

Single Outcome Agreement

between

North Ayrshire Council

and

The Scottish Government

June 2008



**NORTH AYRSHIRE
COUNCIL**



**The Scottish
Government**

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1. Purpose of the Agreement

This agreement between North Ayrshire Council and the Scottish Government sets out a shared set of outcomes to be delivered for the benefit of people living in, working in, investing in or visiting North Ayrshire. All parties to the agreement are fully committed to securing these benefits and are jointly accountable for doing so.

The concordat published on 15 November 2007 sets the context for the agreement. It signified a new relationship between the Scottish Government and local government, based on mutual respect and partnership. It underpins the funding to be provided by the Scottish Government to local government over the period 2008 – 2011. The key components of the concordat are:

Single Outcome Agreement

Each council is to reach a Single Outcome Agreement (SOA) with the Scottish Government based on a set of 5 national strategic objectives, 15 national outcomes and 45 national indicators / targets (all within the “Programme for Scotland”) and local outcomes to take account of local priorities.

Reductions in ring-fencing

The Scottish Government will reduce substantially the number of separate funding streams to local government, well below the number that existed prior to the concordat. Across Scotland, the level of ring-fenced money has been reduced from £2.7 billion in 2007/8 to around £0.5 billion for 2008/9. The intention is that this will further reduce to £0.3 billion by 2010/11. This has provided the Council with more flexibility to target our money on where it is most needed, but it has also removed the “guarantee” of funding that a number of projects or initiatives previously enjoyed.

Less monitoring and reporting

In addition to reductions in ring-fencing, bureaucracy will be reduced by a relaxation of the extent of monitoring and reporting currently required of local government by the Scottish Government. Under the new arrangements, each council will be required to submit a single annual report setting out progress and achievements towards the national outcomes and plans for the financial year to come. This single reporting process will begin around spring 2009. Over and above this, with certain exceptions, councils will not be asked to submit any other monitoring returns or plans to the Scottish Government without prior agreement.

Improvements in performance management and self-assessment

The Scottish Government has agreed with the conclusions from an independent review of the external scrutiny of local government (the Crerar Review).

This means that, over time, there should be less, but more joined-up external scrutiny – something that local government has consistently asked for over many years. But, a condition of less external scrutiny is that we in local government must improve our internal scrutiny and our performance management systems – and specifically, that we must develop a robust and honest approach to self-assessment of our performance.

Specific commitments

The Scottish Government and local government have agreed to do what is necessary to ensure delivery of key government policies and programmes, including the freezing of Council Tax rates at 2007-08 levels for the three-year period to 2010/11.

Retention of efficiency savings

The Scottish Government expects all parts of the public sector to achieve efficiency savings of 2% per year over the three years 2008/9 –10/11. Under the concordat, councils will be allowed to keep all of these savings, in order to re-direct them to front-line services. This represents special treatment for local government, as all other parts of the public sector will have an element of their required efficiency savings deducted by the Scottish Government prior to receiving their funding. Councils therefore have a real incentive to create efficiency savings. There is an expectation that we will continue to explore opportunities to deliver services on a shared basis with neighbouring councils and other public agencies as part of this efficiency drive. Better procurement, absence management and asset management also present potential opportunities for efficiency savings.

Better partnership working

As part of a developing mature relationship, the Scottish Government and local government have agreed to work together to develop policy in areas where councils have a key interest. For example, it has already been agreed to develop policy on early years / early intervention and on provision of support for kinship carers. This commitment to better partnership working will extend to addressing jointly any exceptional funding pressures that councils are unable to meet. That process will include a review of both finance available and of the pressures.

2. Scope of the Agreement

This initial agreement mainly covers the work of North Ayrshire Council but also covers relevant areas of our Community Planning Partners' work.

The agreement covers all of North Ayrshire Council's services, including those delivered on our behalf by other organisations such as North Ayrshire Leisure Limited and those we deliver jointly with partners.

It is aligned with, and in essence represents a high-level summary of the Council Plan 2008-11, which is in turn aligned with the North Ayrshire Community Plan 2006-16. (Copies of these Plans have been provided for reference purposes.) This relationship, together with the other elements of the Council's strategic planning framework, is shown in the form of a diagram at Appendix A.

The agreement is made in the context of the Local Government in Scotland Act 2003, which places a duty of Best Value (continuous improvement in performance) on the Council. In carrying out this duty, the Council must contribute to sustainable development and comply with the various strands of our responsibilities to promote equality. The Act also places a duty on the Council to lead the community planning process

The agreement is also framed in the context of, and builds on, the views of North Ayrshire's residents and other stakeholders. The Council has a number of corporate mechanisms to capture such views, including the 2007 Household Survey, the Customer Comments Scheme, Area Committees and Members' Surgeries. There are also service-specific mechanisms such as tenants' forums as part of the Tenants' Participation Strategy. Working with our Community Planning Partners, our North Ayrshire People's Panel provides regular feedback on a range of issues.

3. Governance

The Council's governance and scrutiny arrangements as set out within our Scheme of Administration are summarised at Appendix B. The Council has adopted an Executive / Scrutiny model. Council policy is formulated through The Executive, which comprises six members of the minority (Scottish Labour) Administration. Each member is responsible for a portfolio of services / policy areas. One such area is Community Planning. The cross-party Scrutiny Committee comprises ten members, chaired by a member of the main opposition party (SNP).

North Ayrshire Community Planning Partnership's structure, roles and responsibilities are set out at Appendix C. The Council Leader, the member with portfolio responsibility for Community Planning, the Chief Executive and Corporate Directors are members of the CPP Board, which oversees strategy.

4. Ongoing Development of the SOA

Due to the tight timescale involved in securing the concordat and the subsequent national and local government budget arrangements, this initial agreement is to be regarded as transitional.

The Council has agreed with our Community Planning Partners that the agreement will be updated and extended to cover the work of the whole North Ayrshire CPP by April 2009.

Partners have been kept fully informed of developments and have contributed the following statement of intent to demonstrate their willingness to work towards a fully-fledged CPP – as opposed to Council – SOA by April 2009.

North Ayrshire Community Planning Partnership: Statement of Intent:

As the Council's partners in North Ayrshire Community Planning Partnership (CPP):

- We endorse the Single Outcome Agreement development process to date.
- We recognise the development of this first SOA has ensured the process is in place for the future.
- We commit to further engagement over the coming year in the development of a wider Single Outcome Agreement between the CPP and the Scottish Government from April 2009.

NHS Ayrshire and Arran
Scottish Enterprise Ayrshire
Strathclyde Police
Strathclyde Fire and Rescue
Strathclyde Partnership for Transport
Communities Scotland

It is vital that the agreement continues to reflect the needs of North Ayrshire's communities. The CPP will continue to promote community engagement by all partners to ensure we are kept abreast of local people's views and needs and the North Ayrshire People's Panel will play a pivotal role.

The Council's (and our partners') annual strategic planning arrangements will ensure that we constantly screen our environment for political, economic, social, technological and legal changes that may require changes to the agreement.

Changes will be accommodated as part of the annual review and update of the agreement.

5. Local Context and Challenges

This section sets out the context for the North Ayrshire SOA and also the key challenges facing North Ayrshire. These are also summarised in the Council Plan 2008-11 and in the Community Plan 2006-16.

Significant communities within North Ayrshire are characterised by persistently high unemployment, and consequently, poor health and poor social cohesion.

This is why sustainable regeneration and tackling disadvantage in all its forms are critical to our vision of "a better North Ayrshire" and "a better life".

A summary of the key facts and figures about North Ayrshire is included at Appendix D.

Quality of life

North Ayrshire's location, landscape and heritage provide a good quality of life for local people. Our 2007 Household Survey found that around two thirds of respondents were "satisfied" or "very satisfied" with their local area as a place to live. Our challenge is to maintain and build on high satisfaction levels and to tackle the underlying causes of dissatisfaction, where it exists.

Unemployment and its consequences

Much of North Ayrshire has suffered for many years from high unemployment – one of the highest of the 32 Council areas in Scotland. Unemployment leads to poverty, not only in money terms, but also a poverty of hope. This in turn can lead to further social ills, including poor health, family breakdown and increased crime.

Of particular concern is the high number of 16-19 year-olds who are not in education, employment or training. We need to address this by providing our young people with more choices and better life chances, principally by raising educational achievement and improving skills.

The Council views sustainable regeneration as the number one challenge for the area. Results from the 2007 Household Survey confirmed that local people agree with this. Asked which actions the Council should prioritise throughout North Ayrshire, residents rated the top three, by a wide margin, as:

- encourage more businesses to move into the area;
- ensure that streets and other open spaces, including beaches, are litter free; and,
- improve employment opportunities.

The Scottish Government has recognised North Ayrshire's persistent regeneration challenges through extra money from its "Fairer Scotland Fund". Our challenge is to ensure that this gets through to the most in need communities and that we can continue to support economic development initiatives such as the Irvine Bay Regeneration Company.

Health improvement

North Ayrshire is an area with large differences between the health of people living in the most disadvantaged and most affluent areas. These include differences in life expectancy and death from heart disease.

The Council has a lead role in improving the health and well being of the people of North Ayrshire. We do so with our key partners – North Ayrshire Leisure and the Community Health Partnership – and in other ways, such as through our Health Promoting Schools. As a health improvement organisation,

we will ensure that our own employees have access to healthy lifestyle choices.

Demographics

The population of North Ayrshire is forecast to fall slightly over the next decade or so, but its composition will alter significantly. North Ayrshire will see a growth in the 65+ age group significantly greater than the rest of Scotland. Our ageing population will result in increased demands being placed on our Community Care services. For many, the impact of chronic ill health will mean they require earlier help to live independently in the community.

Although the overall child population will fall, there is evidence that increasing numbers of children are in need of care, protection and intervention support from our Social Services. Falling school rolls may present opportunities to rationalise our school estate.

New house building within the Irvine/Kilwinning area and the Garnock Valley will continue to attract inward migration from elsewhere in Scotland. This has a number of consequences. It strengthens our communities and increases the Council Tax base, but places increased demands on the road infrastructure, schools and other support services.

Housing funding

There are separate arrangements for housing services, where Council-house rental income must be spent only on housing-related needs such as maintenance and repairs.

In agreeing to retain its housing stock, the Council made a commitment to achieving the Scottish Housing Quality Standard by the year 2015. This means all of the housing stock must meet a number of broad quality criteria. A business plan identifies the investment requirements to meet and surpass this Standard, and therefore the potential implications for future rent levels.

Electronic government

“Electronic (e)-Government” is about using new technology to support different methods of service delivery. Customers can choose to deal with the Council by telephone, face-to-face or the internet. Using electronic methods can enable services to be provided more effectively and efficiently and we will continue to explore opportunities for doing so.

People issues

We need capable and committed people – Councillors and employees – to be responsive in providing services to the communities of North Ayrshire.

The Council recognises that its reputation is largely shaped by the perceptions of people engaging with our employees. Our workforce strategy aims to support and enhance that contact by ensuring we recruit people with appropriate skills. Targeted training and development will help equip our 30 Councillors and over 7,000 employees with the skills and knowledge needed to meet the challenges that lie ahead. We will also aim to promote the Council as a good employer and ensure that our employees are well informed of developments affecting the Council.

Equality

In addition to fulfilling our statutory duty to promote equality, the Council, as a leader of the community, is committed to treating people respectfully, fairly and equally. We support this through training on equality awareness for our employees so that we respond to people sensitively and appropriately.

The Council is committed to tackling discrimination in all of our activities and to ensuring that our services are delivered in a way that is accessible to everyone irrespective of their race, religious belief, disability, gender, age or sexual orientation. We are developing processes to assess the impact of our policies and functions to ensure that they meet everyone's needs.

Sustainability – a matter of balance

These are the main issues for the Council and North Ayrshire, and therefore those that this SOA seeks to address. They are not easy issues to deal with but as always, the Council needs to do so in a manner which strikes a balance between the economic, social and environmental impact of our activities and decisions. We also need to be mindful that our actions to achieve our local outcomes should not compromise the ability of future generations to meet their own needs.

6. Outcomes and Commitments

The Council has carefully considered each of the 15 National Outcomes and for the purposes of this agreement, proposes to directly support all except National Outcome 13 (“We take pride in a strong, fair and inclusive national identity”). Many Council services and initiatives – e.g. citizenship ceremonies; Gaelic teaching; celebrations of Robert Burns’ contributions to local / national culture; and, promotion of tourism – link to this National Outcome but there is no measure in place to support such a varied outcome. The proposed 34 North Ayrshire Outcomes, classified under the relevant National Outcomes, are as follows: -

1. **We live in a Scotland that is the most attractive place for doing business in Europe**
 - a Transport links and services to and from North Ayrshire have improved
 - b Tourist visitor expenditure has increased
 - c North Ayrshire is perceived as an attractive place to do business
2. **We realise our full economic potential with more and better employment opportunities for our people**
 - a More people are in work and training
 - b We have secured sustainable additional economic investment
3. **We are better educated, more skilled and more successful, renowned for our research and innovation**
 - a Opportunities for lifelong learning have increased
4. **Our young people are successful learners, confident individuals, effective contributors and responsible citizens**
 - a Levels of educational attainment and achievement have improved
 - b More young people are leaving school for positive destinations (further education, higher education, employment or training)
5. **Our children have the best start in life and are ready to succeed**
 - a Opportunities to support the positive development of vulnerable young children have increased

- 6. We live longer, healthier lives**
 - a Health and wellbeing have improved
 - b Health inequalities have reduced
 - c Access to services relating to substance misuse has improved
 - d More vulnerable people are supported within the community
 - e People are more active more often

- 7. We have tackled the significant inequalities in Scottish society**
 - a Levels of homelessness have reduced
 - b Fewer people are living in poverty
 - c Disadvantage on the basis of race, disability, gender, age, religious belief or sexual orientation is reduced

- 8. We have improved the life chances for children, young people and families at risk**
 - a More children and young people live in a safe and supportive environment

- 9. We live our lives safe from crime, disorder and danger**
 - a Fear of crime and anti social behaviour has reduced
 - b Levels of crime and anti social behaviour have reduced
 - c Road safety has improved

- 10. We live in well-designed, sustainable places where we are able to access the amenities and services we need**
 - a The quality of social housing has improved
 - b Availability of affordable housing has improved
 - c The condition of roads, footways and lighting has improved

- 11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others**
 - a Levels of voluntary action and community involvement have increased
 - b Partnership working between the public, community and voluntary sectors has improved

- 12. We value and enjoy our built and natural environment and protect it and enhance it for future generations**
 - a Our environment is protected and enhanced
- 13. We take pride in a strong, fair and inclusive national identity**
(No NA Outcomes)
- 14. We reduce the local and global environmental impact of our consumption and production**
 - a Recycling of waste has increased and the amount of waste going to landfill has decreased
 - b The Council's carbon footprint has reduced
- 15. Our public services are high quality, continually improving, efficient and responsive to local people's needs**
 - a Public perceptions of Council services have improved
 - b More customer needs are met at the first point of contact
 - c Public services are more efficient and effective
 - d Our workforce is more flexible, skilled and customer focused
 - e The Council is perceived as a good employer

The outcomes, related commitments and the requirements of partners and the Scottish Government are set out in a series of forms at Appendix E. The form is in the format of the agreed national template, but it has been customised to make appropriate reference to the 12 Priorities in the Council Plan 2008-11 and the 7 Priorities in the North Ayrshire Community Plan 2006-16.

7. Requests of the Scottish Government

Section 5 (Local Context and Challenges) makes it clear that sustainable regeneration is at the heart of North Ayrshire Council's agenda, alongside the continuous improvement – with our partners – of public services. Our belief is that sustainable regeneration is a necessary pre-condition for addressing further issues, such as deprivation, poor health and community safety.

The Council acknowledges that many global factors (such as the “credit crunch” and price rises in oil / energy / food) are making local economic conditions difficult; the Council also acknowledges that the Scottish Government has only limited control over such factors, far less local government. Nevertheless, both levels of government can make important interventions to mitigate the effect of these economic conditions. The Council acknowledges that the transfer of Business Gateway and local regeneration activities from Scottish Enterprise to local authority with adequate resources and management systems has now been delivered.

The Council wishes to draw particular attention to the following requests of the Scottish Government that will need to be addressed if the proposed outcomes are to be achieved:

- a) Demonstrate commitment and investment to improve transport links. The Council specifically asks for early action to upgrade the A737 trunk road, which is seriously impeding on economic growth. The background is set out in the Council's Local Transport Strategy (approved January 2008), which supports the Regional and National Transport Strategies. One of the five main objectives is "To promote economic growth by maximising the effectiveness and efficiency of transport services, infrastructure and networks".
- b) Ensure that Scottish Enterprise commits the necessary funding for identified Irvine Bay Regeneration Company (IBRC) projects over the next three years and beyond (as promised by Scottish Enterprise Ayrshire). And that financial support for the IBRC, beyond the £6m committed for the three years 2008/09 – 2010/11 is provided by both the Scottish Government and Scottish Enterprise. This commitment is essentially to the partnership programme to promote the economic and social regeneration of the Irvine Bay towns.
- c) Ensure that NHS Ayrshire & Arran as a matter of urgency puts in place the proposed local health partnering arrangements and thereafter devotes the necessary resources for local delivery of Community Care, health improvement etc., and works with North Ayrshire Council in aligning delivery of critical services. The Council cannot achieve the stated outcomes without the commitment from its Health partner.
- d) Ensure that all public sector bodies, agencies and civil servants are properly focused on the newly established Scottish Government priorities – and deal with any inertia on their part quickly and effectively. Where an agreed outcome requires action by a Scottish Government Department or Agency, the Council needs to be confident that action will be forthcoming. The Council in particular asks that the integrity of the concordat statement, "Over and above this, with certain exceptions, councils will not be asked to submit any other monitoring returns or plans to the Scottish Government without prior agreement" is observed.
- e) Keep to its promises post-Crerar to streamline external scrutiny. As a smaller council, NAC is particularly concerned about the disproportionately heavy burden of external scrutiny and its implications for our limited capacity to deliver services. The Council is ambitious and is willing to work with the Scottish Government to deliver the agreed outcomes, but needs early action by Scottish Government in response to the Crerar recommendations to enable it to do so. The Council looks forward to the promised summer announcement about the outputs from the action groups set up by the Scottish Government to examine:
 - Accountability and governance
 - Policy and approach
 - Fit-for-purpose complaints system
 - User focus
 - Reducing Burdens

8. Performance Management

The Council's strategic planning framework is set out at Appendix A.

The Community Plan is monitored in two ways. Firstly, an annual progress report is produced with regard to the longer-term outcomes and indicators within the plan. Secondly, the Community Planning Partners review the annual Action Plan on a quarterly basis, using a "traffic lights" system to indicate the extent to which targets are being met. The Scrutiny Committee examines progress of the Action Plan every 6 months.

We publish an Annual Review of the Council Plan, although it is subjected to quarterly monitoring by the Council's Corporate Management Team, again, using a "traffic lights system". The Scrutiny Committee examines progress of the Action Plan every 6 months. We also annually update and extend the Council Plan – Action Plan by one year, thus ensuring that it continuously sets the Council's agenda for the following three years.

Service Plans are monitored through the submission of service performance reporting to the Scrutiny Committee every 6 months.

Regular reports on the Council's capital and revenue budgets are submitted to the Executive Committee and thereafter to the Scrutiny Committee for further examination.

The other plans and strategies are also subject to separate monitoring arrangements, as required.

The performance of the Chief Executive, Corporate Directors, Assistant Chief Executives and Heads of Service is tracked on an annual basis through the Chief Officers' Appraisal System. Performance of other employees is assessed annually through a Personal Development Review (or similar) system.

The Council has agreed to adopt the Public Service Improvement Framework (PSIF) as its core approach to self-assessment. This will further enhance the present performance management arrangements. The PSIF also has potential to be applied in a Community Planning context.

North Ayrshire Council has operated an integrated strategic planning, risk management and budgeting framework for a number of years. The processes to update and review the Council Plan and the North Ayrshire Community Plan also incorporate risk management techniques facilitated by the Council's Risk Manager.

Clearly, there will be a number of obstacles that could prevent achieving any or all of the desired outcomes and targets in this agreement.

The new partnership between the Scottish Government and local government will ensure that any areas where progress is not as planned will be discussed fully by the partners to understand the reasons and adjust the agreement accordingly.

9. Public Reporting

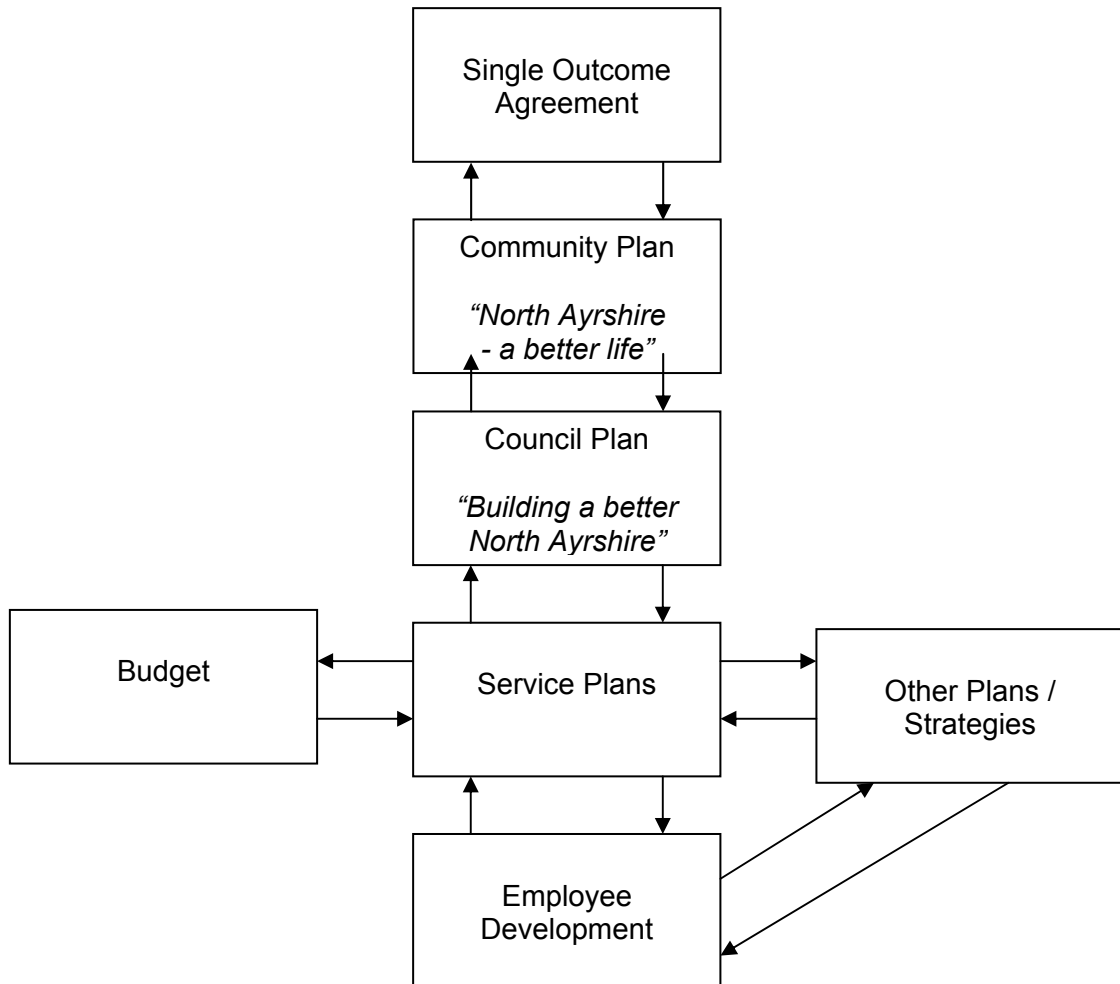
Progress will be reviewed annually and the agreement will be updated to take account of changes in our external and operating environments.

The annual review of progress and the updating of the agreement will be a transparent process that will be recorded in a public performance report. The report will be approved by North Ayrshire Council and by the North Ayrshire CPP prior to submission to the Scottish Government.

The report will be posted on the Council's website and will be available for inspection at all of the Council's public buildings.

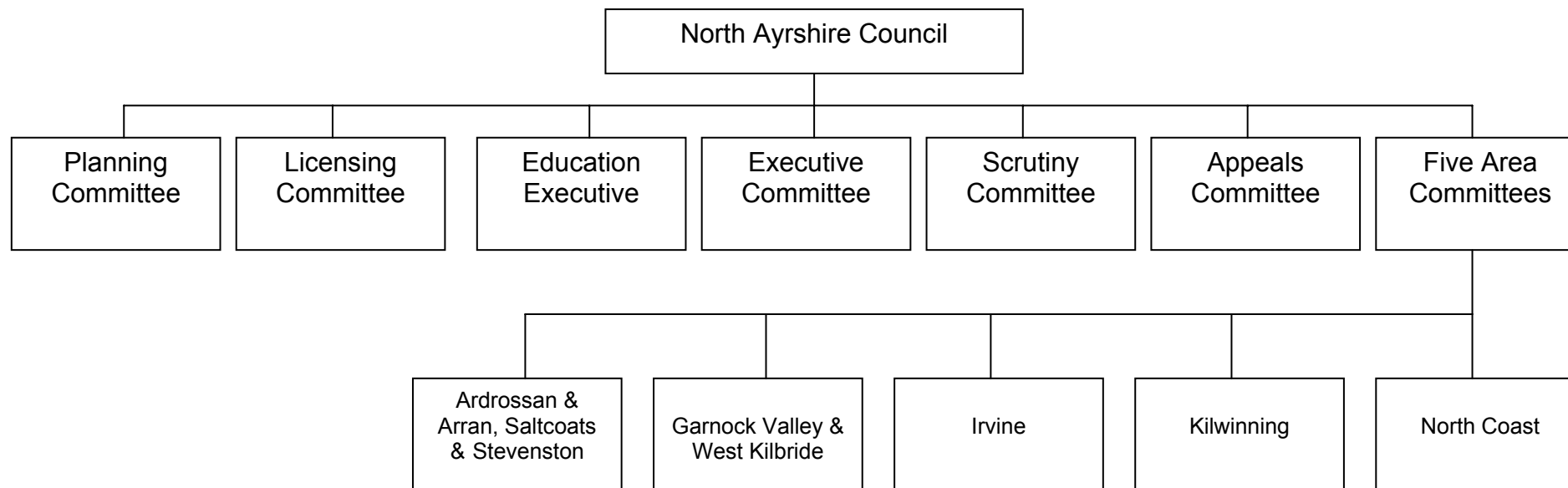
Appendix A

North Ayrshire Council's Strategic Planning Framework

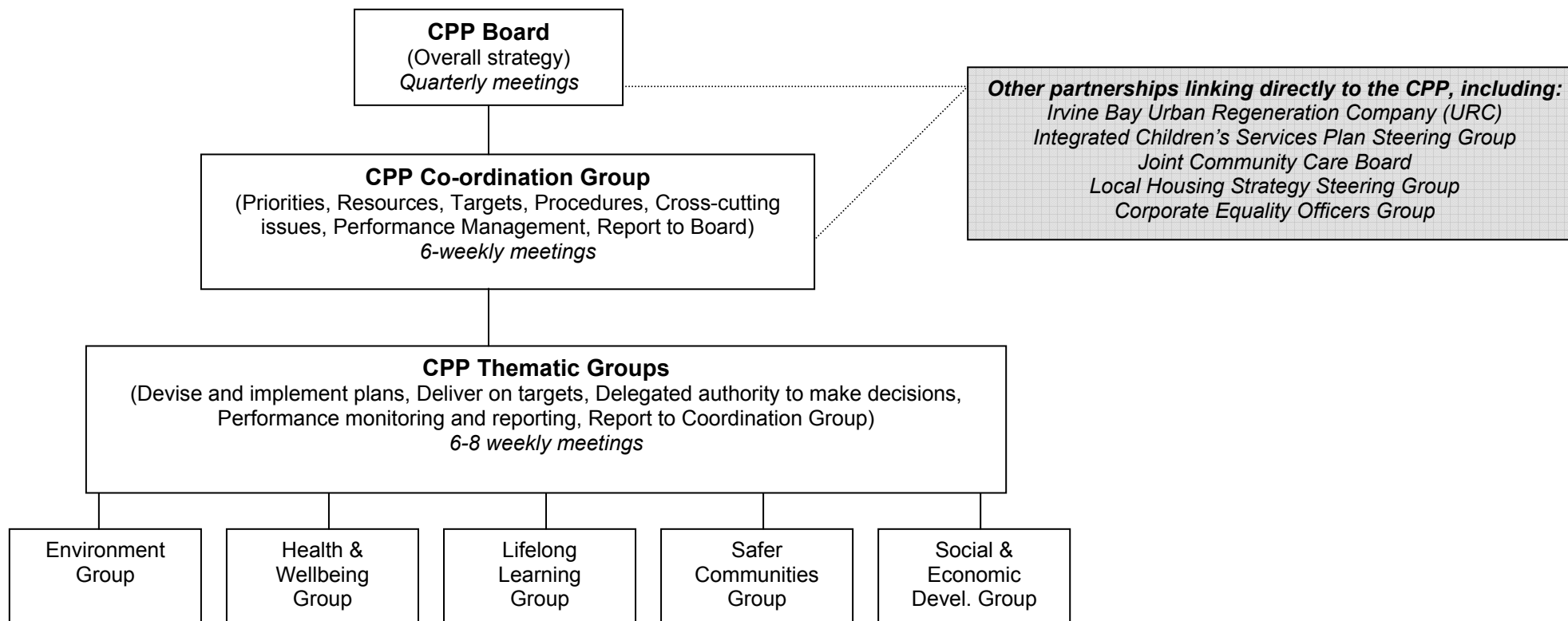


Appendix B

North Ayrshire Council's Governance Structure



Appendix C - North Ayrshire Community Planning Partnership: Structure, Roles and Responsibilities



Appendix D - North Ayrshire Facts & Figures

Location

North Ayrshire is situated around 25 miles southwest of Glasgow. Its total area is some 340 square miles, almost equally divided between the mainland and the islands of Arran and Cumbrae. It has a total coastline of 140 miles (42 on mainland, 98 on islands). 92% of the area is classified as countryside, ranging from 85% on the mainland to 99% on Arran.

Communications

The A78 runs through North Ayrshire from Skelmorlie in the north to Irvine in the south. Beyond North Ayrshire this provides access to Greenock and Ayr. Improvement to this route in the form of the Ardrossan, Saltcoats and Stevenston by-pass was completed in December 2004. The A736 and A737 provide links to Glasgow, although improvements are required to make access to the conurbation easier. Access to the national motorway network is via the A71 to the M74, or via the A77 to the M77.

Regular rail links are provided from Largs and Irvine to Glasgow via Kilwinning. Ardrossan and Largs provide ferry services to Arran and Cumbrae respectively, with Arran also providing a ferry link to Argyll. Hunterston provides deep-water seaport facilities. Glasgow International and Glasgow Prestwick International airports are within easy reach.

Population

North Ayrshire's total resident population was 135,490 in 2006. This is forecast to fall by -3.0% in the period to 2031 compared to a Scottish increase of +5.0%. However, this decrease will not be uniform across North Ayrshire and some areas such as Arran are expected to experience a modest increase in population.

North Ayrshire has higher than average proportions of children (0 to 15) and those of pensionable age, with a correspondingly lower proportion of working age people. Those in the pensionable age bracket account for 20% of the population and those in the under-16 bracket account for 19%.

In broad terms the Garnock Valley, North Coast, Cumbrae & Arran area have a generally older population whereas the Irvine, Kilwinning, Dreghorn & Springside and Three Towns areas have higher proportions of younger people.

Over three quarters of North Ayrshire's population live in urban areas or accessible small towns, with the remaining population living in rural areas – 4.8% of the total population living in remote or very remote rural areas.

The area has a very low ethnic population (0.7% of the population in 2001, compared with 2.0% for Scotland).

The main changes predicted in the age structure of North Ayrshire's population are:

- Children age 0-15 is projected to decrease by -16.2% from 25,332 in 2006 to 21,240 by 2031;
- Working age¹ is projected to fall by -10.3% from 82,229 in 2006 to 73,795 by 2031;
- Pensionable age¹ is projected to rise by +31% from 27,929 in 2006 to 36,587 by 2031;

Table 1 displays the changes predicted at a local and national level. The national prediction displays a similar pattern to North Ayrshire in terms of an ageing population. However, the decrease nationally in the 0-15 population (-6.9%) is predicted to be lower than that at a local level (-16.2%). In addition, the national working age population is not expected to decrease, instead it is predicted to increase by +0.4% by 2031.

North Ayrshire	2006	2031	% Change	Scotland	2006	2031	% Change
	Children (0-15)	25,332			21,240	-16.2%	
Working Age	82,229	73,795	-10.3%	3.21m	3.23m	+0.4%	
Pensionable Age	27,929	36,587	+31.0%	0.98m	1.29m	+31.2%	

Table 1: Projected Change in Population

Accordingly, the biggest change in North Ayrshire's population apportionment is expected to occur for the pensionable ages, with the apportionment increasing from 20% in 2006 to 28% in 2031. Apportionments for those under-16 and for those of working age are predicted to decrease by -3% and -5% respectively.

(Source: GRO Population Projections 2006-based, GRO Mid Year Estimate 2006, Census 2001)

Households

There were 60,840 households in North Ayrshire in 2006, giving an average household size of 2.23, the same as the Scottish figure.

Although the population is declining, the number of households in North Ayrshire has increased by an average of 400 each year since 1991.

¹ These changes take into account the increases in state pension age which will rise from 60 to 65 for women between 2010 and 2020 and then from 65 to 66 for both men and women between 2024 and 2026.

North Ayrshire's household composition profile is broadly similar to that of Scotland, although there are more lone parent households with dependent children (8.6%) in North Ayrshire than Scotland (6.9%).

The estimated breakdown of housing tenure according to the Council Tax database as at 31 December 2007 was:

Private Ownership	60%
Council Housing	22%
Housing Association etc	12%
Private Rented	6%

The percentage of households without access to a car is higher in North Ayrshire (36.1%) than Scotland (34.2%).

Between 2004 and 2024, the number of households in North Ayrshire is projected to increase to 65,190.

As regards changes in household type, it would appear that the greatest changes predicted are for the 1 adult households who made up an estimated 33% of households in 2004 and are expected to make up 42% of households in 2024 and for the 2+ adults that are expected to change from 20% to 10% by 2024. The proportion of households with 2+ adults and children is expected to remain unchanged and the proportion with 1 adult and children will change only marginally.

(Source: GRO household Estimates 2006/NAC Council Tax, Census 2001, GRO household projections 2004-based)

Employment Structure

As is the case for Scotland generally, the public sector is the largest employment sector (30.4%) in North Ayrshire. The Council is the largest employer in the area. North Ayrshire (14.7%) is more dependent on traditional manufacturing industries compared to Scotland as a whole (9.4%) There is a correspondingly low proportion of employment in the financial services sector (8.8% compared to 18.3% for Scotland).

The full breakdown is as follows:

2006 Employment Structure	Scotland	North Ayrshire
	%	%
Agriculture & fishing	1.5	0.2
Energy & water	1.6	1.4
Manufacturing	9.4	14.7
Construction	5.8	5.7
Distribution, hotels & restaurants	22.4	25.9
Transport & communications	5.1	5.9
Banking, finance & insurance	18.3	8.8
Public administration, education & health	30.4	30.5
Other Services	5.4	6.9

Total	100.0	100.0
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(Source: *Annual Business Inquiry 2006*)

Deprivation Indicators

33 of North Ayrshire's 179 data zones (geographical areas of around 750 people, now used for national statistical purposes) are categorised as being in the worst 15% in Scotland (14 in Irvine/Kilwinning, 16 in the Three Towns, 3 in the Garnock Valley). This represents around one fifth of North Ayrshire's population. A further 15 data zones are in the worst 20% in Scotland, representing in total over a quarter of the area's population.

(Source: *Scottish Index of Multiple Deprivation 2006*)

Current Claimant Count Unemployment

Unemployment in North Ayrshire has for many years been among the highest in Scotland. In April 2008 North Ayrshire's claimant count unemployment rate stood at 3.9% compared to the Scottish rate of 2.3%. North Ayrshire was the highest in Scotland.

(Source: *ONS, Claimant Count April 2008*)

Working Age Population on Key Benefits

According to the Department of Work & Pensions 17,400 residents of North Ayrshire were claiming at least one of the key benefits (excluding Housing Benefit and Council Tax Benefit) that are available to the working age population. This represents 21.2% of the working age population, significantly higher than for Scotland as a whole at 16.7%

(Source: *ONS, DWP Benefit Claimants*)

Education

Educational attainment of North Ayrshire residents is lower than the Scottish average. In particular 15.4% have no formal qualification compared to 13.7% nationally. 28.4% have qualifications at HND level or higher compared to 32.1% for Scotland as a whole.

(Source : *ONS, National Population Survey*)

Health

During 2004, NHS Health Scotland produced "Community Health and Well-being Profiles" for 66 communities across Scotland, including North Ayrshire. The Profiles draw on Census and other sources of statistics. North Ayrshire's profile showed that the area is above the Scottish average for a number of indicators, including:

- Adults unable to work due to illness / disability;
- Disability Living Allowance claimants;
- Long-term limiting illness; and,
- Self-assessed health (classified as “not good”), with the problems particularly focused on our more deprived communities.

The profiles also highlight the significant health inequalities between communities in North Ayrshire. In relation to life expectancy, for example, men in Fairlie have an average life expectancy of 14 years longer than men in Fullarton (Irvine).

(Source: Community Health Profile, Health Scotland 2004)

Appendix E

1. We live in a Scotland that is the most attractive place for doing business in Europe

Context

North Ayrshire's natural environment and heritage provide obvious attractions for those wishing to visit or invest in the area, as well as providing a good quality of life for local people. Situated around 25 miles south west of Glasgow, its total area is some 340 square miles, almost equally divided between the mainland and the islands of Arran and Cumbrae. It has a total coastline of 140 miles. 92% of the area is classified as countryside, ranging from 85% on the mainland to 99% on Arran.

North Ayrshire faces a number of challenges, including:

- a declining and ageing population;
- a shrinking employment base, particularly in traditional manufacturing, since the mid-1970's;
- a lack of investment in the physical built environment;
- a high incidence of multiple deprivation with high levels of unemployment, (particularly among the young);
- a low skills base with limited levels of enterprise; and,
- insufficient transport links to central Scotland and beyond

These trends have led to a spiral of decline, which the Council and its partners seek to check and reverse. The main vehicle for achieving the required change is the Irvine Bay Regeneration Company, which was launched in October 2006. Its principal role is the physical transformation of the area. Through this, and by creating the conditions for sustainable private sector investment, it aims to facilitate the process of economic recovery, leading to increased employment prospects for residents and a turnaround in the fortunes of the area.

Outcomes

- a Transport links and services to and from North Ayrshire have improved
- b Tourist visitor expenditure has increased
- c North Ayrshire is perceived as an attractive place to do business

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
1a	Transport links and services to and from North Ayrshire have improved.

Associated NAC Council Plan Priority (1-12)	3	Associated North Ayrshire Community Plan Priority (1-7)	1,6	Associated Scottish Government Indicators / Targets (1-45)	N/A
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer-term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
1a1	% of people in households describing public transport as very or somewhat convenient when travelling to the places they wish to visit	Annual/CPP 1			61	63	65	66	68

1 North Ayrshire Community Plan Indicator (xli) – North Ayrshire People Panel ' A Better Life Survey ', <http://www.north-ayrshire.gov.uk/communityplanning>

1a2	% -time lost on regional roads due to congestion	Annual ²				Baseline data to be created possibly in conjunction with SPT	Improve	Improve	Improve
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Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 1. Working and Training', p15 and 'Our Community Plan for ... 6. Clean and Green', p35) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Working and Training' and 'Clean and Green' sections for planned partnership actions.

Scottish Government required action / commitment to support delivery of this outcome

- Commitment and investment needed to improve transport links, especially those impinging on economic growth (A737)

² Regional Transport indicators - (8) SPT Modelling suite –Work ongoing to establish baseline year

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
1b	Tourist visitor expenditure has increased

Associated NAC Council Plan Priority (1-12)	1	Associated North Ayrshire Community Plan Priority (1-7)	1	Associated Scottish Government Indicators / Targets (1-45)	N/A
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer-term target (Year)
			05/06	06/07	07/08	08/09	09/10	10/11	
1b1	Tourist visit expenditure	Annual ³			To be baselined at current year	Increase by 10% per annum	Increase by 10% per annum	Increase by 10% per annum	50% growth by 2015 (Visit Scotland target)

³ VisitScotland

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 1. Working and Training', p15) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Working and Training' section for planned partnership actions.
- Refer to national VS strategies and NAC service level agreement with Visit Scotland (to be agreed 2008/2009)

Scottish Government required action / commitment to support delivery of this outcome

Ensure that under the new VisitScotland Regional arrangements, performance figures will be made available at the sub-regional level i.e. North Ayrshire level.

National Outcome **1 – North Ayrshire is perceived as an attractive place to do business**

North Ayrshire Outcome

Ref	Description
1c	North Ayrshire is perceived as an attractive place to do business.

Associated NAC Council Plan Priority (1-12)	1	Associated North Ayrshire Community Plan Priority (1-7)	1	Associated Scottish Government Indicators / Targets (1-45)	2
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer-term target (Year)
			05/06	06/07	07/08	08/09	09/10	10/11	
1c1	Net no. of new businesses formed on an annual basis	Annual ⁴			To be baselined on transfer of Business gateway	% increase on previous year	% increase on previous year	% increase on previous year	
1c2	% of local businesses satisfied with area	Annual ⁵			89%	90%	91%	92%	

⁴ NAC Economic Development

⁵ NAC Economic Development – Primary Research

Required actions / commitment by the local partners for this outcome									
<ul style="list-style-type: none">• Refer to Community Plan ('Our Community Plan for ... 1. Working and Training', p15) for Lead and Supporting Partnerships, and Supporting Partnership Plans.• Refer to Community Plan Annual Review and Action Plan 2008/9, 'Working and Training' section for planned partnership actions.									
Scottish Government required action / commitment to support delivery of this outcome									

2. We realise our full economic potential with more and better employment opportunities for our people

Context

The context described for National Outcome 1 is equally relevant to National Outcome 2. The context described here provides further detail in the form of facts and figures. The Council is the largest employer in the area. North Ayrshire (14.7%) is more dependent on traditional manufacturing industries compared to Scotland as a whole (9.4%) There is a correspondingly low proportion of employment in the financial services sector (8.8% compared to 18.3% for Scotland).

Unemployment in North Ayrshire has for many years been among the highest in Scotland. In April 2008 North Ayrshire's claimant count unemployment rate stood at 3.9% compared to the Scottish rate of 2.3%. North Ayrshire was the highest in Scotland. (*Source: ONS, Claimant Count April 2008*)

17,400 residents of North Ayrshire are claiming at least one of the key benefits (excluding Housing Benefit and Council Tax Benefit) that are available to the working age population. This represents 21.2% of the working age population, significantly higher than for Scotland as a whole at 16.7% (*Source: ONS, DWP Benefit Claimants*)

33 of North Ayrshire's 179 data zones are categorised as being in the most deprived 15% in Scotland (14 in Irvine/Kilwinning, 16 in the Three Towns, 3 in the Garnock Valley). This represents around one fifth of North Ayrshire's population. A further 15 data zones are in the most deprived 20% in Scotland, representing in total over a quarter of the area's population. (*Source: Scottish Index of Multiple Deprivation 2006*)

As at 31 March 2008, the % of the working age population in employment was 73% (Scotland 76%). The % of the North Ayrshire population that was income deprived was 17.3% (Scotland, 13.9%)

Outcomes

- a More people are in work and training
- b We have secured sustainable additional economic investment

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
2a	More people are in work and training

Associated NAC Council Plan Priority (1-12)	1	Associated North Ayrshire Community Plan Priority (1-7)	1	Associated Scottish Government Indicators / Targets (1-45)	N/A
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Indicators									
Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer- term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
2a1	Number of claimants in receipt of unemployment related benefits per 1000 resident working age population	Annual ⁶	227	224	219	reduction on current rate	reduction on previous rate	reduction on previous rate	Close the gap between the NAC and Scottish figures
2a2	The % of working age population in employment	Annual ⁷	69.9	71.0	71.4	increase on current figure	increase on previous figure	increase on previous figure	Close the gap between the NAC and Scottish figures

6 NOMIS – Labour Market Statistics – Total Claimants

7 NOMIS. APS

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 1. Working and Training', p15) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Working and Training' section for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board, 13 March 2008*)
 - 'Working and training' programme – 2008/9 allocation of £3,076,231 (55% total) covering North Ayrshire Employability Continuum, Working For Families and More Choices, More Chances initiatives.

Scottish Government required action / commitment to support delivery of this outcome

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	We have secured sustainable additional economic investment in North Ayrshire

Associated NAC Council Plan Priority (1-12)	1	Associated North Ayrshire Community Plan Priority (1-7)	1	Associated Scottish Government Indicators / Targets (1-45)	2
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer-term target (Year)
			05/06	06/07	07/08	08/09	09/10	10/11	
2b1	Leverage ratio expressed as the Council's input to economic development projects compared to level of external funding secured	Annual ⁸				50:50	40:60	33:66	
2b2	Supply of modern industrial/commercial floor space	Annual ⁹			To be baselined for current	Increase in floor-space	Increase in floor-space	Increase in floor-space	

⁸ ED Service Plan

⁹ tbc

					year.				
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Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 1. Working and Training', p15) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Working and Training' section for planned partnership actions.

Scottish Government required action / commitment to support delivery of this outcome

- Continued sustained support for URC objectives
- Incentives packages for inward investors for Scotland - difficult for local authorities to do this

3. We are better educated, more skilled and more successful, renowned for our research and innovation

Context

There are fewer North Ayrshire residents who have qualifications than in Scotland as a whole. Supporting learners to improve their qualifications and levels of literacy is important in achieving the Council's key challenges of sustainable economic growth and increasing employment.

In North Ayrshire 15.4% of the working age population in 2006 had no formal qualifications. This is higher than the Scottish average figure of 13.7% (*Source: ONS, National Population Survey*)

The highest level of qualifications (HND level or above) were held by 28.4% of the working age population, which is lower than the Scottish average of 32.1% (*Source: ONS, National Population Survey*)

Outcome

- a Opportunities for lifelong learning have increased

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

Associated NAC Council Plan Priority (1-12)	2	Associated North Ayrshire Community Plan Priority (1-7)	5	Associated Scottish Government Indicators / Targets (1-45)	8
----------------------------------------------------	---	----------------------------------------------------------------	---	-------------------------------------------------------------------	---

Indicators									
Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
3a1	No of participants on youth service programmes	Annual/KPI / ¹⁰	856	1,856	1,886	Increase	Increase	Increase	
3a2	No of community-based adult learning participants	Annual/KPI / ¹¹	1,167	1,217	1,036	Increase	Increase	Increase	
3a3	No of adult literacies participants	Annual/KPI / ¹²	1,385	1,723	1,408	Increase	Increase	Increase	

¹⁰ Educational Services: Service Performance Report April – September 2007

¹¹ Educational Services: Service Performance Report April – September 2007

¹² Educational Services: Service Performance Report April – September 2007

3a4	% of people who have taken part in any training or learning experience in the last two years	Annual/ Survey ¹³	-	34	34	36	38	40	
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Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 5. Learning and Taking Part', p31) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Learning and Taking Part' section for planned partnership actions.

Scottish Government required action / commitment to support delivery of this outcome

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13 North Ayrshire People's Panel Surveys 2005/07 .www.north-ayrshire.gov.uk/community planning

4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens

Context

In Primary Schools attainment has shown slight, but steady, progress over the last three years. Reading attainment increased from 83.01% to 84.06%, writing from 76.64% to 77.75% and mathematics from 85.52% to 85.66% (*Source: Educational Services: Service Performance Report April – September 2007*)

In Secondary Schools reading attainment increased from 59.14% to 68.5% and writing from 43.53% to 56.5% but attainment in mathematics dropped slightly from 62.13% to 61.43% (*Source: Educational Services: Service Performance Report April – September 2007*)

Educational attainment was lower than the Council's target and the average for 5 similar authorities at SCQF Level 3 (Standard Grade Foundation or equivalent), Level 4 (Standard Grade General or equivalent) and Level 6 (Higher or equivalent) (*Source: Educational Services: Service Performance Report April – September 2007*)

The percentage of school leavers going into employment, education or training has increased from 81% in 2004/05 to 84.6% in 2006/07. Implementation of the More Choices More Chances Strategy will be important in achieving further progress in this area which is vital to the longer term regeneration and health of North Ayrshire (*Source: Scottish Government Education Dept publication on School Leaver Destinations from 2001 to 2006*)

Outcomes

- a Levels of educational attainment and achievement have improved
- b More young people are leaving school for positive destinations (further education, higher education, employment or training)

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

Associated NAC Council Plan Priority (1-12)	2	Associated North Ayrshire Community Plan Priority (1-7)	5	Associated Scottish Government Indicators / Targets (1-45)	8
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Indicators										
Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer-term target	
			04/05	05/06	06/07	08/09	09/10	10/11	(Year)	
4a1	Attainment in Scottish 5-14 curriculum (% of Primary pupils attaining or exceeding the required level at the appropriate stage)	Annual KPI ¹⁴	R*	83.01	83.01	84.06	85	-	86	
			W*	76.64	76.21	77.75	78.5	-	80	
			M*	85.52	85.99	85.66	87	-	88	

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4a2	Attainment in Scottish 5 -14 curriculum (% of S2 pupils attaining or exceeding level E)	Annual /KPI/ ¹⁵	R*59.14	63.90	68.50	70.5	-	72	
			W*47.53	50.71	56.50	59	-	61	
			M*62.13	60.58	61.43	65	-	66	
4a3	Proportion of inspected schools receiving positive inspection reports	Annual / ¹⁶	-	92.0	100	100	100	100	
4a4	5 or more awards at SCQF Level 3 or better (by end of S6)	Annual /KPI/ ¹⁷	91.1	90.5	89.8	92.0	-	93.0	
4a5	5 or more awards at SCQF Level 4 or better (by end of S6)	Annual /KPI/ ¹⁸	76.1	74.4	73.0	74.0	-	75.0	
4a6	5 or more awards at SCQF Level 5 or better (by end of S6)	Annual /KPI/ ¹⁹	40.6	40.3	40.6	42.0	-	44.0	
4a7	3 or more awards at SCQF Level 6 or better (by the end of S6)	Annual /KPI/ ²⁰	24.3	23.3	23.7	25.0	-	27.0	
4a8	% of all 16 or 17 year olds ceasing to be looked after attaining at least one SCQF	Annual /SPI/ ²¹	50	58.8	32.3	Improve	Improve	Improve	

*R - Reading

*W - Writing

*M - Mathematics

¹⁵ Educational Services: Service Performance Report April – September 2007 MLI No. 10

¹⁶ Educational Services MLI No. 14

¹⁷ Educational Services: Service Performance Report April – September 2007; Indicator representing the average of three consecutive cohorts' cumulative attainment by the end of S6

¹⁸ Educational Services: Service Performance Report April – September 2007; Indicator representing the average of three consecutive cohorts' cumulative attainment by the end of S6

¹⁹ Educational Services: Service Performance Report April – September 2007; Indicator representing the average of three consecutive cohorts' cumulative attainment by the end of S6

²⁰ Educational Services: Service Performance Report April – September 2007; Indicator representing the average of three consecutive cohorts' cumulative attainment by the end of S6

²¹ Educational Services: Service Performance Report April – September 2007; Indicator representing the average of three consecutive cohorts' cumulative attainment by the end of S6

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 5. Learning and Taking Part', p31) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Learning and Taking Part' section for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*)
 - 'Learning and Taking Part' programme – 2008/9 allocation of £564,908 (10% total) which includes Additional Support for Learning in Literacy, Supported Study/ Homework Clubs, Empowering Vulnerable and Disadvantaged Young People.

Scottish Government required action / commitment to support delivery of this outcome

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)

Associated NAC Council Plan Priority (1-12)	2	Associated North Ayrshire Community Plan Priority (1-7)	1, 5	Associated Scottish Government Indicators / Targets (1-45)	7
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
4b1	% of school leavers going into Employment, Education or Training	Annual KPI ²²	81	84.5	84.6	85	85.5	86	
4b2	% of Looked after young people entitled to aftercare in Employment, Education or Training	Annual KPI ²³	8%	26%	37%	Improve	Improve	Improve	

²² Scottish Government Education Department Publication on School Leaver Destinations from 2001 to 2006 – Careers Scotland data MLI No. 2

²³ CLAS

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 1. Working and Training', p15' and 'Our Community Plan for ... 3. Caring and Supporting', p21) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Working and Training' and 'Caring and Supporting' sections for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*)
 - 'Working and training' programme – 2008/9 allocation of £3,076,231 (55% total) covering North Ayrshire Employability Continuum, Working For Families and More Choices, More Chances initiatives.
 - 'Caring and Supporting' programme – 2008/9 allocation of £666,250 (12% total), which includes Extended Outreach/Rathbone Choices initiative.

Scottish Government required action / commitment to support delivery of this outcome

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

Context

The earliest years of life are crucial to a child's development. Through early intervention, providing a stable, nurturing environment for very young children, as well as support to parents, the Council will tackle the inequalities faced by many children in their early years.

- The Council has increased the number of day care places available for very young, vulnerable children from 24 in 2004/05 to 35 in 2006/07
(*Source: Educational Services*)
- The number of nursery places available for vulnerable children aged 0 to 3 has also increased from 150 to 250 over the same period.
(*Source: Educational Services*)

Outcome

- a Opportunities to support the positive development of vulnerable young children have increased

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
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5a	Opportunities to support vulnerable young children have increased
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Associated NAC Council Plan Priority (1-12)	9	Associated North Ayrshire Community Plan Priority (1-7)	3	Associated Scottish Government Indicators / Targets (1-45)	12
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Indicators									
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Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
5a1	Proportion of pre-school centres receiving positive inspection reports	Annual/ ²⁴	-	-	100	100	100	100	
5a2	Number of priority nursery places available to vulnerable children aged 0-3 years	Annual/ ²⁵	150	150	250 (100 in pilot)	190	210	230	230
5a3	Number of day care places available to vulnerable children aged 0-3 years	Annual/ ²⁶	24	33	35	60	60	60	60

²⁴ Educational Services MLI No. 13

²⁵ Educational Services

²⁶ Educational Services

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 3. Caring and Supporting', p21 and 'Our Community Plan for ...6. Clean and Green', p35) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Caring and Supporting' and 'Clean and Green' sections for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals
 - Caring and Supporting' programme – 2008/9 allocation of £666,250 (12% total), covering Family Respite Services initiative.
 - 'Clean and green' programme – 2008/9 allocation of £146,750 (3% total) which includes Playpark Improvements initiatives.

Scottish Government required action / commitment to support delivery of this outcome

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6. We live longer, healthier lives

Context

Health and well-being in North Ayrshire is worse than the Scottish average position in 15 out of 17 indicators in the Community Health and Wellbeing profiles produced in 2004. The health inequalities within North Ayrshire are highlighted by the same profile. It indicates that the average life expectancy for men in Fullarton in Irvine (one of the most deprived communities in Scotland) is 14 years less than that of men living approximately 14 miles further up the North Coast in Fairlie. (*Source: NHS Health Scotland (2004) "North Ayrshire: a community health and well being profile"*)

Problem drug and alcohol use is an issue affecting our communities. NHS Ayrshire and Arran has the largest rate of hospital discharges with a diagnosis of drug misuse of all health board areas in Scotland (193 discharges per 100,00 population). North Ayrshire had a higher number of discharges (251) than East Ayrshire (207) or South Ayrshire ((148) in 29005/06 (*Source: Drug Misuse Statistics Scotland 2006.: ISD*)

In the next ten years there will be an increase in the over 65 year old age group in North Ayrshire, greater than in the rest of Scotland, and this will place increased demands on community care services.

A lack of physical activity has been linked to obesity and to various illnesses. A survey by SportScotland in 2003/04 showed that North Ayrshire was one of six local authority areas, all of which were in the West of Scotland, which had the lowest levels of participation in sport in the country. (*Source: SportScotland Area Variations in Sports Participation: Summary and Implications*)

Outcomes

- a. Health and wellbeing have improved
- b. Health inequalities have reduced
- c. Access to services relating to substance misuse has improved
- d. More vulnerable people are supported within the community
- e. People are more active more often

National Outcome 6	We live longer, healthier lives
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North Ayrshire Outcome

Ref	Description
6a	Health and wellbeing have improved

Associated NAC Council Plan Priority (1-12)	7	Associated North Ayrshire Community Plan Priority (1-7)	2	Associated Scottish Government Indicators / Targets (1-45)	11,14,15,17,18 &19
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
6a1	Number of Educational Establishments achieving a Health Promoting School award	Annual KPI ²⁷	-	-	27	63		70	
6a2	% of children aged 5 years (Primary 1) free from dental decay	Biennial ²⁸		48			60	Improve	Improve

²⁷ Educational Services Service Performance Report April – September 2007

²⁸ National Dental Inspection Programme report 2005/06 MLI No. 20

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6a3	Rate of hospital admissions for alcohol misuse per 100,000 population	Triennial ²⁹	987.64 (2001/04)	-	-	Reduce	Reduce	Reduce	Reduce
6a4	% of deaths attributed to smoking in Ayrshire	Quadrennial ³⁰	23 (2000/04)	-	-	Reduce	Reduce	Reduce	Reduce
6a5	% of children in Primary 1 receiving a review who are obese (includes severely obese) in Ayrshire	Annual ³¹	-	-	8	Reduce	Reduce	Reduce	Reduce

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 2. Healthy and Active', p19) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Healthy and Active' section for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals:
 - 'Healthy and Active' programme – 2008/9 allocation of £548,124 (10% total), covering Healthy North Ayrshire, B-Active, and Evolution Skate Park initiatives.

Scottish Government required action / commitment to support delivery of this outcome

Ensure that NHS Ayrshire and Arran make progress in shifting the balance of care (towards community based health services)

²⁹ Scottish Neighbourhood Statistics MLI No. 26

³⁰ Information Services Division (ISD) Scotland

³¹ ISD Scotland CHSP – PS August 2006 MLI No. 21

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

Associated NAC Council Plan Priority (1-12)	7	Associated North Ayrshire Community Plan Priority (1-7)	2	Associated Scottish Government Indicators / Targets (1-45)	16 & 21
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Indicators									
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Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
6b1	Difference in the % of people indicating positive mental health scores between the Regeneration Areas* and the rest of North Ayrshire	Annual Survey ³²	-	7	7	5	Reduce	Reduce	Reduce
6b2	Difference in the % of people rating their general health as very or fairly good, between the regeneration areas and the rest of North Ayrshire	Annual Survey ³³	-	19	15	13	11	9	Reduce

* Regeneration Areas are made up of the most deprived 15% of data zones according to the Scottish Index of Multiple Deprivation 2004

32 North Ayrshire People's Panel Surveys 2005 - 07. www.north-ayrshire.gov.uk/communityplanning

33 North Ayrshire People's Panel Surveys 2005 - 07. www.north-ayrshire.gov.uk/communityplanning

Single Outcome Agreement between North Ayrshire Council and The Scottish Government
June 2008

6b3	Age-standardised mortality rates (directly standardised) per 100,000 population for Coronary Heart Disease (CHD), ages 0-74 years	Annual/Community Plan ³⁴	Rgn*125	118	127	At or below 81.7	Reduce	Reduce	Reduce
			NA* 69	73	56	Reduce	Reduce	Reduce	Reduce
6b4	Age-standardised mortality rates (directly standardised) per 100,000 population for Cancer, ages 0-74	Annual Community Plan ³⁵	Rgn*190	229	113	At or below 167.8	Reduce	Reduce	Reduce
			NA* 144	124	132	Reduce	Reduce	Reduce	Reduce
6b5	Rate of pregnancies among under 16 year olds per 1000 relevant population in Ayrshire	Annual/NHS ³⁶	8.3	8.2	-	Reduce	Reduce	Reduce	Reduce

Rgn* - In Regeneration Areas which are made up of the most deprived 15% of data zones according to the Scottish Index of Multiple Deprivation 2004

NA* - In the Rest of North Ayrshire outwith the Regeneration Areas

³⁴ North Ayrshire Community Plan Action Plan 2007/08 Baseline data - Information Services, NHS National Services Scotland and General Register Office for Scotland MLI No. 16

³⁵ North Ayrshire Community Plan Action Plan 2007/08 Baseline data - Information Services, NHS National Services Scotland and General Register Office for Scotland

³⁶ Information Services Division Scottish Health Statistics & General Register Office for Scotland MLI No. 19

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 2. Healthy and Active', p19) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Healthy and Active' section for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*):
 - 'Healthy and Active' programme – 2008/9 allocation of £548,124 (10% total), covering Healthy North Ayrshire, B-Active, and Evolution Skate Park initiatives.

Scottish Government required action / commitment to support delivery of this outcome

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National Outcome	6. We live longer, healthier lives
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North Ayrshire Outcome

Ref	Description
6c	Access to services relating to substance misuse has improved

Associated NAC Council Plan Priority (1-12)	7	Associated North Ayrshire Community Plan Priority (1-7)	2, 3	Associated Scottish Government Indicators / Targets (1-45)	29
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
6c1	Number of people being assessed for substance misuse.	Annual Internal <small>37</small>			To be baselined	Improve	Improve	Improve	
6c2	Number of substance mis-users accessing treatment and care service.	Annual Internal <small>38</small>			To be baselined	Improve	Improve	Improve	

37 Internal Social Services Records

38 Internal Social Services Records

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 2. Healthy and Active', p19 and 'Our Community Plan for ... 3. Caring and Supporting', p21) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Healthy and Active' and 'Caring and Supporting' sections for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*):
 - Caring and Supporting' programme – 2008/9 allocation of £666,250 (12% total), which includes Family Respite Services initiative.

Scottish Government required action / commitment to support delivery of this outcome

- Action on restricting access to low cost alcohol, including supermarkets (support Scottish Government Strategy).
- Reconsider the ADAT stocktake exercise and agree the accountability of ADAT to the Community Planning process.

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

Associated NAC Council Plan Priority (1-12)	8	Associated North Ayrshire Community Plan Priority (1-7)	3	Associated Scottish Government Indicators / Targets (1-45)	26
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
6d1	The percentage of older people (aged 65+) receiving intensive home care (10+ Hours) as a percentage of older people receiving long term care	Annual/ KPI ³⁹	28%	25%	27.4%	30%	Improve	Improve	
6d2	Number of patients waiting more than six weeks for discharge to appropriate setting.	Annual/ KPI ⁴⁰	25	29	19	0	0	0	

39 National Outcomes Framework for Community Care – Measure I.D. OC8a

40 National Outcomes Framework for Community Care – Measure I.D. OP6

6d3	The number of people aged 65 and over admitted for any reason two or more times in a year as an emergency to acute specialities per 100,000 population	Annual/ KPI ⁴¹	4536	4764	4767	3628	To follow	To follow	To follow
6d4	The number of fee-based foster carers recruited	Annual/ KPI ₄₂	N/A	N/A	20	+6	+6	+6	
6d5	The percentage of looked after children who are accommodated within a residential setting.	Annual/ KPI ₄₃	13%	14%	13%	Reduce	Reduce	Reduce	

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 3. Caring and Supporting', p21) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Caring and Supporting' section for planned partnership actions.

Scottish Government required action / commitment to support delivery of this outcome

- Implement recommendations arising from Sutherland's review of Free Personal and Nursing Care.
- Kinship Carers Strategy resourced

⁴¹ National Outcomes Framework for Community Care – Measure I.D. OP7b

⁴² KPI Social Services Service Plan

⁴³ KPI Social Services Service Plan

National Outcome 6	We live longer, healthier lives
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North Ayrshire Outcome

Ref	Description
6e	People are more active more often

Associated NAC Council Plan Priority (1-12)	7	Associated North Ayrshire Community Plan Priority (1-7)	2	Associated Scottish Government Indicators / Targets (1-45)	14
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
6e1	% of primary schools providing 2 hours of PE per week	Annual Internal ⁴⁴	-	19	34	55	65	75	100
6e2	% of secondary schools providing 2 hours of PE per week	Annual Internal ⁴⁵	-	10	20	33	50	77	100
6e3	No of attendances per 1000 population to all local authority supported pools	Annual SPI ⁴⁶	3048	2824	2812	Improve	Improve	Improve	Improve

44 Educational Services

45 Educational Services

46 Audit Scotland: Statutory Performance Indicators: Council Profiles 2006/07

6e4	No of attendances per 1000 population for other local authority supported indoor sports and leisure facilities, excluding pools in a combined complex	Annual SPI ₄₇	4211	4284	4364	Improve	Improve	Improve	Improve
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Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 2. Healthy and Active', p19) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Healthy and Active' section for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*):
 - 'Healthy and Active' programme – 2008/9 allocation of £548,124 (10% total), which includes B-Active and Evolution Skate Park initiatives.

Scottish Government required action / commitment to support delivery of this outcome

- Maintain SportScotland funding to ensure continued support to Inverclyde National Sports Centre, Largs and Cumbrae National Watersports Centre.

7. We have tackled the significant inequalities in Scottish society

Context

A number of communities within North Ayrshire are characterised by persistently high unemployment, and consequently poor health and poor social cohesion.

The Council faces significant challenges in meeting its obligations under the homelessness legislation. In particular the 2012 target for the abolition of priority need will lead to increased requirements for permanent accommodation for homeless people. As a result the Council will continue to focus on the prevention of homelessness, and on developing partnerships to increase housing options.

33 of North Ayrshire's 179 data zones are categorised as being in the most deprived 15% in Scotland (14 in Irvine/Kilwinning, 16 in the Three Towns, 3 in the Garnock Valley). This represents around one fifth of North Ayrshire's population. A further 15 data zones are in the most deprived 20% in Scotland, representing in total over a quarter of the area's population. (*Source: Scottish Index of Multiple Deprivation 2006*)

Unemployment in North Ayrshire has for many years been among the highest in Scotland. In April 2008 North Ayrshire's claimant count unemployment rate stood at 3.9% compared to the Scottish rate of 2.3%. North Ayrshire was the highest in Scotland. (*Source: ONS, Claimant Count April 2008*)

17,400 residents of North Ayrshire are claiming at least one of the key benefits (excluding Housing Benefit and Council Tax Benefit) that are available to the working age population. This represents 21.2% of the working age population, significantly higher than for Scotland as a whole at 16.7% (*Source: ONS, DWP Benefit Claimants*)

Outcomes

- a Levels of homelessness have reduced
- b Fewer people are living in poverty
- c Disadvantage on the basis of race, disability, gender, age, religious belief or sexual orientation is reduced

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

Ref	Description
7a	Levels of homelessness have reduced

Associated NAC Council Plan Priority (1-12)	5	Associated North Ayrshire Community Plan Priority (1-7)	3	Associated Scottish Government Indicators / Targets (1-45)	10
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
7a1	% - young homeless people re-presenting within 12 months of working with prevention team	Annual Local Measure 48	3	6	5	5	2	1	1
7a2	Homeless - % of cases re-assessed within 12 months completion of duty	Annual SPI 49	4.7	4	5.1	3.5	3	2.5	2.5

48 Housing Services – Service Plan 2008/11

49 Housing Services – SP1 HS7b

Required actions / commitment by the local partners for this outcome

In relation to the National Outcome:

- Tackling inequality is a theme which cuts across all Community Plan Priorities.
- The Regeneration Outcome Agreement (ROA) has been a key tool used by the CPP to tackle inequalities for the past 3 years. The Fairer Scotland (Fairer North Ayrshire) Fund will take forward the best lessons of this approach. Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*) across all programmes.

In relation to the Local Outcome:

- Refer to Community Plan ('Our Community Plan for ... 3. Caring and Supporting', p21) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Caring and Supporting' section for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*)
 - 'Caring and Supporting' programme – 2008/9 allocation of £666,250 (12% total), which includes Fab Pad (linked to Homelessness Strategy)

Scottish Government required action / commitment to support delivery of this outcome

National Outcome		7. We have tackled the significant inequalities in Scottish society							
North Ayrshire Outcome									
Ref	Description								
7b	Fewer people are living in poverty								
Associated NAC Council Plan Priority (1-12)	9	Associated North Ayrshire Community Plan Priority (1-7)	1, 3			Associated Scottish Government Indicators / Targets (1-45)	10		
Indicators									
Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
7b1	Poverty index - % of children living in workless households	Annual ⁵⁰	22.4%	15.6%	17.1%	16.2% (Scottish National Average)	Improve	Improve	
7b2	% of datazones that are income deprived	Biannual ⁵¹	24.0	N/A	21.8	Improve	Improve	Improve	
7b3	Financial inclusion – Number of residents having a bank/building society account	Annual ⁵²	75%	74%	73%	74%	75%	76%	

⁵⁰ Annual Scottish Labour Force Survey 2004/05 <http://www.scotland.gov.uk/publications/2005/07/2891541/15480>.

⁵¹ SIMD - <http://www.scotland.gov.uk/Resource/Doc/933/0041431.xls>

⁵² People's Panel Survey

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Required actions / commitment by the local partners for this outcome

In relation to the National Outcome:

- Tackling inequality is a theme which cuts across all Community Plan Priorities.
- The Regeneration Outcome Agreement (ROA) has been a key tool used by the CPP to tackle inequalities for the past 3 years. The Fairer Scotland (Fairer North Ayrshire) Fund will take forward the best lessons of this approach. Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*) across all programmes.

In relation to the Local Outcome:

- Refer to Community Plan ('Our Community Plan for ... 1. Working and Training', p15 and 'Our Community Plan for ... 3. Caring and Supporting', p21) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Working and Training' and 'Caring and Supporting' sections for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*)
 - 'Working and training' programme – 2008/9 allocation of £3,076,231 (55% total) which includes North Ayrshire Employability Continuum and Working For Families initiatives.
 - 'Caring and Supporting' programme – 2008/9 allocation of £666,250 (12% total), which includes Fab Pad initiative (linked to Homelessness Strategy).

Voluntary sector e.g. NACAS; 1st Alliance Credit Union

Scottish Government required action / commitment to support delivery of this outcome

- Joined up working with UK Government to achieve Child Poverty Reduction targets and co-ordination of policies across Health; Education and Employment to maximise impact on poverty (Action following Poverty Consultation)

National Outcome		7 – We have tackled the significant inequalities in Scottish society							
North Ayrshire Outcome									
Ref	Description								
7c	Disadvantage on the basis of race, disability, gender, age, religious beliefs or sexual orientation is reduced								
Associated NAC Council Plan Priority (1-12)	9	Associated North Ayrshire Community Plan Priority (1-7)	7	Associated Scottish Government Indicators / Targets (1-45)	N/A				
Indicators									
Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
7c1	% of council buildings which are suitable and accessible for disabled people	Annual SPI ₅₃	27	36	55	60	64	66	80
7c2	% of adults with learning disability as a % of all adults with a learning disability known to the Council who have a personal life plan.	Annual 54	9	15	20	25	27	30	30

53 TS – SP1 CM4

54 Scottish Government: Adults with Learning Disabilities Implementation of "The Same as You" Scotland.

Required actions / commitment by the local partners for this outcome

In relation to the National Outcome:

- Tackling inequality is a theme which cuts across all Community Plan Priorities.
- The Regeneration Outcome Agreement (ROA) has been a key tool used by the CPP to tackle inequalities for the past 3 years. The Fairer Scotland (Fairer North Ayrshire) Fund will take forward the best lessons of this approach. Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*) across all programmes.

In relation to the Local Outcome:

- Refer to Community Plan ('Our Community Plan for ... 6. For You and For Everyone', p39) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'For You and For Everyone' section for planned partnership actions.
- Refer to all Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*) – all initiatives are required to demonstrate equalities monitoring.

Scottish Government required action / commitment to support delivery of this outcome

8. We have improved the life chances for children, young people and families at risk

Context

North Ayrshire is the sixth equal most deprived local authority area in Scotland (*Source: Scottish Index of Multiple Deprivation 2006*). 29% of families are headed up by a single parent, compared to 27% in comparator authorities and 25% in Scotland as a whole. In the year ending March 2007, 2,020 children under 16 years were referred to the children's reporter on care and protection grounds. This was 8% of the child population compared to the national average of 4.8% (*Source: Joint Inspection of Services to protect children and young people in the North Ayrshire Council area 2008*)

Child protection referrals have consistently increased in North Ayrshire over the last three years from 143 in 2003/04 to 210 in 2004/05 to 240 in 2005/06. This may be due to awareness raising initiatives and the increasing number of incidents involving drug and alcohol misuse (*Source: North Ayrshire Child Protection Committee Annual Report 2005/06*)

The integrated assessment framework which brings together health, social services and education staff has been introduced to ensure services work together to improve outcomes for children and families at risk.

Outcomes

a. More children and young people live in a safe and supportive environment

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.

Associated NAC Council Plan Priority (1-12)	8	Associated North Ayrshire Community Plan Priority (1-7)	4	Associated Scottish Government Indicators / Targets (1-45)	9
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Indicators									
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Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
8a1	% of actions in child protection inspection improvement action plan completed	Annual/ ⁵⁵	-	-	-	75	85	100	Improve
8a2	% of relevant health, social services, and education, staff trained in IAF.	Annual/ KPI ⁵⁶	N/A	N/A	20%	40%	60%	80%	
8a3	No. of relevant health, social services, education, housing and police staff trained in child protection awareness (Additional figures year on year).	Annual/ KPI ⁵⁷	930 (Jan-Dec 05)	1262 (Jan-Dec 06)	2363 (Jan-Dec 07)	+1800	+1800	+1800	

⁵⁵ North Ayrshire Child Protection Committee Annual Reports

⁵⁶ SPI – Social Services Service Plan.

⁵⁷ SPI – Social Services Service Plan

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 3. Caring and Supporting', p21) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Caring and Supporting' section for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*)
 - 'Caring and Supporting' programme – 2008/9 allocation of £666,250 (12% total), which includes Family Respite Services initiative.

Scottish Government required action / commitment to support delivery of this outcome

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9. We live our lives safe from crime, disorder and danger

Context

The majority of people living in North Ayrshire (87%) feel safe while outside in their neighbourhood during the day (North Ayrshire People's Panel Survey 2007). This drops to just over half who feel safe outside at night. The main crimes people worry about are having their home broken into; being robbed; and being pestered or insulted in the street.

Levels of crime for North Ayrshire over the last four years (2004-05 to 2007-08) show:

- Crimes of violence (including murder and serious assault) have fluctuated, but with 2007-08 recording the highest number ever
- Crimes of Disorder (petty assaults; breach of the peace; drinking in public places) have risen year on year and by almost 10% overall

(Source: Ayrshire Intelligence Analysis Unit : Strathclyde Police)

Deliberate fire raising; malicious calls to Fire Service have decreased slightly

(Source: Antisocial Behaviour Annual Report)

Numbers of persons killed or injured in road accidents have been decreasing year on year since 2004-05.

Outcomes

- a Fear of crime and anti social behaviour has reduced
- b Levels of crime and anti social behaviour have reduced
- c Road safety has improved

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

Ref	Description
9a	Fear of crime and antisocial behaviour has reduced

Associated NAC Council Plan Priority (1-12)	8	Associated North Ayrshire Community Plan Priority (1-7)	4	Associated Scottish Government Indicators / Targets (1-45)	31
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
9a1	% - residents within North Ayrshire who feel unsafe walking in their neighbourhood after dark	Annual NAC Local survey ⁵⁸	48	49	47	46	45	44	
9a2	% - people reporting feeling unsafe walking in neighbourhood during the day	Annual NAC Local survey ⁵⁹	12	15	14	13	12	11	

⁵⁸ People's Panel Survey

⁵⁹ People's Panel Survey

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 4. Safe and Secure', p25 and 'Our Community Plan for ... 6. Clean and Green', p35) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Safe and Secure' and 'Clean and Green' sections for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*)
 - 'Safe and Secure' programme – 2008/9 allocation of £365,000 (7% total), which includes CCTV, Additional Policing, Campus Based Police Officers initiatives.
 - 'Clean and green' programme – 2008/9 allocation of £146,750 (3% total) which includes Environment Hit Squad initiative.

Scottish Government required action / commitment to support delivery of this outcome

- Identify and clarify the role of the Community Justice Authorities within the CPP in delivering SOA outcomes

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

Ref	Description
9b	Levels of crime and antisocial behaviour have reduced

Associated NAC Council Plan Priority (1-12)	8	Associated North Ayrshire Community Plan Priority (1-7)	4	Associated Scottish Government Indicators / Targets (1-45)	9, 23 and 24
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer-term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
9b1	Group 1: Crimes of violence	Annual/ Analysis ⁶⁰	328	297	299	Reduce	Reduce	Reduce	
9b2	Group 6: Crimes of Disorder	Annual/ Analysis/ ⁶¹	4826	4880	5265	Reduce	Reduce	Reduce	
9b3	Possession of a) weapons and b) knives	Annual/ Analysis ⁶²	a) 130 b) 91	173 94	156 110	Reduce	Reduce	Reduce	

⁶⁰ Ayrshire Intelligence Analysis Unit (Strathclyde Police) April – December

⁶¹ Ayrshire Intelligence Analysis Unit (Strathclyde Police) April – December

⁶² Ayrshire Intelligence Analysis Unit (Strathclyde Police) April – December

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9b4	Group 4: Crimes of Vandalism etc.	Annual/ Analysis/ 63	2952	2710	2561	Reduce	Reduce	Reduce	
9b5	Charges relating to Drugs a) Possession b) Supply	Annual/ Analysis/ 64	a) 753 b) 172	865 173	747 165	Reduce	Reduce	Reduce	
9b6	No of domestic abuse incidents	Annual 65	1,141	1,204	1,508	Increase until confidence in reporting levels reached	Increase until confidence in reporting levels reached	Increase until confidence in reporting levels reached	Increase until confidence in reporting levels reached
9b7	Number of Noise complaints (*includes Out of Hours Team 2005-06+) Environmental Health Housing	Annual 66	273 372	464* 377	1275 449	maintain maintain	maintain maintain	maintain maintain	
9b8	Fire activity levels: Fire setting Malicious calls Hydrant misuse	Annual 67	163 224 43	158 267 62	135 213 36	maintain maintain maintain	maintain maintain maintain	maintain maintain maintain	

63 Ayrshire Intelligence Analysis Unit (Strathclyde Police) April - December

64 Ayrshire Intelligence Analysis Unit (Strathclyde Police) April - December

65 Strathclyde Police Information Resources: April 2007 – MLI No. 36

66 ASB Annual Report MLI No. 36

67 ASB Annual Report

Required actions / commitment by the local partners for this outcome

Joint risk assessment of serious violent and sexual offenders (Strathclyde Police/Social Services)

- Refer to Community Plan ('Our Community Plan for ... 4. Safe and Secure', p25 and 'Our Community Plan for ... 6. Clean and Green', p35) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Safe and Secure' and 'Clean and Green' sections for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*)
 - 'Safe and Secure' programme – 2008/9 allocation of £365,000 (7% total), which includes CCTV, Additional Policing, Campus Based Police Officers initiatives.
 - 'Clean and green' programme – 2008/9 allocation of £146,750 (3% total) which includes Environment Hit Squad initiative.

Scottish Government required action / commitment to support delivery of this outcome

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

Ref	Description
9c	Road safety has improved

Associated NAC Council Plan Priority (1-12)	8	Associated North Ayrshire Community Plan Priority (1-7)	4	Associated Scottish Government Indicators / Targets (1-45)	N/A
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
9c1	Number of persons killed or injured in road accidents per million vehicle kilometres	Annual Local Measure ⁶⁸							
	a) people killed/seriously injured		89	79	64	Reduce	Reduce	Reduce	
	b) children killed/seriously injured		13	15	9	Reduce	Reduce	Reduce	
	c) people slightly injured		-	-	301	Reduce	Reduce	Reduce	

68 R&TS – Service Plan 2008/11 – Statistics received from Strathclyde Police. The indicator can be calculated at local authority level using the figures contained in tables 40 and 41 [Road Accidents Scotland](#)

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 4. Safe and Secure', p25) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Safe and Secure' section for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*)
 - 'Safe and Secure' programme – 2008/9 allocation of £365,000 (7% total), which includes Firefighters in schools initiative (includes focus on road safety).

Scottish Government required action / commitment to support delivery of this outcome

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10. We live in well designed, sustainable places where we are able to access the amenities and services we need

Context

Household numbers are currently 60,300 and this is expected to grow by 8% by 2024, mainly as a result of a rise in single person and lone parent households.

The Council remains the largest housing landlord in North Ayrshire, with a stock of 13,800 houses. It has major responsibilities as a housing provider, but its role as a strategic planner and enabler is much wider. The enabling role means that it will use its knowledge, influence, assets and finance to ensure that homes are provided across the areas to meet current and future requirements. It also aims to ensure that housing activity contributes to the local economy and environment and supports positively the promotion of social inclusion.

The Scottish Housing Quality Standard provides a requirement to ensure that all our stock meet specified standards by 2015. The implementation of the legislation requires that resources be diverted into these areas, whilst ensuring core housing functions are not compromised.

In common with most Scottish Councils, there is a need to invest in the roads and lighting infrastructure to improve driving and walking conditions and in turn contribute to economic regeneration and social wellbeing. The Council's Local Transport Strategy is largely about encouragement of greater use of public transport, cycling and walking.

Outcomes

- a The quality of social housing has improved
- b Availability of affordable housing has improved
- c The condition of roads, footways and lighting has improved

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

Associated NAC Council Plan Priority (1-12)	5	Associated North Ayrshire Community Plan Priority (1-7)	3	Associated Scottish Government Indicators / Targets (1-45)	43
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Indicators									
Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target
			04/05	05/06	06/07	08/09	09/10	10/11	2015
10a1	% dwellings meeting the Scottish Housing Quality Standard (SHQS)	Annual SPI ⁶⁹				Baseline data to be collected	Improve	Improve	Meet / exceed

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... '3. Caring and Supporting', p23) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Caring and Supporting' and section for planned partnership actions.

Scottish Government required action / commitment to support delivery of this outcome

- Local authorities need equal access to investment options to strategically and effectively develop social and low cost housing,
- We need a national housing investment framework, which is informed and directed from the 'bottom up' by using local housing need indicators, as mutually agreed by COSLA and the Scottish Government.
- To address the land supply problem, Local Government, rather than private developers or the Scottish Government, needs to control local land assembly
- Issue follow up to Consultation: "Firm Foundations – the Future of Housing in Scotland"

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

Associated NAC Council Plan Priority (1-12)	5	Associated North Ayrshire Community Plan Priority (1-7)	3	Associated Scottish Government Indicators / Targets (1-45)	43
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer-term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
10b1	Supply of affordable (RSL-registered social landlords) housing sites reaching practical completion on a yearly basis	Annual/Community Plan /Local Measure ⁷⁰	77	80	64	100	105	110	Improve
10b2	Investment in Homestake low cost home ownership initiative reaching practical completion on a yearly basis	Annual/Community Plan/Local measure ⁷¹	-	-	14	Improve	Improve	Improve	Improve

⁷⁰ North Ayrshire Community Plan 2006-16 Annual review 2006/07 - 3xx/ HS Service Plan 2008/11

⁷¹ North Ayrshire Community Plan 2006-16 Annual review 2006/07 - 3xx/ HS Service Plan 2008/11

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... '3. Caring and Supporting', p23) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Caring and Supporting' section for planned partnership actions.

Scottish Government required action / commitment to support delivery of this outcome

- Assistance in providing affordable housing in rural and island areas for local residents and their families (especially Arran)
- Local Authorities need the autonomy to decide how to manage the Right to Buy Policy in their local area after considering the local housing market conditions and local housing needs

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
10c	The condition of roads, footways and lighting has improved

Associated NAC Council Plan	6	Associated North Ayrshire Community Plan	6	Associated Scottish Government Indicators / Targets	28
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer-term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
10c1	% - roads network that should be considered for maintenance treatment	Annual SPI ₇₂	43.9	49.6	50	42	38	34	
10c2	Proportion of street lighting columns that are over 30 years old	Annual SPI ₇₃	20.5	19.2	18.1	13.2	11.2	11.2	

72 R&TS – SPI – RL1

73 R&TS – SPI – RL4

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... '6. Clean and Green', p35) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Clean and Green' sections for planned partnership actions.

Scottish Government required action / commitment to support delivery of this outcome

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11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others

Context

The People's Panel Survey 2007 showed that only 1 in 5 people in North Ayrshire are involved in any way in a local community or representative group. The People's Panel Survey itself continues to have high participation rates of over 50% of its 2000 members. This provides a good level of public participation in expressing views on all aspects of life in North Ayrshire.

The Community Planning Partnership is strongly committed to community engagement in terms of consultation; co-operation and participation. Examples of good practice include the Council's Tenant Participation Strategy; the Youth Council; the Joint North Ayrshire Elderly Forum and the Neighbourhood Compacts.

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's Action Plan will provide an important means by which partnership working can be measured.

Outcomes

- a Levels of voluntary action and community involvement have increased
- b Partnership working between the public, community and voluntary sectors has improved

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

Associated NAC Council Plan Priority (1-12)	8	Associated North Ayrshire Community Plan Priority (1-7)	5	Associated Scottish Government Indicators / Targets (1-45)	N/A
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Indicators									
Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
11a1	% of respondents who volunteer or are involved in charities, clubs or organisations	Annual <small>74</small>	36%	36%	31%	Improve	Improve	Improve	
11a2	% of respondents who volunteer, organise or attend local community/ representative groups	Annual <small>75</small>	17%	21%	20%	Improve	Improve	Improve	

74 People's Panel

75 People's Panel

11a3	Number of young people involved in youth forums and Youth Council	Annual 76	N/A	N/A	100	115	130	145	
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Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 5. Learning and Taking Part, p31) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Learning and Taking Part' section for planned partnership actions.
- Refer to Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*)
 - 'Learning and Taking Part' programme – 2008/9 allocation of £564,908 (10% total) which includes Empowering Vulnerable and Disadvantaged Young People, Community Support Workers (Training and Support), 3TFM (Volunteer Coordinator) and Communication and Consultation initiatives.

Scottish Government required action / commitment to support delivery of this outcome

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

Associated NAC Council Plan Priority (1-12)	8	Associated North Ayrshire Community Plan Priority (1-7)	Working Together	Associated Scottish Government Indicators / Targets (1-45)	N/A
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer-term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
11b1	% of actions implemented in North Ayrshire Compact Action Plan	Annual ⁷⁷				100	100	100	
11b2	% of respondents who believe the Council regularly consults the public and takes their views on board when making major decisions	4-Yearly ⁷⁸	19%		30%				11/12 Improve

⁷⁷ Annual Monitoring Report of Community Compact

⁷⁸ Household Survey

11b3	% of respondents who agree the Council actively involves local people in decisions about where and on what services it should spend its money	4-Yearly 79	14%		27%	Improve	Improve	Improve	11/12 Improve
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Required actions / commitment by the local partners for this outcome

- Partnership working is a theme which cuts across all Community Plan Priorities.
- The Community Plan is a key tool used by the CPP to promote partnership working – refer to all Community Plan (and in particular ‘Our Community Plan for ... Working Together, p40) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, and in particular ‘Working Together’ section for planned partnership actions.
- Refer to all Fairer Scotland (Fairer North Ayrshire) Fund proposals (*approved by CPP Board on 13 March 2008*), and in particular:
 - ‘For You and For Everyone/ Working Together’ programme – 2008/9 allocation of £157,051 (3% total) covering CPP Support.

Scottish Government required action / commitment to support delivery of this outcome

- Sustained national core funding of voluntary organisations (e.g. CVS and Volunteer Centres) and continuation of the National Compact

12: We value and enjoy our built and natural environment and protect and enhance it for future generations.

Context

The Council's 2007 Household Survey revealed that the top three actions the Council should prioritise for the area as a whole remained consistent with the results from the 2004 survey. Two of the three actions related to economic development, whilst the other was "ensure that streets and other open spaces (including beaches) are litter free". These three priorities were selected by considerably more respondents than any of the other listed options.

The surveys underline the importance of "public realm" services and the challenges of being responsive to requests from the general public and elected members to deal with litter, fly tipping, dog fouling and grounds maintenance issues.

The management of open spaces, parks, woodlands, fauna and flora to enhance the natural and built environment is ongoing to meet the requirements of the Scottish Strategy for Parks and Open Spaces, the Council's Play Strategy and Action Plan and the Ayrshire Local Biodiversity Action Plan.

In addition all Council plans, policies and strategies are monitored to ensure that, where necessary, they have been subject to a statutory Strategic Environmental Assessment that describes the potential impact on the environment of their implementation.

Outcome

- a Our environment is protected and enhanced

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

Associated NAC Council Plan Priority (1-12)	4	Associated North Ayrshire Community Plan Priority (1-7)	6	Associated Scottish Government Indicators / Targets (1-45)	N/A
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
12a1	Overall Cleanliness index- Local environmental audit & management system- (LEAMS)	Annual National Measure ⁸⁰	71	69	69	Improve	Improve	Improve	Improve
12a2	Ground maintenance standard and quality- Land audit management system (LAMS)	Annual Local Measure ⁸¹	-	-	-	Baseline data to be collected	Improve	Improve	Improve

80 CGM&T – SPI WM4

81 CGM&T – local measure – 2008/09 service will collect baseline information

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 6. Clean and Green', p35) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Clean and Green' section for planned partnership actions

Scottish Government required action / commitment to support delivery of this outcome

14: We reduce the local and global environmental impact of our consumption and production.

Context

Ongoing discussions are taking place with the other Ayrshire councils regarding actions required by way of waste treatment infrastructure to achieve the post 2010 waste recycling targets. The Council is on target to achieve the 30% 2008 target. Changes in service delivery and commercial waste charging are being introduced to facilitate achievement of the 2010 landfill diversion targets and 40% recycling targets.

In addition the Council has recently approved a policy of alternate weekly domestic refuse collections in order to increase the amount of recycling and reduce the amount of waste going to landfill. Implementation of this will commence in July 2008 and the programme is due to be completed by August 2009.

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, estate management, procurement of goods and services, and improved staff awareness.

Outcomes

- a Recycling of waste has increased and the amount of waste going to landfill has decreased
- b The Council's carbon footprint has reduced

National Outcome 14		We reduce the local and global environmental impact of our consumption and production							
North Ayrshire Outcome									
Ref	Description								
14a	Recycling of waste has increased and the amount of waste going to landfill has decreased								
Associated NAC Council Plan Priority	4	Associated North Ayrshire Community Plan Priority	6	Associated Scottish Government Indicators / Targets	39				
Indicators									
Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer-term target
			04/05	05/06	06/07	08/09	09/10	10/11	12/13
14a1	Refuse Recycling - % of municipal waste recycled and composted	Annual SPI/ ⁸²	23.9	25.8	25.8	30	40	40	50
14a2	Tonnage of Biodegradable Municipal Waste (BMW) land-filled	Annual Local Measure ⁸³	37,578	37,523	38,075	35,426	33,823	30,065	22,549
14a3	Tonnage of BMW collected	Annual Local measure ⁸⁴	82,622	86,593	87,692	91,235	93,060	94,921	98,756

⁸² CGM&T - SP1 WM3 /North Ayrshire Community Plan, 2006-16 –6xxxxix)

⁸³ CGM&T - Local measure – Service Plan (COSLA– recommended measure)

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 6. Clean and Green', p35) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Clean and Green' section for planned partnership actions.

Scottish Government required action / commitment to support delivery of this outcome

- The long term Waste/Environment Strategy needs to be clearer e.g. relationship between Scottish/UK policies; commercial and retail waste including food packaging
- Support Ayrshire Joint Waste Strategy Outline Case with North Ayrshire as lead authority

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

Ref	Description
14b	The Council's carbon footprint has reduced

Associated NAC Council Plan Priority	4	Associated North Ayrshire Community Plan Priority	6	Associated Scottish Government Indicators / Targets	32
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer-term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
14b1	The Council's overall carbon emissions	Annual/ Local measure ⁸⁵	-	71,825 tons of co2	-	72,850 tons of co2	73,268 tons of co2	74,518 tons of co2	Reduce
14b2	% of Council Owned Homes with National Home Energy Rating of >= 5*	Annual /Local Measure ⁸⁶			93.3	95	95	95	Improve

85 TS - local measure - Service Plan 2008/11

86 TS - local measure - Service Plan 2008/11

14b3	Energy Consumption – operational properties, expressed in Kilowatt Hours per Square Meter	Annual /Local Measure ⁸⁷			198	199	197	196	Improve
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Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... 6. Clean and Green', p35) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Clean and Green' section for planned partnership actions.

Scottish Government required action / commitment to support delivery of this outcome

15. Our Public Services are high quality, continually improving, efficient and responsive to local people's needs

Context

Our 2007 Household Survey indicates that 53% of our residents are satisfied with the Council as a whole and 26% are dissatisfied. The results further suggest that, generally, satisfaction levels have improved across all services between 2004 and 2007.

North Ayrshire Council is committed to demonstrating continuous improvement in terms of service quality, use of resources and, ultimately, outcomes for its service users and its workforce. The Council continues to progress the improvement plan arising from its first audit of best value and community planning and looks forward to the second round of best value audits. The Council is implementing a programme of strategies to support a culture of continuous improvement, to put our customers at the heart of everything we do, to simplify the way we work and to reduce our costs.

These improvements will be measured through: ongoing comparison with other Scottish Councils via performance indicators; publication of annual efficiency statements; an annual budget process that assumes a minimum saving of 2% year-on-year; ongoing input from auditors, scrutineers and inspectors, including a Best Value Audit in 2009; self-assessment using the Public Service Improvement Framework; degree of growth in the take up of on-line service transactions and in the number of service requests satisfied at the first point of contact; research on customer satisfaction that is focused on improving the understanding of customers' expectations and the different elements of satisfaction that are important to customers e.g. reliability, customer contact, quality of outcome. The Council's Workforce Strategy seeks support this agenda through its four themes of: Employer of Choice; Enabling our People; Developing our People and Improving the Organisation.

Outcomes

- a. Public perceptions of Council services have improved
- b. More customer needs are met at the first point of contact
- c. Public services are more efficient and effective
- d. Our workforce is more flexible, skilled and customer focused
- e. The Council is perceived as a good employer

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 the Council have improved

Associated NAC Council Plan Priority (1-12)	10	Associated North Ayrshire Community Plan Priority (1-7)	Working Together	Associated Scottish Government Indicators / Targets (1-45)	43
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer-term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
15a1	Level of satisfaction with Council Services	4-Yearly ⁸⁸	39%		44%				11/12 Improve

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... Working Together', p40) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Working Together' section for planned partnership actions.

Scottish Government required action / commitment to support delivery of this outcome

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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
15b	More customer needs are met at the first point of contact

Associated NAC Council Plan Priority (1-12)	10	Associated North Ayrshire Community Plan Priority (1-7)	Working Together	Associated Scottish Government Indicators / Targets (1-45)	43
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
15b1	% of enquiries closed at first point of contact by Telephone Contact Centre and Local Offices	Annual 89	N/A	N/A	N/A	75	80	85	

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... Working Together', p40) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Working Together' section for planned partnership actions.

Scottish Government required action / commitment to support delivery of this outcome

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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	Public services are more efficient and effective

Associated NAC Council Plan Priority (1-12)	11	Associated North Ayrshire Community Plan Priority (1-7)	Working Together	Associated Scottish Government Indicators / Targets (1-45)	42
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Indicators

Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer-term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
15c1	% of Council Tax collected in the year	Annual ⁹⁰	91.7	92.8	93.3	93.5	93.75	94.0	
15c2	We will set a baseline and implement processes to measure and continually improve upon our efficiency	Annual/ Efficiency Statement ⁹¹				Establish Baseline	Improve	Improve	

⁹⁰ FS Service Plan

⁹¹ Efficiency Statement

15c3	Sickness absence rate for local government employees	Annual ⁹²	5.6%	5.4%	5.8%	4.5%	4.5%	4.5%	
15c4	Sickness absence rate for craft workers	Annual ⁹³	7.1%	5.8%	6.95%	4.5%	4.5%	4.5%	
15c5	Sickness absence rate for teachers	Annual ⁹⁴	3.5%	4.5%	4.1%	3.5%	3.5%	3.5%	

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... Working Together', p40) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Working Together' section for planned partnership actions.

Scottish Government required action / commitment to support delivery of this outcome

92 PS Service Plan

93 PS Service Plan

94 PS Service Plan

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
15d	Our workforce is more flexible, skilled and customer focused

Associated NAC Council Plan Priority (1-12)	12	Associated North Ayrshire Community Plan Priority (1-7)	Working Together	Associated Scottish Government Indicators / Targets (1-45)	43
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Indicators									
Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer-term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
15d1	% of Council employees who have participated in the PDR process or equivalent during previous 12 months	Annual ⁹⁵			51	100	100	100	100

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... Working Together', p40) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Working Together' section for planned partnership actions.

Scottish Government required action / commitment to support delivery of this outcome

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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
15e	The Council is perceived as a good employer

Associated NAC Council Plan Priority (1-12)	12	Associated North Ayrshire Community Plan Priority (1-7)	Working Together	Associated Scottish Government Indicators / Targets (1-45)	43
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Indicators									
Ref	Measure	Frequency / type / source	Baseline / Trend			Intermediate Targets			Longer - term target (Year)
			04/05	05/06	06/07	08/09	09/10	10/11	
15e1	We will explore methodologies/potential measures to support this outcome during 2008/09.	Annual ⁹⁶				Baseline Survey - Proposed for March 2009	Improve	Improve	

Required actions / commitment by the local partners for this outcome

- Refer to Community Plan ('Our Community Plan for ... Working Together', p40) for Lead and Supporting Partnerships, and Supporting Partnership Plans.
- Refer to Community Plan Annual Review and Action Plan 2008/9, 'Working Together' section for planned partnership actions.

Scottish Government required action / commitment to support delivery of this outcome

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