North Ayrshire Community Planning Partnership
Single Outcome Agreement
2013-17
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Purpose and Scope of SOA

Community Planning is about working together to deliver better services and to improve the lives of the North Ayrshire population. The purpose of the Single Outcome Agreement (SOA) is to outline how we are going to achieve this. It sets out a vision for North Ayrshire, priorities to be addressed and outcomes to be achieved. Actions illustrate the steps to be taken towards realising these outcomes. Indicators show how we will measure progress.


This SOA uses a model of high level outcomes to be achieved over the next ten years, related intermediate outcomes covering a three year period and corresponding indicators. An annual Action Plan will be produced to ensure that we deliver on our agreed outcomes. This will include targets for the indicators and the resources required to deliver the actions.

It should be highlighted that individual Community Planning partners undertake a range of work which, while not detailed within this SOA, support the delivery of our outcomes. The focus within the SOA is on partnership actions.

The Scottish Government and COSLA published guidance to CPPs in December 2012. The purpose of the SOA as outlined in the guidance is reflected in this SOA. An evidence based approach to drive improvement in meeting the differing needs of local populations has been used and there is focus upon reducing outcome gaps within populations and between populations. This is evident in the adoption of the Neighbourhood Planning Approach which is described later in this document. Clear performance commitments that will lead to demonstrable improvements in North Ayrshire residents’ lives are detailed in the range of performance indicators outlined under each priority area. Early intervention and prevention has been identified as a key theme within the SOA and further information on the approach used by the CPP is summarised on page 10. The CPP has identified priorities for improving the lives of North Ayrshire residents. Measures to be taken to improve partnership working and use resources more effectively are also outlined in later in this document.
Our shared vision of ‘North Ayrshire – A Better Life’ is about championing and developing the positive aspects of life in North Ayrshire, whilst also working hard to remove poverty and disadvantage in all of its forms. North Ayrshire offers many advantages over other areas – such as the attractive and unique local environment, many areas of affordable housing, good development potential, and some good transport links. The area therefore offers people ‘a better life’ than many others. However there are also individuals and communities in North Ayrshire who face many disadvantages in their lives, for example in accessing better employment and training, in enjoying better health and wellbeing, in receiving better care and support services. As community planning partners, we have a role to play in helping these people achieve ‘a better life’.

The three CPP priority areas do not operate in isolation. There are many interrelationships between the priorities and their combined contribution will help to achieve ‘North Ayrshire – A Better Life’.

There are three overarching themes within the SOA:
- **Reducing local inequalities of outcome**
- **Building community capacity**
- **Prevention and early intervention**

These themes are evident within the outcomes under the three priorities.
The Scottish Index of Multiple Deprivation

The Scottish Index of Multiple Deprivation (SIMD) has provided useful information about the comparative position of North Ayrshire and the rest of Scotland.

The December 2012 publication showed that there are persistent issues in relation to employment and income deprivation (with North Ayrshire being 4th highest, and equal 3rd in Scotland respectively in these domains). North Ayrshire has 46 datazones in the 15% most deprived in Scotland, an increase of 3 since the last SIMD was published in 2009.

As can be seen from the map the deprived datazones are concentrated in the Three Towns (Saltcoats, Stevenston and Ardrossan) (19), Irvine (16), Garnock Valley (6) and Kilwinning (5).

In relation to the health domain there has been a significant increase in the number of datazones in the 15% most deprived. Conversely there has been a large decrease in the number of datazones in 15% most deprived in relation to the education domain and access to services domain. There has also been an increase regarding the crime domain. This information has reinforced the three priority areas identified by the CPP. Going forward there are significant concerns about the impact of the welfare reform programme locally and its impact on issues of deprivation.
### An Understanding of Place

North Ayrshire has an ageing population, as shown in the table below.

#### Change in Local Population 2001-2011 by Age Group

<table>
<thead>
<tr>
<th></th>
<th>Popln. (All Ages)</th>
<th>0-4yrs</th>
<th>5-15yrs</th>
<th>16-24yrs</th>
<th>25-64yrs</th>
<th>65-74yrs</th>
<th>75yrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arran</td>
<td>5299</td>
<td>-26.2</td>
<td>-21.6</td>
<td>45.3</td>
<td>1.6</td>
<td>15.2</td>
<td>34.7</td>
</tr>
<tr>
<td>Irvine</td>
<td>39003</td>
<td>1.1</td>
<td>-20.3</td>
<td>5.6</td>
<td>-6.4</td>
<td>17.9</td>
<td>25.6</td>
</tr>
<tr>
<td>Kilwinning</td>
<td>15081</td>
<td>1.9</td>
<td>-22.8</td>
<td>5.0</td>
<td>-6.5</td>
<td>17.7</td>
<td>30.3</td>
</tr>
<tr>
<td>Three Towns Garnock</td>
<td>30966</td>
<td>2.4</td>
<td>-21.0</td>
<td>12.0</td>
<td>-5.9</td>
<td>14.7</td>
<td>12.5</td>
</tr>
<tr>
<td>Valley</td>
<td>20059</td>
<td>-0.4</td>
<td>-14.3</td>
<td>5.9</td>
<td>-5.7</td>
<td>8.5</td>
<td>17.3</td>
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<tr>
<td>North Coast</td>
<td>24722</td>
<td>14.8</td>
<td>1.9</td>
<td>17.2</td>
<td>7.8</td>
<td>23.8</td>
<td>8.7</td>
</tr>
<tr>
<td>North Ayrshire</td>
<td>135130</td>
<td>2.3</td>
<td>-16.9</td>
<td>9.6</td>
<td>-3.6</td>
<td>17.3</td>
<td>17.8</td>
</tr>
</tbody>
</table>

Population statistics for intermediate areas are based on current 2001-11 mid-year estimates issued by GROS and published on the Scottish Neighbourhood Statistics website. These are for the purposes of reporting data at small area level pending issue of Census Key Statistics tables for lower geographies in Spring 2013.

#### Unemployment

North Ayrshire has persistent issues of unemployment. As a snapshot the unemployment claimant count at February 2013 reflecting the January 2013 position showed that 6.8% of the resident working age population were unemployed. This is the highest level in Scotland, above that of West Dunbartonshire (6.5%), East Ayrshire (5.8%), Dundee (5.6%) and Glasgow (5.5%)

#### Life Expectancy

There is significant variation in life expectancy across North Ayrshire. Following the SIMD analysis of male and female life expectancy has taken place. Within each neighbourhood area, the intermediate zone with the respective lowest and highest values within its boundary have been highlighted.

In terms of male life expectancy, the lowest values were found in the Irvine Fullarton community (62.1 years), while the highest male life expectancy was recorded for the Kilwinning Whitehurst Park area (86.8 years). The difference between these values is 24.7 years, just under the 25.2 years calculated between the lowest and highest values across the Ayrshire & Arran NHS Health Board area. Across the neighbourhoods, Kilwinning held the highest disparity for male life expectancy (19.6 years), while the lowest disparities were recorded for Garnock Valley (8.5 years) and Arran (4.4 years).

In terms of female life expectancy, the lowest values were found in the Irvine Fullarton community (68.2 years) while the highest values were recorded for the Fairlie & Rural area (88.9 years) within the North Coast neighbourhood. The North Ayrshire difference between the highest and lowest values was 20.7 years, 1.1 years below the differential for Ayrshire & Arran (21.8 years). Higher life expectancy values in Kilwinning Whitehurst Park sustains the Kilwinning neighbourhood as the area with the greatest life expectancy inequality for females (19.3 years).

Additional statistical information on North Ayrshire is available on the CPP website: at [www.north ayrshire.gov.uk/communityplanning](http://www.north ayrshire.gov.uk/communityplanning)
An Understanding of Place – How the CPP Identifies Local Strengths and Key Areas for Improvement

This SOA reflects the needs of North Ayrshire. It builds on local strengths and identifies key areas for improvement.

North Ayrshire CPP in conjunction with the Improvement Service has identified particular issues of inequalities facing different areas and population groups within North Ayrshire. In order to tackle this the CPP have agreed to adopt a Neighbourhood Planning Approach. These inequalities are reflected in the results of the 2012 SIMD as outlined on the previous page.

The specific challenges relating to employment and economic growth in North Ayrshire have been identified within the North Ayrshire Economic Development and Regeneration Strategy 2010-20 devised by the Training and Employment Research Unit of the University of Glasgow. A Board to deliver this strategy has been established and the private business sector feeds into the CPP through this Board.

A key tool for the CPP to engage with North Ayrshire residents is the Peoples Panel. This is a panel of 2000 North Ayrshire residents who are demographically representative of the adult population. The panel is surveyed annually and focus groups are carried out. The survey covers a wide range of topic areas and has informed the development of this SOA.

In 2012 a series of development days were held for the CPP Board. This allowed the full range of CPP partners to share their organisation’s experience and knowledge of North Ayrshire, the challenges facing the area, partnership working opportunities and identify priorities for this phase of the SOA.

Third sector input to the SOA has primarily been through the Third Sector Interface (TSI). The TSI is represented on the CPP Board and has established a mirror structure to the CPP for third sector organisations. This has allowed input from a range of third sector perspectives.

The North Ayrshire population is represented by Elected Members on North Ayrshire Council. There is Elected Member input across CPP groups and representation on the CPP Board. Differing perspectives have been fed into SOA in this way.
Overarching Themes Within Single Outcome Agreement:

- Reducing Local Inequalities of Outcome - The Neighbourhood Planning Approach
- Building Community Capacity and Community Engagement
- Prevention and Early Intervention

Reducing Local Inequalities of Outcome - The Neighbourhood Planning Approach

The neighbourhood planning approach is about ensuring that public sector resources are targeted at those local areas most in need in North Ayrshire, delivering successful outcomes for our local communities.

In September 2012, the CPP Board approved the introduction of six new neighbourhood planning areas including Arran, Irvine, Kilwinning, Three Towns, Garnock Valley, and North Coast, West Kilbride & Cumbraes. As part of implementing this approach, a community needs analysis is being undertaken to provide the partnership with essential profiling data to guide priority investment. A comparative analysis of key social, economic, educational and environmental data across the neighbourhoods will help in identifying areas of priority need and areas where there is evidence of positive socio-economic trends. A coherent assessment of local conditions will in turn inform the Partnership in relation to the planning and targeting of resources. Findings from the first ‘Areas of Family Resilience (AFR) report will act as a pilot for a regular sequence of neighbourhood profiles to be launched and published via a dedicated CPP website. Also available to the CPP will be a “Neighbourhood Statistics” database which will act as a single repository for a range of key partner data. The database will act as a central resource for the Partnership to enable a wide range of statistics to be brought together for analysis, reporting and secondary use.

The partnership is also undertaking a related resource re-alignment programme. This will involve partners exploring opportunities for joint working and developing operational plans which propose more co-located integrated teams across suitable locations.

The neighbourhood planning approach works across the three CPP priorities to focus partner resources in order to reduce local inequalities of outcome.

The SOA Action Plan 2013-14 will include a section on Neighbourhood Planning and will identify the actions to be taken in that period.
Building Community Capacity and Community Engagement

Capacity building helps to develop adaptive communities. It supports people to be confident, skilled and active members of the community and to have more influence. It also helps them to access resources and deliver services effectively and it helps community organisations to plan, manage and assess their work effectively.

Community engagement is central to this process. The Community Planning Partnership Community Engagement Strategy was approved by the CPP Board on 6th December 2012. An Action Plan is being drawn up in consultation with the CPP’s lead officer for Community Engagement (a representative of the Third Sector Interface). The CPP is committed to ensuring that community engagement is at the heart of planning for the needs and aspirations of communities.

Community capacity building themes in North Ayrshire include:
- Community empowerment, including through community asset transfer
- Cultural partnerships, including creative and heritage strategies
- Community sports and club development
- Work with and support to the Third Sector.

Community capacity building activity in North Ayrshire includes:
- Support to community groups and associations
- Environmental projects
- Arts, festivals and heritage community projects
- Work with young people
- Work with older people
- Black and ethnic minority groups
- Community and voluntary sector training.

The SOA Action Plan 2013-14 will include a section on the Community Planning Community Engagement Strategy and will identify actions to be undertaken in that period. Actions under the three CPP priority areas also support building community capacity and community engagement. Related indicators and associated targets will also be outlined in the Action Plan.
Prevention and Early Intervention

The CPP is committed to early intervention and prevention and to increasing the pace of change in achieving this shift in priorities. This is defined as: “Actions which prevent problems and ease future demand on services by intervening early, thereby delivering better outcomes and value for money”.

Children and Young People

The CPP’s Early Intervention and Prevention Programme was developed by the Child & Public Protection Chief Officers Group. The Programme aims to improve the outcomes for vulnerable children in North Ayrshire. It currently includes 7 projects to develop Parenting Programmes; enhance Early Years Centres; deliver a new Family Support Service; integrate services in a Multi Agency Domestic Abuse Response Team; improve the permanent care of children; implement a Family Nurse Partnership programme; and support the Asset Based Community Development (ABCD) Project.

The Programme is being funded by CPP partners over the next three years. In North Ayrshire £920,000 was allocated to the Early Intervention and Prevention programme by the Council in 2012/13. The Council has increased its funding by £1.1 million in 2013/14 which brings its total investment in 2013/14 to £1.8 million. This increases to £2.1 million in 2014/15, which is in addition to significant new resources and developments within NHS Ayrshire and Arran and Police Scotland. Within the programme there will be £400 000 spent each year on the new Family Support Service and a further £360 000 on direct support to vulnerable families in 2014/15. A new Parenting Coordinator will be involved in delivering parenting programmes at a cost of £100 000 each year and a further £228 000 has been committed to develop capacity building with parents. Enhancing the integration of support through Early Years Centres to provide health, parenting and money advice is another key aspect of the programme, costing £372 000 in 2014/15. The Scottish Government have committed £1.6 million to implement the Family Nurse Partnership in Ayrshire over the three year period of 2012/13 to 2014/15. This programme should assist in ensuring that we deliver services that work in improving the outcomes for vulnerable children and young people.

The Programme Board set up to monitor progress is developing the programme’s outcomes and an evaluation framework to measure progress. The CPP Board is participating in the national Early Years Collaborative to learn about and share effective, evidence-based practice across Scotland.

A leadership retreat is planned for chief officers on 27 & 28 June 2013 to consider further means of increasing early intervention and the pace of change in the shift towards prevention across the CPP. The sustainability and mainstreaming of funding for the various elements within the early intervention and prevention programme will also be considered.

There has also been considerable progress made over the last year in reducing the number of young people involved in re-offending through the Early and Effective Intervention model. Mentoring schemes, Youth Structured Deferred Sentences and various other youth diversion activities have also been successful in reducing the number of young people becoming involved in the criminal justice system.

The diagram overleaf illustrates these programmes, the groups targeted and the lead agencies involved.
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<tr>
<th></th>
<th>Pre-Birth – 1 year</th>
<th>1 year – 30 months</th>
<th>30 months – 8 Years</th>
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<tbody>
<tr>
<td><strong>Family Nurse Partnership</strong></td>
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<tr>
<td><strong>Assistant Nurse Practitioners</strong></td>
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<tr>
<td><strong>Vulnerable Pregnancy Service</strong></td>
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<tr>
<td><strong>Social Workers</strong></td>
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<tr>
<td><strong>Family Care Workers</strong></td>
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<tr>
<td><strong>Early Years Day Carers</strong></td>
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<tr>
<td><strong>Psychological Services</strong></td>
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<td><strong>Home/School Workers</strong></td>
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<tr>
<td><strong>Nurture Support</strong></td>
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<td><strong>CAMHS</strong></td>
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<tr>
<td><strong>Speech and Language Therapists</strong></td>
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<tr>
<td><strong>ABCD Project</strong></td>
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<td><strong>Health Visiting team</strong></td>
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<tr>
<td><strong>Maternity Services</strong></td>
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<th><strong>NHS</strong></th>
<th><strong>Council</strong></th>
<th><strong>Voluntary Sector</strong></th>
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Older People

We have been “Reshaping Care for Older People” services supported by the £2.24million Scottish Government Change Fund resource to focus care and support away from institutional settings to older people's homes and the communities in which they live. Working with the Third Sector Interface we have been focussed on building community capacity by extending lunch clubs and providing additional information and advice on prevention services available in local communities. Our focus on falls prevention working with KA Leisure has been delivering Invigorate falls prevention classes for older people across North Ayrshire. The partnership has also supported the development of a North Ayrshire dementia support service working with older people with dementia and their carers to sustain independence in the home. We are also supporting the Carers Centre with an older peoples worker and our Older People Housing Strategy is focussed on prevention approaches and early intervention.

The voluntary sector will continue to be involved in supporting this preventative work. North Ayrshire Women’s Aid, for example, is introducing a Children’s Experiencing Domestic Abuse Recovery (CEDAR) project and Action for Children has been delivering “Roots of Empathy” classes to Primary School children.

This approach extends across the three CPP priorities. In relation to employability there is a focus on young people developing their skills through the enterprise education programme and the Employment and Skills Pathway into Key Sectors. Increased support is being given to new businesses to ensure sustainability through the New Business Support Programme.

Actions to deliver early intervention and prevention are evident within the SOA Action Plan 2013-14 with associated indicators and targets. The CPP Board will receive reports on progress in developing these early intervention and prevention approaches, with a particular focus on improving outcomes.
Relationship to National Outcomes and National Policy Priorities

The December 2012 guidance to Community Planning Partnerships advises that CPPs should have a common and sharp focus on six key national priorities. There is also a link between North Ayrshire’s agreed outcomes and National Outcomes. This “Golden Thread” can be seen below.

A Working North Ayrshire

- Jobs density in North Ayrshire increases.
- Worklessness is at the Scottish level and there is less inequality within North Ayrshire

- Economic recovery and growth
- Employment

- We live in a Scotland that is the most attractive place for doing business in Scotland
- We realise our full economic potential with more and better employment opportunities for our people
- We have tackled the significant inequalities in Scottish society
A Healthier North Ayrshire

Children’s health and wellbeing is improved by breaking the cycle of poverty, inequality and poor outcomes.

Adults and older people in North Ayrshire live healthier and more active lives.

North Ayrshire high level outcomes

Early years

Health inequalities and physical activity

Improving outcomes for older people

National policy priorities

Our children have the best start in life and are ready to succeed.

We have tackled the significant inequalities in Scottish society.

We live longer healthier lives.

Our people are able to maintain their independence as they get older, and are able to access appropriate support as they need it.

National Outcomes
North Ayrshire is a safer place to live

North Ayrshire residents feel safer and communities are empowered

Safer and stronger communities, and reducing reoffending

We live our lives safe from crime, disorder and danger
In relation to our three priorities we have identified targets to be achieved over a ten year period.

A Working North Ayrshire

- Jobs density in North Ayrshire increases by 33%
- Worklessness is at the Scottish level and there is less inequality within North Ayrshire

A Healthier North Ayrshire

- Children's health and wellbeing is improved by breaking the cycle of poverty, inequality and poor outcomes
- Life expectancy in the most deprived areas of North Ayrshire increases

A Safe and Secure North Ayrshire

- Crimes of violence will be reduced by 5%
- Three out of four North Ayrshire residents feel safe in their communities after dark
Key Achievements 2012/13

- Over 1600 unemployed beneficiaries supported through employability programmes and over 950 supported into employment to date.
- A youth employment strategy for North Ayrshire developed and £828,000 additional funding received to develop youth employment programmes, a suite of youth employment initiatives developed and delivered.
- Two business gateway contracts successfully tendered. 168 new business start-ups in 12/13. Over 300 businesses receiving general business support and financial support through business development advisers.
- The creation of a new tourism strategy for Ayrshire & Arran and a new pan-Ayrshire tourism team. Olympic-class sailors from 24 countries competed at the 470's European Championships at Largs.
- Programme of Streetscene improvements delivered in Kilbirnie and Beith. Shopfront scheme delivered in Largs and Beith.

Key Ambitions 2013-17

- We will increase the numbers of the working age population in employment.
- A broad spectrum of sustainable jobs will be created.
- Our young people will be well prepared to obtain and sustain a positive destination including self employment.
- Enterprises will be supported to grow.
- The benefits of Enterprise Area status will be realised through attracting life science companies to Irvine.
- Town centre improvements will be implemented to attract business and inward investment.

Key Challenges 2013-17

- The key challenge to be addressed in North Ayrshire in terms of regeneration is increasing employment.
- This includes growing the business base, reversing unemployment, improving competition and “in-demand” skills and reducing the number of deprived areas in North Ayrshire.
- Ensuring that we have the local skills needed to attract and create employment is another key challenge.
In order to build on these achievements, address these challenges and realise these ambitions North Ayrshire CPP have identified outcomes we aim to achieve for “a Working North Ayrshire”.

High level outcome: **Jobs density increases**

**INTERMEDIATE OUTCOMES**

- The current business base is encouraged to move up the value chain and high-level activities and jobs are attracted to North Ayrshire.
- Support is given to the creation of distinctive and vibrant town centres and mechanisms to encourage spend in North Ayrshire are established.
- Connections to neighbouring areas, the West of Scotland, Scotland, the UK and internationally are improved.
- Clear statements of North Ayrshire’s offer are developed and the area is promoted effectively to individuals, businesses and Government.

**INDICATORS** (please note that although indicators are noted as corresponding to specific outcomes some indicators, such as employment levels, are applicable to more than one outcome)

- GVA per employee (annual)
- Median earnings for NA residents who are employed (annual)
- Median earnings for workforce based in NA (annual)
- Town centre vacancy rates (annual)
- Mix of retail, leisure and commercial base in town centres (annual)
- Visitor numbers (annual)
- Export levels from North Ayrshire (annual)
- Broadband connectivity rate (annual)
- Employment rate (quarterly/annual)
- VAT/PAYE registered businesses per 10 000 population (annual)
- Scottish Government funding received (quarterly/annual)
- Resident confidence about the future wellbeing and economic prospects of local area (annual)
High level outcome: Worklessness is at the Scottish level and there is less inequality within North Ayrshire

INTERMEDIATE OUTCOMES

- The number of jobs is increased through a coordinated approach that encourages start-up, supports existing business to grow and attracts businesses to North Ayrshire.
- An accessible and seamless pathway of services into sustainable employment to help workless residents, including young people, is provided.
- Demand for skills and training amongst employers and residents is stimulated.
- Deprived areas are transformed by developing a customised approach for each area.

INDICATORS (please note that although indicators are noted as corresponding to specific outcomes some indicators, such as employment levels, are applicable to more than one outcome)

- Jobs density (annual)
- Business density (annual)
- Employment levels of disabled people (annual)
- Percentage of population (16 to 64) with low or no qualifications (annual)
- Percentage of population (16 to 64) in receipt of out of work benefits (quarterly/annual)
- Youth claimant count (quarterly/annual)
- Youth claimant count (quarterly/annual)
- Percentage of school leavers in positive and sustained destinations (annual)
- Attainment of national qualifications by S4 (annual)
- Attainment of national qualifications by S5 (annual)
- Attainment of national qualifications by S6 (annual)
- Number of datazones in the most deprived 15% (SIMD)
A Healthier North Ayrshire – Key Achievements, Ambitions and Challenges

**Key Achievements**

- The national delayed discharge target has been achieved consistently since 2008 and we are now working to the revised 4 week target.
- Creation of Local Operational Teams (LOTs) in our five mainland neighbourhoods and one island community providing multi-disciplinary early intervention and prevention approaches supporting older people to remain supported at home.
- 50% reduction in care at home services for some older people following the involvement of Integrated care and Enablement Services, 50% increase in supported hospital discharges using Integrated care and Enablement Services.
- Increase of 250 service users for enhanced telecare services.
- Implementing Early Intervention and Prevention Programme for children’s services by delivering 450 staff trained in parenting approach, Family Support Service commissioning completed, multiagency domestic abuse response team in place and Family Nurse Partnership implemented.
- Alcohol and Drug Partnership has focused on recovery through the inclusion of a methadone and alcohol cessation pilot initiative in order to support total abstinence and community engagement and has developed a multi agency one stop shop partnership to provide female clients with a wide range of support e.g. general health checks, sexual and mental health, addiction, housing and money matters.
- Reductions in length of stay for older people over 75 years in hospital.

**Key Ambitions**

- Our ambition is to ensure a nurturing early environment for all young children in order to improve their resilience and life chances. Through our early intervention and prevention programme we will work with parents, families and communities to achieve this.
- Emergency hospital admissions are a significant issue for North Ayrshire. Working in partnership we will implement strategies to prevent these crisis situations.
- We will support older people to remain fit and active in their communities. We will work together in commissioning services for them to provide a seamless and integrated service and to increase older people’s choices and control over their future care.
- We will work in partnership to support the integration of health and social care to deliver on nationally agreed outcomes.

**Key Challenges**

- Reducing the 15 year gap in life expectancy between those living in the poorest and wealthiest areas of North Ayrshire is our key challenge. Health inequality is strongly linked to poverty, employment and to our earliest experiences, influencing these will help to close this gap.
- Reducing alcohol and drug misuse, smoking, and obesity, and promoting good mental health are our priorities. There has been significant progress made in some areas but these remain major challenges for improving health.
- The pensionable age population is predicted to rise by 26.6% over the next 20 years. Providing support to older people to maintain their health and fitness so that they are less vulnerable to falls and other accidents and are less likely to need an emergency admission to hospital will be vital.
In order to build on these achievements, address these challenges and realise these ambitions North Ayrshire CPP have identified outcomes we aim to achieve for “a Healthier North Ayrshire”.

High level outcome: **Children’s health and wellbeing is improved through breaking the cycle of poverty, inequality and poor outcomes**

**INTERMEDIATE OUTCOMES**

- Children and young people are nurtured and parents are supported
- Children and young people are safe, healthy, active, aspiring and achieving
- The life chances of vulnerable children and young people are improved

Please note that the outcomes in relation to “a Working North Ayrshire” also have a significant role to play in tackling child poverty

**INDICATORS**

- Percentage of children in poverty (annual)
- Percentage of newborn children exclusively breastfed at 6-8 weeks (annual)
- Appropriate birth weight for gestational age (annual)
- Percentage of children with a healthy weight in P1 (annual)
- Percentage of children with dental decay in P1 (annual)
- Number of children pre-birth to 8 looked after at home/accommodated (quarterly/annual)
- Children (pre birth to 8) referred to reporter on care and protection grounds (quarterly/annual)
- Pregnancy rates, per 1000 population among under 16 year olds (annual)
High level outcome: **Adults and older people in North Ayrshire live healthier and more active lives**

### Intermediate Outcomes

- People are healthier and experience fewer risks as a result of alcohol and drug use
- People are more active more often
- Health inequalities have reduced
- Older people are more active and independent within their communities
- Mental wellbeing is improved

### Indicators

- Rate of alcohol related hospital admissions per 100,000 population (annual)
- Pool/leisure centre attendances (quarterly/annual)
- Sporting participation (annual)
- Number of sessions within the Active Schools Programme (quarterly/annual)
- Total Number of participants in KA Leisure programmes and activities (quarterly/annual)
- % of pupils who responded “Agree” or “Strongly Agree” with the statement “I take part in out-of-class activities and school groups” in school review questionnaires (annual)
- % of “Active Schools” participants who indicated an improvement in their confidence as a result of participating in activities (annual)
- Self assessed health (annual)
- Life expectancy at birth (annual)
- Percentage of adult population who smoke (annual)
- Mortality rates per 100,000 for people aged under 75 in Scotland (annual)
- Emergency hospital admissions per 100,000 population (annual)
- Percentage of time in the last 6 months of life spent at home or in a community setting (annual)
- Percentage of older people (aged 65+) with intensive care needs (10+ hours) receiving Care at Home (quarterly/annual)
- Number of patients whose discharge is delayed over 4 weeks (quarterly/annual)
- Emergency inpatient bed day rate for people aged over 75 (quarterly/annual)
- Warwick-Edinburgh Mental Well-being Scale (WEMWBS) (annual) (comparison regeneration areas and rest of North Ayrshire)
A Safe and Secure North Ayrshire – Key Achievements, Ambitions and Challenges

Key Achievements

• The Multi Agency Problem Solving Group has continued to deliver and develop with consistent reductions in anti-social behaviour in the areas targeted
• The Safer Streets festive period campaign successfully engaged local licencees in order to deter offences at an early stage. Joint patrols by youth workers and police officers were effective at engaging young people.
• The Early and Effective Intervention approach has supported young people and reduced reoffending levels. To date, 131 young people have been supported with only 9 individuals reoffending.
• Show Bigotry the Red Card has been successfully implemented locally with North Ayrshire approach being showcased by the Scottish Government
• The Multi Agency Domestic Abuse Response Team has been established and early indications are that outcomes for those involved have been improved
• Performance in relation to fire safety has consistently exceeded target throughout the year
• The long term trend for the numbers of people killed or seriously injured in road accidents has been improving over recent years

Key Ambitions

• Crimes of violence and knife crime in particular will be reduced.
• Levels of crime detection will increase.
• Victims of domestic violence will experience an improved and integrated response from service providers.
• Local communities will be supported by both using an asset-based approach and delivering services on a locality planning basis.
• Public reassurance will be increased.

Key Challenges

• Whilst crime levels overall have decreased crimes of violence and, more specifically, violent assaults remain above the Scottish average.
• Levels of domestic abuse continue to be of concern.
• There are significant disparities between the most and least deprived areas of North Ayrshire with crime rates in the most deprived areas 9 times more than that in the least deprived areas.
In order to build on these achievements, address these challenges and realise these ambitions North Ayrshire CPP have identified outcomes we aim to achieve for “a Safe and Secure North Ayrshire”.

### High level outcome: North Ayrshire is a safer place to live

#### INTERMEDIATE OUTCOMES

- Levels of crime and anti-social behaviour have reduced and crimes being detected have increased
- Reoffending has reduced
- The harmful effects of drugs and alcohol are reduced
- Levels of domestic abuse have decreased and a higher level of support is provided to victims
- Road safety has improved
- Fire safety has improved

#### INDICATORS

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Reporting Period</th>
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<tbody>
<tr>
<td>Crimes of serious violence</td>
<td>quarterly/annual</td>
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<tr>
<td>No of common assault offences</td>
<td>quarterly/annual</td>
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<tr>
<td>No of publically reported incidences of anti-social behaviour</td>
<td>quarterly/annual</td>
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<tr>
<td>Number of antisocial behaviour complaints (serious and persistent)</td>
<td>quarterly/annual</td>
</tr>
<tr>
<td>Reconviction frequency rate</td>
<td>annual</td>
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<tr>
<td>Detections for drug supply</td>
<td>quarterly/annual</td>
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<tr>
<td>Detection rate for domestic abuse</td>
<td>quarterly/annual</td>
</tr>
<tr>
<td>No of victims of domestic abuse supported through Multi Agency Domestic Abuse Response Team</td>
<td>quarterly/annual</td>
</tr>
<tr>
<td>Number of people being asked about domestic abuse within NHS settings</td>
<td>6 monthly</td>
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<tr>
<td>Number of children/people killed-seriously injured in road accidents</td>
<td>quarterly/annual</td>
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<tr>
<td>Number of persons slightly injured in road crashes</td>
<td>quarterly/annual</td>
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<tr>
<td>No of fire related fatalities/casualties</td>
<td>quarterly/annual</td>
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<tr>
<td>No of dwelling fires</td>
<td>quarterly/annual</td>
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<tr>
<td>No of deliberate property fires</td>
<td>quarterly/annual</td>
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<tr>
<td>No of secondary fires</td>
<td>quarterly/annual</td>
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</tbody>
</table>
High level outcome: North Ayrshire residents feel safer and communities are empowered

<table>
<thead>
<tr>
<th>INTERMEDIATE OUTCOMES</th>
<th>INDICATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Fear of crime and antisocial behaviour has reduced</td>
<td>Percentage of residents within North Ayrshire who feel unsafe walking in their neighbourhood after dark (annual)</td>
</tr>
<tr>
<td>• More residents engage in community activities and volunteering</td>
<td>Percentage of young people within North Ayrshire who feel unsafe walking in their neighbourhood after dark (annual)</td>
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<tr>
<td></td>
<td>Number of deployments through Multi Agency Problem Solving Group (quarterly/annual)</td>
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<td></td>
<td>Percentage of adults giving up time to volunteer in the last 12 months (annual)</td>
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<td></td>
<td>Number of groups accessing support and guidance by Community and Culture (quarterly/annual)</td>
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<tr>
<td></td>
<td>Number of active volunteers who have participated in training delivered by Community and Culture (quarterly/annual)</td>
</tr>
<tr>
<td></td>
<td>Percentage of people who are involved locally with charities, clubs or organisations (annual)</td>
</tr>
<tr>
<td></td>
<td>Percentage of people who are involved locally with community/representative groups (annual)</td>
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Developing the CPP

A strong and effective Community Planning Partnership is essential if we are to achieve the outcomes set out in this SOA. Over the lifetime of this document work will be undertaken to develop the CPP.

The Economic Development and Regeneration Board has recently become part of the Community Planning structure. This group brings significant value to the CPP through its expertise on the challenges facing North Ayrshire in relation to economic regeneration and improving links to the private sector. The Working North Ayrshire high level and intermediate outcomes are closely aligned to the Economic Development and Regeneration Strategy.

The integration of adult Health and Social Care with the abolition of Community Health Partnerships and the creation of Health and Social Care Partnerships will have a significant impact on the CPP. Partnership discussions are ongoing with updates provided to the CPP Board.

In 2012 North Ayrshire CPP participated in the pilot audit of Community Planning by Audit Scotland. The Accounts Commission’s findings were published in March 2013. Following this the CPP will now agree an improvement plan. This will cover areas such as ensuring all partner work is aligned to the SOA priorities and improving management and scrutiny arrangements.

In 2013-14 the CPP will undertake a resource mapping exercise to identify the total resources available to all partners; and determine how resources can be targeted and aligned towards agreed SOA outcomes. This will be delivered by a multi-partner task and finish group.

Also within 2013-14 a Community Planning Organisational Development Plan will be developed. This will include opportunities for shadowing within partner organisations, joint leadership events and a programme of multi-agency self-evaluation. Further opportunities for partner staff joint training will be identified including the Community Planning training courses on an introduction to Community Planning and developing partnership working skills.