

North Ayrshire  
**A Better Life**



*...working together*

## **North Ayrshire Community Planning Partnership**

### **Single Outcome Agreement**

### **Annual Report 2010/11**

September 2011



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## Welcome

Welcome to North Ayrshire Community Planning Partnership's Single Outcome Agreement Annual Report 2010/11.

This report is designed to tell you about our performance during the year. Our aims are set out in the Community Planning Partnership's Single Outcome Agreement 2009/12.

This report gives you details of key achievements, performance data and case studies. It also provides details on governance arrangements, performance management arrangements and community engagement.

We would like to hear what you think of our Annual Report. If you have any comments or suggestions please contact:

Anne Todd, Community Planning Team Leader on 01294 324715 or email [annetodd@north-ayrshire.gov.uk](mailto:annetodd@north-ayrshire.gov.uk)

A handwritten signature in black ink, appearing to read 'A Gallagher', with a long, sweeping horizontal stroke extending to the right.

Alex Gallagher

Chair, North Ayrshire Community Planning Partnership

# NORTH AYRSHIRE SINGLE OUTCOME AGREEMENT (SOA) ANNUAL REPORT 2010/11

## PROGRESS AGAINST OUTCOMES

### 1. Introduction

The Community Planning Partnership SOA replaced the previous Community Plan in 2009 as the Community Plan had been based on long-term Outcomes, supported by Indicators. It was therefore felt unnecessary to have both documents.

A SOA prioritisation exercise was undertaken in 2010/11 as it had been highlighted that the Community Planning Partnership (CPP) could make the SOA more 'deliverable' if there was a clearer articulation of their priorities.

The CPP Board approved the following three shared priorities at their meeting on the 17 December 2010:

- Tackling Worklessness
- Tackling Health Inequalities
- Tackling Community Safety

As part of the process for developing the SOA Action Plan 11/12 20 Local Outcomes from the 35 Local Outcomes in the SOA were identified as key to contributing to the delivery of the three shared priorities. Eighty nine indicators support these outcomes. The 2010/11 Annual Report is focused on these outcomes and indicators.

### 2. Outcomes

The report provides narrative against progress on the community planning priorities, local outcomes and indicators. Local outcomes have been aligned to the relevant national outcome and therefore the progress against local outcomes also indicate progress against the national outcome.

#### Long Term Trend

63% of all indicators are improving in the long term. This is a positive trend taking into account that several indicators, in particular health indicators are generational in nature and it is likely to be some years before the results are evidenced.

Of the 89 indicators grouped under the relevant community planning priority:

Tackling Worklessness (36 indicators)

- 50% (18) have met the target for 2010/11
- 5% (2) are significantly adrift of target for 2010/11 (the long term trend is worsening for these two indicators)
- 28% (10) are slightly adrift of target for 2010/11 (of these the long term trend is improving for five and worsening for five)
- 17% (6) will not be available until later in the year (of these the long term trend is improving for three and is worsening for three)

#### Tackling Health Inequalities (33 indicators)

- 24% (8) have met the target for 2010/11
- 9% (3) are significantly adrift of target for 2010/11 (of these the long term trend is improving for 1 and worsening for 2)
- 12% (4) are slightly adrift of target for 2010/11 ( the long term trend is worsening for these 4)
- 55% (18) will not be available until later in the year or beyond (of these the long term trend is improving for 9 and worsening for 9)

#### Tackling Community Safety (20 indicators)

- 75% (15) have met the target for 2010/11
- 15% (3) are significantly adrift of target for 2010/11 (of these the long term trend is improving for 2 and worsening for 1)
- 5% (1) is slightly adrift of target for 2010/11 (the long term trend is improving for this indicator)
- 5% (1) will not be available until later in the year (the long term trend is improving for this indicator)

### 3. Factors affecting Progress

#### **Economic Situation**

Factors affecting overall progress on the outcomes include the economic situation, which impacts not only on the economic outcomes, but also health, poverty, crime and other outcomes. Many of these, particularly around health, are long term outcomes and it is likely to be some years before the results of interventions are evidenced.

The Scottish Index of Multiple Deprivation (SIMD) 2009 indicated that North Ayrshire's relative position with the rest of Scotland, and the relative position of different areas within North Ayrshire has significantly changed, with a total of 43 data zones in North Ayrshire now within the most deprived 15% in Scotland, an increase of 10 data zones compared to 2006. North Ayrshire is now ranked fifth highest in Scotland in terms of the population living in these most deprived areas.

A Business Case for Change was presented to the CPP Board on 24 June 2010 before being presented to the Scottish and UK Governments to lobby for increased assistance and seeking 'special status' for the area.

Officers from North Ayrshire Council met with senior Civil Servants in Edinburgh in late 2010.

The Chief Executive, the Leader of the Council and Brian Donohoe MP presented key issues from the Business Case for Change directly to the Prime Minister in January 2011.

North Ayrshire Council met with Scottish Government Ministers in February 2011 as a result of which a Scottish Government/North Ayrshire Council joint working group was established to take forward the initiative.

The Economic Development and Regeneration Strategy 2010-2011 for North Ayrshire has been developed and approved. This will provide the Council and its partners with a clear vision for North Ayrshire over the next 10 years, a framework for

a more joined-up approach to economic development and regeneration and a process for effective implementation of the strategy.

### **Preventative spend**

Historically there has been a lack of focus on preventative spend. This is an area that is now being progressed by North Ayrshire Community Planning Partnership. In December 2010 the CPP Board agreed that its priorities in tackling health inequalities should be based on prevention with a particular focus on early years intervention, tackling worklessness and enabling older people to live full and active lives.

## **4. Qualitative Assessment**

### **4.1 Governance Arrangements**

The CPP during 2010/11 undertook a review of its governance arrangements alongside the SOA prioritisation exercise.

A revised streamlined structure which reflects the three agreed shared priorities was implemented from January 2011. The new arrangements put in place a structure which can deliver on the three shared priorities. The structure is illustrated in the diagram attached. In summary, the structure comprises the following:-

- CPP Board
- CPP Strategic Management Team
- Community Health Partnership (CHP) Committee
- CPP Strategic Partnerships – Economic and Learning, Safer North Ayrshire,
- CPP Community Engagement Reference Group
- CPP Community Engagement Network
- CPP Team

One of the recommendations from the Governance Review was that further examination of the role of Elected Members within the formal CPP structure including at Board level should take place with the aim of strengthening elected members engagement in community planning and ensuring political involvement and accountability.

This has been implemented by identifying Elected Member representation at Area Committee level for the CPP Board. Elected Members are also represented on the Community Health Partnership (CHP); Strategic Partnerships; Community Engagement Reference Group and the Community Engagement Network.

The structure at Board level has been further strengthened by inviting the Chief Executive of the Irvine Bay Urban Regeneration Company to become a member of the CPP Board and a representative from the newly established Third Sector Interface.

The Council's Strategic Corporate Management Team (SMT) which includes representatives from North Ayrshire Council, NHS Ayrshire and Arran, Strathclyde Police and Irvine Bay Urban Regeneration Company has replaced the previous CPP Management Group and is now part of the formal CPP structure. Membership of the SMT is relevant to delivering the agreed shared priorities.

Under the revised structure the three shared priorities are advanced by the Economic and Learning Partnership (Tackling Worklessness), Safer North Ayrshire Partnership

(Tackling Community Safety) and the Community Health Partnership (Tackling Health Inequalities).

#### **4.2 Best Value 2 (BV2)**

North Ayrshire Council received a BV2 Audit during 2010/11. The Audit (conducted between June and September 2010) focused in particular on a number of areas including the following that relate to the CPP:

- The impact of recent changes to local community planning arrangements.
- How well the Council, with its community planning partners, have responded to the challenges in delivering positive 'Healthy and Active' and 'Working and Training' outcomes for the people of North Ayrshire.

A number of community planning partners participated in the audit through interviews and focus groups. Partners included Strathclyde Police; NHS Ayrshire and Arran; Irvine Bay Regeneration Company; the Third Sector and KA Leisure.

The BV2 Report acknowledged:

- the work that has been undertaken to revise the CPP's priorities and streamline the original SOA Action Plan enabling it to more effectively focus on the priority areas and to respond to new challenges as required.
- the increase in elected member involvement in community planning and how this has been beneficial in supporting elected members as they further develop into their strategic role.
- the progress across the themes of Healthy and Active and Working and Training although recognizing the increasing levels of deprivation which make it challenging for the CPP to deliver on outcomes.
- that performance reporting arrangements require further development
- the Partnership has good arrangements in place for engaging with its communities including a People's Panel which it regularly uses for surveys and focus groups

North Ayrshire Council has produced an Improvement Plan in response to the areas for improvement identified in the BV2 Report. Those relevant to the Community Planning Partnership are:

- Produce a more streamlined SOA Action Plan for 2011/12 to align with the three new priorities
- Introduce a performance reporting programme for the CPP Board and Strategic Management Team
- Audit partnership working effectiveness in relation to resource input and outcomes for services and communities

#### **4.3 Performance Management**

The Covalent online monitoring and reporting system has been further developed in 2010/11. SOA indicators and actions are included and are reported via the system.

Separately from the online system, SOA performance reporting arrangements have been agreed by the CPP Strategic Management Team. These include quarterly progress reports being submitted to the CPP Strategic Management Team using a

“traffic light” system of red, amber and green to highlight actions which are significantly adrift of target, slightly adrift of target or on target. Actions causing concern are brought to the CPP Board’s attention when required.

In the final quarter of 2010/11 86.67% of actions were coded green, 11.11% amber, 1.48 % red and 0.74% Off Programme (action no longer part of Service programme).

Each Strategic Partnership is also tasked with delivering on the outcomes relevant to that Partnership and each Strategic Partnership receives a quarterly monitoring report on its actions.

The CPP Board and CPP Strategic Management Team receive quarterly progress reports from the CHP and from the Chairs of each Strategic Partnership on progress against delivering their outcomes, as well as progress on other joint working. The reporting template includes a section to highlight any cross-cutting issues which cannot be resolved alone.

The performance monitoring process is also strengthened by reports to the Council’s Scrutiny Committee on progress on the SOA Action Plan.

A review of indicators was undertaken in 2009 as it was considered that the original SOA document contained too many indicators in total and that some of the indicators were no longer appropriate or robust. A further review of indicators was undertaken in 2010/11 as part of the process for developing the SOA Action Plan 11/12. This identified a number of short term indicators which will allow the CPP to measure progress more effectively in delivery of the SOA.

## **5. Conclusion**

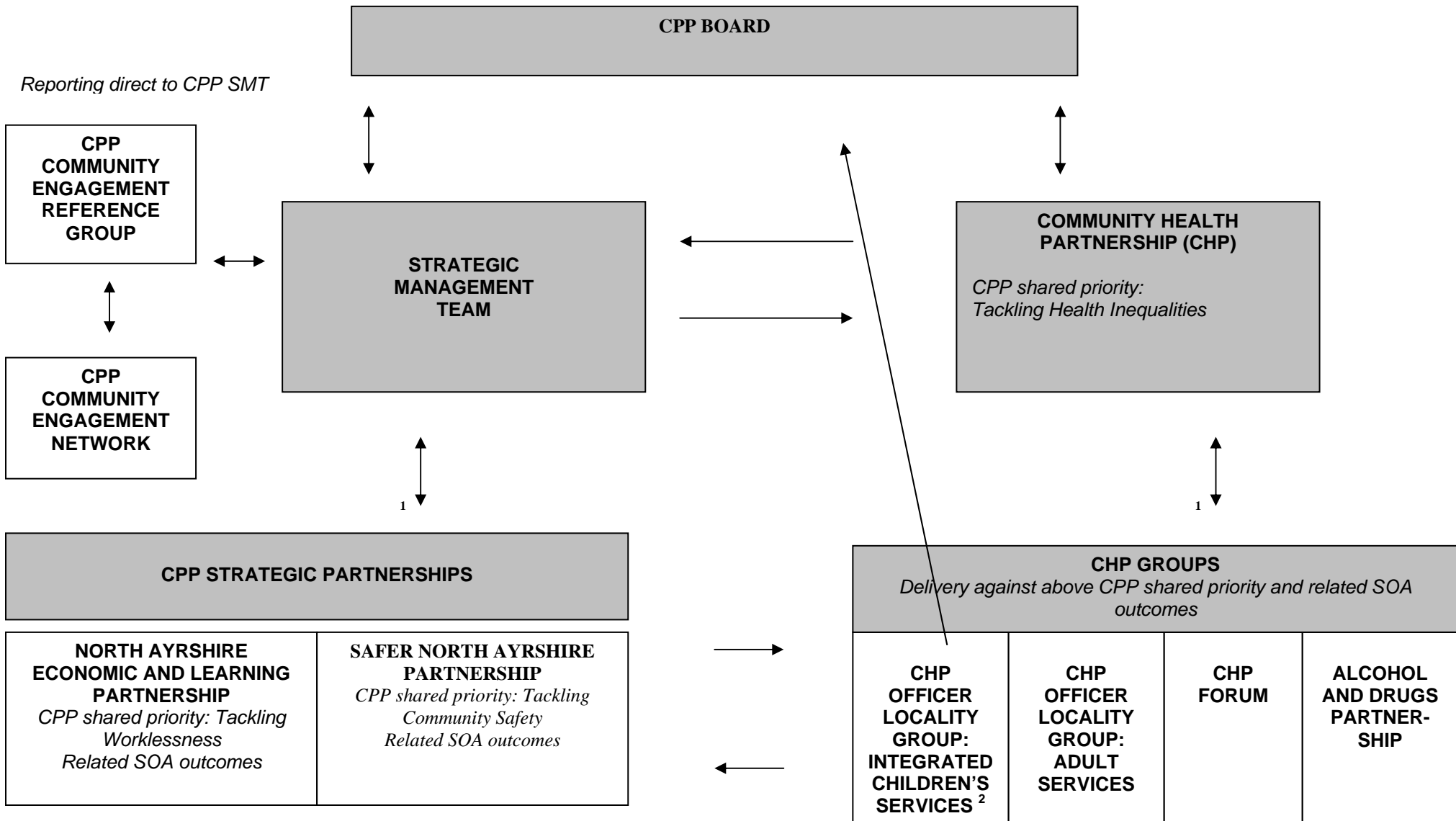
During 2010/11, the Community Planning Partnership has strengthened and matured. The CPP SOA and prioritisation exercise carried out in 2010/11 have given the Partnership at all levels a clear focus and purpose on delivering the outcomes for the residents of North Ayrshire.

Significant progress has been made towards the tackling community safety priority and associated local outcomes.

The economic situation, whilst presenting great challenges, has also given the CPP Partnership a focus and common purpose in addressing it.

In conclusion, it is considered that the outcomes approach has highlighted the need for joint working in North Ayrshire, but the statistics reveal that despite the efforts by the partners, North Ayrshire still faces significant challenges in terms of tackling health inequalities and worklessness.

**NORTH AYRSHIRE CPP: STRUCTURE**



1 - As appropriate the CPP Strategic Partnerships and CHP Groups – or their subgroups – may also report direct to partner organisations or direct to the CPP Board

2 – CHP Officer Locality Group: Integrated Children’s Services reports directly to North Ayrshire Council and the CPP Board



## Tackling Worklessness

This section provides information on key achievements made in 2010/11 and performance measures that highlight the direction of travel towards the priority of Tackling Worklessness.

- The Economic Development and Regeneration Strategy 2010-2011 for North Ayrshire has been developed and approved. This will provide the Council and its partners with a clear vision for North Ayrshire over the next 10 years, a framework for a more joined-up approach to economic development and regeneration and a process for effective implementation of the strategy.
- Work has been ongoing with public sector procurement partners through the Supplier Development Programme to promote contract tendering opportunities and provide targeted training to local small and medium enterprises.
- There has been continued advice provision, training and other start-up and business support using the Business Gateway model. A successful application was made for £100,000 LEADER funding over 2 years from 1 July 2010 to enhance the Business Gateway service offering on Arran and Cumbrae.

<b>Number of new businesses created via Business Gateway</b>
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<b>2009/10:</b>	<b>267</b>
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<b>2010/11:</b>	<b>272</b>
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- Opp2mise has continued to deliver business development and capacity building services to the social enterprise sector.
- £330 353 of new European Regional Development Fund monies were secured to continue to provide e-commerce advice and grant support through the Business Growth programme.
- The North Ayrshire Employability/European Programme 2010-11 was successfully delivered. 1120 Economic Development clients moved into work in 2010-11.

- The contract to deliver the Future Jobs Fund in North Ayrshire was successfully won and carried out.
- The use of community benefit clauses (specifically targeted training and recruitment) continued to be developed.

**Percentage of Economic Development clients moving into work**

**2009/10: 38%**  
**2010/11: 48%**

- The Curriculum for Excellence has been developed in North Ayrshire schools. There has been an increasing focus on the development of vocational and employability skills of pupils. Schools have introduced innovative models of curriculum delivery which ensure that skills for learning, life and work are being developed.
- Across Scotland, just under 87% of 2009/10 leavers are in positive destinations (higher education, further education, employment, voluntary work or training). This is up from 85.7% in 2008/9. In North Ayrshire 85.5% of school leavers are in a positive destination, up from 84.5% in 2008/9. Record numbers of young people are returning to school beyond their statutory leaving date.
  - The proportion of young people across Scotland entering further or higher education has risen from 61.9% in 2008/09 to 62.8% in 2009/10. In North Ayrshire the proportion of young people entering FE and HE has risen to 67.4%, substantially higher than the Scottish average, and the highest percentage ever in North Ayrshire
  - 13% of North Ayrshire school leavers entered employment compared to a Scottish average of 18.5%, a reflection of the current local economic climate.
  - In North Ayrshire the percentage of leavers who are unemployed and seeking work dropped from 13.5% to 11.5%
- The Pupil Support Service Extended Outreach Team, in partnership with secondary schools, continues to develop a range of supports to pupils identified as at serious risk of progressing to negative post school destinations.

**5 or more awards at SCQF Level 3 or better by the end of S4**

**2009/10: 95.1%**  
**2010/11: 95.4%**

- Strathclyde Partnership for Transport in partnership with North Ayrshire Council has improved access to health care facilities via public

transport, developed Quality Bus Corridors, and supported extensions to Park and Ride facilities.

**The percentage of people describing public transport to and from North Ayrshire as very or fairly convenient**

**2009/10: 66**  
**2010/11: 73**

- A range of work has been undertaken to promote North Ayrshire as a tourist destination. Marketing campaigns were carried out through Visit Scotland and North Ayrshire has been promoted to the leisure sailing market. Hosting the World Laser Championship sailing event led to £1.1 million being spent by participants in the Largs area.

**Tourism visitor expenditure**

**2009/10: £116.89m**  
**2010/11: £117.73M**

- A variety of measures have been undertaken to improve community capacity. North Ayrshire has an established a Youth Council, four representatives of which are members of the Scottish Youth Parliament. Two members also sit on the British Youth Council. The North Ayrshire Youth Council has representation from nine secondary schools in North Ayrshire; looked after and accommodated young people; young people with disabilities; young tenants; young Ethnic Minorities; young parents; young people in Further Education; Duke of Edinburgh Award participants and Dynamic Youth/Youth Achievement participants.

**Number of young people involved in youth forums and Youth Council**

**2009/10: 104**  
**2010/11: 177**

- Within North Ayrshire Youth Citizenship and Participation Structure sits North Ayrshire Youth Bank. North Ayrshire Youth Bank builds on young people's skills and experiences to enable them to give cash for action, funding young people's ideas for the benefit of North Ayrshire.
- Following a governance review the Community Planning Partnership has an increased focus on community engagement. The Community Engagement Reference Group's remit has been changed to reflect this.

- The Third Sector Interface within North Ayrshire has been developed. The Interface now has a seat on the CPP Board and it is envisaged that links between the third sector and the Community Planning Partnership will be strengthened through this development.
- The work of the PPF has been developed in 2010/11. North Ayrshire Public Partnership Forum (PPF) is a network of patients, carers, community groups, voluntary organisations and individuals who are interested in the development and design of local health and social care services. The PPF has supported the CHP to inform local people about the range and location of health and social care services in their area, involves patients, carers and members of the public in discussions about how to improve local health services and supports wider public involvement in planning and decision-making about services that are delivered locally. The PPF represents the public view at meetings of the CHP and other organisations and two members of the PPF Core Group sit on the CHP Forum. The PPF is also represented on the CPP Community Engagement Reference Group and Community Engagement Network.
- The People's Panel, which comprises 2,000 residents of North Ayrshire continues to operate with one survey held in 2010/11 and focus groups. All partners are consulted on questions which they would like to see in the surveys and the result of the surveys are presented to partners in written form, as well as in an all-partner briefing session. Partners can then use the results of the surveys to make changes to their services to reflect user needs. An Improvement Plan was produced following the survey to ensure that the People's Panel results are being used effectively.

<b>Percentage of respondents who volunteer or are involved in charities, clubs or organisations</b>	
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<b>2009/10:</b>	<b>31</b>
<b>2010/11:</b>	<b>31</b>

- As a result of the creation of the Community and Culture section within Education and Skills, an increased number of learners have accessed a broader range of opportunities. New contexts for learning have been developed to include libraries, schools, nurseries, the Harbour Arts Centre, the Heritage Centre as well as extending the number of community venues. The majority of the 5932 adult learners report increased skills, confidence and well-being as a result of their participation in programmes

## **Tackling Worklessness Case Study – The North Ayrshire Pipeline**

The North Ayrshire Employability Pipeline is a co-ordinated programme of inter-related activities aimed at addressing the very specific labour market challenges in North Ayrshire. The delivery of the Programme was publicly tendered and won by a range of local and national social enterprises. Delivery began in August 2008 and the programme ran until March 2011.

The Programme targeted the long term unemployed; clients with mental and physical health problems; lone parents and those with caring responsibilities; and the More Choices More Chances (MCMC) group.

Key outputs August 2008—March 2011




Output	Aug 08- Mar 09	Apr 09- Mar 10	Apr 10 – Mar 11	TOTAL
Clients entering training/education	833	1288	836	2957
Clients entering employment	558	1055	1073	2686
Clients in NEET group	246	293	115	654
Clients gaining qualifications	559	1355	978	2892
Clients aged 50 and over	126	342	316	784
Total number of clients supported	2033	2734	2514	7281








A successful application was made for continued funding of the Employability Programme to March 2013 under Priority 5 of the European Social Fund.

## Tackling Worklessness Outcomes and Indicators

National Outcomes	
1	We live in a Scotland that is the most attractive place for doing business in Europe
2	We realise our full economic potential with more and better employment opportunities for our people
3	We are better educated, more skilled and more successful, renowned for our research and innovation
4	Our young people are successful learners, confident individuals, effective contributors and responsible citizens
7	We have tackled the significant inequalities in Scottish society
11	We have strong resilient and supportive communities where people take responsibility for their own actions and how they affect others

North Ayrshire Outcomes	
1a	Transport links to and from North Ayrshire have improved
1b	North Ayrshire is a more attractive tourist destination
1c	North Ayrshire is a more attractive place to do business
1d	North Ayrshire has more of an enterprise culture
1e	Community capacity has improved
2a	More people are in work or training
4a	Levels of educational attainment and achievement have improved
4b	More young people are leaving schools for positive destinations
7b	Fewer people are living in poverty

Ref	Measure	Baseline / Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10	2010/11	2010/11			
1a1	Percentage of people in households describing public transport to and from North Ayrshire very or fairly convenient when travelling to the places they wish to visit	67	N/A	72	66	73	72			

ICON KEY	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline / Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10	2010/11	2010/11			
1b1	Tourism visitor numbers	N/A	889, 190	941, 770	1,114,330	1,142,420	Increase 5% per annum			
1b2	Tourist visitor expenditure	£111.29M	£105.10M	£112.18M	£116.89M	£117.73M	Increase 5% per annum			
1b3	Numbers employed in tourism industry	3244	3265	3130	3200	3199	Increase 5% per annum			
1c1	Number of new born businesses per 10,000 working age population <sup>1</sup>	36.4	43.8	41.9	32.1	Available Dec 2011	Increase			
1c2	Number of dead businesses per 10,000 working age population	32.7	31.4	33.9	38.8	Available Dec 2011	Decrease			
1c3	Number of surviving businesses per 10,000 working age population	355.1	365.5	372.3	369.2	Available Dec 2011	Increase			
1c4	Number of new businesses via Business Gateway <sup>2</sup>	N/A	N/A	271	267	272	234			
1d1	Number of new businesses per 10,000 working age population <sup>3</sup>	70.5	66.7	48.2	34.5	30.3	Increase			

<sup>1</sup> New businesses that had either turnover or employment at any time during the reference period

<sup>2</sup> While indicator 1c4 is exceeding target for 2010-11 and has a positive short and long term trend the other indicators in relation to new businesses (1c1 and 1d1) are showing a worsening long term trend. This is explained by the differences in scale, i.e. Business Gateway deals with only a proportion of the overall number of businesses in North Ayrshire. In addition in the current challenging financial climate an increasing number of potential new businesses are seeking the assistance of Business Gateway when setting up.

<sup>3</sup> New business start-ups based in Scotland that have opened accounts with any of the four Scottish Clearing Banks.

ICON KEY	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline / Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10	2010/11	2010/11			
11a1	Percentage of respondents who volunteer or are involved in charities, clubs or organisations	36	31	34	31	31	35			
11a2	Percentage of respondents who volunteer, organise or attend local community/ representative groups	21	20	21	17	18	22			
11a3	Number of young people involved in youth forums and Youth Council	100	117	119	104	177	Improve			
2a1	Percentage of working age population in employment	69.2	68.1	67.8	65.0	Available 12 Oct 2011	Increase			
2a2	Percentage of working age population claiming key benefits	20.7	19.8	21.7	22.5	22.2	Reduce			
2a3	Total population of North Ayrshire <sup>4</sup>	135,490	135,760	135,920	135,510	135,180	Maintain 2009/10 population			

<sup>4</sup> \*2006, 2007, 2008, 2008, 2010 Mid Year Estimates










ICON KEY	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline / Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10	2010/11	2010/11			
2a4	Dependency ratio (compares number of dependants (under 16 and pensionable age combined) to working age population) eg number of dependants/100 working age people	65 dependents/100 working age	65 dependents/100 working age	66 dependents /100 working age	67 dependents/100 working age	67 dependents/100 working age	Maintain 2009/10 dependency ratio			
3a1	Number of participants accessing Community and Culture Youth Programmes: Youth Work <sup>5</sup>	N/A	N/A	2,089	2,471	8,390	8,000			
3a2	Number of adults accessing Community and Culture Adult Learning Opportunities (Amended) <sup>6</sup>	1,036	1,019	1,104	1,000	5,932	6,000			

<sup>5</sup> The significant increase in number of participants in youth work programmes is as a direct result of more effective partnership working, particularly the youth diversion programmes that have been delivered jointly with Strathclyde Police, KA Leisure and Community Development Youth Work Services.








<sup>6</sup> The increase in the number of adult learners recorded in 2010/11 is due to improved joint working, adopting common recording practices and diversifying the opportunities offered to adult learners - including courses with literacy elements - as well as an increase in the range of learning locations, including libraries.










ICON KEY	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline / Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10	2010/11	2010/11			
3a3	Number of individuals accessing Community and Culture Adult Literacy programmes (Amended) <sup>7</sup>	1,408	1,427	1,178	1,000	1,754	1,000			
3a4	Percentage of people who have taken part in any training or learning experience in the last 2 years	34%	31%	29%	25%	25%	32%			
3a5	Number of participants accessing Community and Culture Youth Programmes: Work with Children <sup>8</sup>	N/A	N/A	3,486	3,990	37,800	30,000			

<sup>7</sup> The increase in the number of participants in Adult Literacy programmes reflects improved joint working with libraries in delivering specialist provision, such as ESOL (English as a Second or Other language), particularly to migrant workers.

<sup>8</sup> The sizable increase in numbers of children recorded is due to the new integrated approach to working with children in the schools, libraries, the Harbour Arts Centre and in community settings. It includes all supported study visits to libraries in which all schools participate on a regular basis and reflects the commitment of the new service towards working with children. However, due to the recent restructuring of Community and Cultural Services and the ensuing change in recording practices, figures for 2010/11 are not directly comparable with previous years








ICON KEY	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline / Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10	2010/11	2010/11			
3a6	Number of participants accessing Community and Culture information sessions and cultural events (Amended) <sup>9</sup>	N/A	N/A	9,278	8,831	31,414	30,000			
3b1	Number of young people progressing into work or further education through training programmes <sup>10</sup>	N/A	N/A	N/A	995	1,206	Improve			
3b2	Number of Economic Development clients moving into work	N/A	N/A	553	1,055	1,120	1,055			

<sup>9</sup> Due to the recent restructuring of Community and Cultural Services and the ensuing change in recording practices, figures for 2010/11 are not directly comparable with previous years.

However, there is a genuine increase in 2010/11, which is due to improved joint working and recording across the services now encompassed within Community and Culture. Joint planning and evaluation across Community and Culture affords a greater number and variety of opportunities and provides a baseline for future reporting.

<sup>10</sup> This covers young people progressing to employment, further education and attainment of a qualification (MA, Training for Work and Get Ready for Work).

ICON KEY	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline / Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10	2010/11	2010/11			
3b3	Percentage of Economic Development clients moving into work	N/A	N/A	34%	38%	48%	38%			
4a2 <sup>11</sup>	5 or more awards at SCQF Level 3 or better (by end of S4) (revised)	89.8%	88.4%	91.9%	95.1%	95.4%	95.5%			
4a3	5 or more awards at SCQF Level 4 or better (by end of S4) (revised)	69.4%	68.3%	73.2%	74.5%	73.5%	77%			
4a4	5 or more awards at SCQF Level 5 or better (by end of S4) (revised)	28.2%	26.5%	29.5%	29.7%	31.9%	31%			
4a5	3 or more awards at SCQF Level 6 or better (by end of S5) (revised)	17.1%	18.8%	17.6%	19.6%	19.5%	21%			
4a6	Percentage of all 16 or 17 year olds ceasing to be looked after at home and away from home attaining at least one SCQF Level 3 in any subject	41.9%	43.9%	52.5%	77.8%	Available Dec 11	N/A			

<sup>11</sup> Please note that for indicators 4a2 to 4a5 the 2010-11 figures are expected to increase post-appeal and consequently it is anticipated that the status icons and trend arrows will also improve.

ICON KEY	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	

Ref	Measure	Baseline / Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10	2010/11	2010/11			
4a7a	School exclusions (Number of incidents of exclusions per 1000 pupils) – Primary Schools <sup>12</sup>	15.79	15.82	14.39	6.24	10.00	10.00			
4a7b	School exclusions (Number of incidents of exclusions per 1000 pupils) – Secondary Schools <sup>13</sup>	210.88	183.00	131.02	104.81	82.8	90.00			
4a8a	School attendance (percentage attendance) - Primary Schools <sup>14</sup>	95.04%	94.77%	94.90%	94.69%	94.63%	95.00%			
4a8b	School attendance (percentage attendance) - Secondary Schools <sup>15</sup>	89.98%	90.70%	90.76%	91.50%	91.47%	92.00%			
4b1	Percentage of school leavers going into Employment, Education or Training	84.6%	85.9%	84.5%	85.5%	Available Dec 11	85%			




<sup>12</sup> As at end June 2011 – cumulative for school year 2010-11








<sup>13</sup> As at end June 2011 – cumulative for school year 2010-11

<sup>14</sup> As at end June 2011 – cumulative for school year 2010-11

<sup>15</sup> As at end June 2011 – cumulative for school year 2010-11

<b>ICON KEY</b>	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline / Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10	2010/11	2010/11			
7b2	Proportion of children living in households that are dependant on out of work benefits or Child Tax Credit	N/A	54	56	57.2 (18,100)	58.8 (18,600)	Reduce			

<b>ICON KEY</b>	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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## **Tackling Health Inequalities**

- Significant health inequalities cannot be addressed over a single year action plan or even over the lifetime of a Single Outcome Agreement. Reduction in inequalities related to health can best be seen over decades. Health inequalities are fully dependent on other life circumstances and as such there are considerable challenges to face in addressing them. Progress is being made however North Ayrshire still has significant issues to overcome; the CHP is fully committed to working with other CPP partners to achieve success.
- There have been advances in a number of areas of recent years; this can be seen in the latest publication of the Community Health Partnership (CHP) profiles, which allowed progress on reducing health inequalities to be compared between 2008 and 2010.
- To allow more of a targeted approach to interventions to be taken there has also been a rationalisation of the oversight groups for health and wellbeing; with a single Tackling Health Inequalities and Wellbeing Group being established. This will strengthen the capacity to deliver on the SOA outcomes.

## **Children and Young People**

- A range of steps have been taken in 2010-11 to support the positive development of vulnerable young children. The Integrated Children's Services Partnership Parenting and Family Support Steering group undertook an assessment and option appraisal of parenting programmes and approaches during 2010, agreeing use of the Solihull Parenting Approach. This will be rolled out in 2011. Ayrshire Parenting Handbooks were developed and completed during 2010/11 and distributed to all pre-school children attending nursery and all P1 pupils.
- The following 'pathways' have been developed during 2010/11 which will facilitate Early Intervention and access to appropriate services: Childsmile Early Years Pathway for oral dental health; an Attention Deficit Hyperactivity Disorder care pathway; A Pathway of Care for Vulnerable Families to support delivery to vulnerable children 0-3 years. The NHS Ayrshire & Arran Community Nursing Review agreed in January 2011 will greatly facilitate implementation of this pathway.
- The Children and Young People affected by Substance Misuse (CAPSM) strategy has been presented to the ICSP Steering Group. The CAPSM Group are now developing an action plan to take forward the strategy.

- The Children with Complex Needs Integrated Resource Framework (IRF) Steering Group has been assessing options around improving joint working and implementing more effective financial models. In February 2011 a stakeholder event was held to look at the way forward including enhancing current models in place in Ayrshire by better joint working and redesign across the partnership to develop an integrated model. It was agreed to focus on the children with the most complex disabilities. This included development of an aligned budget and implementation of a single point of access across Ayrshire with development of a key worker arrangement. A Change Manager to facilitate the re-design of children with disability services will be appointed for one year.
  
- NHS Ayrshire and Arran Community Nursing Review has provided a vision and recommendations for nursing staff working within Health Visiting and School Nursing to focus on children and family work, with plans being put in place to shift from adult and reactive based activity to one of early intervention and prevention and a strengthening of this universal provision.

<b>Number of priority nursery places available to vulnerable children aged 0-3 years</b>	
<b>2009/10:</b>	<b>210</b>
<b>2010/11:</b>	<b>210</b>

- A variety of actions have been undertaken in 2010-11 in order to ensure that more children and young people are living in a safe and supportive environment. North Ayrshire Child Protection Committee successfully delivered their 2010-11 Business Plan with 99% of actions completed. The one outstanding action is linked to a delay in work undertaken on a West of Scotland basis and this timescale has been amended. Key achievements for the year include:
  - the development, launch and implementation of a multi-agency self evaluation strategy which provides strong evidence of how well child protection services are meeting the needs of children and families
  - improved collation and analysis of child protection management information which improves our understanding of the patterns of child protection in North Ayrshire
  - the revision of multi-agency risk assessment and management guidance for young people who present a risk of serious harm
  - the revision of the evaluation framework for interagency child protection training.
  
- In April and May 2010 North Ayrshire received a joint inspection of services to protect children and young people and the inspection report was published in September. The inspection findings were very positive, highlighting continuing good practice in child protection services as well as a number of improvements.

**Percentage of families placed on the register who have previously been deregistered within 12 months**

**2009/10: 5%**

**2010/11: 4%**

- There has been progress towards a number of outcomes for Looked After Children in implementation of the Corporate Parenting Strategy. Two new residential children's units have been completed and are operational, providing improved home settings for looked after and accommodated children. Homework clubs are operated in all units with high attendance leading to improved levels of achievement and attainment. Implementation of NHS CEL 16 has resulted in improved information sharing with school nurses and health visitors with health assessments being undertaken within 4 weeks, facilitating early identification of any issues.

**Child oral health in primary 1**

- Good oral health is an important health outcome; it is important in helping children make the best start in life as poor oral health can lead to interrupted education for a substantial proportion of the Scottish population, in particular in deprived areas. The majority of dental disease continues to be borne by children from more deprived backgrounds.
- Oral health can be influenced by a number of factors including dietary habits, knowledge and attitudes of families and pre-school education staff, lack of tooth brushing with a fluoridated toothpaste and uptake of community preventive programme and dental care. All of these can be influenced by a child's socio-demographic environment. This makes it a critical indicator of progress overall in tackling inequalities in health.
- North Ayrshire has a higher percentage of children with dental caries than Scotland. The proportion of disease-free children has improved over time and the actions being taken locally have started to decrease the burden of dental disease on those that experience it. The multiagency Childsmile dental health programmes developed in the last 5 years, particularly the fluoride varnish programme, are continuing to be rolled out and delivered in partnership with North Ayrshire Council and other agencies and will continue to improve dental health over the next 5 years

**Children exclusively breast fed at 6 to 8 week review**

- North Ayrshire has the second highest percentage of children exclusively breastfeeding at their 6 to 8 week review of the three Ayrshire local authority areas in 2009/10. However the Scottish percentage, for all participating Health Boards, is much higher than that of North Ayrshire.
- Breastfeeding in infancy has a protective effect against many childhood illnesses, especially in low birth weight infants. Breastfed infants are likely to have a reduced risk of infection, particularly those affecting the ear,

respiratory tract and gastro-intestinal tract. Other probable benefits include improved cognitive and psychological developments, and a reduced risk of childhood obesity. There is evidence that women who breastfeed have lower risks of breast cancer, epithelial ovarian cancer and hip fracture later in life.

- North Ayrshire had the greatest increase in the number of children being exclusively breastfed over the last three years within the three Ayrshire local authority areas and the support of breastfeeding advisors, maternity staff, health visitors and professionals in contact with each family will be needed to maintain and improve on this.

### **Children in Primary 1 who are obese**

- Childhood obesity is an important early years indicator because it is a health concern in itself and because it can lead to several major physical and mental health problems in later life, such as heart disease, diabetes, osteoarthritis, back pain, increased risk of cancer, low self-esteem and depression.
- North Ayrshire has a higher percentage of children in Primary 1 with a potential weight issue and receiving a review than the Scotland average in 2009/10.
- Given the significance of this issue NHS Boards have been set a HEAT target to deliver a specified number of child healthy weight interventions. This includes a range of programmes which are being delivered throughout North Ayrshire by Jumpstart. Early indications are showing a positive impact of these programmes

### **Pregnancies among under 16 year olds**

- With a higher rate of teenage pregnancy than most other Western European countries, reducing unintended teenage pregnancy is a national target for the Scottish Government. Teenage pregnancy is linked to deprivation with the rates of teenage pregnancy in deprived areas more than treble those of the least deprived areas. Although a significant issue the numbers are low leading to major year to year variations which need to be considered when reviewing data.
- North Ayrshire had the highest percentage increase in teenage pregnancies and was consistently the highest of the three Ayrshire local authority areas between 2001-03 and 2007-09, though there has been some improvement noted over the last three years.

### **Older People**

- The CHP continues to implement the Older People's Joint Commissioning Strategy and the following have improved at a faster rate than the Scottish average:
  - People (65+ years) receiving personal care at home

- People (65+ years) with intensive care needs cared for at home
- North Ayrshire's Reshaping Care for Older People - Change Fund Plan was approved by the Government and positive feedback was received from the Joint Improvement team on the quality of the plan.
- The Change Fund Plan was prepared and agreed by the Health Board, the Council, Third and Independent Sector partners. Work is now underway to put in place governance arrangements and the operational framework to support effective implementation. Partnership work already extends beyond community health and social care services and includes acute and primary health, housing, leisure and other vital stakeholders including family carers, independent, voluntary and community sectors. Successes have been:
  - Development of a Joint Commissioning Strategy for Older People
  - Achievement of the National Delayed Discharge Target since creation of the new CHP arrangements.
  - Meeting national balance of care targets for older people with intensive care needs.
  - Development of dementia Carers Network and memory clinics
  - Partnership arrangements with Independent Care Home Providers to deliver long term care for older people
  - Partnership arrangements with independent and voluntary sector for care at home services.
- The Integrated Resource Framework activity is being mainstreamed with the intention to continue to undertake analysis on spend and to continue to re-design services ensuring a fairer allocation of NHS funding to North Ayrshire.
- North Ayrshire Council approved funding for a new Montrose House on Arran which will support the Arran health delivery model and work underway to promote integrated health and social services care delivery approaches on the island.

**Number of patients aged 65 years and over discharged from hospital after an emergency admission due to a fall in the home**

**2008/09: 1557.8**  
**2009/10: 1536.4**

- Unintentional injury is one of the common causes of emergency hospital admissions among adults. The term "unintentional injury" is preferred to "accidents" as the latter implies events are inevitable and unavoidable whereas a high proportion of these incidents are now regarded as being preventable. Unintentional injuries can occur in any age group, but children and the elderly are more vulnerable.
- North Ayrshire has the second highest discharge rate because of admissions from home injury in the 65 and over year group of the three Ayrshire local

authority areas in 2009/10. North Ayrshire rate was slightly lower than Scotland as a whole.

- Although mainly preventable, falls at home contribute significantly to admissions as a result of home injury within this age group. Development of a Falls Pathway together with a Falls Prevention Programme is addressing this. In addition, the provision of community based physical activity and promotion of Active Lifestyle activities for older people have been developed and will work to strengthen and tone the muscles and joints, improve balance and reduce risks of falling.

### **Alcohol and Drug Partnership (ADP)**

- There has been considerable progress across the partnership. North Ayrshire faces considerable challenges around the alcohol and drug agendas. The following has been achieved:
  - Development of the North Ayrshire ADP Strategy after stakeholder engagement
  - Representation from the Third Sector to ensure on-going engagement and consultation with community and voluntary groups.
  - Meeting waiting times targets for access to NHS addiction treatment and care services
  - The Children and Young People affected by Substance Misuse (CAPSM) strategy has been presented to the ICSP Steering Group. The CAPSM Group are now developing an action plan to take forward the strategy.
  - Roll out of the naloxone programme working with drug users, carers and families to reduce drug deaths

### **Mental Health Partnership**

- The Mental Health Partnership developed and implemented both joint annual reviews for existing clients and a joint review for newly referred clients. This approach has generated financial savings through more effective targeting of commissioned care packages.

<b>Mental health and well-being on the Warwick–Edinburgh Mental Well-being Scale in regeneration areas of North Ayrshire</b>
<b>2009/10: 49.90</b>
<b>2010/11: 49.33</b>
<b>Outwith regeneration areas of North Ayrshire</b>
<b>2009/10: 51.40</b>
<b>2010/11: 50.02</b>

### **Rates of Suicide**

- Suicide is a leading cause of mortality among young people. Whilst numbers may be small and there is wide variability year to year, Scotland's suicide rate is higher than in other parts of the UK.

- Based on five year average rate per 100,000 population from 2002-06 to 2006-10, North Ayrshire has consistently had the highest rate of deaths of the three local authority areas within Ayrshire, from intentional self harm or event, or undetermined intent. With the exception of 2002-06, North Ayrshire has also demonstrated a higher death rate than Scotland.
- Of the two Local Authority Areas within Ayrshire showing an increase in the death rate between 2002-06 and 2006-10, North Ayrshire was the highest. Overall, Scotland figures show a reduction in the rate of deaths for the same period.
- North Ayrshire Council is working with NHS Ayrshire & Arran to improve the rate of suicide through implementation of Towards a Mentally Flourishing Ayrshire & Arran, which will support wider wellbeing and promote the discussion of factors affecting suicidal decisions. Choose Life also co-ordinates and delivers a range of suicide intervention training programmes.

### **Learning Disabilities Partnership**

- The Partnership has developed joint reviews for existing clients and has sought to manage transitional issues from children's to adult services to ensure a smooth journey for carers and families. Work continues on health improvement and life long learning opportunities for people with learning disabilities.
- From April 2011 the Mental Health and Learning Disabilities Partnerships will merge to increase efficiencies and joint learning.

### **Healthy and Active**

- A proposal to the Scottish Government for North Ayrshire's Healthy Weight Communities' pilot, 'Healthy Futures Stevenston', to tackle childhood obesity for a further year's funding has been successful.

<p><b>Percentage of people rating their general health as very or fairly good in regeneration areas of North Ayrshire</b></p>
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<p>2009/10: 61</p>
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<p>2010/11: 57</p>
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<p><b>Outwith regeneration areas of North Ayrshire</b></p>
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<p>2009/10: 65</p>
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<p>2010/11: 63</p>
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- The Healthy North Ayrshire initiative, which ceased in March 2011, aimed to improve health and address health inequalities. In 2010/11 the programme was able to develop good practice identified in previous years and work to respond to other identified needs within community health improvement. In addition, the project continued to target communities of interest known to be at increased risk of suffering from health inequalities. Such groups included those with mental health problems; men; adults with additional support needs;

young people; and those with addiction problems. Healthy North Ayrshire further developed the public health role of nursing staff, in addition to creating learning and employment opportunities for partner agencies and local people within the projects and services it delivers. During 2011/12 the community development approach will be utilised to build community capacity and sustainability. This is an important aspect of an asset based approach and would contribute to longer term health outcomes.

- A variety of actions have been undertaken in 2010-11 to encourage North Ayrshire residents to be more active more often. A targeted marketing campaign was conducted to promote leisure centre attendance. Indoor sports attendances continue to rise due predominately to the development, promotion and increased awareness of the Campus programme together with an increase in club use throughout the facilities

**Number of attendances per 1000 population to all local authority supported pools**

**2009/10: 2592**  
**2010/11: 2748**

**Number of attendances per 1000 population for other local authority supported indoor sports and leisure facilities, excluding pools in a combined complex**

**2009/10: 4704**  
**2010/11: 5046**

**Tackling Health Inequalities Case Study – B-Active Initiative**

The B-Active Initiative which was delivered by KA Leisure with the support of Fairer North Ayrshire funding delivered a diverse and innovative range of health checks, health information and physical activities to North Ayrshire communities. The B-Active Programme consists of 3 parts:

- The Activator - a versatile mobile activity unit delivering community based health and fitness testing and advice to North Ayrshire residents with an emphasis on Regeneration Areas
- The B-Active Community Outreach Programme runs a diverse and interesting programme of physical and social activities across North Ayrshire aimed at encouraging as many people as possible to adopt a healthy active lifestyle.
- B-Active Family Days are aimed at getting the whole family active and increasing levels of physical activity across North Ayrshire.

Performance highlights during 2010-2011 included:

- 748 Hours of Activator Bus community stops
- 24755 People visit the Activator
- 2778 Full Adult Health Checks carried out,
- 13 Family Fun Days delivered with 29160 attendances.
- The first North Ayrshire Secondary Schools Swimming Gala took place.
- Basketball Development Project delivered
- Additional Support Needs Schools Multi Sports project delivered

## Tackling Health Inequalities Outcomes and Indicators

National Outcomes	
<b>5</b>	Our children have the best start in life and are ready to succeed
<b>6</b>	We live longer healthier lives
<b>8</b>	We have improved the life chances for children, young people and families at risk













North Ayrshire Outcomes	
<b>5a</b>	Opportunities to support the positive development of vulnerable young children have increased
<b>6a</b>	Health and well-being throughout life have improved
<b>6b</b>	Health inequalities have reduced
<b>6c</b>	The harmful effects of alcohol and drug misuse are reduced
<b>6d</b>	More vulnerable people are supported within their own communities
<b>6e</b>	People are more active more often
<b>8a</b>	More children and young people live in a safe and supportive environment








Ref	Measure	Baseline/Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10					
5a1	Proportion of pre-school centres receiving positive inspection reports	100%	100%	100%	100%	100%	100%			
5a2	Number of priority nursery places available to vulnerable children* aged 0-3 years	250	250	210	210	210	210			
5a3	Number of day care places available to vulnerable children aged 0-3 years	35	55	87	60	67	60			













ICON KEY	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline/Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10					
6a1	Percentage of children with dental cavities in Primary 1	N/A	39.8	N/A	43.6	N/A	N/A			
6a3	Percentage of women smoking during pregnancy	28.9	28.4	28.4	26.9	28.7 (PROVISIONAL)	20			
6a4	Percentage of children exclusively breastfed at 6-8 weeks review	18.4	16.1	17.4	18.6	Available Oct 2011	Increase			
6a5	Percentage of children in Primary 1 receiving a review who are obese (includes severely obese) in Ayrshire	8	9.3	7.6	11.4	Available Dec 2011	Reduce			
6a6	Rate of suicide per 100,000 population	20.6	14.0	17.7	12.6	Available July 12	Reduce			
6a7	Number of people on register with diagnosis of dementia	753	730	752	780	Available Sept 2011	Increase			

ICON KEY	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline/Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10					
6a8	Number of patients under 15 discharged from hospital following an emergency admission due to an accident in the home per 100,000 population	316.4	406.2	455.8	329.3	Available Dec 11	Reduce			
6a9	Number of patients aged 65 and over discharged from hospital after an emergency admission due to a fall in the home per 100,000 population (amended from accident in the home)	1380.1	1405.5	1557.8	1536.4	Available Dec 11	Reduce			
6b1	Estimated average male life expectancy at birth in years	73.8 (03-05)	73.9 (04-06)	73.8 (06-08)	74 (07-09)	Available Sept 2011	Increase			
6b2	Estimated average female life expectancy at birth in years	78.9 (03-05)	73.9 (04-06)	79 (06-08)	79.2 (07-09)	Available Sept 2011	Increase			










<b>ICON KEY</b>	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline/Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10					
6b3	Percentage of people rating their general health as very or fairly good, in regeneration areas of North Ayrshire	54	54	62	61	57	66			
6b4	Percentage of people rating their general health as very or fairly good, outwith regeneration areas of North Ayrshire	69	64	69	65	63	66			
6b5	Mental health and well-being scores on Warwick-Edinburgh Mental Well-being Scale in regeneration areas of North Ayrshire <sup>1</sup>	N/A	49.1	N/A	49.9	49.33	51.5			
6b6	Mental health and well-being scores on Warwick-Edinburgh Mental Well-being Scale outwith regeneration areas of North Ayrshire <sup>2</sup>	N/A	49.5	N/A	51.4	50.02	51.5			













<sup>1</sup> 2008/09 baseline not available, improvement from 2007/08 baseline

<sup>2</sup> 2008/09 baseline not available, improvement from 2007/08 baseline








<b>ICON KEY</b>	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline/Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10	2010/11	2010/11			
6b7	Age-standardised mortality rates (directly standardised) per 100,000 population in under 75 age group from coronary heart disease in regeneration areas of North Ayrshire	N/A	N/A	32.6	14.8	N/A	Reduce			
6b8	Age-standardised mortality rates (directly standardised) per 100,000 population in under 75 age group from coronary heart disease outwith regeneration areas of North Ayrshire	N/A	N/A	10.6	12.1	N/A	Reduce			
6b9	Age-standardised mortality rates (directly standardised) per 100,000 population for Cancer, ages under 75 in regeneration areas of North Ayrshire	N/A	N/A	54.0	28.2	N/A	Reduce			





<b>ICON KEY</b>	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline/Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10					
6b10	Age-standardised mortality rates (directly standardised) per 100,000 population for Cancer, ages under 75 outwith regeneration areas of North Ayrshire	N/A	N/A	22.0	24.1	N/A	Reduce			
6b11	Rate of pregnancies among under 16 year olds per 1,000 relevant population	10.5 (05-07)	10.4 (06-08)	10.5 (07-09)	Available July 12	Available July 13	Reduce			
6c1	Number of people being assessed for alcohol and drugs misuse	408	386	397	336	463	Increase to capacity			
6c2	Number of substance misusers accessing treatment and care service <sup>3</sup>	549	528	572	542	519	Increase to capacity			

<sup>3</sup> This measure can be affected by a number of factors including; service users successfully moving on from requiring support, or; service users disengaging with the service as a result of unstable lifestyles. As such, while this year's figure is lower than recent years it can be viewed as natural fluctuation in service user caseloads.








ICON KEY	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline/Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10					
6c3	Deaths per 100,000 population from alcohol related diseases.	19.2	30.9	36.2	N/A	Available Aug 12	Reduce			
6c4	Number of alcohol related and attributable hospital patients (3 year average directly age-sex standardised rate 100,000 population per year)	N/A	1085 (2008 Profile)	N/A	1543 (2010 Profile)	N/A	Reduce			

ICON KEY	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline/Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10					
6c5	Number of drug related hospital patients (3 year average directly age sex standardised rate 100,000 population per year)	N/A	172.4 (2008 Profile)	N/A	191.1 (2010 Profile)	N/A	Reduce			
6d1	Percentage of older people (aged 65+) receiving intensive home care (10+ Hours) as a percentage of older people receiving long term care <sup>4</sup>	27.4%	33.5%	30%	30%	30.8%	30%			
6d2	Number of patients waiting more than six weeks for discharge to appropriate setting	17	0	0	0	0	0			

<sup>4</sup> The service achieved its target for measure 6D1 of 30% in both 2009/10 and 2010/11. The target figure remained at 30% as a result of financial constraints and the fact that there was no capacity for growth. With the redesign of Care at Home services there will be additional capacity to support very vulnerable older people at home and the number of older people receiving 10+ hours of intensive home care will rise. In future the target will be set to reflect this expected increase.

ICON KEY	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline/Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10	2010/11	2010/11			
6d3	Number of people aged 65 and over admitted for any reason two or more times in a year as an emergency to acute specialties per 100,000 population	4796	5263	5264	N/A	N/A	N/A			
6e1	Number of attendances per 1000 population to all local authority supported pools	2812	2656	2 782	2 592	2 748	2950			
6e2	Number of attendances per 1000 population for other local authority supported indoor sports and leisure facilities, excluding pools in a combined complex	4364	4326	4631	4 704	5 046	4790			
8a1	Percentage of families placed on the register who have previously been deregistered within 12 months	8%	3%	4%	5%	4%	5%			

ICON KEY	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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## **Tackling Community Safety**

This section provides information on key achievements made in 2010/11 and performance measures that highlight the direction of travel towards the priority of Tackling Community Safety.

- During October 2010 Strathclyde Police implemented an Integrated Service Delivery Model (ISDM) which resulted in realignment of Police Officers duties to a more Community Based approach. This change in approach now sees 40% of officers aligned to Response Policing with an increased proportion of officers (60%) aligned to Community Policing Teams to further address Public Reassurance.
- North Ayrshire Campus Officer programme which comprises 7 Police officers engaged with 7 school clusters received a positive review undertaken by North Ayrshire Education & Skills with pupil results indicating that 94% felt safe and well in a school where a Campus officer was based (89%:2009/10) and 92% of pupils believing that problems are reduced where a Campus officer is based (82%:2009/10). Future funding was subsequently agreed between Strathclyde Police and North Ayrshire Education & Skills for the period to 2013.
- The North Ayrshire Community Warden service was reviewed during 2010/11. The review concluded that communities and partner agencies value the service highly. Following the review, the service was reconfigured to focus mainly on community safety and public reassurance linked to community engagement and support. The service continues to be provided in all 6 existing areas and, from April 2011, also covers an additional area of the Hayocks in Stevenston.
- The Neighbourhood Watch Scheme continues its strong development throughout all areas of North Ayrshire, with the number of areas covered increasing to 73 neighbourhoods and 4,523 households through the extensive work of both the Neighbourhood Watch Coordinator and Strathclyde Police North Ayrshire Community Safety officer. This community engagement continues to increase community confidence with the Association of Neighbourhood Watches in Scotland holding the North Ayrshire model as an example of good practice and Neighbourhood Watch Coordinator was the recipient of the Divisional Commanders Commendation on behalf of Strathclyde Police Ayrshire Division.

- New Community Safety and Antisocial Behaviour Strategies were completed. The Safer North Ayrshire Partnership will monitor the action plans for these strategies on a quarterly basis.

**Percentage residents within North Ayrshire who feel unsafe walking in their neighbourhood after dark**

**2009/10: 45**  
**2010/11: 35**

- The Strathclyde Police detection rate for crimes of violence continued at the exceptionally high detection level of 78.1%. However detections for drug supply have fallen. Following analysis it has been identified that there is a need to improve intelligence gathering to address this issue. Additional resources have been put in place within North Ayrshire and initiatives are currently ongoing to develop intelligence and increase pro-active work to improve performance in line with target.

**Crimes of serious violence**

**2009/10: 26**  
**2010/11: 26**

- Support has been given to the White Ribbon Scotland Campaign. The Violence Against Women Partnership have worked closely with North Ayrshire Junior Football Clubs during the period to deliver the message that Domestic Violence is unacceptable. The 10 Junior Clubs have seized on the opportunity to display banners advertising the campaign and inviting supporters of each club to sign a pledge never to commit, condone or remain silent about violence against women.
- Strathclyde Police introduced a dedicated Domestic Abuse Response Team (D.A.R.T.) which concentrates on targeting perpetrators, repeat offending and historical abuse of victims. It is anticipated that while introducing a better service to victims this may result in an increase in the number of reported incidents of Domestic Abuse. Officers continue to conduct domestic bail / curfew checks using a dedicated bail car to ensure bail / curfew conditions are upheld.

**Detection rate for domestic abuse**

**2009/10: 71.2%**  
**2010/11: 71.7%**

- North Ayrshire Council Addiction Services staff continued to work in partnership with stakeholders to offer a range of harm reduction services and to proactively contribute to a wider preventative strategy by delivering drug and alcohol awareness raising training to other agencies and by targeting these inputs to vulnerable groups e.g. homeless service users. As a result of this positive intervention, Addiction Services assessed a much greater number of individuals in 2010-11 than in previous years.

**Number of people being assessed for alcohol and drugs misuse**

**2009/10: 336**  
**2010/11: 463**

- Various measures have been undertaken in 2010-11 to improve road safety including the “Have you Clicked?” seatbelt campaign, Arran Avoids Accidents safety day and support of the Christmas Drink Drive campaign. Road safety driving assessments for those who drive council vehicles were introduced.
- Road safety education within schools has included:
  - On-road cycle training was piloted in three primary schools and was very successful
  - Six hundred pupils took part in the summer off-road cycle training.
  - The Junior Road Safety Officer scheme was undertaken
  - Almost 800 pupils took part in the Y Drive road safety event
  - School visits on road safety have been carried out
  - All nursery and P1 children were distributed with reflectors
  - Following changes to North Ayrshire Education’s transport policy approximately 300 school Walking Route Assessments were completed.

**Number of persons killed or seriously injured in road accidents:**

**2009/10: 42**

**2010/11: 30**

- Strathclyde Fire & Rescue set challenging annual corporate target reductions across a range of indicators up to the year 2015 to measure how the service is progressing towards its vision of making communities safe places to live, work and visit.
- A range of actions have been undertaken in North Ayrshire to improve fire safety. Home fire safety visits, joint partnership fire and road safety events, school education work (Fairer North Ayrshire Firefighters in Schools initiative), joint partnership working involving vulnerable persons/adults at risk of harm and experiential learning events for school children and young people (Firereach) have all contributed very positively towards the success of the downward trend in demand for Strathclyde Fire and Rescue services. 14,821 school children were involved in fire and road safety education during 2010 – 2011.
- The increase in trend in the number of secondary fires was off target and this was mainly due to a severe winter killing large areas of grass and heathland and delaying new growth, an exceptionally hot, dry April, May and June and a spate of deliberately set grass fires causing a spike in this type of fire not only in North Ayrshire but across Scotland. Focussed fire safety education work in schools during the remainder of the year although successful was not able to reduce the figure sufficiently enough to meet the annual target. Increased partnership working for year 2011/12 in schools is hoped to reduce the overall number of secondary fires and assist in achieving the medium and long term targets.

**Number of fire related fatalities****2009/10: 1****2010/11: 0****Tackling Community Safety Case Study - Multi-Agency Problem Solving Group**

The Multi-Agency Problem Solving Group is led by the Council's Director for Community Safety along with a range of CPP partners. The Group identify a geographical area which has issues that can be addressed by a multi-agency/ community approach.

Over a six week period local organisations and agencies work to build capacity within the local community. Over forty organisations and agencies are involved. Results have been positive in terms of a sustained reduction in anti social behaviour. The six week period involves a weekend of enforcement; a community walkabout identifying areas of concern to local residents e.g graffiti, flytipping, street lighting; and diversionary activities for young people. A multi agency action plan is produced after the walkabout. Results are communicated to the local community once the action plan is completed.

This approach was used in the Pennyburn area of Kilwinning in February/March 2011. During the course of the six weeks partners reported positive results including:










- 375 White Ribbon Campaign (anti-domestic violence) pledge cards signed
- 11 VDRS (Vehicle Defect Rectification Scheme) notices issued
- Removal of graffiti
- Joint Police and Housing visits to tenants involved in anti-social behaviour
- 34 youths engaged in diversionary activities
- Removal of overgrown trees and bushes
- Collection of 87 large bags of rubbish by community service workers








Analysis of the impact of this approach in subsequent months by Strathclyde Police has shown a 33.6% reduction in reported incidents of antisocial behaviour and a 54.5% reduction in violent crime.

## Tackling Community Safety Outcomes and Indicators

National Outcomes	
6	We live longer healthier lives
9	We live our lives free from crime, disorder and danger

North Ayrshire Outcomes	
6c	The harmful effects of alcohol and drug misuse are reduced
9a	Fear of crime and antisocial behaviour have reduced
9b	Levels of crime and antisocial behaviour have reduced and crimes being detected have increased
9c	Road safety has improved
9d	Fire safety has improved

Ref	Measure	Baseline / Trend				Actual 2010/11	Target 2010/11	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10					
6c6	Percentage of people very and fairly concerned about people using or dealing drugs in their neighbourhood	37	33	37	36	31	34			
9a1	Percentage residents within North Ayrshire who feel unsafe walking in their neighbourhood after dark	49	47	48	45	35	44			
9b1	Crimes of serious violence	30	30	27	26	26	Reduce			

<b>ICON KEY</b>	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline / Trend				Actual 2010/11	Target 2010/11	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10					
9b2	Common assault offences	161	148	159	150	149	Reduce			
9b3	Detections for Drug Supply	17	13	14	13	7	Increase			
9b4	Detection rate for Domestic Abuse	65.8%	69.4%	72.8%	71.2%	71.7%	Increase			
9b5	Number of public reported incidents for anti-Social behaviour): (a) street drinking	165	167	125	130	55	Reduce			
9b6	Number of public reported incidents for anti-Social behaviour (b) youth disorder	492	453	375	305	122	Reduce			
9b7	Number of antisocial behaviour complaints <sup>1</sup>	N/A	202	195	201	227	220			
9b8	Number of noise complaints	1275	1087	1353	1471	1316	Increase			
9b9	Overall reconviction rates	47%	48%	N/A	45%	Available Sept 11	Reduce			








<sup>1</sup> The Anti-Social Behaviour Team have identified the need to bring forward the stage at which they allocate private sector enquiries/complaints about anti-social behaviour as cases for full investigation, so that they can benefit from specialist advice and support from the Investigation Team. They therefore anticipate an increase in the number of cases over the next 2 or 3 years, followed by a levelling out and longer-term reduction by 2015.

<b>ICON KEY</b>	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline / Trend				Actual 2010/11	Target 2010/11	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10					
9c1	Number of persons killed or injured in road accidents: a) people killed/seriously injured	78	46	70	42	30 (Temp Figures)	80			
9c2	Number of persons killed or injured in road accidents: b) children killed/seriously injured	12	11	9	5	4 (Temp Figures)	15			
9c3	Number of persons killed or injured in road accidents: c) people slightly injured	316	306	238	218	199 (Temp Figures)	367			
9c4	Number of road accidents involving young drivers (<25years)	105	91	91	68	59 (Temp Figures)	Reduce			
9d1	Number of fire related fatalities	6	2	1	1	0	4			
9d2	Number of fire related casualties	61	51	27	22	44	44			
9d3	Number of dwelling fires	197	170	169	157	145	148			
9d4	Number of deliberate property fires	159	138	132	99	94	132			

<b>ICON KEY</b>	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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Ref	Measure	Baseline / Trend				Actual	Target	Status	Short Term Trend	Long Term Trend
		2006/07	2007/08	2008/09	2009/10	2010/11	2010/11			
9d5	Number of secondary fires	1037	1238	1156	875	987	861			

<b>ICON KEY</b>	Target met		Slightly adrift of target		Significantly adrift of target		Data not available until later in year		No change		Improving		Worsening	
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