



EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP

SINGLE OUTCOME AGREEMENT 2008 – 2011

Outcome Templates

**Annual Update 2009/10
Final: 7 May 2009**

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, and 27 businesses per 1,000 adults in 2007 (Scottish average is 31/1,000 in 2006 and 33/1,000 in 2007).
2. To achieve the Scottish average in '**Businesses per 1,000 adults**', an additional 500 businesses would be required in East Ayrshire, compared to an additional 400 businesses in the previous year.
3. Of East Ayrshire's '**Working Age Economically Active Persons**', 13.2% had no qualifications in 2006 and 16.2% had no qualifications in 2007 (Scottish figures are 9.7% and 9.4% respectively).
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; in 2006 the business birth rate was 1.9/1,000 adults, compared to the Scottish average which has remained unchanged at 2.8/1,000 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 | Indicator/s Frequency/Type/Source | Baseline at 2006-07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|---|--------------------------------|---|---|
| Growth in East Ayrshire's business base | Business start-up rate Annual / SLIMS /DTI Small Business Service | 1.9 per 1,000 adults (2006) | Close the gap with Scotland by 2011 | Increase - close the gap - in business start up |
| | Net number of VAT-registered companies Annual / Nomis | 2,600 (2006) | Close the gap with Scotland by 2011 | Increase - close the gap - net number of VAT registered businesses |
| Skills capacity of the local workforce increased (FSF) | Percentage of economically active working age persons with no qualifications Annual/Futureskills Scotland and SLIMS | 16.2% (2007) | Close the gap with Scotland – reduce to under 10% by 2011 | Reduction – close the gap - in the percentage of economically active working age persons with no qualifications |

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006-07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|---|--|---|--|
| 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 | 84%: rail (2006)* 75%: bus (2006)* * Regional figures provided | Increase the proportion of passengers satisfied with the transport reliability by 2011 | Increase proportion of passengers satisfied with public transport reliability |
| Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible) | <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; • 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. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan-Improving Opportunities Action Plan 2007-11 - Improving Opportunities Action Plan 2007-11 • Scottish Enterprise Business Plan 2008-2011 – www.scottish-enterprise.com/se-operating-plans-current • Kilmarnock Town Centre Regeneration Strategy – Kilmarnock Town Centre Regeneration Strategy • More Choices, More Chances (a Scottish Government Strategy to reduce the proportion of young people not in education, employment or training in Scotland) –More Choices, More Chances • Ayrshire Joint Structure Plan – http://www.ayrshire-jsu.gov.uk/ • East Ayrshire Local Plan – East Ayrshire Local Plan • Regional Transport Strategy – http://www.spt.co.uk/rts/index.aspx • Transport Outcome Report – http://www.spt.co.uk/rts/index.aspx • Local Transport Strategy. | | | |

(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%. During the first two months of 2009 there were over 300 announced job losses in this sector within the East Ayrshire area. At January 2008, the unemployment rate was the sixth highest in Scotland, at 3.5%, compared with the national average of 2.3%. At January 2009, the unemployment rate was the third highest in Scotland, at 5%, compared with a national average of 3.4%. 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 and 71% in 2007 (Scottish rate of 75% and 76% respectively).
2. **'Median Weekly Earnings'** for full time employees (workplace) in 2006 were £436, compared to £444 in 2007 and £454 in 2008. (Scottish rate was £428 in 2006; £441 in 2007 and £460 in 2008).
3. 78% of East Ayrshire **'School Leavers'** entered a positive destination (education, training or employment) in 2005/06 (Scottish average of 84%); 85% entered a positive destination in 2006/07 (Scottish average of 86%); and 84% entered a positive destination in 2007/08 (Scottish average 86%).
4. The **'Claimant Count Unemployment Rate'** stood at 3.9% in April 2007 (5th highest in Scotland; Scottish average of 2.6%); and 3.3% in April 2008 (6th highest in Scotland; Scottish average of 2.6%).
5. In East Ayrshire, a total of 7,810 adults were claiming **'Incapacity Benefit'** in 2007, decreasing to 7,650 claimants in 2008.

| 2 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006-07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|--|--|---|---|
| Our young people are properly prepared to enter the world of work (FSF) | Percentage of school leavers in positive and sustained destinations | 85% | Increase - close the gap between East Ayrshire and the Scottish average by 2011 | Increase - close the gap between East Ayrshire and the Scottish average |
| | Annual/Scottish Government | | | |
| Good quality job opportunities are available which are accessible to local people in East Ayrshire | Claimant count unemployment | 3.9% (April 2007) | Reduction - close the gap between East Ayrshire and the national average by 2011 | Reduction - close the gap between East Ayrshire and the national average |
| | Monthly/Nomis | | | |
| | Employment rate | 71% | Increase - close the gap between East Ayrshire and the national average by 2011 | Increase - close the gap between East Ayrshire and the national average |
| | Annual/SLIMS | | | |
| | Median weekly earnings for full time employees | £454 EA residents £444 EA workplace (2007) | Increase - East Ayrshire to maintain level with or above the national median weekly earnings by 2011 | Increase - East Ayrshire to maintain level with or above the national median weekly earnings |
| | Annual/Annual Survey of Hours and Earnings/Scottish Neighbourhood Statistics | | | |

| 2 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006-07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|--|--|--|--|
| Good quality job opportunities are available which are accessible to local people in East Ayrshire (continued) | 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 | Reduction in number of adults claiming Incapacity Benefit |
| Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible) | <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"> • 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. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Improving Opportunities Action Plan 2007-11 - Improving Opportunities Action Plan 2007-11 • Scottish Enterprise Business Plan – www.scottish-enterprise.com/se-operating-plans-current • More Choices, More Chances (a Scottish Government Strategy to reduce the proportion of young people not in education, employment or training in Scotland) – More Choices, More Chances • Youth Strategy • East Ayrshire Council Quality Improvement Team Service Plan – http://www.east-ayrshire.gov.uk/content.asp?URL=/ess/education/QIT%20Service%20Plan%2007-08.pdf | | | |

(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 had **'No Qualifications'** in 2005, which has increased to 46% in 2008.
2. In addition, 13% of East Ayrshire's population has **'Highest Qualification Level Attained at Level 4'** (Scottish figure is 19%).
3. In East Ayrshire, 4% of the population had First Degree/Higher Degree qualifications, which increased to 5% in 2008.
4. 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 and to 2,135 in 2007/08.
5. At December 2008, 29% of East Ayrshire residents had taken part in a **'Training or Learning Experience'** in the last two years.

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|--|--|---|---|
| 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 | Increase the number of adults of working age with qualifications |
| | 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 | Increase the number of adults of working age participating in training/learning experience |
| Student retention rates increased and drop out rates reduced | Percentage of students completing courses in further education establishments Annual/Scottish Funding Council | Ayr College: 82.5% Kilmarnock College: 85% | Increase course completion rates by 2011 | Increase course completion rates |

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End target/s Direction of travel' |
|---|---|---|--|---|
| Student retention rates increased and drop out rates reduced (continued) | Student retention rates in further education establishments Annual/Scottish Funding Council | Ayr College: 90% full-time; 95% part-time Kilmarnock College: 85% full-time; 97% part-time | Increase course retention rates by 2011 | Increase course retention rates |
| 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 | Increase the number of adult learners assisted with adult literacy and numeracy skills |
| | Percentage of adult literacy learners (Essential Skills Project) achieving intermediary outcomes set in individual learning plans Annual/Community Learning and Development Management Reporting/East Ayrshire Council | Zero (new measure for 2009/10) | 60% of adult literacy learners (Essential Skills Learners) achieve intermediary outcomes set in individual learning plans | Increase the percentage of adult literacy learners achieving outcomes |

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| <p>Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)</p> | <p>In East Ayrshire, Community Planning Partners are committed to providing educational opportunities for people of all ages. We do this by:</p> <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. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Promoting Community Learning Action Plan 2007-11 – <u>East Ayrshire Community Plan: Promoting Community Learning Action Plan</u> • Scottish Enterprise Business Plan – <u>www.scottish-enterprise.com/se-operating-plans-current</u>. |
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(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% and in 2007/08 reported 80%, 71% and 84% respectively.
2. At **Secondary** level for 2006/07, East Ayrshire reported performance in '**Reading**' – 67%; '**Writing**' - 50%; and '**Mathematics**' – 69% and in 2007/08 reported 63%, 49% and 68% 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 and decreased to 89% in 2008 (National Average is 92% and Comparator* Average is 91% in 2007; and 91% and 91% respectively in 2008).
2. The %age of '**S4 Pupils Attaining 5 or More Awards at SCQF Level 3 (Foundation)**' has remained steady at 89% (National Average is 90%; and Comparator Average is 91%).
3. The %age of '**S4 Pupils Attaining 5 or More Awards at SCQF Level 4 (General)**' has declined from 75% in 2006, to 72% in 2007 and to 70% in 2008. (National Average is 75%; and Comparator Average is 72% in 2007; and 76% and 74% respectively in 2008).
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 and remained at 28% in 2008. (National Average is 32%; and Comparator Average is 29% in 2007; and 34% and 30% respectively in 2008).
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 and decreased to 35% in 2008. (National Average is 38%; and Comparator Average is 34% in 2007; and 38% and 33% respectively in 2008).
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 and decreased to 17% in 2008. (National Average is 22%; and Comparator Average is 18% in 2007; and 22% and 18% respectively in 2008).
7. The %age of '**S5 Pupils attaining five or more awards at SCQF level 6**' has remained steady at 8%, with a decrease to 7% in 2008. (National Average is 8%; and Comparator Average is 7% in 2007, and 10% and 7% respectively in 2008).

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'. This figure has decreased to 680 in 2007.

*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 in 2005, compared to 89% in 2008 (Community Planning Residents' Survey, December 2008). A total of 66 young people were actively involved in Youth Forums in 2006, compared with 53 in 2008. In addition, 347 young people participated in community based learning opportunities in 2007/08, an increase from 265 young people in the previous year.

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|---|---|---|--|
| Educational and skills attainment in schools increased | Proportion of educational establishments 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 educational establishments receiving positive inspection reports by 2011 | Maintain the proportion of educational establishments receiving positive inspection reports |
| | 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 3% by 2011 | Improve levels of reading, writing and maths |
| | 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 2% by 2011 | Increase cumulative attainment of S4 pupils |

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|--|---|---|--|--|
| 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 1% by 2011 | Increase cumulative attainment of S5 and S6 pupils |
| | Number of young people in the 'More Choices, More Chances' (MC/MC) category Annual/Scottish Government | 880 (22%) (2006) | Reduction in the number of young people in the MC/MC category to 14% by 2011 | Reduction in the number of young people in the MC/MC category |
| 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 Quality Improvement Officers of number and quality of pupil 'Records of Achievements' in establishments | Schools currently record wider achievement on an ad-hoc basis | 100% of establishments record pupil success in achievement by 2011 | 100% of establishments record pupil success in achievement |
| | Range of 'skills for work' and vocational programmes for all pupil ability levels aged 14-18 years Annual analysis with designated Quality Improvement Officers, 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 20% of the 14-18 years cohort take part in certificated skills for work and vocational programmes by 2011 | Increase – minimum of 20% of the 14-18 years cohort take part in certificated skills for work and vocational programmes by 2011 |

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|--|---|---|---|
| <p>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) (continued)</p> | <p>Opportunities for all learners aged 3-18 years to develop skills in 'enterprise' and 'creativity' formalised in inter-disciplinary curriculum programmes</p> <p>Annual review led by Quality Improvement Officers and Head of Schools' with Head Teachers of curricular programmes and curriculum modelling</p> | <p>Schools currently deliver skills and enterprise programmes on an ad hoc basis</p> | <p>100% of pupils aged 3-18 have an entitlement to curricular programmes which have a focus on creativity and enterprise for at least 5 days per session</p> | <p>100% of pupils aged 3-18 have an entitlement to curricular programmes which have a focus on creativity and enterprise for at least 5 days per session</p> |
| | <p>Pupil absence and exclusion rates</p> <p>Annual/SEEMIS returns</p> | <p>Absence Rates: 8.5%, second highest in comparator group</p> <p>Exclusion Rates: 69 exclusions per 1,000 pupils, second lowest in comparator group.</p> | <p>Pupils' absence rates to be in line with our comparator authorities averages by 2011</p> <p>Pupils' exclusion rates to be in line with our comparator authorities averages by 2011</p> | <p>Pupils' absence rates to be in line with our comparator authorities averages by 2011</p> <p>Pupils' exclusion rates to be in line with our comparator authorities averages by 2011</p> |
| <p>Participation by young people in community based learning and active citizenship increased (FSF)</p> | <p>Number of young people actively participating in active citizenship activities</p> <p>Annual/Community Learning and Development Management Reporting/East Ayrshire Council</p> | <p>66 young people actively participating in Youth Forums</p> | <p>Increase the number of young people participating in active citizenship activities by 2011</p> | <p>Increase the number of young people participating in active citizenship activities</p> |

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|---|------------------------|--|--|
| Participation by young people in community based learning and active citizenship increased (FSF) (continued) | 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 | Increase the number of young people participating in community based learning opportunities |

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| <p>Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)</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. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Promoting Community Learning Action Plan 2007-11 - <u>East Ayrshire Community Plan: Promoting Community Learning Action Plan</u> • East Ayrshire Community Plan: Improving Opportunities Action Plan 2007-11 - <u>Improving Opportunities Action Plan 2007-11</u> • Curriculum for Excellence – <u>Curriculum for Excellence</u> • Integrated Children's Service Plan – <u>Integrated Children's Service Plan</u> • More Choices, More Chances (a Scottish Government Strategy to reduce the proportion of young people not in education, employment or training in Scotland) – <u>More Choices, More Chances</u> • The Standards in Scotland's School Act 2000 - <u>Standards in Scotland's School Act 2000</u> • The Education (Additional Support for Learning) (Scotland) Act 2004 - <u>Education (Additional Support for Learning) Scotland Act 2004</u> • Improving Scottish Education HMIE 2009 • Improving Scottish Education HMIE 2009 (2) • The Journey to Excellence HMIE 2006 • Skills for Scotland: A Lifelong Skills Strategy (SG) 2007 - <u>http://www.scotland.gov.uk/Publications/2007/09/06091114/0</u> |
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(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

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). At March 2008, 87% of the childcare workforce was qualified; and 48% of managers were qualified to degree level (Early Education and Childcare Workforce Audit 2008).
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.
5. Significantly lower percentage of **'New Born Children Exclusively Breastfed'** at 6-8 weeks - 22.1% in East Ayrshire, compared with 27.1% in Scotland (Health and Wellbeing Profiles 2008, East Ayrshire Community Health Partnership).

| 2 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|--|---|--|--|--|
| Development of early education and childcare services to support children and families promoted (FSF) | Percentage early education and childcare services managers with qualifications at degree level Annual/Early Education and Childcare Workforce Audit | 48% of early education and childcare services managers qualified to degree level (2008) | Increase - 52% of early education and childcare services managers will have degree level qualifications by 2011 | Increase - 52% of early education and childcare services managers will have degree level qualifications 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 | Sustain day care places in local authority nursery and family centres across East Ayrshire |

| 2 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|--|---|---|--|---|
| Healthy lifestyles for children and young people promoted (FSF) | Percentage of children aged 5 years (P1) with no sign of dental disease Every 2 years/Detailed National Dental Inspection Programme Survey | 45.8% (2006) | Increase - 3.5% annual increase in percentage of children aged 5 years with no sign of dental disease | Increase - 60% of 5 year olds (P1) will have no sign of dental disease by 2010 (NHS Ayrshire and Arran 2005 Local Strategic Implementation Plan) |
| | Levels of dental registration in the 3 – 5 age group Annual/ISD Scotland | 68% (2007) | Increase - 6% annual increase in dental registrations | Increase in dental registrations in the 3-5 age group |
| | Completion rates for child healthy weight intervention programme Annual/NHS Ayrshire and Arran | 0 children (new programme) | Year 1: 95 interventions (2009/10) Year 2: 240 interventions (2010/11) | Rates achieved by 2011 |
| | Proportion of new-born children exclusively breastfed at 6-8 weeks Annual/ISD Scotland | 18.6% | Sustained increase of 2% per year (with an increase of 4% per year in deprived areas) | Increase - 34.6% of newborn children exclusively breastfed at 6–8 weeks by 2015 |
| | Number of young people aged 13 – 15 drinking alcohol at least once per week (SALSUS, 2006) | 12% of 13 – 15 year olds currently consume alcohol at least once per week | Incremental decrease in 13 – 15 year olds consuming alcohol | Reduction in percentage of young people consuming alcohol at least once per week |

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| <p>Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)</p> | <p>In East Ayrshire, Community Planning Partners are committed to investing in children's early development and emotional well-being by supporting the development of targeted, integrated services for vulnerable children by:</p> <ul style="list-style-type: none"> • within the context of the Early Years Framework, focusing on ante-natal and post-natal support for women and families incorporating a range of positive play opportunities for children; • 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 high quality leisure, play, sports and cultural activities; • providing a range of information, services and activities to support the uptake of physical activity and sport across all population groups; • providing a range of information and support services to encourage good eating habits, targeting physical activity, play and nutritional intervention programmes including the Mind, Education, Nutrition and Do it (MEND) initiative for children and young people at risk of obesity; • 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 • promoting good dietary habits, tooth-brushing, dental registration and access to dental services. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Improving Opportunities Action Plan 2007-11 - Improving Opportunities Action Plan 2007-11 • East Ayrshire Community Plan: Improving Health Action Plan 2007-11 - Improving Health Action Plan 2007-11 • Early Years Framework - Early Years Framework • Children and Young People's Services Plan- http://www.east-ayrshire.gov.uk/ess/CSP2005.asp • Child Health Strategy , Infant Feeding Strategy, Culture and Leisure Strategy- http://www.east-ayrshire.gov.uk/nav/leisure/policy.asp • Open Space Strategy- http://www.east-ayrshire.gov.uk/comser/openspace/index.asp |
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(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

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. In addition, the East Ayrshire population hospitalised for **'Drug Related Conditions'** is worse than average.
4. In East Ayrshire, the percentage of **'Mothers Smoking in Pregnancy'** (30.3%) is significantly worse than Scotland (24.3%).
5. Emergency and multiple admission patients, and unintentional injuries in the home (for patients aged 65 and over), are significantly worse than average.
6. **'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.
7. **'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.
8. **'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 | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|---|---|--|--|
| Health and well being of the local population improved | Expected years of life in good health - males/females Annual/ISD Scotland (calculation based on Sullivan method) | 65.1 years – males 68.8 years – females (1999-2003) | Increase in healthy life expectancy by 2011 | Increase in healthy life expectancy by 2011 |

| 1 Local Outcome | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s and timescale/s |
|---|---|---|--|--|
| 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 | 89.9 per 100,000 population (2004 – 2006) | Reduction in mortality rate for coronary heart disease by 2011 | Reduction in coronary heart disease by 2011 |
| | Number of hospital admissions for respiratory disease Annual/NHS Ayrshire and Arran (ISD Scotland) | 1,061 admissions with primary diagnosis of respiratory disease | Reduction in hospital admissions for respiratory disease by 2011 | Reduction in numbers of people with respiratory disease and improved quality of life for those with respiratory disease by 2011 |
| | Percentage of smoking population who quit through assistance services (at one month post quit) Every 3 years/East Ayrshire Community Planning Residents' Survey | 35% of adult respondents smoke | Increase – Through smoking cessation services, support 8% of the smoking population in successfully quitting (at one month most quit) over the period 2008/09 – 2010/11 | Reduction - 27% of adult respondents smoking by 2011 |
| | Women recorded as a “current smoker” at antenatal booking appointment, expressed as number (3 year total) and percentage of all women attending booking appointments Annual/ISD Scotland | 27.2% | Reduction in the proportion of women who smoke in pregnancy to 20% | Reduction in the proportion of pregnant women who smoke by 2011 |
| | Number of alcohol related and attributable hospital patients Annual/ISD Scotland | 1,106.3 (3 year average directly age-sex standardised rate 100,000 population per year) | Reduction in number of alcohol related and attributable hospital patients | Reduction in number of people misusing alcohol by 2015 |

| 1 Local Outcome | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|--|---|--|---|
| Health and well being of the local population improved (FSF) (continued) | Number of screenings using the appropriate screening tool and alcohol brief interventions Annual/NHS Ayrshire and Arran | Zero (new programme) | Increase - 3,530 interventions by March 2011 | Increase in screenings and interventions relating to alcohol misuse |
| | Number of drug related hospital patients Annual/ISD Scotland | 153.3 (3 year average directly age-sex standardised rate per 100,000 population per year (2004-2006)) | Reduction in number of drug related hospital patients | Reduction in number of people misusing drugs by 2015 |
| | Rates of hospital admissions of patients with primary diagnosis of Chronic Obstructive Pulmonary Disease, Asthma, Diabetes or Coronary Heart Disease (from 2006/7 to 2010/11) Annual/ISD Scotland | 594 admissions | Reduction to 548 admissions by 2011 | Reduction in hospital admissions for those suffering from long term conditions |
| | Rates for suicides per 100,000 Annual/GROS | 11.2 per 100,000 population (2002 – 2006) | Reduction in suicide rate between 2002 and 2013 by 20%, supported by 50% of key frontline staff in mental health and substance misuse services, primary care, and accident and emergency being educated and trained in using suicide assessment tools/ suicide prevention training programmes by 2010 | Reduction of 20% in the death rate per 100,000 population by 2013 |

| 1 Local Outcome | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel' |
|---|--|---|--|---|
| Health and well being of the local population improved (continued) | Number of re- admissions (for mental health problems) for those who have had a hospital admission of over 7 days Annual/NHS Ayrshire and Arran (ISD Scotland) | 105 re-admissions for mental health problems | Reduction in mental health re-admissions in target group to 95 by 2011 | Reduction in readmissions in target group by 2011 |
| | Rate increase of anti-depressant prescribing Annual/ISD Scotland Prescribing Information System | 7.8% (2006) | Reduction in annual rate of increase to zero by 2011 | Fewer people being treated with antidepressant medication and more people being offered alternative therapies |
| | Number of unintentional injuries in the home for those aged 65+ and those under 15 years Annual/General Register Office for Scotland | 2,551.4 per 100,000 population: aged 65+ years 1,336.1 per 100,000 population: under 15 years (2004-06) | Incremental reduction in the number of injuries in the home for those aged 65+ and under 15 years | Improvement in levels of unintentional injuries in the home by 2015 |
| | Number of emergency inpatient bed days for people aged 65 and over Annual/ISD Scotland | 3,572.3 per 1,000 population | Reduction in emergency inpatient bed days for people aged 65 and over to 3,215.1 per 1,000 population | Overall reduction in emergency admissions for the target group |
| | Number of patients diagnosed with dementia Annual/NHS Ayrshire and Arran | 660 patients diagnosed at March 2007 | Increase - 930 patients diagnosed by March 2011 | Overall improvement of diagnosis and management of dementia |

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| <p>Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)</p> | <p>In East Ayrshire, Community Planning Partners are committed to improving health by:</p> <ul style="list-style-type: none"> • shifting the balance of care, reducing health inequalities and promoting wellbeing (Better Health, Better Care, 2008); • providing a range of information, services and activities to promote active living and support the uptake of physical activity and sport across all population groups; provide effective environmental interventions that positively impact on physical and mental health and well being in response to the national guidance in Good Places, Better Health and the East Ayrshire Culture and Leisure and Open Space strategies; • 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, sport 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, intervention programmes, training and capacity building with communities, staff and priority target groups such as young men, and the prison population, who are most at risk of suicide and deliberate self harm; • targeting mental health improvement interventions and programmes to those communities and target groups at greatest risk such as homeless people and people in prison; and • working in partnership to address the five high impact changes as defined in Co-ordinated, Integrate, Fit for Purpose, (Scottish Executive, 2007). <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Improving Health Action Plan 2007-11 - Improving Health Action Plan 2007-11 • Children and Young People's Services Plan- http://www.east-ayrshire.gov.uk/ess/CSP2005.asp • Culture and Leisure Strategy- http://www.east-ayrshire.gov.uk/nav/leisure/policy.asp • Open Space Strategy- http://www.east-ayrshire.gov.uk/comser/openspace/index.asp. |
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(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

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 (78) per 1,000 working age population claimed Income Support in August 2006 (May 2008), compared to 52 (66) per 1,000 across Scotland; and 95 (102) per 1,000 population claimed Incapacity Benefit, compared to 87 (90) per 1,000 population across Scotland).
2. There were 17.3% of children living in workless households in 2006, compared to 19.1% in 2007 (Scottish average is 16.1% and 15.3% respectively).
3. 14,763 residents were in receipt of **'Council Tax Benefit'** in November 2006 and 14,699 residents in November 2007.
4. **'Carers'** often experience disadvantage and financial hardship as a direct result of their caring role. In the 2008 Residents' Survey, 64% of respondents indicated that they believed more financial support would improve the quality of life for carers.
5. In the 2008 Residents Survey, 26% of residents said that their **'Household Income'** was below £15,600 before tax and deductions.
6. **'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.
7. 5% of the local population live in data zones ranked among the 5% most deprived in Scotland in 2006.
8. 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.
9. **'Health Inequalities'** between the most and least deprived in East Ayrshire can be demonstrated. For example, the decline in death rates from common conditions, such as heart disease, has been more rapid among the more affluent. In addition, smoking is most prevalent among people living in the 0-15% data zones, 43% smoking compared with 32% among those living outwith these data zones (Residents Survey, 2008).

| 4 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel' |
|---|--|---------------------------------------|---|---|
| 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 | Reduction in the number of people claiming Income Support by 2011 |
| | Percentage of children living in workless households Annual/Scottish Government | 19.1% | Reduction in the percentage of children living in workless household by 2011 | Reduction in the percentage of children living in workless household by 2011 |
| | Number of carers receiving benefits checks Annual/East Ayrshire Carers Centre | 390 | Maintain the number of benefits checks for carers | Maintain the number of benefits checks for carers |

| 4 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|---|--|---|--|
| 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 | Increase Credit Union membership |
| | 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 | 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 | 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 | Reduction in number of tenants in severe rent arrears |
| 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 | 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 in the most deprived communities Annual/ISD Scotland | 108.2 per 100,000 population (2003-2005) | Incremental reduction in mortality rate for coronary heart disease in deprived areas by 2011 | Reduction in incidence of coronary heart disease in the most deprived areas by 2011 |

| 4 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|---|--|---|---|
| Health inequalities in the most disadvantaged neighbourhoods/groups reduced (FSF) (continued) | Percentage of adults aged 16+ in the most deprived areas smoking Every 3 years/East Ayrshire Community Planning Residents' Survey | 43% (December 2005) | Incremental reduction in adults smoking in the most deprived areas by 2011 | Reduction in the percentage of adults smoking in the most deprived areas by 2011 |
| | Number of inequalities targeted Cardiovascular Health Checks during 2009/10 Annual/NHS Ayrshire and Arran | Zero (March 2007) | Increase – Carry out health checks with 100% eligible population (6,040) by 2011 | Increase – 100% target population receiving Keepwell health checks |
| | 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) | Incremental reduction in levels of teenage pregnancy rates in 15 – 19 year olds in the most deprived areas | Reduction in teenage pregnancies in 15-19 year olds by 33% in the most deprived areas by 2015 (SE HEAT Target, 2006) |
| Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible) | <p>In East Ayrshire, Community Planning Partners are committed to tackling poverty and inequalities by:</p> <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 deprived areas with a particular focus on the local implementation of 'Equally Well' (2008) and the national Keepwell Programme; • targeting smoking cessation programmes at the most deprived communities and key target groups; and • targeting programmes to prevent teenage pregnancies in areas with the highest levels. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Eliminating Poverty Action Plan 2007-11 - Eliminating Poverty Action Plan 2007-11 • East Ayrshire Community Plan: Improving Health Action Plan 2007-11 - Improving Health Action Plan 2007-11 • Children and Young People's Service Plan - http://www.east-ayrshire.gov.uk/ess/CSP2005.asp • Culture and Leisure Strategy- http://www.east-ayrshire.gov.uk/nav/leisure/policy.asp • Open Space Strategy- http://www.east-ayrshire.gov.uk/comser/openspace/index.asp • East Ayrshire Local Housing Plan - East Ayrshire Local Housing Strategy 2004-09 | | | |

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

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 2008.
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 and currently stand at 519. 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%). In 2007/08, the absence rate has decreased to 6.9% in East Ayrshire compared to the Scottish average of 6.8%.
4. 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. The exclusion rate for 2007/08 per 1,000 pupils in East Ayrshire has decreased to 51 per 1,000 against 57 per 1,000 nationally.
5. 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.
6. There is a higher rate of young people '**Not in Education, Employment or Training**' than in the other seven More Choices, More Chances 'hotspots'.
7. Rates of '**Domestic Abuse**' have increased from 878 per 100,000 population in 2003/04, to 1,045 in 2007/08 (Scotland rate is 815 and 965 per 100,000 population respectively). There is concern regarding under reporting in respect of domestic abuse cases – some work is planned to ascertain scale.

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|--|---|---|---|
| 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 | Reduction of child protection re-registrations by 2% per year |
| | Rates of domestic abuse incidents reported to the police per 10,000 population Annual/Strathclyde Police/Total number of domestic abuse incidents per 10,000 population | 85 incidents per 10,000 population (5 year average 2003-2008) | Increase in reported incidents of domestic abuse over the 5-year average | Increase in reported incidents of domestic abuse over the 5-year average |

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|--|---|---|--|
| Educational achievement of children and young people at risk increased (FSF) | Percentage of looked after children who attain standard grades in English and Maths Annual/SPI EC 6 Academic Attainment/Accounts Commission | 21.1% attainment | Increase the educational achievement of Looked After Children to the comparator group average by 2011 | Educational attainment for looked after children to be comparable with wider school population |
| | Proportion of looked after children attaining at least one Foundation award in any subject | 39.5% attainment | Increase the educational achievement of Looked After Children to the comparator group average by 2011 | Educational attainment for looked after children to be comparable with wider school population |
| | 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 | 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 | 14.9% not in education/employment training | Reduction in the number of young people not in education/employment/training to national levels by 2011 | Positive destinations for all young people |
| | 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 | Top quartile by 2011 |

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| <p>Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)</p> | <p>In East Ayrshire, the Council and its Community Planning Partners are committed to supporting vulnerable groups and individuals at risk by:</p> <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. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Improving Opportunities Action Plan 2007-11 – <u>Improving Opportunities Action Plan 2007-11</u> • More Choices, More Chances - <u>More Choices, More Chances</u> • East Ayrshire Local Housing Plan - <u>East Ayrshire Local Housing Strategy 2004-09</u> |
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(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

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. **'Crimes of Violence'** continue to be a focus for the Police within East Ayrshire during 2007/08. Included in crimes of violence there were 17 serious assaults per 10,000 population above the Scottish average of 12.
2. **'Anti-social Behaviour'** and **'Acts of Vandalism'** continue to cause problems within communities and during 2007/08 there were 219 crimes of vandalism per 10,000 population, again higher than the Scottish average of 214 crimes.
3. The Police remain committed to seizing **'Knives and Offensive Weapons'** and during 2007/08 there were 18 detections for offensive weapons, slightly above the Scottish average of 17 detections.
4. In relation to **'Drug Crime'**, 27% of residents surveyed in 2007 stated that they felt drug use/drug dealing had increased the most in their area compared to housebreaking, assault, vandalism and drunk and disorderly behaviour.
5. The number of **'Persistent Young Offenders'** has nearly doubled from 26 in 2003/04 to 45 in 2006/07.
6. The number of residents admitted to hospital after **'Road Traffic Collisions'** is 30% above the Scottish rate.
7. Incidence of **'Fire Raising'** increased by 3% between 2002/03 and 2005/06. Between 2005/06 and 2007/08 there has been a 15% reduction.
8. In 2006/07, the **'Reconviction'** rate for Ayrshire was 47% (Scottish average 44.5%); this is one of the highest rates in Scotland.
9. In the 2008 Residents Survey, approximately 18% respondents said that they feel **'Threatened by Crime'** either a great deal or a fair amount.

| 2 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|--|---|--|---|---|
| Crime and anti-social behaviour reduced (FSF) | Crimes of Violence Annual/Strathclyde Police/ Group 1 | 26 crimes of violence per 10,000 population (5 year average 2003-2008) | Reduction of crimes of violence below the 5-year average | Reduction of crimes of violence below the 5-year average |
| | Crimes of Vandalism Annual/Strathclyde Police/ Group 4 | 227 crimes of vandalism per 10,000 population (5 year average 2003-2008) | Reduction of crimes of vandalism below the 5-year average | Reduction of crimes of vandalism below the 5-year average |
| | Possession of Offensive Weapons Annual/Strathclyde Police/ Detections for Offensive Weapons | 11 detections per 10,000 population (5 year average 2003-2008) | Increase detections for possession of offensive weapons above the 5-year average | Increase detections for possession of offensive weapons above the 5-year average |

| 2 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|--|--|--|---|
| Crime and anti-social behaviour reduced (FSF) (continued) | Carrying of knives Annual/Strathclyde Police/ Detections for Knives | 6 detections per 10,000 population (5 year average 2003-2008) | Increase detections for knives per 10,000 population above the 5-year average | Increase detections for knives per 10,000 population above the five year average |
| | Drug Crime Annual/Strathclyde Police/ Detections for Drug-related Crime | 20 detections for drug supply 59 detections for possession and other drug crimes, including importation and production (5 year average 2003-2008) | Increase detections for drug related crime above the 5-year average | Increase detections for drug related crime above the 5-year average |
| | Anti-social behaviour (including Breach of the Peace, Urinating and Consuming Alcohol in a public place) Annual/Strathclyde Police/ Detections for Anti-social behaviour | 231 detections per 10,000 population (5 year average 2003-2008) | Increase detections for anti- social behaviour above the 5 year average | Increase detections for anti- social behaviour above the 5-year average |
| | Reconviction rates Annual/South West Scotland Community Justice Authority | 47% (Ayrshire figure provided) | Reduction in reconviction rates by 2% by 2011 | Reduction in reconviction rates by 2% by 2011 |
| | Number of persistent young offenders Annual/Scottish Children's Reporter Administration (SCRA) | 45 persistent young offenders | Reduction of 3% in the number of persistent young offenders by 2011 | Reduction of 3% in the number of persistent young offenders by 2011 |

| 2 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|---|---|--|--|
| Crime and anti-social behaviour reduced (FSF) (continued) | 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 | 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: 47 Incidents: 2,938 | Reduction of 3% in fire related injuries and incidents by 2011 | Reduction of 3% in fire related injuries and incidents by 2011 |
| | Number of people killed and seriously injured in road accidents Annual/Scottish Government | 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 | Reduction in casualties for 2010 by 40% from the 1994-98 baseline in line with national targets |
| Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible) | <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; • engaging young people in night time and diversionary sports programmes; • 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. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Improving Community Safety Action Plan 2007-11 – <u>Improving Community Safety Action Plan 2007-11</u> • South West Scotland Community Justice Authority Area Plan 2008-2011 • South West Scotland Community Justice Authority Action Plan 2009-10 | | | |

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

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 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 the 2008 Residents Survey, 61% of respondents said that there had been an improvement in the local quality of bus services.
2. In 2006/07, 1,745 (12%) council houses met the '**Scottish Housing Quality Standard**', which increased to 59% at January 2009.
3. In the 2008 Residents Survey, 72% of respondents said that their town or village was a '**Good Place to Live**' and 13% said that their town or village was a fairly very poor place to live.

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|--|--|---|--------------------------------------|---------------------------------------|
| 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% (December 2005) | Increase by 2011 | 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 | Reduction in local share by 2009 |

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel | | | | | | | | | | | |
|---|---|--|--|--|----|----|-----|-----|----|----|---------------------|--|--|--|---|
| Transport solutions improved, particularly in the rural areas, ensuring that good quality affordable choices are available (continued) | Percentage of the road network considered for maintenance treatment Annual/Road Condition Survey | 43.5% (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 of 2% in the proportion of the road network that should be considered for maintenance treatment by 2011 | Reduction of 5% in the proportion of the road network that should be considered for maintenance treatment by 2014 and 10% reduction by 2019 | | | | | | | | | | | |
| 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% | Increase on an annual basis | Increase in the number of buildings accessible to people with a disability | | | | | | | | | | | |
| 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 | Increase in the total number of Council houses meeting the Scottish Housing Quality Standard Work to be developed with Registered Social Landlords | All Council houses to meet the Scottish Housing Quality Standard by 2015 | | | | | | | | | | | |
| | 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" data-bbox="992 1300 1261 1428"> <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 | | | | Reduction in percentage of fairly poor and very poor ratings by 2011 |
| VG | G | FP | VP | | | | | | | | | | | | |
| 32% | 51% | 5% | 4% | | | | | | | | | | | | |
| NB – 8% Neither/Nor | | | | | | | | | | | | | | | |

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

In East Ayrshire, Community Planning Partners are committed to improving the environment by:

- 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;
- developing a new athletics and sports facility in the centre of Kilmarnock;
- providing pedestrian footpaths along major routes into settlements;
- undertaking an open space/park improvement programme; and
- investing in new and better housing stock.

Relevant strategic plans include:

- East Ayrshire Community Plan: Improving Opportunities Action Plan 2007-11 - [Improving Opportunities Action Plan 2007-11](#)
- East Ayrshire Community Plan: Improving the Environment Action Plan 2007-11 - [Improving the Environment Action Plan 2007-11](#)
- East Ayrshire Local Plan - [East Ayrshire Local Plan](#)
- Local Transport Strategy
- Regional Transport Strategy - <http://www.spt.co.uk/rts/index.aspx>
- Transport Outcome Report – <http://www.spt.co.uk/rts/index.aspx>

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 – 11% of residents stated that they have undertaken work or activities on a voluntary basis in the last 12 months (Residents Survey, 2008).
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 (22 members) has a partnership agreement with East Ayrshire Council to manage Kilmarnock Shopmobility; and the Coalfield Communities Federation (15 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. Approximately 5,000 carers received support in 2007/08.
4. The proportion of '**Home Care Clients Aged 65+**' requiring and receiving personal care services increased from 70% in 2003/04 to 92.4% in 2007/08; and service at weekends increased from 54.1% in 2003/04 to 63.9% in 2007/08.

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|--|--|--|---|---|
| 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 | 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 | Increase the number of carers receiving ongoing support to 6,500 by 2011 | 6,500 carers receiving ongoing support |
| Proportion of people needing care or support who are able to sustain an independent quality of life as part of the community increased, through effective joint working | Number of patients waiting more than 6 weeks for discharge to appropriate setting Quarterly/NHS Ayrshire and Arran | 5 patients waiting more than 6 weeks (March 2007) | Zero patients waiting more than 6 weeks for discharge to appropriate setting | Zero patients waiting more than 6 weeks for discharge to appropriate setting |

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|--|--|---|--------------------------------------|---------------------------------------|
| Proportion of people needing care or support who are able to sustain an independent quality of life as part of the community increased, through effective joint working (continued) | Percentage of people aged 65+ with intensive needs receiving care at home Annual/East Ayrshire Council | 40.7% receiving care at home | Maintain levels at 35%+ | Maintain levels at 35%+ |
| | Percentage of people aged 65+ receiving free personal care at home Annual/Scottish Government Statistics | 6.2% receiving free personal care at home | Maintain levels at 7% | Maintain levels at 7% |
| Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible) | <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 assessed needs. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Promoting Community Learning Action Plan 2007-11 – <u>East Ayrshire Community Plan: Promoting Community Learning Action Plan</u> • East Ayrshire Community Plan: Eliminating Poverty Action Plan 2007-11 - <u>Eliminating Poverty Action Plan 2007-11</u> • Joint Futures arrangement for Health and Social Care • National Standards for Community Engagement - <u>http://www.scdc.org.uk/national-standards-community-engagement/</u> | | | |

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

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 area of '**Urban Vacant Land and Derelict Land**' in East Ayrshire has declined from 332 hectares in 2005 to 312 hectares in 2008.
2. The total number of '**Listed Buildings**' in East Ayrshire was 745 in 2008.
3. There are 24 conservation areas (7 of which are 'outstanding'), 2 special areas of conservation, 1 special protection area, 20 sites of special scientific interest and 128 provisional wildlife sites.
4. LEAMS Index (monitored by Keep Scotland Beautiful) score for cleanliness of local authority streets has increased from 69 in 2005/06 to 71 in 2007/08.

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|---|------------------------|---|--|
| The natural and built environment through sustainable development improved | Percentage vacant and derelict urban land Annual/East Ayrshire Council | 7.2% (2007) | Reduction to 6.5% by 2011 | Reduction to 5% by 2015 |
| | Total of new woodland created each year in hectares (ha) Annual/Forestry Commission | 715 ha | Increase by 310 ha per year up to 2011 | Increase woodland cover by 25% by 2050 (Scottish Government national target) |
| Number of empty and run down properties, through regeneration of town centres and villages reduced (FSF) | Number of vacant and derelict town centre buildings Annual/East Ayrshire Council | 210 (November 2006) | Reduction to 160 vacant and derelict town centre buildings by 2011 | 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 | Improve the index recorded to 72 by 2011 |

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| <p>Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)</p> | <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, particularly through the Kilmarnock Conservation Area Regeneration Scheme (CARS) and Townscape Heritage Initiative and Cumnock CARS; • implementing other priority regeneration projects throughout East Ayrshire; • 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). <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Improving the Environment Action Plan 2007-11 - <u>Improving the Environment Action Plan 2007-11</u> • East Ayrshire Local Plan - <u>East Ayrshire Local Plan</u> |
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(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

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. In 2008, 26% of respondents considered their town or village as a **'Very Good Place to Live'** and 46% of respondents considered their town or village to be a **'Good Place to Live'**.
2. Four ceremonies are provided on an annual basis for individuals who wish to become British citizens.
3. **'Gaelic Provision'** is available in schools to everyone who has an interest in the language.

| 4 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|--|------------------------|--------------------------------------|---------------------------------------|
| 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 | Increase by 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 | Improve by 2011 |
| Citizenship Ceremonies provided for those wishing to become British citizens | Percentage of customers satisfied with the ceremony process Annual East Ayrshire Council | 100% (2007/08) | Maintain standard | Maintain standard |
| Number of children in Primary 1 entering Gaelic Medium Education increased | Number of children accessing Gaelic Medium Education Annual/East Ayrshire Council | 24 | Increase by 2% by 2011 | Increase by 3% by 2015 |

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| <p>Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)</p> | <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. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Improving Opportunities Action Plan 2007-11 - <u>Improving Opportunities Action Plan 2007-11</u> • Local Transport Strategy • Regional Transport Strategy - <u>http://www.spt.co.uk/rts/index.aspx</u> • Transport Outcome Report – <u>http://www.spt.co.uk/rts/index.aspx</u> |
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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 and 41.8% in 2007/08. 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.

1. The number of schools registered for the Eco-School Programme increased from 62 in 2006 to 70 in 2008; and 95% progressing toward eco-schools status.

| 3 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|--|---|--|--|--|
| Amount of waste recycled and re-used increased | Proportion of municipal waste recycled Annual/East Ayrshire Council | 36.6% | Increase recycling rates to 43% by 2010; and 45% by 2011 | Increase recycling rates to 50% by 2013; and 60% by 2020 |
| | Tonnage of biodegradable municipal waste land filled Annual/East Ayrshire Council | 29,920 tonnes (2006) | Reduction to 29,177 (2.5%) tonnes by March 2010; and 25,935 (13%) tonnes by March 2011 | Reduction to 19,451 (35%) tonnes by 2013; and 13,704 (54%) tonnes by 2020. |
| | Percentage of educational establishments involved in waste minimisation through the Eco-School Scotland programme Annual East Ayrshire Council | 36% of educational establishments registered for the Eco-School Scotland programme | Increase registration to 100% of educational establishments with 70% Bronze Award 40% Silver Award 15% Green Flag Status | Increase number of educational establishments actively involved in waste minimisation and sustainable development through the Eco-School Award Scheme |
| Environmental effect of transport improved by developing a transport system that meets national, regional and local needs | Percentage of journeys to work made by public or active transport Every 2 years/Scottish Household Survey | 29% journeys made by public or active transport (2005/06) | Increase the number of journeys using public or active transport by 2011 | Increase the number of journeys using public or active transport to 33% by 2015 |
| Energy performance of housing stock increased (measured by the Reduced Standard Assessment Procedure) | Percentage of housing stock that meets the Reduced Standard Assessment Procedure Annual/East Ayrshire Council | 70.6% (January 2009) | Increase to 72% by 2011 | Increase to 73% by 2013 |

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| <p>Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)</p> | <p>In East Ayrshire, Community Planning Partners are committed to improving the environment by:</p> <ul style="list-style-type: none"> • ensuring that Council housing meets the Scottish Housing Quality Standard by 2015; • promoting the eco-school programme in our educational establishments; • 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. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Improving the Environment Action Plan 2007-11 - <u>Improving the Environment Action Plan 2007-11</u> • East Ayrshire Local Plan - <u>East Ayrshire Local Plan</u> |
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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;
- North West Kilmarnock Area Centre, the most ambitious co-location development in Ayrshire, to date; and, most recently,
- Stewarton Area Centre.

| 1 Local Outcomes | Indicator/s Frequency/Type/Source | Baseline at 2006/07 | 'Progress' target/s to 2010-11 | 'End' target/s Direction of travel |
|---|--|--------------------------|---|---|
| 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 | Increase the number of co-location facilities established by 2011 |
| | 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 | Scoping study for a co-location facility for the community progressed by 2011 |

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| <p>Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)</p> | <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. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none">• East Ayrshire Community Plan 2003-2015 - East Ayrshire Community Plan |
|--|---|

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 their effect on the local environment.

It is the intention of the Council and its partners to report annually on a suite of indicators that best demonstrate internal and external performance. National Outcome 15, therefore, becomes an additional barometer of how successful we have been in delivering National Outcomes 1 to 14.

The 2008 Direction from the Accounts Commission, covering the reporting year 2009/10, requires councils to report on 25 existing National Statutory Performance Indicators (indicated by 'NS' below), and on a 'basket' of performance information identified at a local level to complement those prescribed nationally, and to reflect local circumstances (indicated by 'LS' below). This local information is a mixture of specific indicators and links to existing suites of indicators that are currently submitted to national bodies by services.

Table 1 contains the Corporate Management National SPIs for the Council. It should be noted that in some instances it is not possible to compare the 2009/10 SPIs with data from previous years.

Table 2 contains the Service Performance National SPIs for the Council. As above, in some instances it is not possible to compare the 2009/10 SPIs with data from previous years.

Table 3 shows the framework that will be used to report Local Corporate Management performance information with both high level indicators and links to suites of performance information. The Council is currently agreeing those indicators and information suites that will constitute our local performance information for 2009/10. Not all information will be available for previous years.

Table 4 will contain the Local Service Performance SPIs. As above, the Council is currently agreeing those indicators and information suites that will constitute our local performance information for 2009/10. Not all information will be available for previous years.

Table 1 – National Statutory Performance Indicators: SPI 1

| Reporting Areas / Indicators | Quartile | | | | Comments |
|---|----------|-------|-------|-------|--|
| | 06/07 | 07/08 | 08/09 | 09/10 | |
| SPI 1 CORPORATE MANAGEMENT - Each council will report a range of information, sufficient to demonstrate that it is securing Best Value in relation to: | | | | | |
| Responsiveness to communities | | | | | There are no National SPIs in this area |
| Revenues and service costs | | | | | |
| NS1 No. of invoices paid within 30 calendar days of receipt as a percentage of all invoices paid. | 2 | 2 | | | |
| NS2 Cost per dwelling of collecting Council Tax. | 1 | 4 | | | |
| NS3 Income due from Council Tax for the year, net of reliefs and rebates, and the percentage of that which was received during the year. | 4 | 4 | | | |
| Employees | | | | | |
| NS4 The average number of working days per employee lost through sickness absence for: | | | | | |
| (a) Teachers. | 1 | 2 | | | |
| (b) All other local government employees. | | | | | Not available for previous years. |
| NS5 (a) The number of the highest paid 2% of earners among council employees that are women. | | | | | Changed indicator |
| (b) The percentage of the highest paid 2% of earners among council employees that are women. | 3 | 4 | | | |
| (c) The number of the highest paid 5% of earners among council employees that are women. | | | | | Changed indicator |
| (d) The percentage of the highest paid 5% of earners among council employees that are women. | 2 | 3 | | | |

| Reporting Areas / Indicators | Quartile | | | | Comments |
|--|----------|-------|-------|-------|---|
| | 06/07 | 07/08 | 08/09 | 09/10 | |
| Assets | | | | | |
| NS6 Proportion of operational accommodation that is: | | | | | |
| (a) In a satisfactory condition. | 1 | 1 | | | |
| (b) Suitable for its current use. | 2 | 3 | | | |
| Procurement | | | | | There are no National SPIs in this area |
| Sustainable Development | | | | | There are no National SPIs in this area |
| Equalities and diversity | | | | | |
| NS7 (a) Number of council buildings from which the council delivers services to the public. | | | | | Changed indicator |
| (b) The percentage of these in which all public areas are suitable for, and accessible to, people with a disability. | 3 | 3 | | | |

Table 2 - National Statutory Performance Indicators: SPI 2

| Reporting Areas / Indicators | Strategic Objective | Quartile | | | | Comments |
|---|---|----------|-------|-------|---|-------------------|
| | | 06/07 | 07/08 | 08/09 | 09/10 | |
| SPI 2 SERVICE PERFORMANCE - Each council will report a range of information sufficient to demonstrate that it is securing Best Value in providing the following services (in partnership with others where appropriate): | | | | | | |
| Benefits Administration | | | | | | |
| NS8 Gross cost per case for benefits administration. | Wealthier & Fairer | 3 | 2 | | | |
| Community Care | | | | | | |
| NS9 (a) The number of people aged 65+ receiving homecare. | Healthier Safer & Stronger | | | | | Changed indicator |
| (b) The number of homecare hours per 1000 population aged 65+. | | 1 | 2 | | | |
| (c) As a proportion of homecare clients aged 65+ , the number receiving: | | | | | | |
| (i) Personal care. | | 2 | 2 | | | |
| (ii) A service in the evenings / overnight. | | 1 | 1 | | | |
| (iii) A service at weekends. | | 1 | 1 | | | |
| Criminal Justice Social Work | | | | | There are no National SPIs in this area | |
| Cultural and Community Services | | | | | | |
| NS10 Number of attendances per 1,000 population for: | | | | | | |
| (a) Pools. | Healthier Smarter | 4 | 4 | | | |
| (b) Other indoor sports & leisure facilities, excluding pools in a combined complex. | | 2 | 2 | | | |
| NS11 (a) The number of visits to/usages of council funded or part funded museums per 1,000 population, and, | | 1 | 1 | | | |
| (b) The number of those visits that were in person per 1,000 population. | | 1 | 1 | | | |
| NS12 The number of visits to council libraries per 1,000 population. | | 4 | 4 | | | |

| Reporting Areas / Indicators | Strategic Objective | Quartile | | | | Comments |
|---|--|----------|-------|-------|--------------------------|--|
| | | 06/07 | 07/08 | 08/09 | 09/10 | |
| Planning | Wealthier & Fairer Greener | | | | | |
| NS13 (a) The number of householder planning applications determined during the year, and | | | | | | Changed indicator |
| (b) The proportion that were dealt with within two months. | | 3 | 2 | | | |
| (c) The number of non-householder planning applications determined during the year, and | | | | | | Changed indicator |
| (d) The proportion of that were dealt with within two months. | 4 | 2 | | | | |
| The Education of Children | Smarter | | | | | There are no National SPIs in this area |
| Child protection and children's social work | Safer & Stronger | | | | | There are no National SPIs in this area |
| Housing and homelessness | Wealthier & Fairer Safer & Stronger Greener | | | | | |
| NS14 (a) The number of the council's housing stock meeting the Scottish Housing Quality Standard by criteria. | | | | | | New indicator 08/09 |
| (b) The proportion of the council's housing stock meeting the Scottish Housing Quality Standard by criteria. | | | | | | New indicator 08/09 |
| NS15 Rent arrears: | | | | | | |
| (a) Current tenant arrears as a percentage of the net amount of rent due in the year. | | 1 | 1 | | | |
| (b) The percentage of current tenants owing more than 13 weeks rent at the year end, excluding those owing less than £250. | | 1 | 1 | | | |
| (c) The proportion of those tenants giving up their tenancy during the year that were in rent arrears. | | 4 | 4 | | | |
| (d) The average debt owed by tenants leaving in arrears, as a proportion of the average weekly rent. | | 1 | 1 | | | |
| (e) The percentage of arrears owed by former tenants that was either written off or collected during the year. | | 3 | 4 | | | |
| NS16 Homelessness secure permanent / secure temporary accommodation): | | | | | | |
| (a) The number of households assessed during the year. | | | | | | Changed indicator |
| (b) % decision notifications issued within 28 days of initial presentation. | | | | | | Changed indicator |
| (c) The % who are housed. | | | | | | Changed indicator |
| (d) % of cases reassessed within 12 months of completion of duty. | 4 | 4 | | | | |
| (e) The proportion of those provided with permanent accommodation in council stock who maintained their tenancy for at least 12 months. | | | | | Changed indicator | |
| NS17 Total rent loss due to voids expressed as a % of the total amount of rent due in the year. | 2 | 2 | | | | |

| Reporting Areas / Indicators | Strategic Objective | Quartile | | | | Comments |
|--|--|----------|-------|-------|-------|-------------------|
| | | 06/07 | 07/08 | 08/09 | 09/10 | |
| NS18 Response repairs to council houses: | Wealthier & Fairer Safer & Stronger Greener | | | | | |
| (a) Number of response repairs completed during the year. | | | | | | Changed indicator |
| (b) Overall % of repairs completed within the target times. | | | | | | Changed indicator |
| (c) Repairs categories used by the council and the target times for each. | | | | | | Changed indicator |
| NS18 Managing tenancy changes: | | | | | | |
| (a) Stock which is not low demand: number of dwellings that were re-let within the following time bands: | | | | | | |
| (i) Less than 2 weeks. | | | | | | Changed indicator |
| (ii) 2-4 weeks. | | | | | | Changed indicator |
| (iii) 5-8 weeks. | | | | | | Changed indicator |
| (iv) 9-16 weeks. | | | | | | Changed indicator |
| (v) More than 16 weeks. | | | | | | Changed indicator |
| (vi) Average re-let times. | | | 1 | 1 | | |
| (b) Low demand stock: number of dwellings that were re-let within the following time bands: | | | | | | |
| (i) Less than 2 weeks. | | | | | | Changed indicator |
| (ii) 2-4 weeks. | | | | | | Changed indicator |
| (iii) 5-8 weeks. | | | | | | Changed indicator |
| (iv) 9-16 weeks. | | | | | | Changed indicator |
| (v) 17-32 weeks. | | | | | | Changed indicator |
| (vi) 33-52 weeks. | | | | | | Changed indicator |
| (vii) More than 52 weeks. | | | | | | Changed indicator |
| (viii) Average re-let times. | | | | | | Changed indicator |
| (c) For low demand stock: | | | | | | |
| (i) The number remaining un-let at year end. | | | | | | Changed indicator |
| (ii) The average period these dwellings had been un-let at year end. | | | | | | Changed indicator |
| (d) The number of dwellings considered to be low demand at year end. | | | | | | Changed indicator |
| (e) The number at d) above considered to be low demand at start of the year. | | | | | | Changed indicator |
| (f) The number at d) above that were not actively being re-let because they were subject to a disposal strategy. | | | | | | Changed indicator |
| Protective services | | | | | | |
| NS19 Domestic Noise Complaints: | | | | | | |
| (a) The number of complaints of domestic noise received during the year: | | | | | | |

| Reporting Areas / Indicators | Strategic Objective | Quartile | | | | Comments |
|--|---|---|-------|-------|-------|---------------------|
| | | 06/07 | 07/08 | 08/09 | 09/10 | |
| (i) Settled without the need for attendance on site. | Safer & Stronger Healthier Greener | | | | | Changed indicator |
| (ii) Requiring attendance on site and not dealt with under Part V of the Antisocial Behaviour etc (Scotland) Act 2004. | | | | | | Changed indicator |
| (iii) Dealt with under Part V of the Antisocial Behaviour etc (Scotland) Act 2004. | | | | | | Changed indicator |
| (b) For those in (a)(ii) and a) (iii) above, the average time (hours) between the time of the complaint and attendance on site. | | | | | | Changed indicator |
| NS20 The number of Trading Standards complaint and advice requests received, and the proportion completed within 14 days: | | | | | | Changed indicator |
| (i) Consumer complaints - number. | | N/A | 4 | | | New indicator 07/08 |
| (ii) Consumer complaints - proportion completed within 14 days. | | | | | | Changed indicator |
| (iii) Business advice requests - number. | | 1 | 1 | | | |
| (iv) Business advice requests - proportion completed within 14 days. | | | | | | Changed indicator |
| Roads and lighting | | Safer & Stronger Greener | | | | |
| NS22 The percentage of the road network that should be considered for maintenance treatment. | 3 | | 3 | | | |
| Waste Management | Healthier Greener | | | | | |
| NS23 The net cost per premises for | | | | | | |
| (a) Refuse collection. | | 2 | 2 | | | |
| (b) Refuse disposal. | | 3 | 3 | | | |
| NS24 The percentage of municipal waste collected during the year that was recycled or composted. | | 1 | 1 | | | |
| NS25 The cleanliness index achieved following inspection of a sample of streets and other relevant land. | 3 | 3 | | | | |

Table 3 - Local Statutory Performance Indicators: SPI 1

| Service Areas | Results | | | Links to suites of indicators |
|--|---------|-------|-------|-------------------------------|
| | 07/08 | 08/09 | 09/10 | |
| Corporate Management SPI 1 - Each council will report a range of information, sufficient to demonstrate that it is securing Best Value in relation to: | | | | |
| Responsiveness to Communities | | | | |
| LS1 | | | | |
| LS2 | | | | |
| Revenues and Service Costs | | | | |
| LS3 | | | | |
| LS4 | | | | |
| Employees | | | | |
| LS5 | | | | |
| LS6 | | | | |
| Assets | | | | |
| LS7 | | | | |
| LS8 | | | | |
| Procurement | | | | |
| LS9 | | | | |
| LS10 | | | | |
| Sustainable Development | | | | |
| LS11 | | | | |
| LS12 | | | | |
| Equalities and Diversity | | | | |
| LS13 | | | | |
| LS14 | | | | |

Table 4 - Local Statutory Performance Indicators: SPI 2

| Service Areas | Strategic Objective | Results | | | Links to suites of indicators |
|---|--|---------|-------|-------|-------------------------------|
| | | 07/08 | 08/09 | 09/10 | |
| Service Performance SPI 2 - Each council will report a range of information sufficient to demonstrate that it is securing Best Value in providing the following services (in partnership with others where appropriate): | | | | | |
| Benefits Administration | Wealthier & Fairer | | | | |
| LS15 | | | | | |
| LS16 | | | | | |
| Community Care | Healthier Safer & Stronger | | | | |
| LS17 | | | | | |
| LS18 | | | | | |
| Criminal Justice Social Work | Wealthier & Fairer | | | | |
| LS19 | | | | | |
| LS20 | | | | | |
| Cultural and Community Services | Healthier Smarter | | | | |
| LS21 | | | | | |
| LS22 | | | | | |
| Planning | Wealthier & Fairer Greener | | | | |
| LS23 | | | | | |
| LS24 | | | | | |
| The Education of Children | Smarter | | | | |
| LS25 | | | | | |
| LS26 | | | | | |
| Child Protection and Children's Social Work | Safer & Stronger | | | | |
| LS27 | | | | | |
| LS28 | | | | | |
| Housing and Homelessness | Wealthier & Fairer Safer & Stronger Greener | | | | |
| LS29 | | | | | |
| LS30 | | | | | |
| Protective Services | Safer & Stronger Healthier Greener | | | | |
| LS31 | | | | | |
| LS32 | | | | | |
| Roads and Lighting | Safer & Stronger Greener | | | | |
| LS33 | | | | | |
| LS34 | | | | | |
| Waste Management | Healthier Greener | | | | |
| LS35 | | | | | |
| LS36 | | | | | |

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