



EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP

SINGLE OUTCOME AGREEMENT 2008 - 2011

East Ayrshire Community Planning Partnership: Single Outcome Agreement

National Outcome 1: We live in a Scotland that is the most attractive place for doing business in Europe.

Local Context:

The business industry profile of East Ayrshire is characterised by under-representation of service, technology and business industries; a legacy of brownfield and despoiled land generally unsuited for the needs of modern companies; and increased commuting to the Glasgow conurbation. In addition, while it is recognised that there are good transport connections, the challenge in respect of transport is to develop an integrated and sustainable transport system to further improve accessibility to town centres, particularly Kilmarnock, and the road and rail links between East Ayrshire communities and beyond.

1. There were 2,600 '**VAT Registered Businesses**' in East Ayrshire in 2006, a rate of 26 businesses per 1,000 adults (Scottish average is 31/1,000).
2. To achieve the Scottish average in '**Businesses per 1,000 adults**', an additional 400 businesses would be required in East Ayrshire.
3. Of East Ayrshire's '**Working Age Economically Active Persons**', 13.2% had no qualifications in 2006 (Scottish figure is 9.7%).
4. The '**Business Birth Rate**' in 2005 was 2.5/1,000 adults (below the Scottish average of 2.8) but above the death rate of 1.9/1,000 adults.
5. In terms of '**Business Survival Rates**', 63% of companies registering in East Ayrshire in 2002 survived for more than three years (Scottish rate is 70%).

3 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Growth in East Ayrshire's business base	Business start-up rate	Annual / SLIMS /DTI Small Business Service	2.5 per 1,000 adults (2005)	Close the gap with Scotland – increase from 2.5 to 2.8 by 2011
	Net number of VAT-registered companies	Annual / Nomis	2,600 (2006)	Close the gap with Scotland – increase from 2,600 to 3,000 by 2011
Skills capacity of the local workforce increased (FSF)	Percentage of working age economically active persons with no qualifications	Annual / Futureskills Scotland and SLIMS	13.2% (2006)	Close gap with Scotland – reduce to under 10% by 2011
Attractiveness, reliability and integration of the transport network enhanced	Proportion of passengers satisfied with public transport reliability	Every 2 years / Scottish Household Survey / Strathclyde Partnership for Transport	86%: rail (2005)* 75%: bus (2005)* * Regional figures provided	Increase the proportion of passengers satisfied with the transport reliability by 2011

<p>Required actions/commitment by local partners for these outcomes</p>	<p>In East Ayrshire, Community Planning Partners are committed to achieving the above outcomes through a range of actions, including:</p> <ul style="list-style-type: none"> • developing strategic sites, including Moorfield North and Kilmarnock's 'Top of the Town' development; • developing a proper response to address skills shortages and reduce the level of residents with no qualifications; • developing the Business Gateway to increase business start up rates; and • offering transport solutions for East Ayrshire, particularly in rural areas, ensuring quality affordable choices.
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(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

National Outcome 2: We realise our full economic potential with more and better employment opportunities for our people.

Local Context:

East Ayrshire has been, and continues to be, affected adversely by the historic decline of deep mining and manufacturing industries. While it is expected that there will be around a 2% growth in new jobs by 2010, the manufacturing industry is projected to decline by a further 19%. At January 2008, the unemployment rate was the sixth highest in Scotland, at 3.5%, compared with the national average of 2.3%. This average masks significantly higher levels of unemployment and deprivation in communities across the area.

1. East Ayrshire's '**Employment Rate**' stood at 71% in 2006 (Scottish rate of 75%).
2. '**Average Weekly Earnings**' for East Ayrshire residents in 2006 were £333 (higher than the £287 workplace earnings in the area).
3. 78% of East Ayrshire '**School Leavers**' entered a positive destination (education, training or employment) in 2005/06 (Scottish average of 84%); and 85% entered a positive destination in 2006/07 (Scottish average of 86%).
4. The '**Claimant Count Unemployment Rate**' stood at 3.9% in April 2007 (5th highest in Scotland; Scottish average of 2.6%).

2 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Our young people are properly prepared to enter the world of work (FSF)	Proportion of school leavers in positive and sustained destinations	Annual / Scottish Government	85%	Increase - close the gap between East Ayrshire and the Scottish average by 2011
Good quality job opportunities are available which are accessible to local people in East Ayrshire	Claimant count unemployment	Monthly / Nomis	3.9% (April 2007)	Reduction - close the gap between East Ayrshire and the national average by 2011
	Employment rate	Annual / SLIMS	71% (2006)	Increase - close the gap between East Ayrshire and the national average by 2011
	Median weekly earnings for full time employees	Annual / Annual Survey of Hours and Earnings / Scottish Neighbourhood Statistics	£444 EA residents £439 EA workplace (June 2006)	Increase – East Ayrshire to maintain level with or above the national average by 2011
	Number and percentage of adults of working age claiming Incapacity Benefit	Quarterly / Department for Work and Pensions	7,920 (10.8%) working age adults (August 2006)	Reduction in number of adults claiming Incapacity Benefit by 2011

Required actions/commitment by local partners for these outcomes	In East Ayrshire, Community Planning Partners are committed to achieving the above outcomes through a range of actions, including: <ul data-bbox="562 204 2116 319" style="list-style-type: none">• addressing the needs of young people not in, or in danger of exclusion from, employment, education or training;• maximising the impact of 'Enterprise in Education' and 'Determined to Succeed' programmes; and• developing joined-up employability programmes for workless people, including innovative approaches to meet need.
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(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

National Outcome 3: We are better educated, more skilled and more successful, renowned for our research and innovation.

Local Context:

Access to lifelong learning, including through training, further and higher education, and community learning and development, ensures that as well as gaining skills and qualifications, individuals and communities are offered opportunities to develop their potential and improve the quality of their lives.

1. In East Ayrshire, 41% of the population have **'No Qualifications'** (Scottish figure is 33%).
2. In addition, 13% of East Ayrshire's population has **'Highest Qualification Level Attained at Level 4'** (Scottish figure is 19%).
3. The number of learners assisted with **'Adult Literacy and Numeracy Skills'** has increased from 640 in 2002/03, to 1,870 (including family learning) in 2006/07.

3 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Educational attainment for adults across all adult age groups increased (FSF)	Proportion of residents of working age with recognised qualifications	Every 3 years / East Ayrshire Community Planning Residents' Survey	41% of adults with no qualifications; 4% of adults with First Degree/Higher Degree (December 2005)	Increase the number of adults of working age with qualifications and First Degree/Higher Degree qualifications by 2011
	Proportion of residents participating in training or learning experience in the last 2 years	Every 3 years / East Ayrshire Community Planning Residents' Survey	23% of adults participated in training/learning (December 2005)	Increase the number of adults of working age participating in training/learning experience by 2011
Student retention rates increased and drop out rates reduced	Percentage of students completing courses in further education establishments	Annual / Scottish Funding Council	Ayr College: 78% Kilmarnock College: 80%	Increase course completion rates by 2011
	Student retention rates in further education establishments	Annual / Scottish Funding Council	Ayr College: 93% full-time; 94% part-time Kilmarnock College: 86% full-time; 94% part-time.	Increase course retention rates by 2011

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Access to learning opportunities to improve quality of life and well being increased (FSF)	Total number of adult learners assisted with adult literacy (including English for speakers of other languages (ESOL) learners) and numeracy skills	Annual / Community Learning and Development Management Reporting / East Ayrshire Council	1,870	Increase the number of adult learners assisted with adult literacy and numeracy skills by 2011
Required actions/commitment by local partners for these outcomes	In East Ayrshire, Community Planning Partners are committed to providing educational opportunities for people of all ages. We do this by: <ul style="list-style-type: none"> • increasing qualifications achieved and decreasing drop out rates in further education; • developing training provision to address skills shortages; • developing employability initiatives; • providing community-based learning opportunities; and • developing literacy and numeracy skills provision. 			

(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

National Outcome 4: Our young people are successful learners, confident individuals, effective contributors and responsible citizens.

Local Context:

Pupil Attainment (5-14):

1. At **Primary** level for 2006/07, East Ayrshire reported performance in '**Reading**' – 79%; '**Writing**' – 71%; and '**Mathematics**' – 83% (Consortium average is 83%, 76% and 85% respectively).
2. At **Secondary** level for 2006/07, East Ayrshire reported performance in '**Reading**' – 74%; '**Writing**' - 65%; and '**Mathematics**' – 76% (Consortium average is 80%, 69% and 76% respectively).

Examination Results:

1. The %age of pupils achieving '**English and Maths at Standard Grade Level**' has increased from 89% in 2006, to 90% in 2007 (National Average is 91%; and Comparator* Average is 91%).
2. The %age of '**S4 Pupils Attaining 5 or More Awards at SCQF Level 3 (Foundation)**' has remained steady at 89% (National Average is 91%; and Comparator Average is 91%).
3. The percentage of '**S4 Pupils Attaining 5 or More Awards at SCQF Level 4 (General)**' has declined from 75% in 2006, to 72% in 2007 (National Average is 75%; and Comparator Average is 72%).
4. The %age of '**S4 Pupils Attaining 5 or More Awards at SCQF Level 5 (Credit)**' has declined from 33% in 2006, to 28% in 2007 (National Average is 32%; and Comparator Average is 29%).
5. The %age of '**S5 Pupils Attaining 1 or More Awards at SCQF Level 6 (Higher)**' has increased from 33% in 2006, to 36% in 2007 (National Average is 38%; and Comparator Average is 34%).
6. The %age of '**S5 Pupils Attaining 3 or More Awards at SCQF level 6**' has increased from 18% in 2006, to 19% in 2007 (National Average is 22%; and Comparator Average is 18%).
7. The %age of '**S5 Pupils attaining five or more awards at SCQF level 6**' has remained steady at 8% (National Average is 8%; and Comparator Average is 7%).

In 2006/07, there were 245 pupils from East Ayrshire undertaking a range of vocational courses at Ayr College and over 300 pupils undertaking vocational courses at Kilmarnock College. Students from all nine secondary schools have benefited from this extended curriculum.

Historically, East Ayrshire has had higher than expected levels of young people not in education, employment or training. From 2003 to 2006, an average of 22% of annual school leavers would not enter education, employment or training after school, compared to 17% nationally. Focusing on young people aged 16 to 19 years, the Scottish Executive as part of the 'More Choices, More Chances' strategy baselined the number of young people not in education, employment or training at 880 young people in East Ayrshire in 2006, a higher rate than reported in all seven of the other More Choices, More Chances 'hotspots'.

*Comparator local authorities are: Clackmannanshire; Falkirk; North Ayrshire; North Lanarkshire; and West Lothian.

Building the capacity of individuals, groups and young people, in particular, to participate in decision making and actively influence the Community Planning agenda has been identified as a priority. A total of 87% of respondents stated that they had not undertaken work or activities on a voluntary basis at any time in the past 12 months (Community Planning Residents' Survey, December 2005). A total of 66 young people were actively involved in Youth Forums in 2006, compared with 36 in 2003.

3 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Educational attainment in schools increased	Proportion of schools receiving positive inspection reports	Annual / HM Inspectorate of Education (HMIE)	QI 1.1: 100% QI 2.1: 92% Primary QI 2.1: 100% secondary QI 5.3: 86%	Increase / maintain the proportion of schools receiving positive inspection reports by 2011
	Percentage of pupils attending publicly funded schools attaining appropriate levels in reading, writing and maths (as measured as part of 5-14 National Assessments and S4 exam results in English and maths)	Annual / SEEMIS Vision Reporting System Annual / Standard Tables and Charts	Primary: Reading: 79% Writing: 71% Maths: 83% Secondary: Reading: 67% Writing: 50% Maths: 69% SCQF3: English: 92% Maths: 91%	Improve levels of reading, writing and maths by 2011
	Cumulative attainment of National Qualifications by all pupils in publicly funded secondary schools for S4	Annual / SQA dataset update	SCQF 3: (English & Maths) 89%; (5+ awards): 89% SCQF 4 (5+ awards): 75% SCQF 5 (5+ awards): 33%	Increase cumulative attainment of S4 pupils by 2011

Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Educational and skills attainment in schools increased (FSF)	Cumulative attainment of National Qualifications by all pupils in publicly funded secondary schools for S5 and S6	Annual / SQA dataset update	SCQF 6: (1+ awards): S5: 36%; S6: 37% (3+ awards): S5: 19%; S6: 25% (5+ awards): S5: 8%; S6: 15%	Increase cumulative attainment of S5 and S6 pupils by 2011
	Number of young people in the 'More Choices, More Chances' category	Annual / Scottish Government	880 (2006)	Reduction in the number of young people in the MC/MC category by 2011
Educational wider achievements (non-academic achievements) and skills for work/vocational programmes increased as defined by the four capacities of the Curriculum for Excellence (CfE)	Full range of wider achievement recorded for all pupils aged 3-18 years	Annual review by QIOs of number and quality of pupil 'Records of Achievements' in establishments	Baseline data not previously available; <i>Accreditation of Achievement</i> policy is currently being developed	100% of establishments record pupil success in achievement by 2011
	Range of 'skills for work' and vocational programmes for all pupil ability levels aged 14-18 years	Annual analysis with designated QIOs, school vocational coordinators and appropriate College representatives of pupil uptake in 'skills for work' and vocational programmes	Kilmarnock College: 477 pupils; Ayr College: 247 pupils In total: 724 pupils attending college representing 14% of the S3 to S6 cohort	Increase - minimum of 50% of the 14-18 years cohort take part in certificated skills for work and vocational programmes by 2011

Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Educational wider achievements (non-academic achievements) and skills for work/vocational programmes increased as defined by the four capacities of the Curriculum for Excellence (CfE)	Opportunities for all learners aged 3-18 years to develop skills in 'enterprise' and 'creativity' formalised in inter-disciplinary curriculum programmes	Annual review led by QIOs and Head of Schools' with Head Teachers of curricular programmes and curriculum modelling	Baseline data not available - a method for capturing this data to be developed.	100% of pupils aged 3-18 have access to curricular programmes which have a focus on creativity and enterprise for at least 5 days per session
	Pupil absence and exclusion rates	Annual / SEEMIS returns	Absence Rates: 8.5%, second highest in comparator group Exclusion Rates: 69 exclusions per 1,000 pupils, second lowest in comparator group.	Pupils' absence rates to be 5% lower than our comparator authorities averages by 2011 Pupils' exclusion rates to be 5% lower than our comparator authorities averages by 2011
Participation by young people in community based learning and active citizenship increased (FSF)	Number of young people actively participating in active citizenship activities	Annual / Community Learning and Development Management Reporting / East Ayrshire Council	66	Increase the number of young people participating in active citizenship activities by 2011
	Number of young people participating in flexible community based learning opportunities	Annual / Community Learning and Development Management Reporting / East Ayrshire Council	265 (2006)	Increase the number of young people participating in community based learning opportunities

<p>Required actions/commitment by local partners for these outcomes</p>	<p>Community Planning Partners are committed to continuing to increase performance by young people in our schools and through community learning and development by:</p> <ul style="list-style-type: none">• embedding the values, purposes and principles of the 'Curriculum for Excellence' in all our schools, which will improve the quality of learning and teaching experience;• developing and delivering the 'Curriculum for Excellence' to improve literacy and numeracy and provide our children and young people with a relevant learning experience, which equips them for future life and work;• improving pupil attainment at all stages of their education;• further developing links between schools and local colleges;• maximising the impact of enterprise programmes in schools and developing employment partnerships with businesses;• addressing the needs of young people not in education, employment or training; and• developing community based learning opportunities for young people and supporting active citizenship.
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National Outcome 5: Our children have the best start in life and are ready to succeed.

Local Context:

East Ayrshire Council and its Community Planning Partners recognise that by investing in children's early development and emotional well-being, children will develop learning and other essential skills, which they will rely on in later life.

1. Requirement to **'Upskill the Childcare Workforce to Gain Qualifications'** to register with the Scottish Social Services Council (85% of the childcare workforce qualified -Early Education and Childcare Workforce Audit 2006).
2. Integrated package of health, early education and care for **'Vulnerable Children Aged 0-3 years'**.
3. **'Oral Health'** has been identified as a priority and 45.8% of P1 pupils were identified as 'caries free' at April 2007.
4. **'Levels of Obesity'** in school children have increased over the last five years, with the greatest rise seen in primary 7 children, where 34% were overweight, 19% obese and 11% severely obese in 2004/05. This is known to lead to physical and mental health problems later in life.

2 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Development of early education and childcare services to support children and families promoted (FSF)	Level of qualifications for early education and childcare workforce increased	Annual / Early Education and Childcare Workforce Audit	85% of the childcare workforce qualified	Increase - 95% of the appropriate workforce will have qualifications to meet Scottish Social Services Council requirements by 2011
	Integrated package of health, early education and care for vulnerable children aged 0-3 years (children's assessed needs are met)	3 times per year / Early Education and Childcare Admissions census	102 FTE places for children aged 0-3 years (local authority nursery and family centre); 30 places with Day Carers	Sustain 30 places with 30 day carers during 2008/11; and 107 FTE full day care places for 0-3 years in local authority nursery and family centres across East Ayrshire by 2011

Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Development of early education and childcare services to support children and families promoted	The percentage of primary schools where the ratio of pupils to places is 61 –100%	Annual / SPI (EC1a) / Accounts Commission	54.3%	TBC (Target to be set following EAC schools consultation)
Healthy lifestyles for children and young people promoted (FSF)	Percentage of children aged 5 years (P1) with no sign of dental disease	Detailed National Dental Inspection Programme Survey (2005/06)	45.8%	Increase - 60% of 5 year olds (P1) will have no sign of dental disease by 2010 (NHSA&A 2005 Local Strategic Implementation Plan)
	Rate of increase in the proportion of children with their body mass index outwith a healthy range	This initiative will commence in April 2008 – baseline to be set in 2009.	TBC – Baseline to be set in 2009	TBC
Required actions/commitment by local partners for these outcomes	<p>In East Ayrshire, Community Planning Partners are committed to investing in children’s early development and emotional well-being by:</p> <ul style="list-style-type: none"> • supporting the development of targeted, integrated services for vulnerable children aged 0-3 years; • building parenting capacity and skills pre and post birth; • supporting employers and the early education/childcare workforce to meet registration and post registration standards; • providing a range of information to assist families to access services relevant to early education, recreation and family support needs; • promoting and supporting access to leisure, recreational and cultural activities; • providing a range of information, services and activities to support the uptake of physical activity across all population groups; • providing a range of information and support services to encourage good eating habits, targeting physical activity and nutritional intervention programmes to children and young people at risk of obesity; and • promoting good dietary habits, tooth-brushing, dental registration and access to dental services. 			

National Outcome 6: We live longer, healthier lives.

Local Context:

1. Although the overall health of the population in East Ayrshire is improving, where average **'Life Expectancy'** for males has increased from 72.8 years in 2000-02 to 73.7 years in 2003-05, this is slightly less than the life expectancy for males across Scotland, which was 73.3 years in 2000-02 and 74.2 years in 2003-05. Female life expectancy has also increased over the same period and is 78 years in East Ayrshire; however, this is lower than the life expectancy of 79.2 years for females across Scotland.
2. In terms of the three main causes of **'Premature Mortality Rates'** in Scotland, namely cancer, coronary heart disease and stroke, national trends are moving in a downward direction. In East Ayrshire, this downward trend is mirrored for: **1996** - coronary heart disease – 140; cancer – 188; and stroke - 140 per 100,000 population; to **2004** - 85, 166 and 28 per 100,000 – but still higher than the Scottish national rate. Respiratory disease is a significant cause of premature mortality within East Ayrshire, with levels consistently above the Scottish average. In 2005, mortality levels in the under 75s were 54 per 100,000 compared with a national level of 41 per 100,000.
3. Although life expectancy as a whole in East Ayrshire is improving, there are emerging health issues, which are giving cause for concern, including the significant adverse **'Impact of Alcohol on Health'**. Within East Ayrshire, there has been a sharp increase in the number of alcohol related hospital admissions, rising by 47% in the last 5 years.
4. **'Obesity'** is another emerging health issue. In Scotland, 65% of men and 60% of women are now overweight or obese (Body Mass Index greater than 30kg/m²). Levels of obesity in school children have increased over the last five years, with the greatest rise seen in primary 7 children, where 34% were overweight, 19% obese and 11% severely obese in 2004/05.
5. **'Health Inequalities'** in East Ayrshire appear to be widening. Although the average male life expectancy has increased, the rate of increase has been more rapid in the more affluent areas, with the least affluent areas falling behind. The decline in death rates from common conditions, such as heart disease, has also been more rapid among the more affluent.
6. **'Deprivation'** is one of the main determinants of health and 31 of East Ayrshire's 154 data zones are ranked in the worst 0-15% data zones in respect of the Health Domain in Scotland. Examples of health inequalities between the most and least deprived in East Ayrshire can be demonstrated, for example, by comparing smoking rates: 47% are smokers in one of the most deprived communities compared with 25% in one of the least disadvantaged communities. A similar pattern emerges when comparing adults with long term limiting illness, which is 11.9% in one of the most deprived communities, compared to 5.7% in one of the least disadvantaged. This provides evidence for the need to target interventions at communities experiencing the greatest disadvantage.

1 Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Health and well being of the local population improved	Life expectancy at birth	Annual / General Register Office for Scotland – Deaths and Population	76.4 years – tot popln 74.5 years – males 78.2 years – females (2004-2006)	Increase in life expectancy by 2011

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Health and well being of the local population improved (FSF)	Coronary Heart Disease Mortality rate per 100,000 population, under 75 years	Annual / General Register Office for Scotland – Deaths and Population	100 per 100,000 population (2005)	Reduction in mortality rate for coronary heart disease by 2011
	Number of hospital admissions for respiratory disease	Annual / NHS Ayrshire and Arran	1,061 admissions with primary diagnosis of respiratory disease	Reduction in hospital admissions for respiratory disease
	Percentage of adults smoking	Every 3 years / East Ayrshire Community Planning Residents' Survey	35% of adult respondents currently smoke (December 2005)	Reduction in adults smoking to 23.7% by 2010
	Percentage of adults exceeding weekly safe limits for alcohol consumption of 21 units for men and 14 units for women	Annual / ISD Scotland	25% men and 15% women exceeding the weekly limit (2006)	Reduction in the number of women exceeding safe limits to 11% by 2010; maintain or further reduce the number of men exceeding the weekly limit
	Number of problem drug users	Annual / Number of new individuals reported to the Scottish Drug Misuse Database (rate per 100,000 population)	386 per 100,000 population (2001-2004)	Reduction in number of problem drug users by 2011
	Deaths caused by intentional self harm and undetermined intent	Annual / General Register Office for Scotland Causes of Death (rate per 100,000 population)	17.3 per 100,000 population (2005)	Reduction of 20% in the death rate per 100,000 population by 2013

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Health and well being of the local population improved	Number of re- admissions (for mental health problems) for those who have had a hospital admission of over 7 days	Quarterly / NHS Ayrshire and Arran	350 re-admissions for mental health problems	Reduction in mental health re-admissions in target group by 10% by December 2009 (Delivering for Mental Health, 2006)
	Rate increase of anti-depressant prescribing	Annual / ISD Prescribing Information System	174.1 per 1,000 population	Reduction in annual rate of increase to Zero by 2009/10
Required actions / commitment by local partners for these outcomes	<p>In East Ayrshire, Community Planning Partners are committed to improving health by:</p> <ul style="list-style-type: none"> • providing a range of information, services and activities to promote active living and support the uptake of physical activity across all population groups; • providing tobacco information, prevention and cessation support services for young people and adults and promoting the benefits of a tobacco free lifestyle across all population; • promoting awareness of safer alcohol levels and providing information and services across all population groups; • targeting physical activity and intervention programmes to key target groups which are at risk of obesity and adults most at risk of coronary heart disease, cancer and respiratory disease; • targeting nutritional interventions to target groups at risk of obesity and adults at risk of coronary heart disease and cancer; • raising awareness of the risks associated with drugs misuse and providing information and services to support those misusing illegal drugs; • promoting good dietary habits, dental hygiene registration, providing information and access to dental services; • targeting prevention and intervention programmes to communities and priority target groups such as young men, and the prison population, who are most at risk of suicide and deliberate self harm; and • targeting mental health improvement interventions and programmes to those communities and target groups at greatest risk such as homeless people and people in prison. 			

National Outcome 7: We have tackled the significant inequalities in Scottish society.

Local Context:

1. Relative to the Scottish average, East Ayrshire has higher numbers of **'Benefit Claimants'** (60 per 1,000 working age population claimed Income Support in August 2006, compared to 52 per 1,000 across Scotland; and 95 per 1,000 population claimed Incapacity Benefit, compared to 87 per 1,000 population across Scotland in 2007).
2. 14,763 residents were in receipt of **'Council Tax Benefit'** in November 2006.
3. **'Carers'** often experience disadvantage and financial hardship as a direct result of their caring role.
4. **'The Scottish Index of Multiple Deprivation 2006'** highlights that East Ayrshire has 28 data zones in the 0-15% most deprived in Scotland, with 18% (approximately 1 in 5) of East Ayrshire's population living in these areas.
5. 5% of the local population live in data zones ranked among the 5% most deprived in Scotland in 2006.
6. Lower **'Proportion of Mothers Breastfeeding'** at 6-8 weeks than in Ayrshire and Arran.
7. Higher rates of **Teenage Pregnancy'** compared to the Scottish average – in 2005, the rate was 64.7 per 1,000 population: range=17.2-99.4 per 1,000 population across communities.

4 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Everyone within our communities can access the full range of services which help to combat poverty (FSF)	Number of people claiming Income Support	Quarterly / Department for Work and Pensions / Nomis	60 per 1,000 population (August 2006)	Reduction in the number of people claiming Income Support by 2011
	Proportion of children living in households dependent on out of work benefits or Child Tax Credits – 'more than the family element'	Quarterly / Department for Work and Pensions / Nomis	5,400 children dependent on out of work benefits and 8,700 children dependent on Child Tax Credits (April 2007)	Reduction in the proportion of children dependent on out of work benefits and Child Tax Credits by 2011
	Number of carers receiving benefits checks	Annual / East Ayrshire Carers Centre	390	Maintain the number of benefits checks for carers

Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Financial inclusion within disadvantaged communities promoted (FSF)	Total number of Credit Union members	Annual / East Ayrshire Credit Unions	909 members (October 2006)	Increase Credit Union membership by 15% on an annual basis
	Proportion of households with savings and investments	Every 2 years / Financial Inclusion Data / Scottish Household Survey	48% household with savings and investments (2005/06)	Increase in the number of households with savings and investments by 2% by 2011
	Total household income with less than £15,500 before tax and deductions	Every 3 years / East Ayrshire Community Planning Residents' Survey	16% under £7,500 22% between £7,500 and £15,499 (December 2005)	Increase total household income by 2011
	Percentage of tenants in severe rent arrears	Annual / SPI 1 Housing / Accounts Commission	0.7%	Reduction of tenants in severe arrears to 0.5% by 2008/09—aim to maintain top quartile performance level
Everyone within our communities, including people with disabilities and ethnic minorities, has opportunities and chances (FSF)	Number of data zones in the worst 0-15% (SIMD) deprived	Update anticipated in 2009 / Scottish Index of Multiple Deprivation (SIMD) 2006	28 data zones (SIMD 2006)	Reduction in the number of data zones in the worst 0-15% by 2011
Health inequalities in the most disadvantaged neighbourhoods/groups reduced (FSF)	Coronary Heart Disease Mortality rate per 100,000 population, under 75 years	Annual / ISD Scotland	108.2 per 100,000 population (2003-05)	Reduction in mortality rate for coronary heart disease in disadvantaged areas by 2011
	Percentage of adults aged 16+ in the most deprived areas smoking	Every 3 years / East Ayrshire Community Planning Residents' Survey	43% (December 2005)	Reduction in adults smoking in the most disadvantaged areas by 2011
	Percentage of pregnant women smoking in the most deprived areas reduced	Ayrshire and Arran Tobacco Strategy	29% (2006)	Reduction in pregnant women smoking in the most deprived areas by 2011

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Health inequalities in the most disadvantaged neighbourhoods/groups reduced	Rate of women exclusively breastfeeding at 6-8 weeks in areas displaying the lowest rates	Annual / ISD Scotland	18.6% (2007)	Increase to 33.3% the proportion of newborn children exclusively breastfed at 6-8 weeks in 2010/11 (2008/09 HEAT targets)
	Teenage pregnancy rates in 15-19 year olds in the most deprived areas	Annual / ISD Scotland	64.7 per 1,000 (Range=17.2-99.4 across communities) (2005)	Reduction in teenage pregnancies in 15-19 year olds by 33% in the most deprived areas (SE HEAT target, 2006)
Required actions/commitment by local partners for these outcomes	In East Ayrshire, Community Planning Partners are committed to tackling poverty and inequalities by: <ul style="list-style-type: none"> • increasing take up of money advice and debt management; • maximising income for carers; • improving the health and well being of individuals living in disadvantaged areas; • targeting smoking cessation programmes at the most deprived communities and key target groups; • providing information on the benefits of breastfeeding across all population groups and providing support for breastfeeding women and families, targeting support to the most deprived areas displaying the lowest rates; and • targeting programmes to prevent teenage pregnancies in areas with the highest levels. 			

National Outcome 8: We have improved the life chances for children, young people and families at risk.

Local Context:

1. East Ayrshire is above the Scottish average in terms of rate per thousand of the population aged 0-15 years whose names were placed on the '**Child Protection Register**' in the year.
2. The rate per 1,000 of the population aged 0-15 years that are '**Looked After**' by the Local Authority in East Ayrshire is higher than the average rate for Scotland. The numbers have been increasing year on year since 2004, consistent with national trends. The proportion of looked after children who are looked after at home is higher in East Ayrshire than the Scottish average, but lower than the average for our comparator authorities.
3. '**School Attendance**' in East Ayrshire for 2006/07 was below the national average but in line with comparator authorities. At the same time, absence rates for East Ayrshire are above the national average (8.5% against 6.9%). The exclusion rate for 2006/07 per 1,000 pupils in East Ayrshire remains above the national average at 69 per 1,000 against 64 per 1,000 nationally.
4. The '**Educational Attainment**' of looked after children is below the Scottish average and that of our comparator authorities. In addition, looked after children demonstrate poorer attendance rates and a higher number of exclusions from school.
5. There is a higher rate of young people '**Not in Education, Employment or Training**' than in the other seven More Choices, More Chances 'hotspots'.
6. Rates of '**Domestic Abuse**' have increased from 447 per 100,000 population in 2003/04, to 878 in 2004/05, and 900 in 2005/06. There is concern regarding under reporting in respect of domestic abuse cases - some work is planned to ascertain scale.

3 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Child protection and the safety of vulnerable adults promoted	Number of child protection re-registrations in year	Annual / SEED Child Protection Returns	17 child protection re-registrations	Reduction of child protection re-registrations by 2% per year
	Rates of domestic abuse incidents reported to the police per 100,000 population	Annual / Scottish Government	946 per 100,000 population	Increase in incidents of domestic abuse reported to the police by 2011
Educational achievement of children and young people at risk increased (FSF)	Number and percentage of looked after children who attain standard grades in English and Maths	Annual / SPI EC 6 Academic Attainment / Accounts Commission	15% attainment	Increase the educational achievement of Looked After Children to the comparator group average by 2011

Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Educational achievement of children and young people at risk increased (FSF)	Attendance and levels of inclusion	Annual / SEEMIS Vision Reporting System	Primary: Attendance: 95% Exclusions: 16 Secondary: Attendance: 91% Exclusions: 130	Improve levels of attendance and inclusion by 2011
	Proportion of young people not in education / employment / training	Annual / Destinations of School Leavers from Scottish Schools Report	13% not in education/employment/training	Reduction in the number of young people not in education/employment/training to national levels by 2011
Homelessness reduced	Total number of homeless presentations	Annual / East Ayrshire Council	1,186 homeless presentations	Reduction to 1,064 homeless presentations by 2011
	Percentage of repeat homelessness within one year	Annual / SPI 6 Housing / Accounts Commission	11.6% repeat homeless within 1 year	Reduction in the number of repeat homeless to 11% by 2008/09 - aim is to improve quartile performance from previous year
Required actions/commitment by local partners for these outcomes	In East Ayrshire, the Council and its Community Planning Partners are committed to supporting vulnerable groups and individuals at risk by: <ul style="list-style-type: none"> • promoting child protection and the safety of vulnerable adults; • providing high quality accommodation and care and support for looked after and accommodated children; • addressing the needs of young people not in education, employment or training; • developing a range of employment initiatives for vulnerable young adults; and • providing appropriate support to prevent homelessness. 			

National Outcome 9: We live our lives safe from crime, disorder and danger.

Local Context:

All sections of the community in East Ayrshire highlight that crime and safety issues should be one of the top priorities for action.

1. Over the last 5 years, the **'Serious Violent Crime Rate' in East Ayrshire** in respect of **serious assault** was 16 per 10,000 population, which is above the Scottish average (14 per 10,000 population); and slightly below the Scottish average in respect of **violent non sexual crime** (27 per 10,000 population in East Ayrshire, compared to 29 per 10,000 in Scotland).
2. The number of **'Persistent Young Offenders'** has nearly doubled from 26 in 2003/04 to 45 in 2006/07.
3. The number of residents admitted to hospital after **'Road Traffic Collisions'** is 30% above the Scottish rate.
4. Incidence of **'Fire-Raising'** increased by 58% between 2002/03 and 2005/06.

2 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Crime and anti-social behaviour reduced (FSF)	Rate of serious violent crime	Annual / Strathclyde Police	28 serious violent crimes per 10,000 population	Reduction of 3% in serious violent crime by 2011
	Number of persistent young offenders	Annual / Scottish Children's Reporter Administration (SCRA)	45 persistent young offenders	Reduction of 3% in number of persistent young offenders by 2011
	Percentage of adults who feel threatened by crime in their neighbourhood a great deal or a fair amount	Every 3 years / East Ayrshire Community Planning Residents' Survey	18% (December 2005)	Reduction in the percentage of adults who feel threatened by crime by 2011
Community safety in neighbourhoods and homes improved	Number of fire related injuries and incidents	Annual / Strathclyde Fire and Rescue	Injuries: 105 Incidents: 2,877	Reduction of 3% in fire related injuries and incidents by 2011

Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Community safety in neighbourhoods and homes improved (FSF)	Number of people killed and seriously injured in road accidents	Annual / Strathclyde Police	140 (1994-98 average remains the Scottish Government baseline)	Reduction in casualties for 2010 by 40% from the 1994-98 baseline in line with national targets
Required actions/commitment by local partners for these outcomes	<p>In East Ayrshire, the Council and its Community Planning Partners are committed to improving community safety by:</p> <ul style="list-style-type: none"> • increasing high profile policing; • tackling drug and alcohol related crime through enforcement and partnership working; • diverting young people from crime and anti-social behaviour through involvement in education and leisure activities; • working with young offenders to divert them from the Criminal Justice System; • raising awareness of fire safety, including educating young people in the dangers of fire raising and malicious calls; and • raising awareness of and improving road safety through education, engineering and enforcement. 			

National Outcome 10: We live in well-designed, sustainable places where we are able to access the amenities and services we need.

Local Context:

Public accessibility issues are given high priority within the Council. Since 2004/05, the number of public service buildings that are suitable and accessible to people with a disability has improved by 73% (from 26.6 % to 45.9%). Regular reports on the investment programme and priorities are reported to the Council's Corporate Management Team. Much of East Ayrshire is rural, and transport difficulties can make it harder for people to access jobs and a full range of activities and services.

The Scottish Government has recently published guidance to Councils on Housing Need and Demand Assessment (March 2008) and Strategic Housing Investment Plans (May 2008). Both will influence the Council's new local Housing Strategy due to be published in 2009. However, since this work is still to be progressed, it is not possible at this stage to determine specific targets for the provision of affordable housing. We would, therefore, support a broadly defined outcome to increase the number of affordable houses in East Ayrshire; however, we do not currently have a viable baseline. to support specific indicators of progress. This would become available via the data from the forthcoming Housing Needs and Demand Assessment.

1. In 2006/07, 1,745 (12%) council houses met the **Scottish Housing Quality Standard**.

3 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Transport solutions improved, particularly in the rural areas, ensuring that good quality affordable choices are available	Proportion of residents satisfied with public transport	Every 3 years / East Ayrshire Residents' Survey	74% (2005/06)	Increase by 2011
	Access to services (SIMD)	Update anticipated in 2009 / Scottish Index of Multiple Deprivation (SIMD) 2006	14.9% local share in 15% most deprived (2006)	Reduction in local share by 2009
	Proportion of the road network considered for maintenance treatment	Annual / Road Condition Survey	43.35% (2007/08) Road condition indicator replaced the SPi in 2007/08 and has been developed to characterise the overall condition of the road network over a two-year rolling average	Reduction in the proportion of the road network that should be considered for maintenance treatment by 2011

Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales											
Number of buildings which are suitable and accessible for people with a disability increased	Number of council buildings where the Council delivers services to the public and % of these with full public area suitability for, and accessible to people with a disability	Annual / East Ayrshire Council	45.9% (2006/07)	Increase on an annual basis											
Attractiveness of communities improved	Total number of Council houses meeting the Scottish Housing Quality Standard	Annual / SPI 2 Housing / Accounts Commission	This is a new indicator for 2008/09 Baseline to be set at April 2009	All Council houses to meet the Scottish Housing Quality Standard by 2015 Work to be developed with Registered Social Landlords											
	Percentage of adults who rate their town or village as a good place to live	Every 3 years / Community Planning Residents' Survey	Rating of town/village as a good place to live (2005) <table border="1"> <tr> <td>VG</td> <td>G</td> <td>FP</td> <td>VP</td> </tr> <tr> <td>32%</td> <td>51%</td> <td>5%</td> <td>4%</td> </tr> <tr> <td colspan="4">NB – 8% Neither/Nor</td> </tr> </table>	VG	G	FP	VP	32%	51%	5%	4%	NB – 8% Neither/Nor			
VG	G	FP	VP												
32%	51%	5%	4%												
NB – 8% Neither/Nor															
Required actions/commitment by local partners for these outcomes	<p>In East Ayrshire, Community Planning Partners are committed to improving the environment by:</p> <ul style="list-style-type: none"> • supporting the development of public transport/undertaking the Carlisle to Kilmarnock Rail Study; • improving the condition of the road network to improve access to amenities and services; • implementing high priority projects within Kilmarnock and Cumnock Town Centre and wider Regeneration Strategy with particular emphasis on removing dereliction; • providing pedestrian footpaths along major routes into settlements; • undertaking an open space/park improvement programme; and • investing in new and better housing stock. 														

National Outcome 11: We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.

Local Context:

1. Low levels of '**Community Involvement**' at all ages on a voluntary basis.
2. Two '**Federations of Community Groups**', one representing the north and one representing the south of the authority, established and have progressed a range of activity to the benefit of local communities, for example, the North Federation (19 members) has a partnership agreement with East Ayrshire Council to manage Kilmarnock Shopmobility; and the Coalfield Communities Federation (17 members) manages the Coalfield Community Transport initiative).
3. There were 4,500 '**Carers**' (*including young carers*) registered with East Ayrshire Carers Centre at March 2007 and it anticipated that that approximately 400 new carers will register with the Centre on an annual basis.
4. The proportion of '**Home Care Clients Aged 65+**' requiring and receiving personal care services increased from 70% in 2003/04 to 81.4% in 2005/06; and service at weekends increased from 54.1% to 63.9%.
5. Support for individuals with complex care needs also increased by 16% between 2004/05 and 2005/06.

3 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Participation by people of all ages in community activity increased (FSF)	Proportion of residents involved in community activity in the last 12 months	Every 3 years / East Ayrshire Community Planning Residents' Survey	13% residents involved in community activity over the last 12 months	Increase proportion of people involved in community activity
Carers and young carers supported (FSF)	Number of carers receiving ongoing support	Annual / East Ayrshire Carers Centre (2006/07)	4,500 carers receiving ongoing support	Maintain level of 4,500 cares receiving ongoing support annually until 2011
Support and care services for older people improved	Number of patients waiting more than 6 weeks for discharge to appropriate setting	Quarterly / ISD Scotland	5 patients waiting more than 6 weeks (March 2007)	TBC- by end June 2008 (by EAC Social Work)
	Percentage of people aged 65+ with intensive needs receiving care at home	Annual / East Ayrshire Council	40.7% receiving care at home	TBC- by end June 2008 (by EAC Social Work)

Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Support and care services for older people improved	Percentage of people aged 65+ receiving free personal care at home	Annual / Scottish Government Statistics	6.2% receiving free personal care at home	TBC - by end June 2008 (by EAC Social Work)
Required actions/commitment by local partners for these outcomes	<p>In East Ayrshire, Community Planning Partners are committed to supporting communities by:</p> <ul style="list-style-type: none"> • providing support to local community and voluntary based organisations to meet their identified needs in order to build community capacity; • continuing to support the two Federations of Community Groups to ensure the systematic engagement of community representatives in the Community Planning process both at strategic level, through the Community Planning Partnership Board, and local level, through the four new Local Community Planning Forums; • supporting Federation activity, where appropriate, in their identification, implementation and development of projects linked to Community Planning priorities, which will benefit the local community; • developing innovative and flexible services that meet carers' needs; and • continuing to develop 'Care at Home Services' in response to the needs and preferences of the community. 			

National Outcome 12: We value and enjoy our built and natural environment and protect it and enhance it for future generations.

Local Context:

The urban and rural environment of East Ayrshire faces a diverse range of challenges and opportunities. The area has much to offer in terms of natural heritage and scientific interest, and the built environment has a distinctive local character.

The decline of mining, textiles and engineering has had a negative effect on our towns and villages. Despite the development which is taking place in many of our communities, East Ayrshire has many empty and run-down properties on its main streets which make the area look unattractive.

1. The total number of listed buildings in East Ayrshire was 745 in 2006.
2. There are 26 conservation areas, 21 sites of special scientific interest and 111 provisional wildlife sites.

3 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
The natural and built environment sustainable through development improved	Total amount of hectares (ha) of derelict and vacant urban land	Annual / East Ayrshire Council	339 ha (2006)	Reduction to 250 ha by 2011
	Additional hectares given over to new woodland planting	Annual / Forestry Commission	3,947ha (2006)	Increase to 4,000 ha per year up to 2011
Number of empty and run down properties, through regeneration of town centres and villages reduced (FSF)	Number of vacant and derelict town centre buildings reduced	Annual / East Ayrshire Council	210 (November 2006)	Reduction to 160 vacant and derelict town centre buildings by 2011
Littering, graffiti and vandalism reduced (FSF)	Cleanliness of local authority streets and other relevant land - index recorded by the Local Environmental Audit and M'ment System (LEAMS)	Annual / SPI Waste Management 4 / Keep Scotland Beautiful and Accounts Commission	LEAMS index: 70	Improve the index recorded to 72 by 2011

Required actions/commitment by local partners for these outcomes	<p>In East Ayrshire, Community Planning Partners are committed to improving the environment by:</p> <ul style="list-style-type: none">• implementing high priority projects within Kilmarnock and Cumnock Town Centre and wider Regeneration Strategy;• engaging the community in the regeneration of the town centres and villages in East Ayrshire;• supporting the repair of listed and derelict buildings and bringing them into use; and• implementing systems to stop littering, graffiti and vandalism and dealing quickly with any problems as they arise - improving the index (incidents of littering, graffiti and vandalism) recorded by LEAMS (monitored by Keep Scotland Beautiful).
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National Outcome 13: We take pride in a strong, fair and inclusive national identity.

Local Context:

In East Ayrshire, Community Planning Partners aim to maximise the opportunities presented by East Ayrshire in terms of its natural and built environment and its heritage and culture. Our assets, such as increasing property markets, high quality natural environment, a strong cultural heritage and considerable scope for leisure and tourism activity, are recognised.

1. 32% of respondents considered their town or village as a **'Very Good Place to Live'** and 51% of respondents considered their town or village to be a **'Good Place to Live'**.

2 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Economic, tourism, culture and leisure, housing and rural diversification opportunities promoted	Growth in tourism revenue	Annual / Ayrshire and Arran Scottish Tourism, Evaluation and Monitoring (STEAM) Report 2006	£55.75m (2006)	Increase by 5% by 2011 and 10% by 2015
Access to opportunities outside the local area improved	Proportion of residents finding public transport as very or fairly convenient	Every 2 years / Scottish Household Survey	91% (2005/06)	Improve by 2011
Required actions/commitment by local partners for these outcomes	<p>In East Ayrshire, Community Planning Partners are committed to promoting the local area by:</p> <ul style="list-style-type: none"> • developing and marketing a range of tourism, leisure and cultural opportunities; • working to increase the interaction of the community with culture and leisure programmes and collections; • implementing the Leisure and Cultural Strategy into core activities; • supporting the enhancement of rail services in East Ayrshire; and • developing an integrated transport system to further improve accessibility to town centres, and the road and rail links between East Ayrshire communities and beyond. 			

National Outcome 14: We reduce the local and global environmental impact of our consumption and production.

Local Context:

In East Ayrshire, '**Recycling Rates**' have been improving year on year, from 7.3% in 2003/04 to 36.6% in 2006/07. This is largely due to the full implementation of the household Kerbside Recycling Scheme. With further development of the service, improvements to recycling centres/points and a localised material specific marketing campaign, the Council and its Community Planning Partners are taking proactive steps towards attaining future landfill diversion and recycling targets while providing a comprehensive service.

2 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Amount of waste recycled and re-used increased	Recycling rates	Annual / East Ayrshire Council	36.6%	Increase recycling rates to 43% by 2010
	Tonnage of biodegradable municipal waste land filled	Annual / East Ayrshire Council	33,775 tonnes (2006)	Reduction to 29,177 tonnes by March 2010; and 25,935 tonnes by March 2011
Environmental effect of transport improved by developing a transport system that meets national, regional and local needs	Air quality (NO2 levels John Finnie Street, Kilmarnock)	Annual / East Ayrshire Council	37 micrograms per cubic metre (December 2005)	Reduction to 32 micrograms per cubic metre by 2011
	Proportion of journeys to work made by public or active transport	Every 2 years / Scottish Household Survey	29% journeys made by public or active transport (2003/04)	Increase the number of journeys using public or active transport by 2011
	Council area's ecological footprint	This initiative is currently being developed by the Improvement Service, local authorities, the Scottish Government and other agencies as part of the Local Footprints project	Carbon footprint: 11.03 Ecological footprint: 5.03 (REAP 2001)	To Be Developed by EAC Planning Division, by end June 2008

Required actions/commitment by local partners for these outcomes	<p>In East Ayrshire, Community Planning Partners are committed to improving the environment by:</p> <ul style="list-style-type: none">• joining the Local Footprints Project (WWF; Improvement Service; Scottish Government; Scottish Power) to establish local baselines of consumption;• promoting and developing the case for a biosphere reserve;• developing green transport plans to minimise car use and maximise walking, cycling and use of public transport;• providing pedestrian footpaths along major routes into settlements-developing core pathplan for each community;• implementing a new integrated cycling strategy and increasing the length of cycleways in East Ayrshire;• implementing mandatory and advisory 20 mph limits where required to protect environmentally sensitive areas; and• extending kerbside recycling to remove remaining biodegradable recyclate identified in the household waste analysis.
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National Outcome 15: Our public services are high quality, continually improving, efficient and responsive to local people's needs.

Community Planning Partners in East Ayrshire are committed to improving the services provided to meet people's needs, while at the same time seeking to balance the cost considerations. This ensures that in delivering these services, we take care to consider economy, efficiency, effectiveness, equity and the environment. The challenge of Public Service Reform is being addressed in East Ayrshire through the identification of changes that continues to transform service delivery and make a real difference to users and communities. The work to date is building for the future by focusing on outcomes which will improve efficiency and productivity, join up services across organisational boundaries and share best practice. These outcomes are supported by efficient and effective governance arrangements.

The work undertaken to date has been nationally acclaimed and is entirely consistent with the Scottish Government's drive for delivering transformational Shared Services across the public sector. There has been a strong will within East Ayrshire to push aside the barriers to effective service delivery while maintaining or improving standards, and to build on the already sound Community Planning structures in the area; in so doing, we have been successfully testing new ways of joining up service delivery to the benefit of East Ayrshire residents.

The most significant and high profile of our joint initiatives is where, as Community Planning Partners, we co-locate services. East Ayrshire has been at the forefront of delivering **joint services**, by **joint teams**, in **joint premises**, where staff from a range of public sector agencies are co-located and working effectively together in shared premises. These 'one stop shop' facilities provide seamless access to public services within local communities and offer staff a base from which to provide fully **integrated service delivery**. The following projects are already established, while a range of others are in the planning stages:

- Dalmellington Area Centre, which was the first of its kind in Scotland and has been recognised as the benchmark against which integrated public service provision is judged;
- Drongan Resource Centre;
- Rankinston Health Clinic; and
- North West Kilmarnock Area Centre, the most ambitious co-location development in Ayrshire, to date.

2 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Resources and services delivered maximised through shared premises	Total number of co-location facilities established	Annual / East Ayrshire Council	4 co-location facilities	Increase the number of co-location facilities established by 2011

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Resources and services delivered maximised through shared premises	Total number of co-location facilities for the community	Annual / East Ayrshire Council	Zero	Scoping study for a co-location facility for the community progressed by 2011
Required actions/commitment by local partners for these outcomes	<p>Within East Ayrshire, Community Planning Partners have six strategic commitments which contribute to the ongoing improvement of quality services by improving all services through joint working, including:</p> <ul style="list-style-type: none"> • shared services; • co-located shared premises / management; • rationalisation of plans, strategies and structures; • joint consultation and engagement; • joint training; and • joint information sharing, including joint monitoring and evaluation. 			

National Outcome 15: Our public services are high quality, continually improving, efficient and responsive to local people's needs.

Community Planning Partners in East Ayrshire are committed to improving the services provided to meet people's needs, while at the same time seeking to balance the cost considerations. This ensures that in delivering these services, we take care to consider economy, efficiency, effectiveness, equity and the environment.

National Context: as the Council compares its performance nationally against other Scottish Councils.

Local Context: as the Council demonstrates internal continuous improvement year to year until 2010/11.

NATIONAL CONTEXT (Baseline 06/07)							LOCAL CONTEXT		
East Ayrshire Council Services Performance Indicators	Strategic Objective	No. of Core Indicators	First (top) Quartile 1-8	Second Quartile 9-16	Third Quartile 17-24	Fourth Quartile 25-32	07/08 Improvement Or Decline (%) by June 08	08/09 Improvement Or Decline (%) by June 09	09/10 Improvement Or Decline (%) by June 10
Adult Social work	Wealthier and Fairer	21	7	8	5	1			
			71%		29%				
Benefits Admin	Wealthier and Fairer	2	0	0	2	0			
			0%		100%				
Education and Children's Services	Smarter	8	3	1	2	2			
			50%		50%				
Corporate Management	Wealthier and Fairer	12	4	3	3	2			
			58%		42%				
Cultural and Community Services	Healthier Safer and Stronger	10	2	3	0	5			
			50%		50%				
Development Services	Wealthier and Fairer Greener	2	0	0	1	1			
			0%		100%				
Housing	Wealthier and Fairer Greener	11	6	2	1	2			
			73%		27%				
Protective Services	Healthier Greener	6	3	2	1	0			
			83%		17%				
Roads and Lighting	Safer and Stronger Greener	4	0	2	2	0			
			50%		50%				
Waste Management	Healthier Greener	6	1	3	2	0			
			67%		33%				
Totals		82	26	24	19	13			
			61%		39%				

The intention is that as the Council and its Partners report annually on their respective ranges of internal/external performance indicators; success or otherwise on taking forward the local outcomes set out against National Outcome Nos. 1 to 14 can be measured via analysis of the outturn figures reported against National Outcome 15.

Other Service	Strategic Objective	No of Indicators for which comparisons can be made	First Quartile (1-2)	Second Quartile (3-4)	Third Quartile (5-6)	Fourth Quartile (7-8)	Total
Strathclyde Police	Safer and Stronger	15	3	2	3	7	15
			33.3%		66.6%		
Strathclyde Fire and Rescue	Safer and Stronger	8	3	0	2	3	8
			37.5%		62.5%		

Required Actions/commitment by local partners for these outcomes	In East Ayrshire, Community Planning Partners are committed to the ongoing improvement of quality services by improving all services, in particular, by the Council moving 10% of all indicators to the next quartile range and by Strathclyde Police and Strathclyde Fire and Rescue moving one indicator to the next quartile range.
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Notes:

1. In relation to Police and Fire and Rescue, the figures above relate to the wider Strathclyde Force figures that are published by the Accounts Commission for 2006/07, and have **not** been disaggregated down to an Ayrshire Division level or an East Ayrshire level. Possibilities for desegregation will be examined in the coming year.
2. Due to the geographical size and population differences between Strathclyde and the other areas, it is not always possible to make comparisons. This is especially the case in relation to indicators that involve empirical data of very high or very low figures.
3. For certain indicators (for example Police Indicator 7 (a) the 'weight of class A drug seizures' and the percentage change compared with previous years), it is not always possible to determine whether a certain figure represents 'improving performance' or 'declining performance'.
4. As there are 8 Police Forces and 8 Fire and Rescue services in Scotland, the quartile analysis relates to the ranking of the force service in relation to the 8 authorities. Quartile 1 (highest) relates to ranking 1-2, Quartile 2 relates to ranking 3-4, Quartile 3 relates to ranking 5-6, Quartile 4 (lowest) relates to ranking 7-8.

NHS Ayrshire and Arran

3 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
NHS Outcomes – Efficiency and Governance Improvements	Achieve a sickness absence rate of 4%	HEAT Indicator E2.KPM1 / NHS Ayrshire and Arran	5.9% (October 2007)	Reduction to 4% by March 2009 and sustained
	Ensure that all employees covered by Agenda for Change have an agreed KSF Personal Development Plan	HEAT Indicator E3.KPM1 / NHS Ayrshire and Arran	9% (April 2008)	100% and sustained by March 2009
	Deliver agreed improved efficiency for first outpatient attendance did not attend; non routine inpatient average length of stay, review to new outpatient attendance ratio and day case rate	HEAT target E4.KPM1 Day Case rates / NHS Ayrshire and Arran Non routine inpatient average length of stay Review to new outpatient attendance ratio First outpatient attendance did not attend; non routine	TBC 4.1 days (March 2007) 2.46 ratio 10.9%	Increase to 82% by March 2011 Reduction to 3.8 days by March 2011 Reduction to 2.3 ratio by March 2011 Reduction to 9.8% by March 2011
	2% cash efficiency target	HEAT target E6.KPM1 / NHS Ayrshire and Arran	£2 million cumulative (June 2008)	£35 million cumulative by March 2011
	Percentage of new GP outpatient referrals into consultant led secondary care services that are triaged online for clinical priority and appropriate recipient service to 90% from December 2010	HEAT target E7.KPM1 / NHS Ayrshire and Arran	Trajectory to be developed	

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Recognising patients' need for quicker and easier use of NHS services	The maximum wait from urgent referral to treatment for all cancers is two months	HEAT target A2 KPM1 / NHS Ayrshire and Arran	89.1% (June 2007)	Increase to 95% by June 2008 and sustained.
	As a milestone in achieving 18 weeks referral to treatment, no patient will wait longer than 15 weeks from GP referral to a first outpatient appointment from 31 March 2009	HEAT target A4 KPM1 / NHS Ayrshire and Arran	737 (April 2008)	Reduction to 0 by 31 March 2009
	As a milestone in achieving 18 weeks referral to treatment, no patient will wait longer than 15 weeks for inpatient or day care treatment from 31 March 2009	HEAT target A5 KPM1 / NHS Ayrshire and Arran	354 (April 2008)	Reduction to 0 by 31 March 2009
	As a milestone in achieving 18 weeks referral to treatment, no patient will wait longer than 6 weeks for one of the 8 key diagnostic tests from 31 March 2009	HEAT target A6 KPM1 / NHS Ayrshire and Arran	164 (April 2008)	Reduction to 0 by 31 March 2009

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Ensure patients receive high quality services that meet their needs	By 2008/09, we will reduce the proportion of older people (aged 65+) who are admitted as an emergency inpatient 2 or more times in a single year by 20% compared to 2004/05 and reduce by 10% emergency inpatient bed days for people aged 65 and over by 2008	HEAT target T1 KPM1/ NHS Ayrshire and Arran Multiple emergency admissions Reduction in emergency bed days	47.4 (March 2005) 3480.6 (March 2005)	Reduction to 37.9 by March 2011 Reduction to 3123.5 by March 2011
Required actions/commitment by local partners for these outcomes	<p>Within East Ayrshire, partners are committed to improving health and the health care experience through improving joint working including:</p> <ul style="list-style-type: none"> • a shared commitment and responsibility for improving people's health, through lifestyle changes, targeting on health inequalities addressing positive well being; • working in partnership to provide anticipatory care and improve services for long term conditions; • increasing integrated work practises on ensuring that people receive the right level of health and social care as locally as possible; • improving communications across systems, including rolling out data sharing, where, relevant and joint performance management; • joint staff training on range of health issues to increase awareness of these issues and to enable improved effectiveness in the support and care of people with health care needs. <p>NHS Ayrshire and Arran has increased its focus on Community Planning and aims to build on the strengths of the existing Community Health Partnerships to further enable increased partnership working and planning across the whole patient health care experience.</p>			

26 June 2008