

North Ayrshire

Single Outcome Agreement

Annual Report 2009/10

September 2010



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NORTH AYRSHIRE SINGLE OUTCOME AGREEMENT ANNUAL REPORT 2009/10

PROGRESS AGAINST OUTCOMES

1. Introduction

The Community Planning Partnership Single Outcome Agreement was signed on 16 July 2009 by John Swinney, Cabinet Secretary for Finance and Sustainable Growth, and the CPP Partners.

There are 35 outcomes contained within the Single Outcome Agreement for 2009/10 and 108 indicators, measuring progress against these outcomes.

2. National Outcomes

Each local outcome has been aligned to the relevant national outcome and therefore the progress against each local outcome also indicates progress against the national outcome.

Narrative against progress on each local outcome and indicators covering the period 2006/07 to 2008/09, along with the target indicator and actual indicator for 2009/10, intermediate targets for 2010/11 and 2011/12, and longer term targets are shown in Appendix 1. Of the 108 indicators:-

- 47.22% have met the target for 2009/10;
- 25.00% (27 indicators) have not met the target for 2009/10. Of these 27 indicators 9 are adrift by up to 5%; 10 are adrift by 5-15%; 6 are adrift by over 15%; 2 have unspecified targets.
- 8.33% of the total number of indicators, whilst not meeting the target, have improved from the 2007/08 baseline.
- 27.78% the actual outturns will not be available until later in the year;

3. Indicators

It was considered that the original SOA document for 2009/10 contained too many indicators in total and that some of the indicators were no longer appropriate or robust. A review was therefore undertaken by a Working Group of all indicators, with input from partners and a revised, reduced and more robust set of indicators has been produced. It has been agreed with the Scottish Government that this revised set of indicators can be used for the purposes of the 2009/10 Annual Report.

There are some indicators for which information is not yet available. Some indicators, particularly some health ones are only available on a biennial basis.

4. Factors affecting Progress

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 was published during the period of this Annual Report. Due to changes in methodology, the SIMD 2009 as a whole was not directly comparable with the previous SIMD. However, the SIMD 2009 indicates that North Ayrshire's relative position with the rest of Scotland, and the relative position of different areas within North Ayrshire. It shows significant change, 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.

The change in methodology and the improvements to Glasgow's position can explain some of the increase, as the SIMD is a relative measure which will always have a most deprived 15%. Nevertheless, it is acknowledged that the SIMD shows that levels of deprivation in North Ayrshire have increased, despite the significant efforts of the Council and Community Planning Partners.

It was agreed therefore by the Community Planning Partnership Board to restate their commitment to tackling poverty and deprivation as a priority for all partners; to support North Ayrshire Council in drawing up a business case to present to the Scottish and UK Governments to lobby for increased assistance and seek "special status" for the area; and to co-sign the letter to both Governments when the business case had been prepared.

The narrative against each outcome highlights a number of initiatives, some funded from the Fairer North Ayrshire Fund, as well as joint working by partners which is ongoing or planned, which will contribute to the achievement of the outcomes.

An Action Plan was also drawn up to accompany the Single Outcome Agreement and this has enabled the process of achieving the outcomes to be driven by the Action Plan and regularly monitored.

5. Qualitative Assessment

5.1 Governance Arrangements

The CPP during 2008 undertook a major review of its governance arrangements. The new arrangements were then implemented early in 2009. The new arrangements were intended to put in place structures which could deliver on the outcomes in the SOA. The structure is illustrated in the diagram attached. In summary, the structure comprises the following:-

- CPP Board
- CPP Management Group
- Community Health Partnership (CHP) Committee
- CPP Strategic Partnerships – Economic and Learning, Safer North Ayrshire, Environment and Housing

- CPP Compact Reference Group
- CPP Community Engagement Network
- CPP Team

Terms of Reference were also drawn up for each Group to include (a) information on the administration of all Groups, a Chair's Protocol and a Member Protocol for all Group members; (b) lead responsibility by Group for each of the SOA outcomes; (c) comparison role in relation to remit across the CPP Groups; and (d) the CPP's shared understanding of Community Engagement.

A mid-year review of the Strategic Partnerships was undertaken and some interim improvements recommended. A full review of governance arrangements is planned, in order to assess their effectiveness, review the terms of reference and review the membership of the various Groups, to ensure that the right people are in place at the right level to deliver on outcomes.

The structure at Board level was strengthened by inviting Graeme Dickson, Director of Primary and Community Care, who is the CPP's designated Scottish Government contact, to become a member of the CPP Board. The CPP Board also receives regular presentations from the Chief Executive of the Irvine Bay Urban Regeneration Company on progress of the URC, which includes a number of projects which are being undertaken in conjunction with Community Planning partners such as the Council and NHS Ayrshire & Arran.

The new Community Health Partnership (CHP) structures were also implemented during 2009 and partners have shown high levels of commitment to the new organisational arrangements and have recognised the value and opportunities that cross-partnership working can bring.

A further strengthening of the CHP structure which was implemented during 2009 was the creation of the new North Ayrshire Alcohol and Drugs Partnership which has the strategic role for the alcohol and drugs agenda in North Ayrshire.

Within the Council itself, the Council's Corporate Management Team, comprising the Chief Executive, Corporate Directors and other Chief Officers as appropriate, meets fortnightly. During 2009/10, this arrangement was further enhanced and strengthened by initiating a new "Strategic Corporate Management Team" which meets on a regular, although less frequent basis. This extended Corporate Management Team includes the Director of Public Health for NHS Ayrshire & Arran, the Sub-Divisional Commander for Strathclyde Police and the Chief Executive of Irvine Bay URC. This Strategic CMT considers cross-cutting strategic issues, which affect all partners, and agrees way of taking these forward corporately. A further new initiative is the designation of the Strathclyde Police Sub-Divisional Commander as "Director of Community Safety" for North Ayrshire. Whilst he remains employed by Strathclyde Police, he also has a base within the Council Headquarters and has a strategic role in terms of community safety for North Ayrshire, including issues such as anti social behaviour, domestic abuse, tasking and problem solving.

5.2 Performance Management

A new North Ayrshire Performs, online monitoring and reporting system, has been developed. The initial focus is on utilising this for the SOA indicators and actions, as well as the Council key performance indicators (KPIs).

Separately from the online system, there is structured performance reporting on the SOA Action Plan with quarterly progress reports being submitted to the CPP Management Group and CPP Board, 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. In the final quarter of 2009/10 91.7% of actions were coded green, 7.8% amber, 0% red and 0.5% Off Programme (action no longer part of Service programme). The use of traffic lights coding is being reviewed, following a Golden Thread Healthcheck.

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 Management Group receive quarterly progress reports from the CHP and on a rotating basis, reports 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.

A training session for the CPP Management Group was delivered during 2009 by NHS Ayrshire & Arran on performance management, to enable the Group to better scrutinise performance of the SOA.

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

5.3 Community Engagement

- Compact Reference Group

The CPP Compact Reference Group and the Community Engagement Network are the main vehicles for community engagement. The membership of the Compact Reference Group comprises representation from the statutory CPP Partners and the community and voluntary sector. The CPP has endorsed the national standards for community engagement and developed its own shared understanding of community engagement. The Compact is an agreement between the CPP and the voluntary sector outlining the roles and responsibilities and what is expected from each. It also has its own Action Plan which it is tasked to deliver.

- Community Engagement Network

The Community Engagement Network is a network which is open to all public, community and voluntary organisations with an interest in promoting community engagement in community planning, including Elected Members, workers, volunteers and Group members. Its purpose is to share information on Community Planning partners' consultation and engagement with local communities and to share information and best practice in relation to community engagement.

- Third Sector Interface

Separately from these structures, the Community Planning Partnership is engaging with the main local voluntary sector representative bodies, the Volunteer Centre North Ayrshire, the Council for Voluntary Service North Ayrshire and Arran Council for Voluntary Service, with a view to implementing the Scottish Government's proposals to develop a Third Sector Interface. The Board has met with representatives of the organisations and has advised them that they are seeking a single organisation to form the Third Sector Interface, from which a representative can be nominated to join the Board. The negotiations on developing this organisation are still ongoing.

There are community and voluntary representatives on the Strategic Partnerships.

- Engagement with Young People

North Ayrshire has an established 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.

The full Youth Council holds a minimum of 4 meetings per year and the Executive of the Youth Council meets on a bi-monthly basis, with regular consultations and communication throughout the year. The Youth Council plays a key role in the planning of National Youth Work Week at which it holds its Annual Youth Conference.

Within schools young people can become representatives for their peer groups as well as Young Scot representatives. In youth groups, young people are provided with the opportunity to hold forums and encouraged to be active within their communities.

- North Ayrshire Public Partnership Forum

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 is the main link between local communities and the Community Health Partnership (CHP). Anyone who lives or works in North Ayrshire can be a member of the PPF. Participants do not need to be a member of an existing group or organisation and can take part as much or as little as they like.

The PPF supports 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.

5.4 Other Improvements in Joint Working

Further examples of improvements to joint working are as follows:-

- Response to the economic situation

Partner responses to the economic situation is now included as a standing item on the CPP Board agenda. All partners are asked to produce a report indicating what action their organisation is taking to support business and stimulate the economy; manage the effects on individuals, families and communities; prepare for economic recovery, including improving employability; and manage the effect on services.

- Funding Bids

A successful bid was submitted on behalf of the CPP for funding from the Future Jobs Fund, which was further enhanced by the allocation by the CPP of funding from the Fairer North Ayrshire Fund.

Bids on behalf of the CPP to Highlands and Islands Enterprise for Arran and Cumbrae are also being developed.

- Fairer North Ayrshire Forward Plan

The Fairer North Ayrshire funding for Year 3 was due to be subsumed into the Council budget. The CPP therefore undertook a review of all Fairer North Ayrshire funded initiatives during 2009/10 and made recommendations to the Council on which ones should continue. The majority of initiatives were continued with those Council-led ones now being mainstreamed into budgets of the relevant Council Department and those led by Community Planning partners continuing to receive funding in Year 3 2010/11. The assessment was based on the monitoring and review of these initiatives and the impact they were making on delivering the SOA local outcomes.

- Community Planning Partnership Pilot Training Course

During 2009/10, a Community Planning Partnership Pilot Training Course was initiated, led by the Community Planning Team but also involving other partners in presenting the training. The course is a half day session on Community Planning which is open to all partners to send their staff, to learn more about Community Planning. The course was successfully piloted during 2009/10 and is being continued.

- Community Planning Week

Another new initiative during 2009/10 was the first Community Planning Week. This comprised a week of events during May which were open to communities and which highlighted the work of the Community Planning partners. The evaluation of the week provided lessons learned. Overall the week was considered a success and therefore it is going to be an annual event.

- People's Panel

The People's Panel, which comprises 2,000 residents of North Ayrshire continues to operate with two surveys held in 2009/10 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.

Examples of service changes/improvements include:

- (i) holding more varied courses within the libraries, undertaking publicity campaigns and amended library opening hours so that large branches opened on Wednesday mornings.
- (ii) continued funding of internet access in various community centres.
- (iii) informed the development of the Outdoor Access Strategy, the Core Paths Plan, the Council's Gender Equality Scheme, the Violence Against Women Strategy and the Fuel Poverty Strategy.

- Shared Services/Accommodation

The North West Resource Centre in Largs opened during 2009/10. This Centre comprises both Council and Health Services in the one location.

There is also shared accommodation at Garrison House on Millport and as part of the Irvine Bay URC projects, discussions are ongoing regarding shared accommodation between NHS Ayrshire & Arran and the Council in Ardrossan.

- Staffing

Examples of shared staffing arrangements, include the CHP Facilitator, the Director of Community Safety, the Local Authority Liaison Officer (Strathclyde Police) and the secondment of a Police Officer to the Council's Anti Social Behaviour Team.

- Scrutiny Committee Investigations

- (i) Domestic Abuse Investigation

The Council's Scrutiny Committee undertook an investigation into understanding and tackling domestic abuse in North Ayrshire. It involved the wide range of services and agencies involved in this work. The CPP Safer North Ayrshire Partnership is considering a violence against women strategy and action plan developed from the research findings and influenced by the Committee's investigation.

- (ii) More Choices More Chances (MCMC) Investigation

The Council's Scrutiny Committee undertook an investigation into the MCMC programme and made a number of recommendations on improvements to be made to the programme. As part of the investigation process, the Committee gathered evidence from the relevant Council services and external partners.

The investigation also acknowledged that North Ayrshire has made considerable progress in supporting young people in need of more choices and more chances to succeed. It also indicated that partners are committed to improving the range

of provision and interventions to enable the MCMC client group to move to and sustain positive destinations beyond school.

The MCMC Sub-Group has incorporated the recommendations into the revised MCMC Strategy and Action Plan.

- **GIRFEC "Getting it Right for Every Child"**

The Council, with its partners in NHS Ayrshire & Arran, has expanded a pilot of the Integrated Assessment Framework (IAF) into all of the area, with the aim of improving how we work together and share information on vulnerable children. It has forged new ground by developing Partnership Forums which encourage early intervention, the sharing of good practice, and improved partnership working.

- **Early Years Strategy**

The Early Years Framework sets out a plan for changing early years services to improve early intervention by addressing 10 key areas for delivery, such as workforce planning.

North Ayrshire has developed an action plan to implement the Early Years Framework. Using Fairer North Ayrshire funding, it has established the Family Connexions project. This project involves a multi-disciplinary team based in Springvale Nursery Centre, Saltcoats, in supporting families with children 0-8 years. Staff work with health visitors, social workers, addictions services, and nursery staff in assisting families. The North Ayrshire Parenting and Family Support Strategy also links to and supports the Early Years Framework Action Plan

5.5 Qualitative Evidence on Impact on Quality of Life and Opportunities

In response to the request by the Improvement Service for qualitative evidence of the impact of the SOA approach on people's quality of life and opportunity a number of examples of good practice were submitted to the CPP Management Group for consideration.

In addition to some of the examples mentioned in sections 5.3 and 5.4 of this report, the examples include:

- **Financial Inclusion Initiative**

This initiative has continued to deliver advice, access to affordable credit, income maximisation and improved financial capability to people affected by, or at risk of, financial exclusion and overindebtedness, in partnership with organisations such as 1st Alliance Credit Union, Registered Social Landlords and the voluntary advice sector.

- **Safer Streets Initiative**

Safer Street funding was used to provide support to licensed premises, taxi ranks, town centres and key gathering points to promote positive festive behaviour throughout December by way of high visibility point initiatives.

- **Portable (Soccer) Stadium**

The Police, in partnership with KA Leisure and the Council's Community Services, purchased a stadium which will be deployed by the Multi-Agency Problem Solving Group at weekend "hot spots" in conjunction with the Mobile Youth Centre, providing joint agency diversionary activities to tackle anti-social behaviour, youth disorder and crime and promote development through sport.

- **White Ribbon Campaign**

The White Ribbon Campaign, which is for men in Scotland who want to end violence against women, was launched in North Ayrshire as part of Community Planning Week and was attended by services, community groups and individuals as well as some high profile sports persons.

- **Green Gym Initiative**

The Green Gym is an initiative which allows volunteers, led by an experienced officer, to participate in a variety of activities such as planting, pruning, and erecting fences. Originally initiated in Eglinton Park, it has been extended to other locations. It is a partnership between the Council, NHS Ayrshire and Arran, Healthy North Ayrshire and the British Trust for Conservation Volunteers. It is aimed at improving the physical and mental health of people by encouraging them to volunteer and experience the natural environment.

- **Vineburgh Regeneration Initiative**

This initiative involves the rebuilding of more than 300 homes over a four to five year period. It has two strands, a Housing Careers Training Programme and a Jobs from Construction Initiative, both of which involve taking on and supporting trainees / apprentices.

- **Street Nurses**

This is part of the Healthy North Ayrshire Initiative. Street nurses engage with people in community settings and offer lifestyle checks and advice, with ongoing referrals to GP or local pharmacy, weight management programme, smoking cessation support, etc.

- **Equally Well Test Site**

The Equally Well Test Site at the Garnock Valley Early Years Centre worked with 112 parents on the health and lifestyle issues affecting their families.

The Improvement Service is seeking two to three examples which they will write up as case studies, which will be shared with SOLACE and CoSLA. Last year, North Ayrshire's case studies were the North Ayrshire Employability Continuum and the Family Connexions Initiative. The CPP Management Group agreed to submit the Vineburgh Regeneration Initiative and the Street Nurses as examples of good practice.

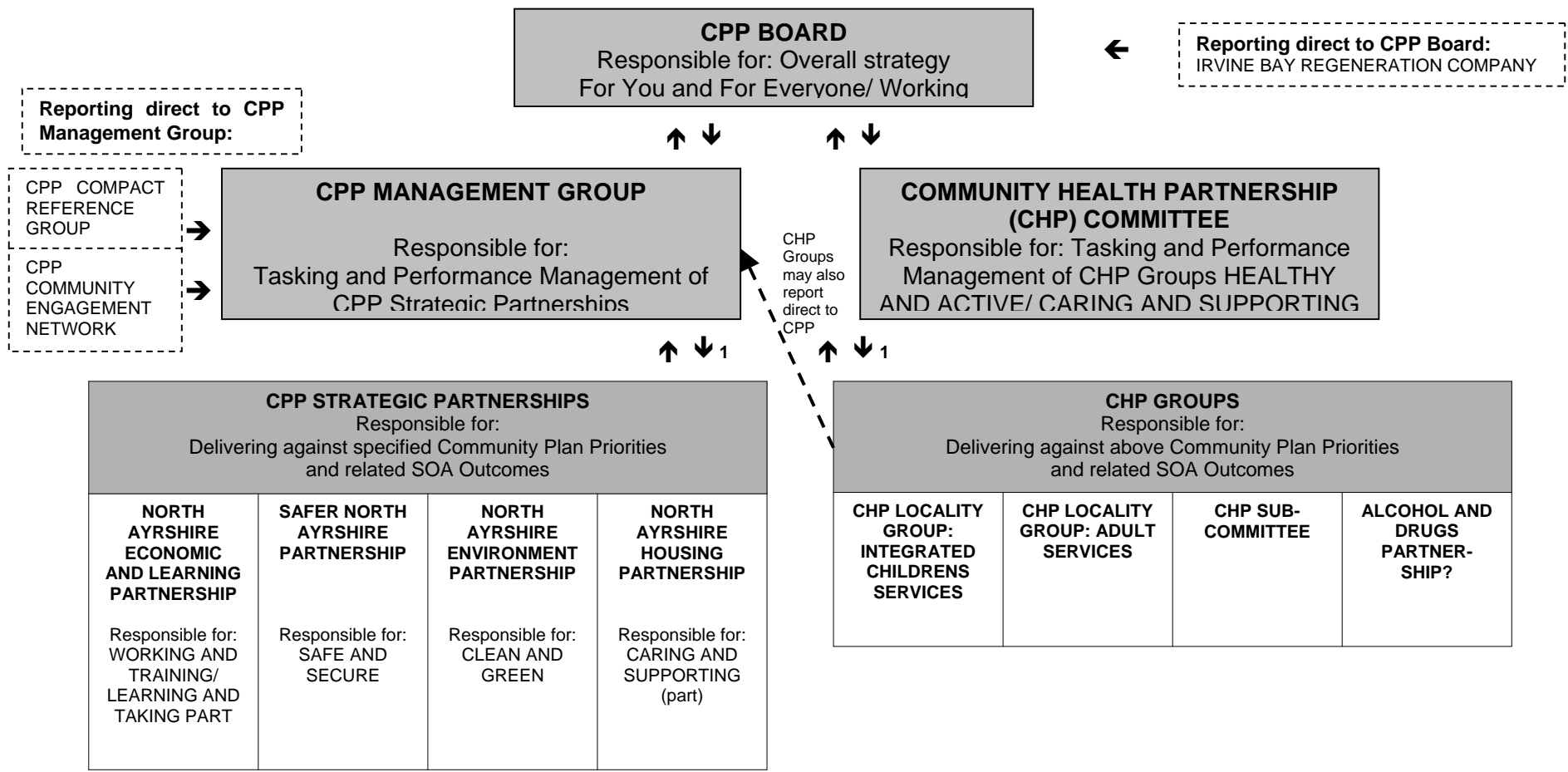
6. Conclusion

During 2009/10, the Community Planning Partnership has strengthened and matured. The CPP SOA has given the Partnership at all levels a clear focus and purpose on delivering the outcomes for the residents of North Ayrshire. Examples of the results of the improved governance structures, improved joint working and projects have been provided in this document.

The designation of a Director at Scottish Government level to be the contact for the CPP and his agreement to join the CPP Board has been invaluable in providing advice and assistance to the CPP.

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 strengthened joint working in North Ayrshire, but the statistics reveal that despite the improved efforts by the partners, North Ayrshire still faces significant challenges.

NORTH AYRSHIRE CPP: STRUCTURE



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

Appendix 1

Narrative on Progress and Indicator Data

National Outcome	1	We live in a Scotland that is the most attractive place for doing business in Europe
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North Ayrshire Outcome	
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Ref	Description
1a	Transport links to and from North Ayrshire have improved

Narrative on progress	<ul style="list-style-type: none"> • The Strategic Transport Projects Review for Scotland was published in December 2008. This made provision for improvements to the A737, including a Dalry bypass to be provided in the period beyond 2011. The Council has continued to make the case to Government for a commitment to an early site start and a study was recently commissioned to ascertain the benefits to Irvine Bay and the wider North Ayrshire economy as a result of the potential bypass. • Work is ongoing to develop and implement Quality Bus Corridors. During 2009/10 SPT provided funding to NAC to implement Phase 1 and 2 works on part of the Garnock Valley Corridor. SPT capital funding has been approved to implement Phase 3 of these works along the Clyde Corridor (Ardrossan to Skelmorlie along the A78). • Work to support the development of Park and Ride facilities at North Ayrshire stations has been undertaken by SPT and NAC. Network Rail has developed and designed Park and Ride proposals at Kilwinning and Irvine. The next phase of work will involve exploring funding options. • Access to healthcare facilities has been improved. An audit of interchanges has been undertaken and way finding signs for Crosshouse hospital have been provided at interchange points at Kilwinning Railway Station, Irvine Cross and Ardrossan Harbour as well as within the hospital grounds. SPT, NAC and EAC are working together to provide Real Time Bus Information on route no 11 (Ardrossan – Kilmarnock), taking in Crosshouse and Irvine Central Hospitals. • SPT has provided on-going support in relation to the development of the Prestwick Airport Surface Access Strategy and the roll out of the Glasgow Airport Surface Access Strategy, which contain 6 targets relating to public transport facilities at the airport and more sustainable modes of transport to the airports. • This target will be reviewed for next year. The 2010-11 SOA Action Plan actions under North Ayrshire Outcome 1a – “Transport links and services to and from North Ayrshire have improved” should also improve this indicator.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
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 ¹	Annual North Ayrshire Peoples Panel	67	N/A	72	72	66	72	74	76

¹ This is an amended indicator to that previously used

National Outcome	1	We live in a Scotland that is the most attractive place for doing business in Europe
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North Ayrshire Outcome	
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Ref	Description
1b	North Ayrshire is a more attractive tourist destination

Narrative on progress	<ul style="list-style-type: none"> Working in partnership with Visit Scotland to provide better marketing of the area to key visitors segments has achieved a continued growth in North Ayrshire's tourism industry with increased visitor numbers and expenditure. The increase above target on visitor numbers is indicative of increased numbers of day trippers coming to the area who tend to spend less than overnight visitors as noted in the 5% target not being achieved in visitor expenditure. Marketing efforts have been increased to target additional visitors from Glasgow to our visitor attractions and Arran. Marketing by various partners, the principal agent being Visit Scotland has targeted various tourism segments from sailing, golf, outdoor adventure, walking, day trips and the "staycation" market i.e. those choosing to holiday at home. A Minute of Agreement with Visit Scotland was agreed in December 2009 by the Council. With various partners the area's sailing industry has grown – through infrastructure and events development. The growing success of this sector is raising awareness of North Ayrshire as a world class sailing and events destination bringing more visitors from around the world to the area. The Council has engaged with the Scottish Tourism Economic Activity Model (STEAM) to carry out independent research over a 3 year period into the area's tourism offer. The outcomes will be used to set performance on visitors numbers and visitor revenue spend Growth in the tourism industry has increased employment, business opportunity and wealth generation for North Ayrshire in addition to providing the local community with a more attractive place to live and work in.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
1b1	Tourism visitor numbers	Annual STEAM (Scottish Tourism Economic Activity Monitor)	N/A	889, 190	941, 770	Increase 5% per annum	1,114,330	Increase 5% per annum	Increase 5% per annum	

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
1b2	Tourist visitor expenditure	Annual STEAM (Scottish Tourism Economic Activity Monitor)	£111.29M	£105.10M	£112.18M	Increase 5% per annum	£116.89M	Increase 5% per annum	Increase 5% per annum	50% Increase by 2015 (Visit Scotland target)

National Outcome	1	We live in a Scotland that is the most attractive place for doing business in Europe
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North Ayrshire Outcome	
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Ref	Description
1c	North Ayrshire is a more attractive place to do business

Narrative on progress	<ul style="list-style-type: none"> • Irvine Bay has continued its investment in Kilwinning Main Street, with phase 1 works completed in March 2010 and phase 2 due for completion in September 2010. Investment in town centres has continued with support from the Scottish Government's Town Centre Regeneration Fund, with work underway at the former Jack Millers Hotel and Harbour Bar in Ardrossan and the former Station Building in Saltcoats. Work has also been completed on phase 1 on the refurbishment of the Grade A listed Trinity Church in Irvine. • Outline planning permission has been secured for the Irvine Harbourside development and the development partners for the Marine Drive Hotel and Golf development are continuing to progress design and environmental work in preparation for submitting a planning application. • In March 2010 Irvine Bay entered into a joint venture with Peel (Clydeport) to take forward the redevelopment of the former Shell site in Ardrossan. This is for a mixed use scheme bringing both jobs and new housing to the Town, linked to the expansion the existing marina. • There have been delays in the negotiations between Irvine Bay URC and NHS Ayrshire and Arran on proposed development of the new health centre in Ardrossan. • Infrastructure works are underway for the office campus development at Annickbank. Demolition of the industrial units has commenced at the former NACCO site with proposals for the development of new industrial space to commence later in 2010. • NAC Town Centre Regeneration Framework implemented in Dalry with improvements to streetscape, public open space, shop fronts, lighting, car parking, town centre marketing and establishment of local retailers group. Seven bids to the Town Centre Fund by the Council were unsuccessful, although Irvine Bay URC made some successful bids. • Extension of town centre CCTV coverage to Dalry, Kilbirnie and Largs. • Completion of a new slipway at Largs to host world class sailing events. • The North Ayrshire Local Social Economy Partnership (LSEP) was relaunched with a remit to promote and co-ordinate the social enterprise sector across North Ayrshire. An Action Plan has been prepared and a "referrals pipeline" for supporting organisations of all sizes and turnover has been established. • Provision of a multi-agency support programme for the establishment and growth of the social economy across North Ayrshire. • The establishment of a strategic pan Ayrshire group to examine jointly agreed action plans in key growth sectors namely, Marine and Coastal, Renewables, Engineering and Food and Drink and, to identify key barriers to securing investment. • Joint public/private sector development of an Ayrshire and Arran brand to be used to promote the area as a place to do business and attract additional investment.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
1c1	Number of new born businesses per 10,000 working age population ²	Annual Department for Business Enterprise and Regulatory Reform (BERR)	36.4	43.8	41.9	Increase	Not available until late autumn from ONS Business Demography	Increase	Increase	To close the gap in Scottish average (50.3 in 2008)
1c2	Number of dead businesses per 10,000 working age population ³	Annual Business Demography: Enterprise Births, Deaths & Survival via ONS	32.7	31.4	33.9	Decrease	Not available until late autumn from ONS Business Demography	Decrease	Decrease	To close the gap in Scottish average (40 in 2008)
1c3	Number of surviving businesses per 10,000 working age population ⁴	Annual Business Demography: Enterprise Births, Deaths & Survival via ONS	355.1	365.5	372.3	Increase	Not available until late autumn from ONS Business Demography	Increase	Increase	To close the gap in Scottish average (458.7 in 2008)

² This is a new indicator

³ This is a new indicator

⁴ This is a new indicator

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

Ref	Description
1d	North Ayrshire has more of an enterprise culture

Narrative on progress	<ul style="list-style-type: none"> • Business Gateway continues to maintain the target of new business start-ups and aims to increase their starts year on year. In the past year business start ups have exceeded targets by 14 percentage points on mainland North Ayrshire and 55 percentage points on the islands. • Business start up figures for North Ayrshire released by the Clearing Banks, however, show a fall in start ups per 10,000 adult population. As Business Gateway numbers have increased the overall fall in numbers may be linked with the recession based reluctance of the banking sector to lend during the height of the recession. This further emphasises the importance of the Business Gateway service support to local entrepreneurs. • Better integration between Economic Development service offerings and Business Gateway with increased budget commitments and marketing and training initiatives is planned this year to encourage the number of start-ups, as well as additional help to strengthen the foundations of new businesses with much increased advisory pre-start and aftercare business planning support as well as some extra funding support. In the short term there will also be a focus on more support for existing businesses to help them develop and grow thereby generating additional opportunities for new businesses to exploit.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
1d1	Number of new businesses per 10,000 adult population ⁵	Annual Business Demography : Enterprise Births, Deaths & Survival via ONS	70.5	66.7	48.2	Increase	34.5	Increase	Increase	To close the gap with Scottish average (48.9 2009/10)

⁵ This is a new indicator

National Outcome	2	We realise our full economic potential with more and better employment opportunities for our people
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North Ayrshire Outcome		
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Ref	Description
2a	More people are in work and training

Narrative on progress	<ul style="list-style-type: none"> • NAC Business Development activity has resulted in over 580 new jobs being created within client companies with some 1,560 jobs safeguarded. • Over 1,350 “ Training in Work” training outcomes achieved over the last year from NAC/EU sponsored support programmes. • Approval of an extension of the current European programme to bring the programme into line with the FNA allocation. This represents an additional £366,000 from the European Social Fund and a further £148,272 from the European Regional Development Fund and will assist around 1,130 people in the next twelve months. Around 500 people accessing work and skills services are expected to gain employment while a further 340 people will to progress on to training programmes. • Future Jobs Fund – CPP bid approved at £1.17 million for 180 unemployed young people to enter work over an 18 month period to March 2011. • Community Benefit Clauses or Training & Recruitment Targets introduced in procurement of contracts. NAC departments to look at use of Community Benefit clause in all capital contracts - internal seminar/information session introduced. Key linkages into Irvine Bay URC & Cunninghame Housing Association to deliver additional training opportunities within their capital works programmes. • Ayrshire Work Health and Wellbeing group formed and led by the health board. North Ayrshire a key member. Key part of the remit of the group is to move clients out of health related benefits into employment or training. • There has been a delay in the proposed establishment of a “Public Sector/Health Care Academy” to support recruitment of unemployed beneficiaries into the public sector due to the absence of partner agreements. A pilot health sector based training programme was developed in conjunction with the Heath Service and DWP and is proceeding. • Scottish Enterprise currently support through its Account Management programme 47 North Ayrshire companies, 81% of these companies are within the key and growth sectors predominantly in the Digital Media & Enabling Technology and Life Science sectors. • Employability programmes are continuing to target clients in order to increase the employment rate towards the national average. In the short term this is going to be difficult until the economy picks up.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
2a1	Percentage of working age population in employment	Quarterly Annual Population Survey (APS) via NOMIS (National Online Management Information System)	69.2	68.1	67.8	Increase	65.0* * Latest information available Jan09 - Dec09. Apr 09-Mar 10 not available until Nov 2010	Increase	Increase	To close the gap with Scottish average (71.9 in Jan09 – Dec09)
2a2	Percentage of working age population claiming key benefits	Quarterly Department of Work & Pensions Longitudinal Study via NOMIS (National Online Management Information System)	20.7	19.8	21.7	Reduce	22.5	Reduce	Reduce	To close the gap with Scottish average (17.1 in Feb 2010)

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

Ref	Description
2b	More people are in high value, high wage jobs

Narrative on progress	<ul style="list-style-type: none"> Over 1,350 employees in work have been up-skilled during the last year through NAC/EU sponsored business support programmes. Over 1,560 jobs in the North Ayrshire economy have been safeguarded as a result of NAC/EU sponsored business support activity a number of which are high value/high wage jobs. Many of the outcomes associated with the CPP sponsored skills for work programmes relate to level entry jobs in the economy. Joint work continues to ensure North Ayrshire offers quality locations to inward investments and plant relocations.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
2b1	Percentage of employees in SOC1-3 Standard Occupational Class (managerial, professional, technical) jobs	Annual Annual Population Survey (APS) via NOMIS (National Online Management Information System)	33.8	34.3	34.5	Increase	34.8* * Latest information available Jan09 - Dec09. Apr 09-Mar 10 not available until Nov 2010	Increase	Increase	To close the gap with Scottish average (41.1 in Jan09 – Dec09)

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

Ref	Description
3a	Opportunities for lifelong learning have increased

Narrative on progress	<ul style="list-style-type: none"> • The CLD Adult Learning Team in partnership with schools, libraries , University of West of Scotland , Colleges and voluntary organisations have expanded the provision and accredited learning opportunities in venues throughout North Ayrshire. • Learning in libraries continues to increase, with ICT, family learning and other opportunities being delivered by library staff, CLD and volunteer buddies. Partner providers include University of West of Scotland, NHS, Trading Standards and LT Scotland. • Libraries and arts and cultural services continue to provide an increasing range of volunteering opportunities both for adults and young people, including the ICT buddy initiative, volunteers in museums and the ACHIEVE project (where volunteers support other volunteers in their work). • The trend for people who have taken part in any training or learning experience in the last two years has been downwards. The data source for this indicator is the People’s Panel survey and as such the results can be subjective. The target will be reviewed for next year.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
3a1	Number of participants accessing youth services programmes	Quarterly Service Performance Report (North Ayrshire Council Educational Services)	725	1614	2089	2000	2471	2500	2500	2500

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
3a2	Number of adults accessing community-based adult learning opportunities	Quarterly Service Performance Report (North Ayrshire Council Educational Services)	1036	1019	1104	1100	1205	1100	1100	1100
3a3	Number of participants accessing adult literacies programmes	Quarterly Service Performance Report (North Ayrshire Council Educational Services)	1408	1427	1178	1000	1000	1000	1000	1000
3a4	Percentage of people who have taken part in any training or learning experience in the last 2 years	Annual North Ayrshire People's Panel Summer Survey Reports (34%	31%	29%	30%	25%	32%	34%	36%

National Outcome	3	We are better educated, more skilled and more successful, renowned for our research and innovation
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North Ayrshire Outcome	
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Ref	Description
3b	People are better skilled to get into work

Narrative on progress	<ul style="list-style-type: none"> • Delivery of the CPP Employability Service progressing very well despite the recession and the very challenging jobs market. In the last 12 months 1055 clients have been assisted in moving into work. Continued good partnership working between projects and external agencies • The key services delivered are: (i) integrated employability service, (ii) Working for Families (iii) Lookahead service (iv) Vineburgh regeneration, (v) Volunteering service, (vi) Job Rotation, (vii) MCMC specific projects (i.e. Activate, Extended Outreach and pre-apprenticeship initiatives (viii) Future Jobs Fund, and (ix) Jobs Access Service • There were 2,734 beneficiary registrations during the last year - this highlights the continuing high demand for these services from clients facing a very unsecure jobs market. As registrations have increased above targets (possibly reflecting the recession), this has had an adverse impact on % calculations and can explain why the % of clients into work has not reached the target whilst the actual numbers of those moving into work has increased. • At the 6 months sustainability stage of the programmes 63% of those having progressed into work were still employed. • Manufacturing, transport/distribution, care, retail and construction were the main sectors taking on clients • The CPP was successful in its bid to deliver the DWP funded Future Jobs Fund, targeting unemployed 18-24 year olds and providing them with real job and skills development opportunities. As at March 2010 a total of 51 young unemployed people had secured a 6 months placement. The overall target for the programme is 180 placements by the end of March 2011. • 2009/2010, 1,390 North Ayrshire residents were actively in training via SDS funded National Training Programmes – Modern Apprenticeships, Skillseekers, Get Ready for Work and Training for Work. During this same year, there were 998 achievements, such as the attainment of a qualification, a job, or progression to another training programme. (breakdown for each Programme not available at time of report being published) • Skills Development Scotland has started to communicate and agree the contribution the organisation can make to the achievement of Outcomes such as this. A workshop with key CPP Partners has resulted in the production of a new SDS Service Delivery Agreement for North Ayrshire (2010/2011) which identifies services tailored to the area. The Agreement will enhance partnership working and mark the beginning of a more flexible service delivery model • To help support the increasing number of residents claiming Job Seeker's Allowance, SDS and Job Centre Plus will be rolling out a new initiative for Ayrshire – Integrated Employment and Skills (IES). Locally, SDS Careers Advisers will be taking direct referrals from Job Centre Plus and in many instances; information, advice and guidance from SDS Careers Advisers will be delivered to claimants within Job Centre premises. Such a move to co-working will enhance the support on offer for claimants making the journey back to employment or further learning • In partnership with local colleges and employers, skill centres have been developed in three secondary schools, to provide additional vocational opportunities for students.
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	<ul style="list-style-type: none"> • An enhanced careers service is provided to targeted young people through the Activate programme in seven North Ayrshire Secondary Schools. • The Three Towns Motor Project continues to offer high quality learning opportunities in conjunction with local secondary schools and James Watt College. • Library Job Clubs, in partnership with CEIS (Community Enterprise in Scotland), are available in the Garnock Valley to provide careers support and advice participants. • Future Jobs Fund opportunities are available through libraries and arts and culture. • Community Development Youth Services make a significant contribution to the activity agreement pilots and are delivering four quality programmes to young people furthest from the employment market. • Participant evaluations of learning opportunities for young people indicated that almost all young people had increased in confidence and improved the core skills of communication and working together. • Employability programmes are continuing to target clients in order to assist those out of work to enter the labour market. In the short term it is likely that the numbers of clients will continue to increase reflecting the ongoing effects of the recession. This in turn means that the percentage of clients moving into work is likely to decrease until the national and local economies pick up. A review of employability programmes is currently underway and will cover the effectiveness of current employability programmes and make proposals leading up to the new welfare reforms scheduled to be implemented by Government post March 2011.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
3b1	Number of young people progressing into work or further education through training programmes ⁶	Annual Internal Statistics (North Ayrshire Council Educational Services)	1153	1131	1206	Improve	1326	Improve	Improve	Improve

⁶ Training programmes are those currently funded via MCMC Partnership

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
3b2	Number of Economic Development clients moving into work	Annual Internal Statistics (North Ayrshire Council Economic Development)	N/A	N/A	553	693 (based on contract target and taking in recession)	1055	1055	1055	
3b3	Percentage of Economic Development clients moving into work ⁷	Annual Internal Statistics (North Ayrshire Council Economic Development)	N/A	N/A	34%	40%	38%	38%	38%	

⁷ This is a new indicator

National Outcome	4	Our young people are successful learners, confident individuals, effective contributors and responsible citizens
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North Ayrshire Outcome	
Ref	Description
4a	Levels of educational attainment and achievement have improved

Narrative on progress	<ul style="list-style-type: none"> • New measures will require to be put in place to measure attainment in Primary Schools through Curriculum for Excellence • North Ayrshire Council Education and Skills has delivered a concerted improvement agenda across all sectors in education. This has resulted in improved educational outcomes for many children and young people. • The three year rolling average figure has the advantage of ironing out annual fluctuation in attainment. However, it can also mask improvement. In Secondary Schools attainment in 2009/10 across all measures has improved in relation to performance by the end of S4, although against certain measures it is below the national and comparator average. • At three or more awards at Higher level, there is evidence of an improving trend over three years. • Further work will be carried out with schools in order to improve performance in line with the average for the family of authorities. This will include :- <ul style="list-style-type: none"> ○ closer examination of benchmarking information with comparator schools; ○ school and subject action plans; ○ ensuring that staff embrace opportunities through effective Continuing Professional Development to improve their own performance; ○ ensuring that raising attainment is an agenda item on all subject network meetings ; and ○ opportunities for staff to learn from effective practitioners • The authority will ensure that schools are given every challenge and support in raising attainment in subjects identified as areas for improvement.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
4a1	Proportion of inspected schools receiving positive inspection reports	Annual Service Performance Report (North Ayrshire Council Educational Services)	100%	100%	100%	100%	100%	100%	100%	100%

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
4a2	5 or more awards at SCQF Level 3 or better (by end of S6)	Annual Service Performance Report (North Ayrshire Council Educational Services)	89.8%	89.8%	89.8%	93%	89%	93%	93%	Improve
4a3	5 or more awards at SCQF Level 4 or better (by end of S6)	Annual Service Performance Report (North Ayrshire Council Educational Services)	73%	72.3%	72.4%	75%	72%	75%	75%	Improve
4a4	5 or more awards at SCQF Level 5 or better (by end of S6)	Annual Service Performance Report (North Ayrshire Council Educational Services)	40.6%	41.1%	41.6%	44%	41%	44%	44%	Improve
4a5	3 or more awards at SCQF Level 6 or better (by end of S6)	Annual Service Performance Report (North Ayrshire Council Educational Services)	23.7%	24.2%	25%	27%	25%	27%	27%	Improve
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	Annual Audit Scotland: Statutory Performance Indicators: Council Profiles	41.9%	43.9%	52.5%	N/A	Due Sept. 10	-	-	-

National Outcome	4	Our young people are successful learners, confident individuals, effective contributors and responsible citizens
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North Ayrshire Outcome	
Ref	Description
4b	More young people are leaving schools for positive destinations (further or higher education, employment or training)

Narrative on progress	<ul style="list-style-type: none"> • Across Scotland, just under 86% of 2008/09 leavers are in positive destinations (higher education, further education, employment, voluntary work or training). This is down from 86.4% in 2007/2008. In North Ayrshire, 84.5% of school leavers are in a positive destination, down from 85.9% in 2007/08, and the same as 2006/07. Since 2007 there has been a significant increase in the number of our young people choosing to stay on in school beyond S4. • The proportion of young people across Scotland entering further or higher education has risen from 55.9% in 2007/08 to 61.9% in 2008/09. In North Ayrshire the proportion of young people entering FE and HE has risen from 61.1% in 2007/08 to 66.1%, substantially higher than the Scottish average, and the highest percentage ever in North Ayrshire • There continues to be a decline both nationally and in North Ayrshire of school leavers entering employment. • In North Ayrshire the percentage of leavers who are unemployed and seeking work has risen. • 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. Of the 13 winter 2009 leavers referred, 11 progressed to positive destinations and 2 were referred to Skills Development Scotland, Of the 41 summer 2010 leavers referred , 36 have gone to positive destinations and the remaining 5 continue to have support. • The Skills for Work and Early Intervention Programmes, designed to support at risk S3 and S4 pupils , and reduce the number referred for a full Extended Outreach placement , has involved 54 pupils and feedback from schools reports improvements in pupils' behaviour, attitude and a reduction in exclusions.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
4b1	Percentage of school leavers going into Employment, Education or Training	Annual Destinations of leavers from Scottish Schools (Scottish Government)	84.6%	85.9%	84.5%	85%	Due Nov. 10	85%	86%	87%

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
4b2	Percentage of Looked After young people entitled to aftercare in Employment, Education or Training	Annual Children Looked After Statistics (North Ayrshire Council Social Services)	37%	33%	35%	increase	25%	25%	25%	-

National Outcome	5	Our children have the best start in life and are ready to succeed
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North Ayrshire Outcome	
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Ref	Description
5a	Opportunities to support the positive development of vulnerable young children have increased

Narrative on progress	<p>The positive development of vulnerable young people is a crucial element in the strategy of the Children's Service Plan. In line with current government policy. Strategies have been developed which address difficulties both at an early age of a child's life as well as early stage of potential difficulties. Those strategies seek to capitalise on the resilience of carers and children as well as improving community capacity. There will be challenges in terms of the sustainability of some of the actions arising from this given the current economic climate.</p> <p>The Integrated Children Services Planning Group/Officer Locality Group for Children and Young People delivered the following SOA actions in 2009/10</p> <ul style="list-style-type: none"> • Develop an action plan to support the implementation of the National Early Years Framework • Deliver Fairer North Ayrshire Early Years/Early Intervention Programme <p>While an action plan has not yet been completed, it has in fact almost been overtaken by work on establishing the Family Connexions Project (Early Intervention Programme). The Family Connexions Project provides a multi-agency team within a nursery setting to provide early intervention with 'low risk' vulnerable families. An evaluation report on the benefits and outcomes of the project is due shortly which will inform the development of the Early Years Action Plan. However, the Family Connexions Project is already showing benefits to families and highlighting the benefits of multi-agency/multi-professional team working. The Early Years Framework Group has developed and agreed priorities for implementation of the Framework.</p> <ul style="list-style-type: none"> ▪ Deliver the Family Support & Parenting Strategy <p>The Family Support and Parenting Strategy was finalised and a detailed action plan developed during 2009. The strategy was launched in January 2010. The strategy establishes a continuum of support for parents through antenatal care, postnatal support and onwards through a child's life. It crucially links to and provides a foundation for early intervention across a number of themed areas (e.g. substance misuse).</p> <ul style="list-style-type: none"> • Equally Well Pilot <p>The equally well test site at the Garnock Valley as described at section 6a will also inform the development of the early year's agenda in North Ayrshire.</p> <ul style="list-style-type: none"> • Local authority and partner nurseries continue to receive positive inspection reports • The number of priority nursery places for 0-3 year olds has been maintained. It is not anticipated that this number will increase. • Priority nursery places for 2-3 year olds at Stanecastle School , Corsehill PS and Cumbrae PS are now receiving mainline funding. • Number of daycare places for vulnerable children , 0-3 years has been maintained.
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- 20 day carers have been recruited and trained to provide a family support service in the evenings and weekends.

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
5a1	Proportion of pre-school centres receiving positive inspection reports	Annual Childcare Partnership Internal Statistics (North Ayrshire Council Educational Services)	100%	100%	100%	100%	100%	100%	100%	100%
5a2	Number of priority nursery places available to vulnerable children* aged 0-3 years	Annual Childcare Partnership Internal Statistics (North Ayrshire Council Educational Services)	250	250	210	210	210	210	210	210
5a3	Number of day care places available to vulnerable children aged 0-3 years	Annual Childcare Partnership Internal Statistics (North Ayrshire Council Educational Services)	35	55	87	60	60	60	60	60

National Outcome	6	We live longer healthier lives
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North Ayrshire Outcome	
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Ref	Description
6a	Health and well-being throughout life have improved

Narrative on progress	<p>The issue of improving health and well-being is highly complex and requires improvements in the social determinants of health over the life course of individuals. To ensure improvements in health and well being - an individual would require to be nurtured from childhood, be well educated, live in good housing & a positive environment, be in work and have a good income. This area continues to be a key challenge for the Community Planning Partnership in North Ayrshire particularly within its deprived communities. It is now recognised that the key focus for agency activity should be at an earlier stage, offering prevention and early intervention.</p> <p>In 2009/10 the following priority actions were taken forward across the partnership to support improvements in health and well-being:</p> <ul style="list-style-type: none"> • Support schools and nurseries to progress to Credit and Excellence Awards with the Health Promoting School Scheme - 43 schools and nursery establishments achieved credit and 3 achieved excellence in 2009/10 • Develop two health improvement priorities from Public Health Priority Topics and the Equally Well Test Site and align the actions in the Joint Health Improvement Plan within the SOA. The Equally well test site at Garnock Valley Early Years Centre (GVEC) worked with 112 parents on the health and lifestyle issues affecting their families. • Implement Choose Life Action Plan to sustain and integrate suicide prevention activity across all partners. A total of 700 staff trained and Pacific Institute's STEPS to Excellence had 616 Contacts • Scope community based resources for community care/health care services within North Ayrshire including older people, mental health, addictions, learning disability, community nursing, physiotherapists, podiatrists etc. A mapping is now complete and services are assessing effectiveness of service models. • Action plan to be developed, resulting from the review of services for older people, on the island of Arran. • Falls Prevention Strategy developed and implemented. The focus for work within North Ayrshire is Falls and Telecare, Health and Social Care staff training, including care homes, and the introduction of a multifactorial risk assessment with case Identification. <p>Progress an Integrated Resource Framework with all relevant partners including those for children's services and community care/health care services to deliver effective services in each Community Health Partnership area. North Ayrshire has led a Pan Ayrshire Phase 2 IRF project assessing resource utilisation for children with complex needs to support the shift of the balance of care and service redesign. For 2008/09 local authorities spent a total of £53 million on social service support, £40 million on education support and £37 million on NHS support. An assessment of resource use for 60 children during 2008/09 was also undertaken and the support costs ranged from £3,776 to £354, 394. An event was held on 25 June with stakeholders to identify</p>
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areas of service re-design focussing on prevention and early intervention.

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
6a1	Percentage of children with dental cavities in Primary 1 ⁸	Biennial National Dental Inspection Programme Report	-	60.2%	-	N/A	N/A	N/A	N/A	N/A
6a2	Number of children with dental cavities in Primary 1 ⁹	Biennial National Dental Inspection Programme Report	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
6a3	Percentage of women smoking during pregnancy	Annual Smoking at Booking (Information and Statistics Division (ISD) Scotland) from SMR02	28.9	28.4	28.5	Reduce	27	20	Reduce	Reduce
6a4	Percentage of children exclusively breastfed at 6-8 weeks review	Annual ISD from Child Health Systems Project – Pre-school (CHSP-PS)	18.4	16.1	17.4	23	Due May 11	Increase	Increase	Increase
6a5	Percentage of children in Primary 1 receiving a review who are obese (includes severely obese) in Ayrshire	Annual ISD Scotland – Primary1 BMI Statistics	8	9.3	7.6	Reduce	Due Dec. 10	Reduce	Reduce	Reduce

⁸ This is a new indicator

⁹ This is a new indicator

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9			2009/10	2009/10	
6a6	Rate of suicide per 100,000 population	Annual Births & Deaths Registered in Scotland (General Register Office for Scotland)	20.6 (2003) or 16.3 (03-07)	14.3 (2003) or 16.3 (03-07)	17.7 (2009) or 16.7 (05-05)	Reduce	Due July 11	Reduce	Reduce	Reduce
6a7	Number of people on register with diagnosis of dementia ¹⁰	Annual HEAT Performance Management System	753	730	752	Increase	Due end Sept. 10	Increase	Increase	Increase
6a8	Number of patients under 15 discharged from hospital following an emergency admission due to an accident in the home per 100,000 population ¹¹	Annual North Ayrshire CHP Health and Wellbeing Profile	316.4	406.2	455.8	Reduce	Due Dec. 10	Reduce	Reduce	Reduce
6a9	Number of patients aged 65 and over discharged from hospital after an emergency admission due to an accident in the home per 100,000 population	Annual North Ayrshire CHP Health and Wellbeing Profile	1380.1	1405.5	1553.7	Reduce	Due Dec. 10	Reduce	Reduce	Reduce

¹⁰ This is a new indicator

¹¹ This is a new indicator

National Outcome	6	We live longer healthier lives
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North Ayrshire Outcome	
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Ref	Description
6b	Health inequalities have reduced

Narrative on progress	<p>“Reducing health inequalities is vital to achieving the Scottish Government’s overall purpose: sustainable economic growth. If Scotland is to live up to its potential in terms of economic success, healthy life expectancy must increase – particularly among those whose lives are currently cut short due to deprivation or other inequalities” (Equally Well 2008).</p> <p>Across Scotland health and social inequalities still exist and within North Ayrshire the persistent gap in the health experience between the most affluent and deprived communities’ remains a prominent factor. Reducing inequalities remains a key challenge in North Ayrshire.</p> <p>In order to take forward the health and well-being agenda for the CPP, the Inequalities in Health group was formed and sits as part of the Community Health Partnership (CHP). This group has the key task of developing the strategic direction for reducing inequalities across the Community Planning partnership. The Inequalities in Health Group receives support from its three sub groups working on suicide prevention (Choose life 6a), Healthy North Ayrshire (also support 5a, 6a, 6e) and the Partnership Health Improvement Team.</p> <p>In 2009/10 the following priority actions were taken forward across the partnership to support the reduction in health inequalities:</p> <ul style="list-style-type: none"> • Develop an action plan in relation to health inequalities (including baseline information, performance measures and timescales) The action plan is now in place and agencies are taking forward work on alcohol, tobacco, obesity, mental health, sexual health, nutrition and breastfeeding. • Agree Mental Health Partnership Framework for North Ayrshire CHP. Partnership now in place and working on improving mental health services available in north Ayrshire. The Towards a Mentally flourishing Ayrshire and Arran work will progress across the CPP during 2010/11. • Deliver Year 2 of Fairer North Ayrshire Healthy and Active Programme - 6738 contacts were made by the project, Its activity is targeted within the 15% most deprived communities and it also works with specific groups known to experience poorer health and wellbeing including adults with learning disabilities; individuals with mental health problems; men; carers; young people; and older adults • Support local officers in care group partnerships to develop local service development plans to meet agreed outcome and improvement targets. All of the CHP sub groups have action plans linked to overall outcomes of the SOA. • Address access issues to health improvement and healthcare services for homeless people in partnership with specialist agencies- North Ayrshire is participating in a Pilot to improve Prison Liberation. Sex Workers Information Pack completed and distributed Nov/Dec 09. Podiatry fast track to service and 2 drop-in clinics monthly in hostel settings. Fast track dental health via Dental Access Centre and provision of dental packs to all service users monitored monthly and audited 6/12.
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	<p>Sexual health enhanced access to appointments and development of Prostitution Information Pack for staff. Completion of Food and Health Toolkit to improve diet and equity of service-roll out for all Homeless Services Aug 09. Pathway for maternity services, under 5's and immunisation such as HPV. Developed Street Leagues Football services for North Ayrshire. Rolling programme of health promotion events in 4 hostels. Developing a pathway for homeless people with hepatitis C to access appropriate services. Working in partnership with NAC and Social Work to develop an Alcohol Pathway.</p> <ul style="list-style-type: none"> • The keep well anticipatory work with 10 General Practitioner practices involved have carried out a total of 2,655 health checks on people living in the 15% most deprived areas in North Ayrshire. • The sexual health implementation group is working with partners to deliver effective services to young people, which reduce teenage pregnancy and improve sexual health. • The work undertaken by the Inequalities in Health group as outlined above should positively impact on people's rating of their general health and mental health and well-being.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
6b1	Estimated average male life expectancy at birth in years	Annual General Register Office for Scotland	73.8 (03-05)	73.9 (03-05)	73.8 (06-08)	Increase	Due end Sept. 10	Increase	Increase	Increase
6b2	Estimated average female life expectancy at birth in years	Annual General Register Office for Scotland	78.9 (03-05)	79 (03-05)	79 (06-08)	Increase	Due end Sept. 10	Increase	Increase	Increase
6b3	Percentage of people rating their general health as very or fairly good, in regeneration areas of North Ayrshire	Annual North Ayrshire People's Panel Survey Report	54	54	62	65	61	66	68	70
6b4	Percentage of people rating their general health as very or fairly good, outwith regeneration areas of North Ayrshire	Annual North Ayrshire People's Panel Survey Report	69	64	69	65	65	66	68	70
6b5	Mental health and well-being scores on Warwick-Edinburgh Mental Well-being Scale in regeneration areas of North Ayrshire	Annual North Ayrshire People's Panel Survey Report	N/A	49.1	N/A	50	49.9	51.5	51.75	52

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
6b6	Mental health and well-being scores on Warwick-Edinburgh Mental Well-being Scale outwith regeneration areas of North Ayrshire	Annual North Ayrshire People's Panel Survey Report	N/A	49.5	N/A	50	51.4	51.5	51.75	52
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	Annual ISD Scotland	N/A	N/A	32.6	Reduce	Via Request around Sept. 10	Reduce	Reduce	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	Annual ISD Scotland	N/A	N/A	10.6	Reduce	Via Request around Sept. 10	Reduce	Reduce	Reduce
6b9	Age-standardised mortality rates (directly standardised) per 100,000 population for Cancer, ages under 75 in regeneration areas of North Ayrshire	Annual ISD Scotland	N/A	N/A	54.0	Reduce	Via Request around Sept. 10	Reduce	Reduce	Reduce
6b10	Age-standardised mortality rates (directly standardised) per 100,000 population for Cancer, ages under 75 outwith regeneration areas of North Ayrshire	Annual ISD Scotland	N/A	N/A	22.0	Reduce	Via Request around Sept. 10	Reduce	Reduce	Reduce
6b11	Rate of pregnancies among under 16 year olds per 1,000 relevant population	Annual ISD Scotland	10.9 (05-07)	10.5 (06-08)	Due July 11	6.8	Due July 12	Reduce	Reduce	Reduce

National Outcome	6	We live longer healthier lives
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North Ayrshire Outcome	
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Ref	Description
6c	The harmful effects of drugs and alcohol misuse are reduced

Narrative on progress	<p>The management of the harmful impact of alcohol and drug misuse within communities and providing support to service users & their families is a key priority area for the Community Planning Partnership and Community Health Partnership.</p> <p>In 2009/10 the following priority actions were taken forward across the partnership:</p> <ul style="list-style-type: none"> • Establish role and remit of North Ayrshire Alcohol and Drug Partnership and reporting relationship to CHP Committee and Community Planning Partnership. The newly formed Alcohol and Drugs Partnership (ADP) met for the first time in September 2009 • Review current NHS and Social Services provision for people with problematic substance misuse issues in order to better meet need. • Develop a strategy and action plan for children and young people affected by substance misuse. This plan has been developed working with the Integrated Children Services Planning Group/Officer Locality Group Children and Young People. • Develop a referral process for persons in custody who have alcohol or drug addictions. This scheme has created approximately 125 referrals per month during 2009/10 • Use the Needs Assessment on substance misuse by young people to address the priorities raised in the assessment including acute services for those with complex needs. The draft needs assessment was completed at 31 March 2010 and is currently being considered. • NHS Ayrshire and Arran have implemented Alcohol Brief Interventions and during 2009-10 the target of 4500 was exceeded with 4990 completed. • NHS Ayrshire and Arran has been able to assess all those individuals who were waiting for assessment for substitute prescribing and support during 2009/10 • Work is ongoing on developing an outcomes-based approach when measuring performance in this area. There are new National targets regarding waiting times which are being rolled out across Scotland – HEAT target A11: by March 2013, 90% of clients will wait no longer than 3 weeks from referral received to appropriate drug or alcohol treatment that supports their recovery. Work is ongoing to redraft a Model of Care for Addictions services in North Ayrshire which will reflect these new targets and the emphasis on the Recovery agenda. It is anticipated that improved and more uniform measures used across NHS, Social Services, etc will more accurately reflect the success of programmes and the impact they have on service users' lives.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
6c1	Number of people being assessed for alcohol and drugs misuse	Annual Internal Records (North Ayrshire Council Social Services,	408	386	397	Increase to capacity	336	Increase to capacity	Increase to capacity	Increase to capacity
6c2	Number of substance misusers accessing treatment and care service	Annual Internal Records (North Ayrshire Council Social Services,	549	528	572	Increase to capacity	542	Increase to capacity	Increase to capacity	Increase to capacity
6c3	Deaths per 100,000 population from alcohol related diseases. ¹²	Annual GRO Scotland	19.2	30.9	36.2	Reduce	Due Aug. 11	Reduce	Reduce	Reduce
6c4	Number of alcohol related and attributable hospital patients (3 year average directly age-sex standardised rate 100,000 population per year) ¹³	Biennial ScotPHO Health and Wellbeing Profile	N/A	1085 (08 profile)	N/A	Reduce	Due Dec. 10	Reduce	Reduce	Reduce
6c5	Number of drug related hospital patients (3 year average directly age-sex standardised rate 100,000 population per year) ¹⁴	Biennial ScotPHO Health and Wellbeing Profile	N/A	172.4 (08 profile)	N/A	Reduce	Due Dec.10	Reduce	Reduce	Reduce
6c6	Percentage of people very and fairly concerned about people using or dealing drugs in their neighbourhood	Annual North Ayrshire People's Panel Survey Report	37	33	37	36	36	34	32	30

¹² This is a new indicator

¹³ This is a new indicator

¹⁴ This is a new indicator

National Outcome	6	We live longer healthier lives
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North Ayrshire Outcome

Ref	Description
6d	More vulnerable people are supported within their own communities

Narrative on progress	<p>During 2009/10 the Adults and Older People Officer Locality group has focussed its activities on supporting people within their own communities. This work covers a wide variety of areas – Older People, Mental Health Partnership, Learning Disabilities, Rehabilitation & enablement including falls and joint equipment, long term conditions and telehealthcare. The group has built this year on the effective partnership working of staff on the front line who manage individuals and their carers effectively to agreed outcomes.</p> <p>In 2009/10 the following priority actions were taken forward across the partnership:</p> <ul style="list-style-type: none"> • Agree the availability and alignment of resources for investing in community health and care infrastructure. Each of the work areas identified their budgets, which are available to support partnership working. • Agree the 'Joint Commissioning Strategy' for services for Older People in North Ayrshire as the basis for consultation with a range of stakeholders including staff, service users and carers. Develop an action plan for the implementation of the strategy based on the initial proposals and feedback from the consultation. The issues now being taken forward as key priorities are partnership rehabilitation and enablement services, day hospital and day centre, intermediate care, home meal services, community capacity support and housing support models. • Engage the Joint Improvement Team (JIT) to conduct a whole systems analysis to inform Delayed Discharge reduction. There has been significant success in the management of delayed hospital discharges and the target remains at zero. • Undertake an appraisal of long term NHS Inpatient care and agree on the retained number of frail, elderly and psychiatry of old age beds for those who only require medical and nursing care (end of life care and very challenging behaviour) and consider current number and use of assessment and rehabilitation beds and reconfigure these as an integral component of the spectrum of care. As part of the joint commissioning strategy the CHP Committee approved in November 2009 to reduce the numbers of continuing care beds on the Ayrshire Central Hospital site from 60 to 30 beds. This will allow the development of community service models. There has also been a review of rehabilitation and assessment beds, which will be implemented when the new community hospital opens in 2013/2014 to provide 20 stroke rehabilitation beds, 40 assessment and rehabilitation beds and 12-day hospital places. • A new integrated model of day services commenced in Millport and a partnership resource centre opened at Brooksby in Largs. To expand provision of mental health counselling to the island communities, which was previously available only from Ayr, a new telecare link was purchased for the Brooksby Centre at Largs. • Conclude the hospital retraction programme for adults with learning disabilities and complete resettlement of North Ayrshire residents. The successful completion of the Learning Disability Retraction Programme has taken place with the remaining 4 individuals who are now supported in their own homes. • Progress a Pan Ayrshire approach to the development of services to meet the needs of the most challenging service users.
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	<p>Review current service arrangements for service users with challenging needs and include recommendations for service redesign/development. North Ayrshire partnership staff have had considerable involvement in the development of the NAC Housing Strategy to ensure complex and demanding individuals have their housing needs met effectively.</p> <ul style="list-style-type: none"> Develop mechanisms by which homeless service users can be involved and consulted on issues related to health and healthcare services locally. In 2009-10 the Public Health Nurse for Homelessness had 206 clinical contacts (99 male and 107 female), 238 referrals were made to other clinical services, and 79 health promotion events were held involving a total of 516 attendees.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
6d1	Percentage of older people (aged 65+) receiving intensive home care (10+ Hours) as a percentage of older people receiving long term care	Annual National Outcomes Framework for Community Care	27.4%	33.5%	35.5%	30%	30%	30%	30%	N/A
6d2	Number of patients waiting more than six weeks for discharge to appropriate setting	Annual National Outcomes Framework for Community Care	17	0	0	0	0	0	0	0
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	Annual National Outcomes Framework for Community Care	4796	5263	5264	N/A	N/A	N/A	N/A	N/A

National Outcome	6	We live longer healthier lives
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North Ayrshire Outcome	
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Ref	Description
6e	People are more active more often

Narrative on progress	<p>In 2009/10 The Healthy North Ayrshire Project (supports outcomes 6a & 6b also) established 5 jogging groups within local communities (Contacts: 469) and during 2009/10 there has been the development of the contribution of volunteers to active living through participation in the green gym (Contacts: 133).</p> <p>Increase of awareness of the Public Partnership Forum within North Ayrshire communities - the PPF has actively promoted its role and links with the local communities. There has been an increase in membership from : March 2009 – 102 groups and 183 individuals to March 2010 – 130 groups and 209 individuals. A new web site has been launched for PPF and community/voluntary groups to improve local information and support. www.ayrshirehealthpartnerships.org.uk</p> <p>Education and Skills has lead on the following actions in 2009/10</p> <ul style="list-style-type: none"> • Develop new strategy and action plan for sport and physical activity in North Ayrshire • Evaluate Club Demonstration Project to establish a framework for supporting community sports clubs and volunteers • Support staff will work with schools to increase number of schools providing 2 hours of PE per week • Prepare and implement Year 1 of a promotional scheme for the Core Paths Plan including the production of path network leaflets and web based information • Promote the use of the wider path network through improved signage and the production of promotional materials. • Provide support to schools and community organisations to encourage walking and cycling to school through the Go On Get Out There! and Community Outdoor Access Grant Schemes and related initiatives • Increase access to physical and sporting activities for temporary accommodation residents • Deliver Year 2 of Fairer North Ayrshire Healthy and Active Programme. B-Active Programme • Deliver Year 2 of Fairer North Ayrshire Healthy and Active Programme. Evolution Skate Park <ul style="list-style-type: none"> • The reduction in the number of pool attendances per 1000 population between 2008/09 and 2009/10 is mostly due to the increasing need for maintenance work at the Magnum Centre, Irvine's ageing swimming pool facilities. Another contributing factor was that access to the Magnum was affected by the construction work for the replacement of the Bailey Bridge, Irvine. The inclement weather has also affected attendances to a greater extent this year, during the winter months. Work is ongoing on exploring options for a replacement facility for the Magnum Centre.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
6e1	Number of attendances per 1000 population to all local authority supported pools	Annual Statutory Performance indicator	2,812	2,656	2,782	3000	2,592	Improve	Improve	improve
6e2	Number of attendances per 1000 population for other local authority supported indoor sports and leisure facilities, excluding pools in a combined complex	Annual Statutory Performance indicator	4,364	4,326	4,631	Improve	4,704	Improve	Improve	improve

National Outcome	7	We have tackled the significant inequalities in Scottish society
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North Ayrshire Outcome	
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Ref	Description
7a	Levels of homelessness have reduced

Narrative on progress	<ul style="list-style-type: none"> • During 2009-10 North Ayrshire Council received 1066 homelessness presentations. This is a reduction of 22% on the 2008-09 homelessness presentation figure. The reduction in homelessness presentations in North Ayrshire has been the result of an increased focus on prevention activity, housing options and the provision of good quality advice and information. Examples of this work are noted below: <ul style="list-style-type: none"> - the specialist advice and information officers based within the Homeless Assessment Prevention and Advice Team received 2761 approaches for advice, with only 76 households (3%) of these households going on to make a homeless presentation. The remainder were assisted to remain within current accommodation or source alternative housing; <p>The Rent Deposit Guarantee Scheme assisted 275 households gain access to accommodation within the private rented sector during 2009/10, 88% of which are still in their tenancy 6 months after the rent deposit guarantee ended. 70% of these cases were households at risk of homelessness, where the homelessness was prevented by assisting access to the private rented sector</p> - During 2009/10 the Tenancy Support team undertook prevention work with 89 young homeless households aged 17 and managed to assist 60% to return to the family home. In the same period they assisted 164 single applicants' aged 18-25 years, 63% of which returned to the family home or care of friends and family. - The tenancy support team have assisted 239 households at risk of homelessness remain within their own home during 2009/10. • Repeat homelessness has increased to 9.8%. An analysis of repeat presentations has been undertaken which demonstrates the presenting group are those who fail to complete the homeless process. In the main, they choose to return home, lose contact with the council or are imprisoned. Procedures have been reviewed and officers must now maintain contact with clients for the 6 months following homelessness to minimise the risk of re-presenting. In addition, targets have been set to ensure that we lose contact with as few households as possible; this includes robust follow up work to identify where people have moved on to.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
7a1	Percentage of young homeless people re-presenting within 12 months of working with prevention team	Annual North Ayrshire Council Housing Services Service Plan	5	5	10	2	12	10	8	
7a2	Homeless - Percentage of cases re-presenting within 12 months of initial presentation	Annual Statutory Performance Indicator	5.1	4.1	4	3	9.8	8.5	8	
7a3	Percentage of homeless people deemed to be in priority need	Annual Internal Statistics (North Ayrshire Council)	80	89	94	89	91.3	95	100	100
7a4	Percentage reduction in homeless presentations ¹⁵	Annual Internal Statistics (North Ayrshire Council)	7	2	8.5	5	22	5	5	

¹⁵ This is a new indicator

National Outcome	7	We have tackled the significant inequalities in Scottish society
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North Ayrshire Outcome	
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Ref	Description
7b	Fewer people are living in poverty

Narrative on progress	<p>Deliver year 2 of the Fairer North Ayrshire Financial Inclusion Programme</p> <ul style="list-style-type: none"> Throughout 2009/2010 the Financial Inclusion Programme has continued to deliver advice, access to affordable credit, income maximisation and improved financial capability to people who are affected by, or at risk of, financial exclusion and overindebtedness. Work with partners such as 1st Alliance Credit Union, Registered Social Landlords and the voluntary advice sector has contributed to seamless service delivery. Community engagement, partnership working and public information activities remain a priority to reach hard to engage groups. A successful campaign in regeneration areas highlighted the inherent dangers and deception of the easy credit offered by doorstep lenders. The Financial Inclusion Partnership between the North Ayrshire Council Money Matters team and the 1st Alliance Credit Union has been highlighted as an example of good practice on the Scottish Government Tackling Poverty Learning Network. <p>Investigate the incidence of fuel poverty and co-ordinate money advice services towards the alleviation of fuel poverty amongst low income families in public sector housing</p> <ul style="list-style-type: none"> A new fuel poverty initiative was introduced in 2009/2010 with an additional worker appointed to gather evidence of the impact of fuel poverty in North Ayrshire and to seek to establish local community action groups. The focus of the project is to concentrate on the needs of public sector tenants and on affordable energy. Work is continuing on the production of a local report on the incidence of fuel poverty and on the establishment of three focus groups to consider fuel poverty issues and whether tenants groups/individuals wish to be involved in the issue of affordable energy. The project will continue for a further six months whilst applications for external funding are investigated. The Financial Inclusion Project and Cunninghame Housing Association “Home Energy Advice Team” is a very successful partnership. Referrals from “HEAT” into the North Ayrshire Money Matters Team have allowed North Ayrshire Council tenants to access appropriate advice with some excellent outcomes for individual service users. Mainline North Ayrshire Council staff and the voluntary sector have greater awareness of fuel poverty issues and are pro-active in raising the issue with service users. Evidence from the project informed a national consultation into self-disconnection with the Financial Inclusion Champion highlighting the project at national level.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
7b1	Proportion of children living in low income households	Annual HMRC Child and Working Tax Credits Statistics Finalised Awards	-	54	56	Reduce	Not available until Feb. 11 from Scottish Government	Reduce	Reduce	Reduce

National Outcome	7	We have tackled the significant inequalities in Scottish society
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North Ayrshire Outcome

Ref	Description
7c	Disadvantage on the basis of race, disability, gender, age, religious belief or sexual orientation is reduced

Narrative on progress	<ul style="list-style-type: none"> • Published research and carried out a Scrutiny Committee investigation on understanding and tackling violence against women more effectively; • Introduced new arrangements to report hate crime through the libraries and extended the Multi Agency Diversity Incident Monitoring Group's remit to consider harassment of disabled people; • Heightened Elected Members' involvement in the equality agenda through equality training delivered in June 2009 and appointment of CPP Chair to chair the Council's Corporate Equality Group; and • Completed review of the Council's arrangements for promoting equality and agreed improvements arising from the review in November 2009.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
7c1	Percentage of council buildings which are suitable and accessible for disabled people	Annual Statutory Performance Indicator	55	60	65.4	64	66.4	66	68	80
7c2	Percentage of people who consider that people from different backgrounds get on well together in their local area	Annual North Ayrshire People's Panel Survey Report	N/A	N/A	49	54	57	58	62	64

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
7c3	Number of racist incidents in North Ayrshire	Annual Racist Incidents recorded by the Police in Scotland	102	99	100	Reduce	Not available until early 2011 from Scottish Government	Reduce	Reduce	Reduce

National Outcome	8	We have improved the life chances for children, young people and families at risk
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North Ayrshire Outcome	
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Ref	Description
8a	More children and young people live in a safe and supportive environment

Narrative on progress	<ul style="list-style-type: none"> <p>• Implement Children’s Services Plan 2009/12 The Integrated Children’s Services Plan 2010-15 and Action Plan 2010-11 was developed during 2009 and launched in February 2010. It has been widely distributed for consultation. The Plan document has established the Vision, Aims and outcomes of the Integrated Children’s Services Partnership (ICSP) and promoted the profile, role and purpose of the Partnership. Wide dissemination to all staff in children’s services through service teams has generated awareness and assisted the concept of a single service system within children’s services. The recent Child Protection Inspection identified that staff were aware of the vision and aims and of their role in achieving it. There has also been wide circulation to children and young people and the public.</p> <p>• Implement Integrated Assessment Framework and Partnership Forums within ‘Getting it Right for Every child’ across North Ayrshire The Integrated Assessment Framework and Partnership Forums have been rolled out across all localities within North Ayrshire. An evaluation of Partnership Forums in North Ayrshire is being carried out by psychological services which will provide evidenced information on the outcome benefits and changes as a result. However, Partnership Forums have clearly improved communication between services, improving professional understanding, awareness of each other’s services and roles and individual care planning. Outreach services have been extended with the express purpose of maintaining children at mainstream schools within North Ayrshire rather than in out of authority placements. Overall there has been improved interagency working and care practice. Evaluation and ongoing review of the process is continuing to ensure effective interagency operation and delivery of outcomes for children and families.</p> <p>• Implement Improvement Plan resulting from HMle Joint Inspection of Services to protect Children and Young People in North Ayrshire. This year’s child protection inspection has identified a number of improvements and key strengths as follows: Services have improved greatly the quality of provision to support children and families with a range of difficulties. Children and families are also benefiting from better services as result of staff working more closely together. Improvements have been also been made to services for children living away from home which have made their lives better. Children are benefiting from clearer planning to meet their needs. The key strengths are as follows: <ul style="list-style-type: none"> - Help and support provided by services at an early stage - Staff responding quickly and effectively to children who need help </p>
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	<ul style="list-style-type: none"> - Good communication and trusting relationships with staff - Strong leadership and teamwork to improve outcomes for children and families
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
8a1	Percentage of families placed on the register who have previously been deregistered within 12 months ¹⁶ .	Annual Child Protection Committee Annual Report	N/A	N/A	N/A	N/A	SEE FOOTNOTE	N/A	N/A	N/A

¹⁶ This is a new indicator and as such data will not be available until 2011.

National Outcome	9	We live our lives free from crime, disorder and danger
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North Ayrshire Outcome	
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Ref	Description
9a	Fear of crime and antisocial behaviour has reduced

Narrative on progress
<ul style="list-style-type: none"> Public Forum – Strathclyde Police hosted it's first public forum in March 2010 with representatives of the Community Planning Partnership to listen and answer issues of concern, while inform of the positive work ongoing. Community Policing Teams continue to build relationships and trust in their respective Ward areas and have developed localised Community Policing Plans in consultation with each local community -accessed via the following link. http://www.strathclyde.police.uk/your_community/Ayrshire/North_Ayrshire/ Continued development of Neighbourhood Watch Areas in North Ayrshire that was extended through the year to cover 65 areas and 4,066 households. Strathclyde Police Crime Prevention officers engage with community groups on a range of issues to increase community confidence. The Association of Neighbourhood Watches in Scotland holds the North Ayrshire model as an example of good practice. Safer Street funding from Scottish Government was used to provide support to licensed premises, taxi ranks, town centres and key gathering points to promote positive festive behaviours throughout December by way of high visibility joint initiatives of the Community Planning Partnership members. Third Party reporting centres have been introduced by Strathclyde Police to tackle hate crime and domestic abuse in partnership with relevant agencies. In relation to hate crime, staff have been trained in four North Ayrshire Libraries while North Ayrshire Women's Aid are a recognised remote reporting site. Referrals to the Home Security Project increased by a further 27% to 503. The service continues to receive very positive feedback from service users and partner agencies, endorsing its contribution to reducing homelessness by supporting victims of domestic abuse or serious antisocial behaviour to remain in their homes. The 2010 biennial survey of residents in Community Warden areas showed significant increases in feelings of safety in these areas from 2008. 58% reported feeling safe walking alone in their neighbourhood after dark (40% in 2008) and 67% felt that the Community Wardens had made their neighbourhood a safer place to live (39% in 2008). Referrals to the Victim Support Co-ordinator dealing with antisocial behaviour increased by 30% to 705. The service makes a significant contribution to supporting and reassuring victims of crime and antisocial behaviour.

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
9a1	Percentage residents within North Ayrshire who feel unsafe walking in their neighbourhood after dark	Annual North Ayrshire People's Panel Survey Report	49	47	48	45	45	44	43	42

National Outcome	9	We live our lives free from crime, disorder and danger
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North Ayrshire Outcome	
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Ref	Description
9b	Levels of crime and anti-social behaviour have reduced and crimes being detected have increased

Narrative on progress	<ul style="list-style-type: none"> • Strathclyde Police detection rate for Group 1- Crimes of Violence increased to an excellent 78.1% in North Ayrshire (71% in 2008/09). • Group 6: Crimes of Disorder experienced a slight increase due mainly to the introduction of anti social fixed penalties and marked increase in the number of detections and tickets issued for consumption of alcohol in public places and urinating, both up 32.7% and 46.1% respectively. • Scottish Index of Multiple Deprivation Report 2009 (SIMD Crime 2009) confirmed that there was an improvement in that 31 (17.3%) of North Ayrshire's 179 datazones were found in the 15% most deprived datazones in Scotland, compared to 33 (18.4%) in 2006, an improvement of 1.1%. • The Multi-agency Problem Solving Tasking & Co-ordinating Group meets monthly to deal with localised issues through improved partnership working via a detailed tasking structure. The group encompasses the Police, Community Safety Services, ASBIT, Community Wardens, CCTV, Trading Standards, Environmental Services, Cleansing, British Transport Police, Youth Services, Youth Justice and K:A Leisure. Trends continue to be monitored and resources deployed to address areas of concern including public reported incidents for anti-social behaviour such as street drinking. • In January 2010 the reallocation of resources and development of a Problem Solving Team which consists of 4 Police officers aligned to the tasking of the Multi-agency Problem Solving Group to tackle the issues that impact a wide range of services and communities. • Purchase of Portable Stadium – Police in partnership with K:A Leisure and NAC Community Services have purchased a stadium for 2010/11 which will be deployed per the Multi-agency Problem Solving Group at weekend “hot spots” in conjunction with the Mobile Youth Centre (MYC). This is an important step in developing joint agency diversionary activities and will help to tackle anti social behaviour, youth disorder and crime and promote development through sport. • Campus Based Police officers continue to build positive relationships with children, families with increased early intervention and support to young people with additional needs. The North Ayrshire Campus Officer model was highly commended at COSLA awards and winner of the Strathclyde Police Excellence Awards 2009/10. • Cases handled by the Antisocial Behaviour Investigation Team, which deals with serious and persistent cases in all housing tenures, have remained at a steady level of just under/over 200 cases since 2006-07. • Community Wardens responded to 1218 requests for assistance in dealing with antisocial behaviour, achieving 99% of these within the target timescale of 1 hour. There were 1338 such requests in 2008-09. • Detections for drug supply experienced a slight decrease, however officers are currently developing intelligence and it is hoped that anticipated pro-active work will increase performance above target. • Domestic Abuse - Strathclyde Police introduced domestic bail / curfew checks using a dedicated bail car to ensure bail / curfew
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conditions upheld, with top offenders lettered and visited in a proactive approach. Although the actual percentage for the detection rate for domestic abuse showed a slight decrease, senior managers are set to implement a Domestic Abuse Forum to monitor performance and share good practice which is anticipated to have an impact on future detection rates.

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
9b1	Crimes of serious violence (per 10,000 population)	Annual Strathclyde Police 'UA' Sub Division Crime Statistics	30	30	27	Reduce	26	Reduce	Reduce	-
9b2	Common assault offences (per 10,000 population) ¹⁷	Annual Strathclyde Police 'UA' Sub Division Crime Statistics	161	148	159	Reduce	150	Reduce	Reduce	-
9b3	Detections for Drug Supply (per 10,000 population) ¹⁸	Annual Strathclyde Police 'UA' Sub Division Crime Statistics	17	13	14	Increase	13	Increase	Increase	-
9b4	Detection rate for Domestic Abuse (per 10,000 population) ¹⁹	Annual Strathclyde Police 'UA' Sub Division Crime Statistics	65.8%	69.4%	72.8%	Increase	71.2%	Increase	Increase	-

¹⁷ This is a new indicator

¹⁸ This is a new indicator

¹⁹ This is a new indicator

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
9b5	Reduce number of public reported incidents for anti-Social behaviour (per 10,000 population): (a) street drinking ²⁰	Annual Strathclyde Police 'UA' Sub Division Crime Statistics	165	167	125	Reduce	130	Reduce	Reduce	-
9b6	Reduce number of public reported incidents for anti-Social behaviour (per 10,000 population): (b) youth disorder ²¹	Annual Strathclyde Police 'UA' Sub Division Crime Statistics	492	453	375	Reduce	305	Reduce	Reduce	-
9b7	Number of antisocial behaviour complaints ²²	Annual Internal Statistics (NAC ASB Investigation Team)	N/A	202	195	increase	201	220	240	200 (2015)
9b8	Number of noise complaints	Annual Internal Statistics (NAC Environmental Health)	1,275	1,087	1,353	increase	1,471	N/A	N/A	N/A
9b9	Overall reconviction rates	Annual South West Scotland Community Justice Authority (CJA)	47%	48%	N/A	45%	45%	Reduce	Reduce	44% (2011)

²⁰ This is a new indicator

²¹ This is a new indicator

²² The Anti-Social Behaviour Team have identified the need to bring forward the stage at which they allocate private sector enquiries/complaints about antisocial 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.

National Outcome	9	We live our lives free from crime, disorder and danger
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North Ayrshire Outcome

Ref	Description
9c	Road safety has improved

Narrative on progress	<ul style="list-style-type: none"> • The Junior Road Safety Officer scheme has continued with all schools in North Ayrshire (with the exception of one) taking part. • 730 pupils from eight North Ayrshire secondary schools took part in the YDrive event where a range of agencies provided information and advice on young drivers issues. • The Drink Drive campaign started on 7th December and ran until 3rd January. Road Safety delivered 500 posters and 2500 beer mats to council buildings, local businesses and drinking establishments. Part of the new initiative included the possibility of losing your vehicle for a second drink drive conviction. 77 drivers were caught in Strathclyde, 5 were repeat offenders and may lose their vehicle as a result. Over all the campaign showed a decrease in convictions. • There continues to be a good interest in the R.A.T.S (Road and Traffic Skills) initiative, with more primary schools requesting a visit. • The “On Yer Bike” event took place at Kilwinning Sports Club this year. This popular event promoted bike safety.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
9c1	Number of persons killed or injured in road accidents: a) people killed/seriously injured	Annual 'Road accidents Scotland', Scottish Government, National Statistics,	78	46	70	Reduce	42	Reduce	Reduce	Reduce by 30% (2015)

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
9c2	Number of persons killed or injured in road accidents: b) children killed/seriously injured	Annual 'Road accidents Scotland', Scottish Government, National Statistics	12	11	9	Reduce	5	Reduce	Reduce	Reduce by 35% (2015)
9c3	Number of persons killed or injured in road accidents: c) people slightly injured	Annual 'Road accidents Scotland', Scottish Government, National Statistics	316	306	238	Reduce	218	Reduce	Reduce	Reduce by 43% (2015)
9c4	Number of road accidents involving young drivers (<25years)	Annual 'Road accidents Scotland', Scottish Government, National Statistics	105	91	91	Reduce	68	Reduce	Reduce	

National Outcome	9	We live our lives free from crime, disorder and danger
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North Ayrshire Outcome

Ref	Description
9d	Fire safety has improved

Narrative on progress	<ul style="list-style-type: none"> • Fire safety in North Ayrshire is continuing to improve with reductions in the numbers of incidents and injuries. In almost all areas very significant reductions well ahead of targets have already been achieved. • 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 work, live and visit. • Since 2005/2006 (Baseline year) up to March 2010 North Ayrshire has experienced reductions of: 83% in fire fatalities, 64% in fire casualties, 20% in dwelling fires, 38% in deliberate property fires and 16% in secondary fires. • Indicators show that North Ayrshire is very significantly ahead of targets in 9d1 to 9d4 at this point in time. NA has already met and exceeded targets five years ahead of 2015. Because of this success, intermediate and final targets (2010/11 to 2014/15) will show annual target reductions currently higher than those actually achieved by the end of year 2009/10. These reduction targets were corporately set by Strathclyde Fire & Rescue and have been agreed up to the year 2015, thus confusion may arise as to why intermediate and final targets are higher than those currently achieved by NA in 2009/10. Being so far ahead of targets is at this point is likely to prove a challenge for NA if a downward trend in reductions is to be maintained, however should the trends increase from current levels and still be below corporate targets overall success will have been achieved. <p>Home fire safety visits, joint partnership fire and road safety events, school education work (FNA firefighter in school initiative), joint partnership working involving vulnerable persons/adults at risk of harm and experiential learning events for school children and young people (Firereach) over the last five years have all contributed very positively towards the huge success of the actual figures for 2009/10, with 1308 home fire safety visits being undertaken in NA during 2009/10 alone.</p>
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
9d1	Number of fire related fatalities	Annual Internal Statistics (Strathclyde Fire + Rescue)	6	2	1	5	1	4	4	(2015) 3

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
9d2	Number of fire related casualties	Annual Internal Statistics (Strathclyde Fire + Rescue)	61	51	27	46	22	44	42	36
9d3	Number of dwelling fires	Annual Internal Statistics (Strathclyde Fire + Rescue)	197	170	169	177	157	173	169	157
9d4	Number of deliberate property fires	Annual Internal Statistics (Strathclyde Fire + Rescue)	159	138	132	135	99	132	129	119
9d5	Number of secondary fires	Annual Internal Statistics (Strathclyde Fire + Rescue)	1037	1238	1156	881	875	861	840	777

National Outcome	10	We live in well-designed, sustainable places where we are able to access the amenities and services we need
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North Ayrshire Outcome	
Ref	Description
10a	The quality of social housing has improved

Narrative on progress	<ul style="list-style-type: none"> • North Ayrshire Council is continuing to progress with current major investment programmes and the development / implementation of an asset management based approach to improving the condition of our housing stock and to achieving the SHQS by 2015. A new integrated housing asset management system has recently been procured and a firm of Chartered Surveyors has been appointed to carry out a 100% stock condition survey. This work will provide a baseline position which will in turn inform future investment and ensure we are SHQS compliant by 2015. The results of the stock condition survey should be available by August 2010. • A number of North Ayrshire Council external improvement projects (re-roofing, etc.) were delayed by the extreme winter weather but re-programming of these works ensured that overall the 2009/10 investment programme was delivered as anticipated. • All local Registered Social Landlords (RSL's) have provided progress reports (December 2009) regarding SHQS compliance as follows; <table style="margin-left: 20px;"> <tr> <td>ANCHO</td> <td style="text-align: right;">44%</td> </tr> <tr> <td>Cunninghame Housing Association</td> <td style="text-align: right;">75%</td> </tr> <tr> <td>Irvine Housing Association</td> <td style="text-align: right;">61%</td> </tr> </table> <ul style="list-style-type: none"> Isle of Arran Homes – on target to reach SHQS standard for all stock by 2015 No major concerns have been highlighted in relation to achieving the 2015 target. 	ANCHO	44%	Cunninghame Housing Association	75%	Irvine Housing Association	61%
ANCHO	44%						
Cunninghame Housing Association	75%						
Irvine Housing Association	61%						

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
10a1	Percentage dwellings meeting the Scottish Housing Quality Standard (SHQS) - North Ayrshire Council only	Annual Statutory Performance Indicator	N/A	N/A	N/A	Baseline data to be collected	45.4	Prepare business plan / work programme	Will be determined by baseline data	Meet /exceed SHQS 2015

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

Ref	Description
10b	Availability of affordable housing has improved

Narrative on progress	<ul style="list-style-type: none"> • 113 new units of affordable housing have been delivered within the areas of Irvine, Saltcoats, Kilbirnie, Dreghorn and Largs during 2009 – 10. • The Council are currently building 49 new Council houses within the Irvine and Kilwinning areas and have submitted a bid to the Scottish Government to part fund the construction of an additional 14 units. • The £36m Vineburgh Regeneration Project continues to be delivered on time and within budget. • 24 new units of social housing are currently under construction at the Corrie Quarry site on the Isle of Arran.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
10b1	Supply of affordable (RSL-registered social landlords) housing units reaching practical completion on a yearly basis	Annual Internal Statistics (NAC Housing Services)	64	129	105	105	113	98	Dependant on Scottish Govt funding	Dependant on Scottish Govt funding

National Outcome	10	We live in well-designed, sustainable places where we are able to access the amenities and services we need
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North Ayrshire Outcome	
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Ref	Description
10c	The condition of roads, footpaths, path networks and lighting has improved

Narrative on progress	<ul style="list-style-type: none"> • During 2009/10 North Ayrshire Council continued to progress with its capital investment programme delivering road improvements on the strategic and main distributor network which included the A760, B714 and the B769. • A Roads Asset Management Plan (RAMP) for North Ayrshire is currently being developed and the date for completion is February 2012. This will deliver a systematic process for effectively maintaining, upgrading and delivering community benefits through the long-term management of the road network. • To assist with the impact of the severe weather of 2008/09 an additional £1M was allocated to the revenue budget. The extra funding was divided up between four activities increasing the carriageway resurfacing by 119%, surface treatments by 17%, footway resurfacing by 33% and potholing by 10%. • Improvement in condition of lighting – white light improvement coverage extended in residential areas by 4%. Safety inspections completed and certified for 75% of column structures aged over 20 years. Kilwinning and Dalry Town Centre improvements and Deteriorated Columns Removal completed resulting in better white light quality, improved uniformity and CCTV performance with 40% reduction in energy. • Foulertoun Arches – the replacement of the 37 year old temporary bailey-style bridge over the River Irvine with an iconic 46m span tubular steel twin arch bridge with a suspended steel and concrete deck. The project included improvements of the A71 between Merryvale Roundabout and the bridge and the upgrading of the lighting and landscaping in the area. The works were substantially completed in 2009/10 and opened 18th April 2010. • Tournament Bridge – complete restoration to the Gothic style historic bridge in Eglinton Park. This project was funded by the Council, Historic Scotland and the Heritage Lottery Fund and was short-listed in 2009 Historic Bridge and Infrastructure Awards and highly commended in the Building Conservation category of the RICS 2010. • Brodick Seafront – This project was jointly funded by the Council and Leader funding with a contribution from the Brodick Improvements committee. The project provided a new seawall, an enhanced promenade/cycle way and additional car parking over a substantial length of the promenade in Brodick. • Other improvement measures being undertaken for Roads include a priority assessment matrix focused on the strategic delivery of the Road Maintenance Service; the introduction of new roads maintenance procedures; the introduction of improved road maintenance techniques; and for lighting include capital expenditure increased to previous levels; targets revised to allow for a more accurately revised age profile; the use of the RAMP and a strategic maintenance programme.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
10c1	Percentage of roads network that should be considered for maintenance treatment	Annual Statutory Performance Indicator	50	41.4	37.2	38	40	34	38	
10c2	Proportion of street lighting columns that are over 30 years old	Annual Statutory Performance Indicator	18.1	16.5	15.6	11.2	15.5	14.7	13.7	

National Outcome	11	We have strong resilient and supportive communities where people take responsibility for their own actions and how they affect others
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North Ayrshire Outcome	
Ref	Description
11a	Levels of voluntary action and community involvement have increased

Narrative on progress	<ul style="list-style-type: none"> • The Peoples Panel survey continues to be carried out regularly by the CPP. It has a membership of 2000 North Ayrshire residents and the high response rate (55% in the Summer 2009 report and 62% in the Spring 2010 report) provides a good level of public participation in expressing views on life in North Ayrshire. The results can however, be subjective. The targets for volunteering or being involved with charities, clubs, organisations or local community representative groups will be reviewed for next year and the People’s Panel questionnaire will be reviewed to try and obtain information on why volunteering has reduced in order that this issue can be addressed. • The Community Planning Partnership is strongly committed to community engagement in terms of consultation, co-operation and participation. Recent examples of good practice include the Participation and Citizenship Strategy for Young People, the Local Development Plan and the Integrated Children’s Service Plan. • Membership of the Community Engagement Network is open to all public, community and voluntary organisations with an interest in promoting community engagement in community planning. • The National Standards for Community Engagement have been promoted through the Community Engagement Network and training workshops provided by the CPP Team. • The Community Engagement Network continues to meet quarterly with the following aims: <ul style="list-style-type: none"> • to share information on community planning partners’ consultation and engagement with local communities. • to act as a sounding board for the development of partnership strategies and action plans. • to establish a two-way dialogue on the impact of community planning on the local community. • to share information and best practice in relation to community engagement. • to promote the National Standards for Community Engagement. • to support the implementation of the CPP Learning and Taking Part Framework; North Ayrshire Compact and Action Plan; and the CPP Communications Strategy and Action Plan. • to champion partnership working and lead by example. • to ensure effective community engagement is at the heart of community planning. • to carry out an annual review of Community Engagement Network progress and membership.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
11a1	Percentage of respondents who volunteer or are involved in charities, clubs or organisations	Annual North Ayrshire People's Panel Survey Report	36	31	34	34	31	35	36	37
11a2	Percentage of respondents who volunteer, organise or attend local community/ representative groups	Annual North Ayrshire People's Panel Survey Report	21	20	21	21	17	22	23	24
11a3	Number of young people involved in youth forums and Youth Council	Annual NAC Community Learning and Development's Performance Information Evaluation System	100	117	119	184	104	Improve	Improve	Improve

National Outcome	11	We have strong resilient and supportive communities where people take responsibility for their own actions and how they affect others
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North Ayrshire Outcome	
Ref	Description
11b	Partnership working between the public, community and voluntary sector has improved

Narrative on progress	<ul style="list-style-type: none"> • The North Ayrshire Compact was launched in June 2008. This is a partnership between the public sector and the community and voluntary sector in North Ayrshire and builds on a long history of close working and interdependence. The Compact Reference Group meets on a regular basis. Its remit includes the further development and implementation of the Compact agreement and ensuring that effective community engagement is at the heart of community planning. • The community/voluntary sector are represented on the CPP Strategic Partnerships and participate along with the public sector representatives towards achieving North Ayrshire's SOA aims. • Whilst there are no indicators available for 2009/10 on respondents who believe the Council regularly consults the public and involves them in decision making, due to the Household Survey only being conducted every 4 years, there was a marked increase shown between 2004/05 and 2007/08. • Work continues on developing a Third Sector Interface bringing together VCNA, CVSna and Arran CVS as a single body to: <ul style="list-style-type: none"> - to support voluntary organisations operating in the local area; - to promote and support volunteering; - to develop and support social enterprise; and - to connect the third sector to community planning.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
11b1	Proportion of residents who believe they can influence decisions that affect their local neighbourhood ²³	Annual North Ayrshire People's Panel Survey Report	N/A	N/A	N/A	N/A	N/A	44	46	48

²³ This is a new indicator, as such data will not be available until 2011.

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

Ref	Description
12a	Our environment is protected and enhanced

Narrative on progress	<ul style="list-style-type: none"> • North Ayrshire’s score in the annual “Cleanliness Index”, which is an inspection regime of footpaths and streets in association with “Keep Scotland Beautiful” has remained above the recommended standard of 67. • The Environmental Hit Squad which provides a rapid response to deal with litter and fly tipping continues to operate throughout the area. • The Graffiti squad provides a service to remove any reported graffiti within a set response time. • The data source for people reporting satisfaction with the way open spaces in their neighbourhood is the People’s Panel survey and as such the results can be subjective. This target will be reviewed for next year.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
12a1	Overall cleanliness index – local environmental audit & management systems (LEAMS)	Annual Statutory Performance Indicator	69	70	75	70	73	75	75	75
12a2	Percentage of people reporting satisfaction with the way open spaces in their neighbourhood are looked after	Annual North Ayrshire People's Panel Survey Report	71	69	70	70	69	72	74	76

National Outcome	14	We reduce the local and global environmental impact of our consumption and production
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North Ayrshire Outcome

Ref	Description
14a	Recycling of waste has increased and the amount of waste going to landfill has decreased

Narrative on progress	<ul style="list-style-type: none"> The Council has met the 40% 2010 recycling target with the introduction of an alternate weekly recycling scheme to 100% of households. The new Zero Waste Plan has been launched by the Scottish Government. To achieve the future recycling and landfill diversion targets a Member/Officer Working Group has been formed to agree a waste strategy.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
14a1	Refuse Recycling - Percentage of municipal waste recycled and composted	Annual Statutory Performance Indicator	N/A	31.1	35.7	40	40.8	41	43	50
14a2	Tonnage of Biodegradable Municipal Waste (BMW) land-filled	Annual Internal Statistics (Environment and Related Services)	N/A	27,743	32,810	33,823	29,507	30,065	26,307	21,539

National Outcome	14	We reduce the local and global environmental impact of our consumption and production
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North Ayrshire Outcome	
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Ref	Description
14b	The Public sector's carbon footprint has reduced

Narrative on progress	<ul style="list-style-type: none"> • The Council has a Carbon Management Strategy and Implementation Plan which includes actions to achieve a reduction in greenhouse gas emissions, including emissions from our energy use and sourcing, travel and transportation, waste production and disposal, street lighting, procurement of goods and services, and improved staff awareness. The plan is constantly under review to reflect improved data, revisions to projects and actual measured outcomes in energy usage, tonnes of waste recycled etc. The plan has also completed the Carbon Trust's 'Carbon Management Revisited' programme, with outcomes for improvement to be actioned. • The Council has a building energy and water management plan, auditing energy and water use within buildings. Historical survey information will be re-evaluated to identify larger scale energy efficiency projects in buildings, and raising awareness of operational disciplines on a site by site basis, which will help cut carbon emissions. • The Council has also signed up to Scotland's Climate Change Declaration, with the Carbon Management Strategy and Implementation Plan being the main action to meet that commitment, and will continue to report on progress on commitments made. • The Council are full participants of the CRC-Energy Efficiency Scheme and will be required to purchase allowances for each tonne of carbon dioxide emitted, from April 2011. This scheme is another driver for the Council to reduce its carbon emissions on a yearly basis, and NAC's progress in reducing its emissions will be publicly available via an annual league table, published by the Environment Agency. • SPT have taken steps to install energy efficient lighting at all subway stations. They have also promoted public awareness through energy awareness campaigns, travel awareness campaigns and reduced waste to landfill campaigns. • NHS Ayrshire and Arran have taken actions to reduce their carbon emissions including: <ul style="list-style-type: none"> ○ Producing a green travel booklet with SPT for staff ○ Implementing a cycle to work scheme ○ Replacing crown car fleet with more fuel efficient vehicles (12% reduction in CO2 emissions) ○ Implementing acute hospitals recycling initiatives (diverting 33% of waste from landfill)
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
14b1	The Council's overall carbon emissions	Annual Internal Statistics (NAC Infrastructure and Design Services)	67,291 tonnes of CO ₂	66,789 tonnes CO ₂	63,306 tonnes of CO ₂	68,926 tonnes of CO ₂	64,378 tonnes of CO ₂	62,844 tonnes of CO ₂	60,321 tonnes of CO ₂	Reduce
14b2	Percentage of journeys to work made by public/ active transport	Annual North Ayrshire People's Panel Survey Report	N/A	N/A	N/A	48	48	50	52	54

National Outcome	15	Our Public Services are high quality, continually improving, efficient and responsive to local people's needs
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North Ayrshire Outcome

Ref	Description
15a	Public perceptions of public services have improved

Narrative on progress	<ul style="list-style-type: none"> The average level of satisfaction with Council Services was 39% in 2004 and 44% in 2007. The next directly comparable indicator will be produced from the North Ayrshire Household Survey 2011. However the People's Panel report of summer 2009 indicates further improvement has been made with a level of satisfaction of 56% (those reporting they are very or fairly satisfied). This is an increase from the 2008 survey. The levels of public satisfaction in relation to other services has also increased. There has been a 10% increase in relation to the Fire Service, 9% increase in relation to the local Health Service, 14% increase in for public transport and 14% for the Police.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
15a1	Level of satisfaction (very or fairly satisfied) with public sector partners specifically North Ayrshire Council	Annual North Ayrshire People's Panel Survey Report	N/A	44	54	56	56	58	60	62
15a2	Level of satisfaction (very or fairly satisfied) with public sector partners specifically Health	Annual North Ayrshire People's Panel Survey Report	N/A	N/A	80	82	89	90	91	92
15a3	Level of satisfaction (very or fairly satisfied) with public sector partners specifically Police	Annual North Ayrshire People's Panel Survey Report	N/A	N/A	52	54	66	68	70	72

Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
15a4	Level of satisfaction (very or fairly satisfied) with public sector partners specifically Strathclyde Fire and Rescue	Annual North Ayrshire People's Panel Survey Report	N/A	N/A	79	82	89	90	91	92
15a5	Level of satisfaction (very or fairly satisfied) with public sector partners specifically Public Transport	Annual North Ayrshire People's Panel Survey Report	N/A	N/A	58	60	72	74	76	78

National Outcome	15	Our Public Services are high quality, continually improving, efficient and responsive to local people's needs
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North Ayrshire Outcome	
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Ref	Description
15b	Public services are more efficient and effective

Narrative on progress	<ul style="list-style-type: none"> • The overall picture for the Council's Statutory 2009/10 Performance Indicators remains positive. Improvement to decline ratios, have decreased slightly with regard to the previous year but increased significantly with regard to Audit Scotland's base year (2007/08). Reports have been presented to the Council's Scrutiny Committee and Corporate Management Team in July / August 2010 with details of performance in relation to SPIs. Detailed breakdown of indicators, the reasons for their performance and steps being taken to improve performance are within these reports. • In 2009/10 the % of Council Tax collected in the year increased by 0.2%, despite the declining national and local economic position. An 11% reduction in the cost of collecting Council Tax per dwelling was achieved and our performance in improved in rent and rent arrears management. • Council Sickness Absence targets were maintained for 2009/10 at 4.5% for Local Government Employees/Craft Workers/Chief Officers and at 3.5% for teachers. Performance on both counts fell short of target. A review of absence management policies, procedures and trigger points, alongside process comparisons with other organisations has resulted in more stringent policies, procedures and trigger points being implemented from 1 April 2010. Additional support measures have been put in place to ensure managers focus on key areas of impact. In line with the preferred absence metric, specified in Audit Scotland's 2008 Statutory Performance Indicator Direction, the Council will now use the indicator of 'Average days lost to sickness absence per full time equivalent (FTE) employee per annum' to facilitate wider benchmarking. • The Council continues to use the outputs from the national Shared Services Initiative - Diagnostic Pathway exercise, along with other benchmarking analyses, to shape its business change programme, and continues to implement shared services/joint working arrangements. The Council's Annual Efficiency Statement for 2009/10 is not due for completion until the end of August 2010, but it is anticipated that it will demonstrate that the Council has achieved significant efficiency savings that have been reinvested into Front-line services. A Change Programme covering the next three years aims to secure £40-£50 million savings over this period and will cover initiatives at both Corporate and Service level.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
15b1	Proportion of SPIs which show year on year improvement ²⁴	Annual Audit Scotland	N/A	66.2	66	Improve	57	Improve	Improve	Improve

²⁴ This is a new indicator

National Outcome	15	Our Public Services are high quality, continually improving, efficient and responsive to local people's needs
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North Ayrshire Outcome

Ref	Description
15c	Partnership Working has improved

Narrative on progress	<ul style="list-style-type: none"> • A wide variety of partners are represented within North Ayrshire CPP and they work jointly towards achieving the aim of “North Ayrshire – A Better Life”. Their partnership actions for the year are represented with the annual SOA Action Plan. At the end of the 2009-10 financial year the Action Plan was rated as having 91.7% “green” actions (on target/ahead of target/complete). • A training course entitled “How to Make Partnerships Work For You – An Introduction to Community Planning” was piloted in 2009 and rolled out in 2010. Increasing awareness of opportunities for partnership working was one of the aims of the course. This training has been well received and participants from across the CPP structure have been involved. • The first North Ayrshire Community Planning Week took place in May 2009 with a variety of partners working together to raise awareness of community planning and to celebrate our commitment to working together to achieve the CPP’s aims.
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Ref	Measure	Frequency / type / source	Baseline / Trend			Target	Actual	Intermediate Targets		Longer-term target (Year)
			2006/7	2007/8	2008/9	2009/10	2009/10	2010/11	2011/12	
15c1	Percentage of respondents who believe that public sector organisations in North Ayrshire work better together	Annual North Ayrshire People's Panel Survey Report	N/A	N/A	N/A	27	27	28	29	30