



Fair For All North Ayrshire: ONE YEAR IN



North Ayrshire
Community Planning Partnership

Fair for All North Ayrshire

Fair for All North Ayrshire isn't just a strategy. It is a commitment to a single vision; to reduce inequalities across North Ayrshire.

It is also a partnership. A multi-agency approach to tackling inequalities which draws in senior leaders from across public, private and voluntary agencies including North Ayrshire Council, NHS Ayrshire and Arran, Police Scotland, Ayrshire College, Department for Work and Pensions, Skills Development Scotland and Third Sector Interface.

By 2030, the aim is to create a North Ayrshire that is Fair for All.

And to do that, we pledge to tackle the root causes of all inequalities in North Ayrshire. Which is why, at its very core, Fair for All North Ayrshire focusses on five key areas – Health, Environment, Fairer Food, Economic Growth and Children.

These five separate, yet interlocked themes, have the greatest impact on the lives of those living in North Ayrshire. They often play a part in why some pupils get better school results than others, why some people have better jobs and higher incomes than others and why some people are healthier and expected to live longer than others.

By working together to address these issues, North Ayrshire can be a place where no one lives in poverty, where the economy is inclusive and where everyone has the same life chances to live fulfilling and healthy lives.

We may be early in the delivery of Fair for All but there has already been some significant work undertaken - and more in development. This document highlights the progress being made for each of the five Fair for All themes as well as some examples.



We have an ageing population:
30,000 people are aged **65+** and this is expected to increase to 35,000 within the next 10 years – that will be a quarter of North Ayrshire's population



We have high levels of deprivation:
34.6% of North Ayrshire's data zones lie within the 20% more deprived data zones in Scotland.



We have a huge health gap in our communities:
17.6 year gap for males
7.5 year gap for females
in life expectancy of those living in wealthiest and poorest areas in North Ayrshire.



Fair for All barriers

We have high levels of child poverty:
3 in 10 children   are living in poverty in North Ayrshire

We have high levels of unemployment:
 **North Ayrshire's unemployment rate is 5.7%** – one of the highest in Scotland.

We have the highest rate of avoidable deaths (ones that may have been prevented using either healthcare or public health interventions):
373 deaths per 100,000 in North Ayrshire classed as 'unavoidable' compared to the Scottish average of 301 per 100,000.

Health

Ambition: North Ayrshire residents will have improved health outcomes across their life course.

To do this we pledge to:

- Improve the mental health and wellbeing of our young people, particularly focusing on young carers
- Reduce the number of women smoking and/or drinking alcohol during pregnancy
- Have more people being more active, more often
- Have more woman breastfeeding their babies

So far we have:

- Developed and launched a multi-agency youth suicide prevention campaign titled, '13 ways to support your friend if they are struggling'.
- Introduced a Foetal Alcohol Strategy and accompanying parental support information aimed at raising awareness of the issues of drinking during pregnancy and the devastating impact it can have on both the mother and baby's life.
- Welcomed an Infant Feeding Co-ordinator at Ayrshire Maternity Unit who's developing new, innovative work in terms of educating parents on infant feeding. This will be built on through increased funding to:
 - Introduce one point of contact across Ayrshire for breastfeeding support
 - Increase access to breastfeeding support for parents of premature and sick babies
 - Increase access to antenatal support for all expectant parents
 - Positively influence community attitudes to breastfeeding in Ayrshire
 - Introduce two new infant feeding groups across Ayrshire – one of which will be on Arran
- Significantly increased the number of young people participating in Active Schools Programmes and the provision in sessions in Additional Support Needs establishments.



Case Study: Working together to prevent suicide

- Promoted healthy lifestyles through Ayrshire's Healthy Weight Strategy and North Ayrshire's Active Communities Strategy. Due to NHS Ayrshire & Arran and North Ayrshire Community Planning Partnership's collaborative working around obesity, North Ayrshire has been selected to become a demonstrator site for a wider systems approach to obesity prevention.
- Supported the use of the natural environment to improve people's health with:
 - **Ayrshire Central Woodland Walk** – transformed an inaccessible area of woodland into a site which can be used by patients for walking, taking in nature, spending time relaxing or recuperating in peaceful surroundings.
 - **North Ayrshire Green Health Partnership** – supported by Scottish Natural Heritage, Forestry Commission, NHS and Transport Scotland, the partnership aims to improve the health and wellbeing of communities by getting more people to be more active more often through activities such as community growing, walking, green gyms, volunteering and conservation.

'13 ways to support your friend if they are struggling' is a partner campaign which came to fruition in 2018 in a bid to prevent suicide in young people by raising awareness of the ways in which people can help.

The campaign draws on expertise from the Council, North Ayrshire Health and Social Care Partnership, NHS Ayrshire and Arran and Police Scotland.

Featuring and targeting young people, the campaign comprises a series of animations each with a poignant message providing different ways – both practical and emotional – in which young people can help a friend during difficult times.

The first of the 13 messages, which ran on social media over 13 weeks, was issued at the start of Suicide Prevention Week.

Cadely Paton was one of the young people involved in the campaign, she said:

“I want more young people to reach out and not be afraid to talk about difficult feelings they are experiencing.

I hope this campaign helps to raise awareness of the issue and the steps we can all take to identify and support a friend in need.”



Environment



Ambition: North Ayrshire residents have access to and enjoy a safe, quality environment and are given the opportunity to be included in the key decisions made about the community.

To do this we pledge to:

- Reduce the number of fuel poor households by 2,000
- Increase volunteering opportunities to engage with communities in improving open spaces
- Build 1,000 additional units of affordable social rented houses
- Increase to 90% the number of residents who feel safe and are satisfied with their neighbourhoods and open spaces



So far we have:

- Launched an ambitious Strategic Housing Investment Plan which aims to deliver more than 1,700 high-quality, affordable, energy-efficient social houses over the next five years – thought to be the biggest social housing programme in Scotland, if not the UK.
- Developed a free solar panel programme which will see 500 council homes installed with rooftop solar panels in 2018/19, reducing household energy bills by up to £115 in the first year alone.
- Piloted a Streetscene Participatory Budgeting initiative, giving residents in the Three Towns responsibility on how the grounds maintenance budget should be spent. Due to its success, the programme will be rolled out across North Ayrshire, giving communities a say on the £750,000 ground maintenance budget.
- Carried out multi-agency Environmental Visual Audits at seven key areas within North Ayrshire which have led to increased police patrols, fire safety assessments, assessments for CCTV placement, increased patrols for dog fouling and graffiti and litter removal.



Case study: Bogus crime crackdown

- Successfully completed 'Operation Moranda' – a joint campaign between Police Scotland and the Council's Protective Services aimed at identifying and reducing bogus crime.
- Had 832 fewer victims of crime, with crime levels dropping by 6.7% in 2017/18 as a result of partnership working.
- Seen a 4.1% reduction in domestic violence crimes in 2017/18, with 43 fewer victims, due to integrated focus on the issue.
- Developed a Prevention First approach to low level crime and antisocial behaviour resulting in a 14.8% reduction in disorder crimes during 2017/18, with 251 fewer victims. A key priority of the Prevention First group is to identify and respond to emerging needs, responding early to minimise the risk of crime, antisocial behaviour and accidental harm.

The game's up for rouge traders and cold callers operating in North Ayrshire. That's the message coming from a major crackdown on the area's fraudsters.

Operating under the guise 'Moranda', the joint campaign between Police Scotland and the Council's Protective Services aimed at reducing the amount people falling victim to unscrupulous tradesmen and women, mail and telephone scammers and dodgy dealers.

The crime busting operation was carried out in May (2018) – a time when the number of incidents of doorstep crime tends to increase.

It saw officers engage with local residents, community groups and third sector organisations to help detect this sort of crime while also raising awareness of the dangers.

During the operation, officers engaged with over 1,700 member of the public and issued preventative advice (leaflets, posters and letters).

They also interjected a live crime and stopped it in its tracks, when a vulnerable elderly woman was identified within her bank trying to lift money for a bogus workman.

Throughout the exercise, call blocking devices were provided free of charge to vulnerable adults across North Ayrshire. These devices send data back to a centralised point for analysis which is then used to target the perpetrators of bogus crime.

Fairer Food

Ambition: To enhance the well-being of individuals and communities through access to good food.

To do this we pledge to:

- Improve local awareness of and access to food related opportunities
- Engage with partners to improve and increase activities related to the production and distribution of good food
- Reduce the ecological footprint associated with food in North Ayrshire
- Improve the strategic approach to enable the development of a food strategy

So far we have:

- Established a North Ayrshire Food Forum – a network of schools, communities, local suppliers, retailers and businesses aimed at improving and increasing the activities related to the production and distribution of good food.
- Worked in partnership with the North Ayrshire Foodbank to develop cooking and food education initiatives focused on addressing the local food crisis, including:
 - **Heat and Eat** – designed to provide people with information on how to use cooking appliances efficiently and correctly.
 - **Junior Cooking** – sessions for young people to build their cooking capacity while learning about affordable, nutritious meal options.
- Conducted an extensive food mapping exercise identifying over 100 community food options in North Ayrshire. Using SIMD and Acorn data, this is being used to identify where need is and how to support or allocate resources to help reduce food inequalities and improve wellbeing.
- Established baselines for this new work around Fairer Food via the Peoples' Panel including access to food, household cooking, consumption of food and growing food.



Case study: Youngsters get taste for cooking

- Supported the expansion of Dalry Parklives to a locality-wide programme covering the Garnock Valley. The event brought the community together by offering free food and activity across the public parks in Dalry, Kilbirnie and Beith over the summer - delivering 9,125 meals to 5,985 people and bringing over 6,500 people to the local parks.
- Provided more than 15,300 meals (the highest to date) through the holiday school meals programme during 2018 as a result of extending the range of partners involved. Young people are currently in the process of redesigning and renaming the programme as part of the Year of Young People and Child Centred Council approach.
- Produced a paper auditing the current North Ayrshire summer programme which is being used as part of research Glasgow University is conducting around the cost of school holidays.
- Supported groups to deliver new weekend opportunities which have food as part of the offer. This follows research which revealed that there is a gap in food opportunities in North Ayrshire at the weekend.

'Bakers Dozen' and 'Would you like your own Chef's Hat' are two initiatives that form part of a new approach to securing a fairer food system in North Ayrshire.

That's because they centre on early intervention and education by targeting future cooks (young people of school age) and teaching them about affordable and nutritious meals through interactive cooking lessons.

The lessons, which run twice a week and offer 20 places each session, aim to build and inspire young people's capacity to cook while also informing them early on in life about the ways in which they can make healthy, nutritious meals – even on a budget.

Part of the Junior Cooking programme, the initiatives came to fruition thanks to a special partnership that has community cooking and food education at its heart.

The North Ayrshire Foodbank, local Chef Darren Fisher (of Garfield's Tapas in Ardrossan) and local baker Jason Williams are the masterminds behind the projects – with support from the Council's Food Development Officer and NHS Dietetics department.

Despite only being in the early stages, the feedback has already been overwhelmingly positive for young people and their parents/carers with parents commenting that they are now eating healthier food as a family as a result of their child's new-found knowledge and passion for cooking.



Economic Growth



Ambition: To be the most improved local economy in Scotland, with all sections of our communities benefiting from the growth.

To do this we pledge to:

- Improve the number of women in work relative to other local authority areas
- Improve employment rates for disabled people relative to other local authority areas
- Improve employment rates for care leavers
- Improve wage levels for females relative to other local authority areas
- Ensure people are informed about North Ayrshire's digital offer, in terms of available digital services, access and support
- Ensure people know where they can access and get support for digital activities such as accessing online services
- Ensure that all Community Planning Partnership Partners are supporting residents to be digital

So far we have:

- Supported over 1,200 people back into work through employability services and programmes, including:
Skills for Life – intensive six month mentored vocational placement provided to lone parents.
Family Futures – early years programme operating in nurseries to assist parents with their journey in to work, education or training.
We Work for Families – one-to-one specialist employability and skills services for residents from vulnerable families.
- Launched 'Better off North Ayrshire' – a service to offer financial support to help residents make the most of their money. Since its launch, Better off North Ayrshire has saved local residents £1,057,855.
- Committed to provide 250 Council Modern Apprenticeship opportunities for young people by 2020. So far, 169 apprenticeship placements have been created and filled.
- Received national recognition for ground breaking work around inclusive growth which aims to ensure all sections of the community aspire to achieve and benefit significantly from economic growth.



Case study: Employability programme gives people Skills for Life

- Introduced a new Supported Employment Team as part of a commitment to closing the disability employment gap and help more disabled people into sustained employment.
- Supported local businesses in the creation of 985 new jobs via Team North Ayrshire.
- Reopened Ardrossan Employability Hub (bringing the total number of hubs in North Ayrshire to five), providing residents in the town with a one-stop-shop for advice and support to secure a job.
- Agreed to progress measures which will support a Community Wealth Building programme for North Ayrshire. The focus of the work will examine how the Council can do more to maximise its economic impact, so that the local economy is more collaborative, inclusive and locally controlled.
- Delivered over 3,000 supported online sessions in local libraries to increase digital participation.
- Produced a new digital strategy 'Smarter Ways of Working: a digital strategy for North Ayrshire', recognising the importance of digital participation.

Skills for Life is an intensive skills and training programme that aims to help unemployed lone parents progress into employment.

Delivered over six months, Skills for Life participants first complete a skills and training academy at the Ayrshire College – gaining several formal SQA qualifications. They then progress onto a 26-week work placement with the Council to gain all important work experience.

Throughout the programme, each participant also receives expert advice and support on matters from childcare to budgeting, to help them overcome the many barriers they face in returning to work or venturing into employment for the first time.

Running since April 2017, 45 people have now completed the programme with 78% of participants going on to either secure employment or enrol in further education.

Agnese Perri, is one of the 45 Skills for Life graduates. Speaking about the programme, she said:

“The Skills for Life programme allowed me to achieve and stretch my goals by securing a permanent job. My priority of seeing my children happy and feeling more secure has been the greatest reward.

It has truly been one of the best things I have ever done – it helped me turn my life around.”

Children

Ambition: To support, nurture and encourage all our children to reach their full potential.

To do this we pledge to:

- Raise the attainment for our most disadvantaged children by 10%
- Increase to 90% the number of pre-school children who reach their developmental milestones
- Have 140 less children and young people classified as 'looked after' and those who are looked after will have improved outcomes



Case study: Working together to eradicate bullying

'Bullying; it's never acceptable' is the latest piece of work towards eradicating bullying from North Ayrshire's schools.

It recognises that bullying can have a huge negative impact on young people's potential and aims to make it clear that bullying behaviour will be recognised and challenged and not tolerated under any circumstances.

The strategy, which was written by young people, parents/carers and staff, provides advice and guidance to North Ayrshire schools and centres to ensure there is a consistent approach across all establishments.

It provides a structure to manage incidents of bullying and build positive relationships and emphasises the importance of staff training, schools' work with parents/carers and, most importantly, their engagement with young people.

It's the latest step taken to develop supportive and inclusive environments for North Ayrshire's young people to make sure that everyone feels safe, happy, healthy and secure.

So far we have:

- Received a glowing report from Education Scotland praising the vast work being carried out to improve learning, raise attainment and close the poverty-related attainment gap. Data demonstrates that when comparing the progress of pupils living in the most deprived areas to those in the least deprived, the poverty related attainment gap is narrowing.
- Expanded the number of 'nurture groups' across educational establishments to 20 primary school groups, seven secondary school groups and nine in early years centres. These nurture groups assess the learning and social and emotional needs of each young person and give whatever help is needed to remove the barriers to learning.
- Increased the number and range of work placements for young people with Additional Support Needs through partnership working between the Council and Ayrshire College.
- Improved partnership working with employers which has led to increased input from businesses in the school curriculum.
- Launched 'Bullying; It's Never Acceptable' – a new anti-bullying policy for North Ayrshire schools written by young people, parents / carers and staff.
- Expanded counselling services in all secondary schools with the introduction of nine school counsellors. In the last academic session (2017/18), 350 pupils had access the service and their responses indicate that the counselling has had a positive impact on mental wellbeing, reducing barriers to learning and improving social skills.
- Piloted a project which placed a team of social work staff in two schools to work exclusively with children and families where the child is either looked after, looked after and accommodated or potentially at risk of becoming so. The aim was to protect children and young people from harm, while promoting creative ways to improve health and wellbeing of children and families.
- Provided targeted training to school staff focused on tackling mental health, mindfulness and emotional wellbeing to increase their skills and confidence in delivering positive mental health interventions to pupils.

Fair for All Commission

North Ayrshire welcomed its first-ever Fair for All Commission Officer in 2018 to help make the area a fairer and more equal place to live.

The appointment follows start-up funding provided by the Scottish Government to make sure the voices of people with direct experiences of poverty are heard locally.

The role of the Fair for All Commission Officer, is to:

- Empower people, individually and collectively, to make positive changes in their lives and in their communities
- Embed engagement and participation practices and culture for those who experience poverty related issues and whose voices are least often heard
- Create and develop a Poverty Truth Commission organisation in North Ayrshire to address the barriers people face in life due to poverty. The group will gather evidence to create recommendations on how to make North Ayrshire 'Fair for All'
- Work with South and East Ayrshire, where appropriate, to ensure the successful advocacy of poverty issues to Scottish Government and other influences/partners

Over the next two years, this work will focus on 'giving a face to the facts' – ensuring that the movement to tackle poverty has those who experience it at its heart.

The Fair for All Commission Officer aims to establish 12 Community Commissioners – people who have or are experiencing poverty – who will share their stories and knowledge of the issues that affect them and others across North Ayrshire.

Working closely with them will be 12 Civic Commissioners – who can be anything from business leaders, policy developers, journalists, third-sector leaders – who can listen and try to find solutions to any of the issues that are encountered.

One of the anticipated outcomes for the Fair for All Commission is to improve sensitivity and effectiveness of the practices and services delivered by Community Planning Partners – bringing positive actions to address the causes and symptoms of poverty.

Fair for All mapping tool



Speaking about the work, Fiona Pow, North Ayrshire's Fair for All Commission Officer, said:

“I see the next two years as an opportunity to give people that haven't been heard a real voice for change.

The Black Civil Rights Movement in the USA would not have made progress has white people dominated its leadership. Similarly, the Feminist Movement would not have achieved what it has, had men been running the show. And so, a movement to tackle poverty needs to have people who experience it at its heart if real change is to be achieved – which is what my role as Fair for All Commission Officer is all about.”

The Fair for All mapping tool helps make best use of the information we hold and, in turn, helps to shape how we deliver our services.

It pulls together data which up until now, would have been held separately by each of the Fair for All partners, into one single tool that can be accessed by all.

The data tells a story of North Ayrshire's localities – from where the Council distributes its funds, to where crime is taking place and from where people are living shorter lives to where there are pockets of high unemployment.

When it comes to the Fair for All work, it allows us to examine this data and make more meaningful and informed decisions based on the facts.

By understanding and examining all of this information together, via one tool, services can be targeted to localities, towns, villages, streets or even the individuals who need it – creating a fairer and more equal society where everyone, with the right support, has the same life chances to lead fulfilling and health lives.

The tool is still a work in progress as we continue to develop and refine it. However, once finalised it will help us to determine if we are targeting our work in the right ways, and if not, how we can do just that.



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