 young people in South Ayrshire was turned into a colourful 2016 calendar. Run by the Energy Agency and supported by South Ayrshire Council, primary school pupils were invited to create a piece of artwork to get across to people the importance of saving energy.



You told us:

More than a quarter of you said you provided unpaid care in the last 12 months to someone with a long term illness, disability or problems related to old age. However, you do not always feel supported to continue caring.



What we did next:

The Council and its partners recognise the role played by carers in our communities and works to support them where possible.

Self-directed support is being implemented in South Ayrshire in line with the agreed national timetable. Self-directed support places individuals at the centre of their assessment and planning process. It aims to provide people with freedom, choice, flexibility and control over their social care, helping them to live independently and with the right support.



Implementation of the South Ayrshire Carers Strategy (2012-17) is progressing. The Carers and Young Carers Strategic Planning Group is well established and is preparing for the implementation of the Carers Act.

A range of activities to reshape services for older people are under active consideration, including an Anticipatory Care Plan and the use of the Biggart Hospital in Ayr.

The Council has agreed to build new housing for people with learning disabilities in Ayr (completion late 2017). We are currently on site building 29, one-bedroom bungalows at Elba Gardens, Woodpark and Kincaidston in Ayr. These units will be fully wheelchair accessible, low maintenance and built to amenity standards to provide suitable accommodation for older people or those with mobility issues. Further work will focus on achieving the most efficient use of adaptations to ensure that people are able to find a suitable place to stay.

You told us:

Almost two thirds (65%) of you would like to be more involved in decisions affecting your local area.

What we did next:

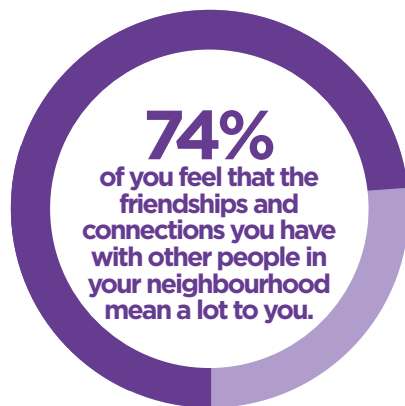
The 'Talk Prestwick' Town Centre Charrette (design workshop for improvement projects) ran throughout March 2016 to work alongside residents, local businesses and South Ayrshire Council to help shape the future of Prestwick. Engagement with the community was carried out in a variety of ways prior to the Charrette, including a business walkabout, schools' workshop, and stakeholder workshops. Drop-in sessions, on various themes, were held during the Charrette itself for participants to contribute their views on the future of Prestwick. An Action Plan was then developed of programmes of improvement for the area.

In 2012, with Council support, the local community in Girvan and South Carrick established South Carrick Community Leisure (SCCL), to help provide recreational facilities in the area. Since that time SCCL has represented the community and joined with the Council to develop The Quay Zone leisure centre. Due to be handed over in March 2017, it has been agreed that the new facility will be operated directly by the community. This is the first time such a community based approach has been used in South Ayrshire.





You told us:



What we did next:

Working in partnership with NHS Ayrshire and Arran and VASA, the Council produces an annual Strictly Seniors magazine for older people, which is now in its sixth year. The publication brings together a wealth of information, on activities and services for older people looking for new things to do in later life, who may be living isolated lives. To help reduce

isolation, upgrades have been completed at the majority of our sheltered housing complexes, offering health and wellbeing facilities to tenants and members of the wider community. This has allowed more social activities to take place in common rooms and supports older people to remain active in their own community.

The Quality of Life Survey is just one of the ways we use South Ayrshire 1000 throughout the year.



You told us:

The Quality of Life Survey is just one of the ways we use South Ayrshire 1000 throughout the year.

Last autumn, we invited you to take part in the 'Balancing the Council Budget' consultation and thank you to all those panel members who took part. This was the first time South Ayrshire communities had been asked for views on specific budget saving proposals.

More than two thirds (68%) of those who completed the survey found the consultation relevant and useful.

What we did next:

Every comment submitted during the consultation was considered by Councillors before they approved additional budget savings of £1.6 million in December 2015. This was an opportunity for you to make your views known as part of one of the biggest decisions the Council had to make and your input was appreciated.

Some of your comments also provided feedback on the consultation itself and this will inform the planning of similar exercises in the future.

You told us:

In addition, at the end of last year, we also invited you to take part in the 2016 Council Calendar Evaluation.

75% of you who responded to the 2016 Council Calendar Evaluation survey said you found the consultation exercise relevant and useful. While the calendar is one of the most popular documents the Council produces, it's actually a really important part of the Council's public performance reporting and your feedback is actively shaping how we will present information in this year's calendar. This will

include a more 'outcomes-focused' approach to help tell the Council's story better by showing what our performance actually means in practice.

The 2017 Council Calendar will be available from South Ayrshire Council Customer Service Centres during December 2016 (subject to availability).

Further information can be obtained from the Council's Public Performance web page: www.south-ayrshire.gov.uk/performance

You told us:

87%

of you agreed that the survey questions are clear and easy to understand

91%

of you agreed that the surveys are easy to complete

79%

of you say that newsletters are well laid out

82%

of you agree that the annual newsletter provides enough feedback in relation to survey findings

In March 2016 we asked for your views on how the South Ayrshire 1000 Citizens' Panel is working for you – and how we could improve it. Consultation topics suggested by you included: business development; community safety; council services; council tax; dog fouling; education; employment; environment; green space; health; social care; housing; litter; parking; planning; roads; rural; social care; sport and leisure; tourism; town centres; transport; waste; and young people.

Does the annual newsletter provide evidence that the Council listens to your feedback?

47%
YES

14%
NO

39%
UNSURE

Comments around newsletters included:

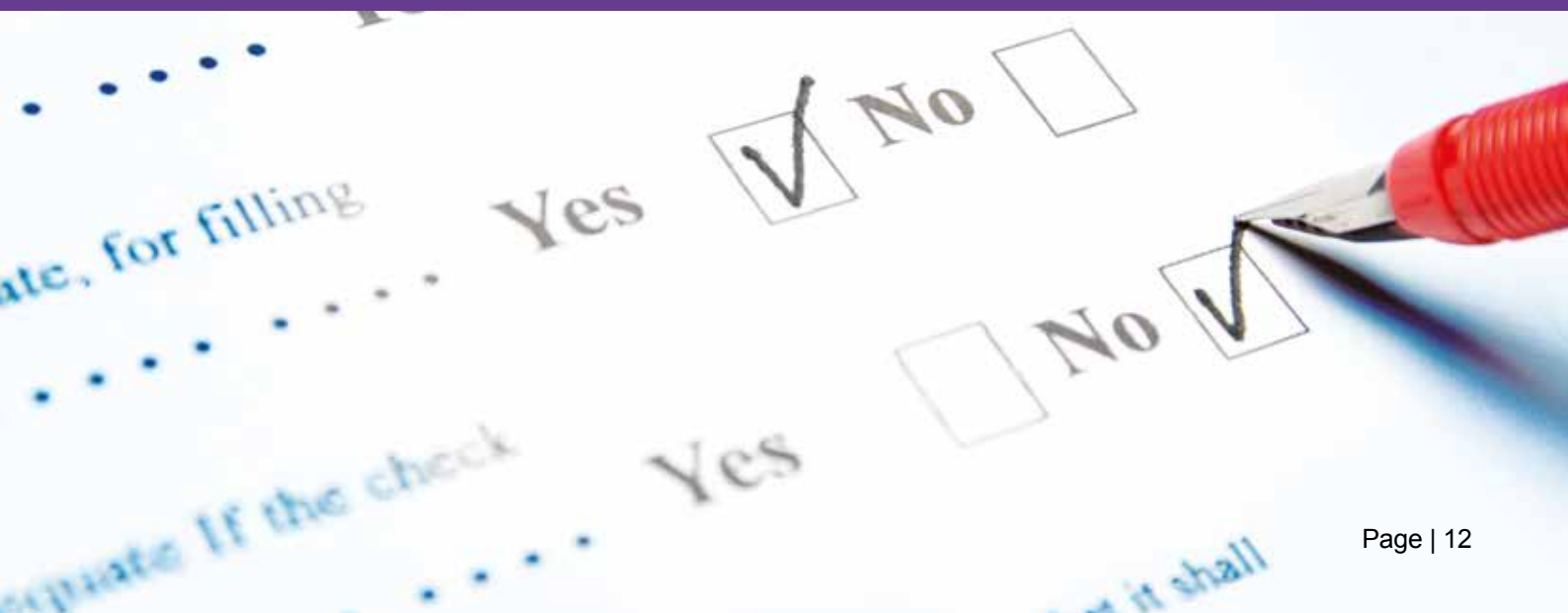
- Requests for more information about the actions the Council and its partners have taken following the feedback you've provided.
- Requests for inclusion of Community Planning Partners' contact details.

What we did next:

We took your responses into account when we decided which questions to include in the 2016 Quality of Life survey. Your feedback helped to identify the issues most relevant to you now. Your responses also helped to identify areas which could be explored in greater depth than in the past.

Some topics may be better explored through other types of survey or focus groups which enable services to reach the people most directly affected, for example young people and rural.

The 2016 newsletter clearly states actions taken by the Council and its partners as a result of your feedback.



2016 Quality of Life Survey

Your views have been actively listened to in the past and have helped to make a difference in South Ayrshire. It is now time for us to seek your feedback again to help shape future services as part of the 2016 Quality of Life survey, which is now underway. The consultation includes questions relating to community life, general health and wellbeing, community safety, community justice, money / debt management, energy efficiency, communicating and public engagement. All Panel members will receive an invitation to take part in the survey. The survey is available online or by post.

We would like to reassure you that all information you provide us with through consultations will be kept anonymous and treated in confidence.



Many SA1000 Panel members receive their survey online and find this convenient. It also saves postage and printing costs which is good news for residents and for the environment.



Get in touch and join the Citizens' Panel...

...if you would like to:

- Switch from a postal to an online survey
- Join the Citizens' Panel
- Change your details on the Panel
- Would like to retire from the Panel or
- You have any queries

Please get in touch with Allison Craig, Corporate Policy Officer, South Ayrshire Council on: **01292 612 365** or by email: sa1000@south-ayrshire.gov.uk

We are still looking for more young people to become members of the Panel. We also need more members who live in private rented or social rented accommodation. If you have any friends and family who might be interested in getting involved with the Panel we would love to hear from them. New members can sign-up by using the following online link: www.south-ayrshire.gov.uk/sa1000.

If you have opted to be contacted electronically, please ensure that your account accepts sa1000 emails. Otherwise you may find that they are directed to your 'junk' box.

Other Useful Links

Check the consultation section of the Council website to keep up to date with all the latest consultations
www.south-ayrshire.gov.uk/consultations

South Ayrshire Community Planning Partnership www.south-ayrshire.gov.uk/cpp

South Ayrshire Health and Social Care Partnership
www.south-ayrshire.gov.uk/health-social-care-partnership/

South Ayrshire Community Safety Partnership
www.south-ayrshire.gov.uk/communitysafety

South Ayrshire Locality Planning
www.south-ayrshire.gov.uk/locality-planning

South Ayrshire Events and Festivals
www.south-ayrshire.gov.uk/events and www.facebook.com/southayrshireeventsfestivals

South Ayrshire's commitment to equality and diversity is available
www.south-ayrshire.gov.uk/equalities

Community Planning Partners

Ayrshire Chamber of Commerce
www.ayrshire-chamber.org | 01292 678 666

Ayrshire College
www1.ayrshire.ac.uk | 0300 303 0303

Jobcentre Plus
www.jobcentreplus.gov.uk | 0845 604 3719

NHS Ayrshire & Arran
www.nhsaaa.net | 0800 169 1441 or 111

Police Scotland
www.scotland.police.uk | 101

Scottish Enterprise
www.scottish-enterprise.com | 0300 013 3385

Scottish Fire & Rescue Service
www.firescotland.gov.uk | 0141 646 4501

Scottish Natural Heritage
www.snh.gov.uk | 01463 725 000

Skills Development Scotland
www.skillsdevelopmentscotland.co.uk | 0800 917 8000

South Ayrshire Council
www.south-ayrshire.gov.uk | 0300 123 0900

South Ayrshire Integration Joint Board
www.south-ayrshire.gov.uk/health-social-care-partnership/integrationjointboard.aspx
01292 612419

Strathclyde Partnership for Transport
www.spt.co.uk | 0141 332 6811

University of the West of Scotland
www.uws.ac.uk | 0141 849 4101

Voluntary Action South Ayrshire
www.voluntaryactionsouthayrshire.org.uk | 01292 263 626



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