

FINANCE COMMITTEE

PREVENTION

Submission from East Ayrshire Community Planning Partnership

INTRODUCTION

1. East Ayrshire Community Planning Partnership welcomes the opportunity to outline for the Scottish Parliament Finance Committee progress being made in East Ayrshire towards reforming public services and delivering a decisive shift towards prevention as called for by the Christie Commission.

EAST AYRSHIRE COMMUNITY PLAN - COMMITMENT TO PREVENTION AND EARLY INTERVENTION

2. Within the context of Community Planning in East Ayrshire, there is a longstanding and continuing commitment to and culture of early intervention and prevention across the services delivered by Community Planning Partners. This commitment is demonstrated through the activity delivered within our communities and strategically through the guiding principles articulated in our Community Plan.
3. In East Ayrshire, as part of the 2010/11 Four-yearly Review of our first, twelve year, Community Plan 2003-2015, the opportunity was taken to make a more formal commitment to early intervention in the delivery of services as a Guiding Principle underpinning all of our activity.
4. The development of our second East Ayrshire Community Plan 2015-2030 has been built around the four pillars of public sector reform, including a decisive shift towards prevention, identified through the work of the Commission on the Future Delivery of Public Services (Christie Commission), which will intensify the focus on improving service outcomes for local people.
5. The guiding principles in our new Community Plan 2015-2030, which was implemented on 1 April 2015, include a commitment to 'adopt a preventative approach' in all that we do and should be evident for all to see.
6. In addition, the principle of preventative spend and early intervention is identified as a guiding principle in relation to areas of work taken forward under the Council's Transformation Strategy 2012-2017.

PREVENTION- REDUCING DEMAND IN THE LONGER TERM

7. Highlighted below for consideration is a sample of the range of initiatives/programmes being delivered across East Ayrshire to ensure a preventative approach. In the main, they are or will be taken forward on a partnership basis as the issues which they address are multi-faceted and will not be addressed by one agency working alone. In taking this work forward, we will build on our recognised track record of effective and positive partnership working.
8. The Getting it Right for Every Child (GIRFEC) programme is founded on the principles of early intervention and provides a framework for putting these principles

into action for all children and young people at the individual level. Similarly, we are already some way down the road to putting these principles into action within the education system through Curriculum for Excellence and within the NHS through Health for all Children. These principles also underpin work to provide More Choices and More Chances for children and young people at risk.

9. The Solihull Approach is an integrated psychodynamic and behavioural approach for professionals working with children and families who are affected by behavioural and emotional difficulties. This is our universal approach to parenting support and has been rolled out on a multi-agency basis across early years, educational psychological services, health and social work services, and is being used in our nursery and family centres, where staff work alongside parents and children to encourage play and early literacy. The Approach builds the capacity of individuals, families and communities to secure the best outcomes for children and young people and is founded on the principles of early intervention and prevention to ensure that every child gets the best start in life.
10. Early intervention and prevention have long been at the heart of our approach to keeping our communities safer and stronger and we are committed to building on the success of this approach. Significant resources have been committed over time to diverting young people from crime and anti-social behaviour. Allied to this work, there has been a focus on awareness raising and education with young people in schools and community based settings, in particular in relation to the misuse of alcohol and drugs.
11. Significant progress has been made in delivering activities to support and encourage healthy lifestyles and promote behaviour change in adults, young people and children; and, within East Ayrshire, we have prioritised our work with partners to ensure that prevention and early intervention approaches are in place. Action in relation to lifestyle factors such as healthy weight, oral health, tobacco and sexual health is focused on prevention, with activity targeted to the most disadvantaged and vulnerable groups.
12. In East Ayrshire, we have recognised for a number of years the challenges of demographic change and have implemented a strategic direction to develop a health and social care infrastructure to support older people in our communities and reduce admissions to hospital. Early intervention/prevention has been key to supporting older people to live independently in their communities. The focus going forward is on anticipatory care planning, ensuring that we catch people before they require to be admitted to hospital and plan with them to meet their health and social needs.
13. Early intervention is a key element of our strategy for working with both employers and individuals to support economic recovery and growth, and we promote an early intervention/prevention approach in relation to supporting individuals into employment.
14. The following examples of initiatives/programmes presented for consideration reflect the range of existing and emerging innovative activity being delivered or planned across east Ayrshire
 - **Nurture Approach** – The Nurture approach is well established as an effective tool in mainstream education. However, in East Ayrshire, this preventative and

pro-active approach is also being used innovatively on a multi-agency basis to support children at high risk of negative life experiences in both specialist education and in the early years setting, with a particular focus on early intervention by supporting children and families at the birth to three stage. In East Ayrshire, Nurture has shown a significant, positive impact on the children supported.

- **Ayrshire MEND Programme** – East Ayrshire Council was the first local authority in Scotland to implement the MEND (Mind, Exercise Nutrition Do it!) Programme in 2008. The programme combines all the elements known to be vital in treating and preventing overweight and obesity in children, including family involvement, practical education in nutrition, encouraging physical activity and support for behaviour change. MEND is not a diet – it empowers children and their families to make life changes and to build a foundation for healthy living for life.
- **Early Years Change Fund and Early Years Collaborative** – Partners in East Ayrshire are fully committed to driving forward change in outcomes for children and young people through the Early Years Change Fund and Early Years Collaborative. It is too soon to evidence change but participants anticipate that there will be significant benefits from this work.
- **StreetSport Alcohol Brief Interventions** – East Ayrshire has had in place a systematic programme of diversionary activities across the authority since 2007. StreetSport Leaders, both staff and volunteers, have established positive and trusting relationships with young people, which provide an excellent basis for introducing wider social and personal development interventions to improve wellbeing. StreetSport Brief Interventions has been developed in East Ayrshire as a way to tackle growing concern about the alcohol/drug intake of young people between the ages of 12-18 years.
- **Prevention First** was introduced as a pilot scheme in Kilmarnock in 2014/15, delivering a partnership approach by Police Scotland, NHS Ayrshire and Arran and the Scottish Fire and Rescue Service, in conjunction with the Council, to tackle violent crime and anti-social behaviour through early intervention and prevention, and making our communities better and safer places to live. During the initial pilot period of the new Prevention First initiative (October 2014– June 2015), Police Scotland reported a 56.5% reduction in violent crime and estimated a total Preventative Policing spend during the pilot period of £252,908. Currently, consideration is being given to how best to build on the success of the pilot initiative, with a view to future roll out.
- **Development of Older People Services** – Our partnership work already extends beyond community health and social care services and includes acute and primary health, housing, leisure and other vital stakeholders, including family carers and the independent, voluntary and community sectors. The Reshaping Care for Older People programme and investment from the Change Fund has provided an opportunity for whole system redesign to mitigate against resource demands through Health Improvement and reinvestment of resources freed up from reduced dependency on institutional based services. The integration of health and social care will provide further opportunities to strengthen this work.

- **Alcohol and Drug Partnership** – The prevention elements of the East Ayrshire Alcohol and Drug Partnership Strategy take a whole population approach to tackling alcohol and drug misuse as a wider social problem. Joint action includes partnership efforts to examine issues such as overprovision, diversionary activities and education. Our move from treatment to recovery involves a holistic approach to tackling the wider social determinants of addiction.
15. Further examples of the range of existing and new and innovative activity being delivered across East Ayrshire to ensure a preventative approach has been appended for consideration.
 16. Going forward, there will be a further significant shift to early intervention and prevention in the activity, which will be implemented to achieve the jointly agreed Local Outcomes within our Community Plan and Single Outcome Agreement.

INTEGRATION AND PARTNERSHIP

17. Effective partnership working and co-location of services have supported an early intervention and prevention approach through Community Planning in East Ayrshire, which has been of particular benefit to some of the most vulnerable individuals, families and communities.
18. East Ayrshire has led the way in the development of co-located facilities and, for over ten years, local communities in East Ayrshire have benefited from the delivery of joined up services.
19. An independent evaluation of five facilities in East Ayrshire found that the co-location initiative very clearly demonstrated strong partnership working in East Ayrshire and identified a range of benefits, including closer joint working, better co-ordination of services, more efficient delivery of services and increased uptake of services, all of which support a preventative approach. The newest co-location development located in Cumnock continues to build on this success.

JOINT PLANNING AND RESOURCING

20. In East Ayrshire, the commitment to the Community Plan as the sovereign document, with clear links to Partners' strategic plans, and the associated Single Outcome Agreement is the focal point for the planning and deployment of resources locally towards jointly agreed priorities. This allows us to maximise the impact of all our budgets.
21. East Ayrshire Community Planning Partnership fully recognises the importance of sharing budget, investment and resource planning assumptions for the financial year ahead. Consequently, for the last four years, an annual budget review meeting has been convened involving core partners to allow forward plans and budget information to be shared, and budgets to be aligned and combined as far as possible. In addition, this ensures that budget setting is informed by an understanding of the overall priorities for East Ayrshire from the range of Partners' perspectives; and mitigates the impact of potential budget cuts. Final budget documents are subsequently shared among core partners.

22. At a time when we face many challenges, not least reducing funding for the public sector, it will be essential that we continue to optimise the deployment of available resources towards jointly agreed priorities set out in the Community Plan and Single Outcome Agreement, and work towards a decisive shift to prevention across the Community Planning Partnership.

PERSON CENTRED OUTCOMES

23. Robust systems are in place to promote and support the involvement of local people in decision making at both strategic and local levels. A range of operational processes are in place, through, for example, the Equality Forum, the Children and Young People's Forum, the Federation of Tenants and Residents, Federations of Community Groups, Community Councils and the Disability Access Panels to ensure that service users influence service development and delivery.
24. Extensive community consultation has been undertaken in East Ayrshire to inform the ongoing development of the Community Planning/Single Outcome Agreement local outcomes, the Council's annual budget development process and the Transforming our Relationship with our Communities agenda.

ASSETS BASED

25. Our 'Transforming our Relationship with our Communities' agenda is aimed at taking our current systematic approach to community engagement to a new level by focusing on empowering our communities and neighbourhoods, moving away from a culture of dependency to a culture of co-production and the promotion of local ownership, responsibility and participation. The aim is to build resilience and capacity in our communities, reduce dependency and move to communities delivering services for their community.
26. The Council's Vibrant Communities Team has a key role in developing the capacity and resilience of communities by taking an asset based approach. Work is already underway to support communities to develop community led action plans, ensuring that communities are empowered to plan, prioritise and progress community led regeneration in their area.
27. In addition, work has been taken forward by the Council to support the Community Asset Transfer (CAT) process across East Ayrshire, which involves the transfer of the responsibility of an asset from the Council to a community group or voluntary organisation. So far, 14 CAT applications have been approved, including community facilities and areas of greenspace as well as sports facilities. This approach was developed and implemented following considerable research at local, national and international level, and has attracted interest from other Scottish local authorities and Northern Ireland.

IT SUPPORTS

28. Data sharing between agencies provides access to relevant information, which contributes to providing service users with the best possible care and support and the management of risk. Having in place information/data sharing protocols facilitates the information sharing between partners, which supports a preventative approach through earlier and more effective referral and access to services.

29. Geographical Information Systems (GIS) thematic mapping instantly shows the geographical make up of an area using thematic layers, including population, housing, anti-social behaviour and economic conditions. Patterns are often more clearly observed when viewing mapped data, which can assist in identifying hotspots and informing strategic decisions on targeted activity.

EMBEDDING PREVENTION

30. East Ayrshire Community Planning Partnership recognises the requirement for and the benefits of adopting early intervention and prevention measures. The prevention agenda is therefore best placed to be taken forward through collaborative working within Community Planning arrangements and the Single Outcome Agreement.
31. While Community Planning Partners in East Ayrshire are committed to adopting the preventative approach, there are significant challenges in maintaining essential services while at the same time introducing innovative activity in relation to early intervention and prevention when faced with reducing budgets.
32. In East Ayrshire, while we can evidence a range of activity which has been implemented to deliver a preventative approach, politicians, the Scottish Government and Audit Scotland will require to recognise that the benefits of a preventative approach will only be realised over the longer term.
33. As a means of sharing information and good practice examples around the prevention agenda, it would be helpful if the Scottish Government could lead on a series of facilitated seminars and workshops through the Community Planning Network to further support this work.

29 October 2015

EAST AYSHIRE COMMUNITY PLANNING PARTNERSHIP

EARLY INTERVENTION AND PREVENTION

Highlighted below is a range of initiatives/programmes, which is being delivered or is planned to deliver a preventative approach to service delivery. In the main, these initiatives/programmes are or will be taken forward on a partnership basis, as the issues which they address are multi-faceted and will not be addressed by one agency working alone. In taking this work forward, we will build on our recognised track record of effective and positive partnership working.

EARLY YEARS

In East Ayrshire, we advocate an evidence and attachment based approach to parenting and family support. Our approach to early intervention recognises that there requires to be a universal approach to supporting parents; targeted interventions which are preventative and reactive to support children and young people experiencing or at risk of developing social, emotional and behavioural difficulties; and specialist interventions to promote positive parenting and assist parents in managing children's challenging behaviour. Highlighted below is a range of programmes/initiatives, which take an early intervention/prevention approach.

Getting it Right for Every Child – The GIRFEC programme is founded on the principles of early intervention, namely appropriate, proportionate and timely intervention, and provides a framework for putting these principles into action for all children and young people at the individual level. In East Ayrshire, the development of GIRFEC is taken forward through the Health and Social Care Partnership structure, which also has responsibility for children's services planning and development, ensuring an integrated approach across partner agencies.

The Solihull Approach is an integrated psychodynamic and behavioural approach for professionals working with children and families who are affected by behavioural and emotional difficulties. This is our universal approach to parenting support and has been rolled out on a multi-agency basis across early years, educational psychological services, health and social work services, and is being used in our nursery and family centres, where staff work alongside parents and children to encourage play and early literacy. The Approach is founded on the principles of early intervention to ensure that every child gets the best start in life.

Nurture Programme – The East Ayrshire Nurture Framework provides both a preventative and pro-active approach to supporting children and young people experiencing, or at risk of developing social, emotional and behavioural difficulties. In East Ayrshire, this approach is also being used innovatively on a multi-agency basis to support children at high risk of negative life experiences in both specialist education and in the early years setting, with a particular focus on early intervention by supporting children and families at the birth to three stage. Through nurturing and supporting vulnerable children, we have the opportunity to help them to achieve in life and play their part in the community.

Roots of Empathy teaches schoolchildren to understand their own feelings and the feelings of others by using a baby as the 'tiny teacher'. This raises levels of empathy

among classmates, resulting in more respectful relationships. The programme is delivered in primary schools in East Ayrshire in partnership with Action for Children and sits very well with our approach to nurturing.

Incredible Years parent training intervention is a series of proven research-based programmes focused on strengthening parenting competencies (monitoring, positive discipline, confidence) and fostering parents' involvement in children's school experiences in order to promote children's academic, social and emotional competencies and reduce conduct problems.

Early Years Change Fund and Early Years Collaborative – Partners in East Ayrshire are fully committed to driving forward change in outcomes for children and young people through the Early Years Change Fund and Early Years Collaborative.

SAFER AND STRONGER COMMUNITIES AND REDUCING OFFENDING

Early intervention and prevention have long been at the heart of our approach to keeping our communities safer and stronger and we are committed to building on the success of this approach. Significant resources have been committed over time to diverting young people from crime and anti-social behaviour and, while no formal evaluation has been undertaken of the impact of the activity, anecdotal evidence from the police and communities among others points to the value of this work. Allied to this work, there has been a focus on awareness raising and education with young people in schools and community based settings in relation to the misuse of alcohol and drugs. Highlighted below is a range of work taken forward in this regard.

Prevention First was introduced as a pilot scheme in Kilmarnock in 2014/15, delivering a partnership approach by Police Scotland, NHS Ayrshire and Arran and the Scottish Fire and Rescue Service, in conjunction with the Council, to tackle violent crime and anti-social behaviour through early intervention and prevention, and making our communities better and safer places to live. During the initial pilot period of the new Prevention First initiative (October 2014–June 2015), Police Scotland reported a 56.5% reduction in violent crime and estimated a total Preventative Policing spend during the pilot period of £252,908.

StreetSport Cage Network – we have had in place a systematic programme of diversionary activities across the authority since 2007. The StreetSport Cage Network comprises free to use multi-use games areas spread across communities in East Ayrshire, offering a combination of informal and organised sports activities delivered virtually on the doorsteps of young people; and StreetSport Express, a transit sized van loaded with sports gear, which tours across the authority targeting hotspot areas with on the spot positive sports activities.

Caledonian System – The Caledonian System is an integrated approach to address men's domestic abuse and to improve the lives of women, children and men. It does this by working with men convicted of domestic abuse related offences on a programme to reduce their re-offending while offering integrated services to women and children.

Positive Steps to Stop Offending is an accredited group work programme for men over the age of 18 subject to probation or a Community Payback Order. The programme works with medium to high risk persistent offenders and aims to achieve a measurable reduction in offending, improve problem solving skills, challenge pro-criminal attitudes and beliefs, and promote a pro-social lifestyle.

No Knives, Better Lives aims to educate young people about the dangers of carrying a knife and the devastating personal consequences it can have on their future, as well as on their family and friends. The campaign in East Ayrshire builds on our existing work and activities locally and maximises current resources to add value and deliver these important messages to young people. Our young people will be equipped with knowledge about the negative consequences of picking up a knife and empowered to choose positive options.

Play in Prison programme at HMP Kilmarnock seeks to improve the quality of visits between prisoners and their children and promote family playtimes among prisoners and their families. The overall outcome is improved bonding/relationships leading to better anchors in the community upon release and more/better reasons not to reoffend. To supplement this work, there is a further range of interventions with prisoners, including play related training and life skills training to support integration with family and into the community, and Family Bookshare, which not only supports attachment and early language development for children but also assists imprisoned parents and carers with their own literacy skills.

Shine Women's Mentoring Service is a public social partnership, which aims to reduce reoffending among women. Women are allocated a community mentor to support them to reintegrate into their communities and access a range of supports, including housing, health and addiction services, and DWP appointments, as well as providing advice on a range of issues, all with the aim of supporting women to reduce/stop reoffending.

GRAFT is a re-use and recycling project in Kilmarnock, which delivers volunteering and training opportunities specifically aimed at service users who have come through the Criminal Justice system, are in recovery from drug or alcohol addiction or who are at risk of becoming homeless. The project offers a preventative programme based on diversionary activity and personal development.

Fire Safety – The approach of the Scottish Fire and Rescue Service in East Ayrshire to fire safety is firmly rooted in prevention and a wide range of initiatives/interventions is driven forward in partnership to ensure that the people of East Ayrshire are safe in their homes and neighbourhoods.

- **Fire Reach** targets young people's awareness of the role of the Fire Service and other linked agencies in their communities, and provides training and development opportunities through participation in fire related activities. The project is designed to change behaviours in young people and referrals are made through Education.
- **Nursery and School Setting** – A range of interventions is in place through the nursery and school setting which takes an early intervention/preventative approach to fire safety, including: early learning pack distribution; 'Cut It Out'; 'Reckless Driving Wrecks Lives'; Fire Reach; and the Firesetters Programme.
- **Fire Safety Experiential Training** is delivered with partner organisations to raise awareness of those vulnerable to fire.
- **Home Fire Safety Visits** are provided for vulnerable residents, supporting independent living.
- **Fire Safety Initiative (Telecare)** – Working in partnership with Community Planning Partners to expand the deployment of telecare, including the provision of linked automatic fire detection through the Risk Management Centre.
- **Domestic Violence** – Recognising that fire fighters are often first responders to incidents where domestic violence may be an issue and can instigate early intervention/prevention measure, awareness raising training has been delivered in

relation to spotting the signs and symptoms, and links have been established with East Ayrshire Women's Aid. In addition, recognising their vulnerability, joint Home Fire Safety Visits and advice sessions are delivered to victims.

- **College Setting** – A range of initiatives is also taken forward in partnership with Ayrshire College, including Fire Reach, community engagement projects, mentoring projects; peer education project; fire safety training and Road Traffic Crash training.

College Liaison Officers – Taking early intervention and prevention work directly to local students, with a visible presence within the Ayrshire College Kilmarnock Campus, the College Liaison Officers, jointly funded by Ayrshire College, NHS Ayrshire and Arran Addiction Services and Police Scotland, are:

- improving wellbeing;
- reducing crime;
- raising awareness of drug and alcohol related issues;
- promoting personal safety, in communities and on-line; and
- breaking down barriers and building relationships.

Danger Detectives is an experiential learning event that takes place annually at Dean Castle Country Park in Kilmarnock. The event, supported by a range of partners, including Police Scotland, Scottish Fire and Rescue Service and East Ayrshire Council, is attended by primary six pupils from all East Ayrshire schools. Pupils participate in a number of scenarios that deal with everyday issues facing young people today, such as:

- safety on the internet;
- cycle and road safety;
- safety in the countryside;
- fire safety;
- respect for our surroundings;
- safety in and around water;
- home safety; and
- vandalism.

HEALTH INEQUALITIES AND PHYSICAL ACTIVITY

Significant progress has been made in delivering activities to support and encourage healthy lifestyles and promote behaviour change in adults, young people and children; and, within East Ayrshire, we have prioritised our work with partners to ensure that prevention and early intervention approaches are in place. Action in relation to lifestyle factors such as healthy weight, oral health, tobacco and sexual health is focused on prevention, with activity targeted to the most disadvantaged and vulnerable groups. A continuing priority in relation to Reshaping Care for Older People is to optimise their independence and wellbeing at home or in a homely setting, the Invigor8 Falls Management Programme; home based rehabilitation and enablement services; and the development of sustainable social networks and opportunities for older people. Highlighted below is a sample of the initiatives which take an early intervention/ prevention approach.

MEND Programme – The MEND (Mind, Exercise Nutrition Do it!) Programme has been implemented in East Ayrshire since 2008 to ensure that we intervene early to address the rising level of childhood obesity. It is a community, family-based programme for children aged 2– 13 years and the MEND Teens 13-16 years, who are above their ideal healthy

weight, and their families. The evidence based, outcome driven programme combines all the elements known to be vital in treating and preventing overweight and obesity in children, including family involvement, practical education in nutrition, encouragement of physical activity and support for behaviour change.

SHOUT Card is a membership card issued free to all P1-P7 children living in, or attending primary school in, East Ayrshire and aims to improve the health and wellbeing of children by ensuring that they have free or discounted access to a range of services, including physical or cultural activities and discounts at retail outlets and events. The take up of our SHOUT card is excellent with 96% of children in East Ayrshire primary schools having one.

East Ayrshire Positive Play–Early Years Initiative is a support service to parents/carers and pre-school children throughout East Ayrshire and has made a real and lasting difference to the lives of some of the most deprived families and groups. It is a community based project which provides sustainable, positive play opportunities for children 0-5 years and their parents/carers. It helps improve the skills and competencies of children and families, as well as improving their knowledge about the long term benefits of play, exercise, health, social interaction and bonding.

StreetSport Alcohol Brief Interventions – Building on positive relationships established through the StreetSport Cage Network, StreetSport Brief Interventions have been developed as a way to tackle growing concern about the alcohol/drug intake of young people between the ages of 12-18 years. Trained StreetSport Leaders deliver interventions both on a planned basis during set times of the year when there is known to be an increased uptake of alcohol, as well as on an ‘as and when required’ basis should a young person’s behaviour cause concern.

Alcohol and Drug Partnership – The prevention elements of the East Ayrshire Alcohol and Drug Partnership Strategy take a whole population approach to tackling alcohol and drug misuse as a wider social problem. Joint action includes partnership efforts to examine issues such as overprovision, diversionary activities and education. Our move from treatment to recovery involves a holistic approach to tackling the wider social determinants of addiction. Individual agency examples include the development of a CAMHS (Community Adult Mental Health Services) alcohol service for young people and peer education work through Community Learning and Development. There is also a significant focus on harm reduction for young people through a programme approach.

Fresh Air-shire – The smoking prevention and cessation service covers all of Ayrshire and Arran and provides a service to the community through, for example, hospitals, further education establishments, schools, workplaces, pharmacies and the prison. A wide range of support systems helps people who want to stop smoking, or helps them make the right decision about not starting. This support is provided by a team of Specialist Smoking Cessation Advisors, Community Pharmacy Advisors and Support Services Officers.

Community Health Improvement Partnership (CHIP) – The CHIP team delivers a range of services to improve the health of communities, support vulnerable groups and offer advice and support to individuals. There are a number of strands to the work of the team, as detailed below.

- **The CHIP Van** is a unique mobile healthy living centre, which takes health promotion to the doorstep of East Ayrshire’s communities. It aims to help people stay healthy, live a healthy lifestyle, prevent illness and prevent any existing illness from becoming worse

by identifying risk factors (high blood pressure, obesity, smoking) early and supporting change in behaviour to prevent the onset of diseases such as diabetes, heart disease and stroke. Staff on the CHIP Van can provide a health check and advice on healthy lifestyle choices.

- **Community outreach programme** – Incorporating walking groups, community-based exercise classes, group visits and attendance at events.
- **Activity on prescription** – A service which works in partnership with health colleagues to identify those at risk of disease and supporting them to make lifestyle changes which could prevent or delay the onset of chronic medical conditions.
- **Alcohol and drugs (addictions)** – Raising awareness of issues and supporting individuals to change their behaviour through brief interventions and signposting to relevant groups and organisations.
- **Mental health and wellbeing** – Raising awareness of issues associated with improving mental health and reducing the stigma attached to suicide and self harm.
- **Older adults** – Encouraging older adults to maintain or improve their physical and mental health and wellbeing.
- **Volunteer programme** – Training and supporting individuals who wish to support the work of the team.

Family Buddies is an early intervention and prevention service, which was established in November 2013, providing a high quality responsive but flexible early intervention support model for vulnerable and hard to reach families, specifically families where children are at risk of neglect and families affected by imprisonment, including families affected by parental substance misuse, domestic abuse and mental health issues. This initiative delivers a joined up strategy building upon the knowledge, experience and skills of all partners.

Homelessness – In East Ayrshire, the Housing Options approach is implemented as a means of early intervention in supporting homelessness prevention and provides bespoke information and advice to customers to enable them to make informed choices and decisions about their housing needs and aspirations.

OUTCOMES FOR OLDER PEOPLE

In East Ayrshire, we have recognised for a number of years the challenges of demographic change and have implemented a strategic direction to develop a health and social care infrastructure to support older people in our communities and reduce admissions to hospital. Our partnership work already extends beyond community health and social care services and includes acute and primary health, housing, leisure and other vital stakeholders, including family carers and the independent, voluntary and community sectors. Early intervention/prevention has been key to supporting older people to live independently in their communities. The focus going forward is on anticipatory care planning, ensuring that we catch people before they require to be admitted to hospital and plan with them to meet their health and social needs.

Intermediate Care and Enablement Service – In December 2011, an integrated model of rehabilitation and enablement services was established in East Ayrshire. This is a multi-agency service involving the NHS, the Local Authority and the third and independent sectors. The early intervention approach is aimed at encouraging early discharge from hospital by providing intermediate support and rehabilitation at home and therefore freeing up beds in the hospital setting.

Invigor8 – The Council in partnership with NHS Ayrshire and Arran, has been Invigor8-ing the over 65s with a life-changing exercise initiative called Invigor8, which concentrates on improving the balance, strength and endurance of older adults to help them avoid falls. This activity complements Motiv8, the starting point for people who need some extra motivation to become more active, especially those who have had a barrier to exercise such as a long term medical condition; Altern8 which offers a slightly more active programme; and Activ8 to allow people to really challenge themselves. In addition, the Health Walks programme offers low impact walks throughout East Ayrshire, suitable for all levels of fitness.

Community Ward – The Community Ward service focuses on anticipating and avoiding repeat and recurrent emergency admission to hospital through multidisciplinary team working and anticipatory care planning. This service is supported by a GP, Social Worker, Advanced Nurse Practitioner and Community Administrator.

Telehealth/Telecare – Over 68% of local people aged 75+ in East Ayrshire have a telecare package, the impact of which is seen in more older people achieving their chosen outcome to remain at home and significantly less admissions of older people to care homes both from home and directly from hospital.

Building Capacity in the Community – Recognising that the majority of older people do not receive or require direct social care services, we are working to build capacity within the community, including through:

- increased direct and indirect support to carers;
- development of leisure/lifestyle/capacity building services;
- support to voluntary organisations/social enterprises to build future capacity;
- development of a Well-connected and Befriending Project, with the Voluntary Sector; and
- inclusive and preventative approaches such as Home Buddying, garden schemes, community transport and Alcohol Brief Interventions.

Virtual Team – An East Ayrshire Care Homes ‘virtual team’, which includes Social Work, district nursing, pharmacy, clinical improvement, dementia liaison nurses and commissioning supports and develops care home services and improves outcomes for residents. Staff are working in partnership with Scottish Care and care home providers to improve the quality of care for older people within care home settings. Support has been provided by community dieticians to assist nutritional and fluid support for residents. Dementia liaison nurses are working with care home managers to deliver training for care home staff to improve care for the growing number of residents with dementia. A named link district nurse has been appointed within each Care Home, providing improved communication with GP practices and supporting the development of Anticipatory Care Plans.

East Ayrshire Care and Repair Service carries out works and offers information and advice to help older and disabled owners make their homes safer, and assist in preventing admissions to hospital, as a result of accidents. It also assists individuals in hospital get back into their own homes, through the provision of works in the home to make them suitable for their return.

ECONOMIC RECOVERY AND GROWTH

As a Partnership, the focus of our work is on developing our existing business base, and raising the profile of and promoting the area of East Ayrshire as a business location of choice, by building on our strengths to shape and deliver an enhanced infrastructure that will support more businesses to start up, grow or be attracted to the area. Early intervention is a key element of our strategy for working with both employers and individuals.

Ayrshire Economic Partnership is a private/public partnership providing strategic direction and support to the Ayrshire economy. Its focus is on the growth sectors of Food and Drink (led by East Ayrshire Council), Tourism, Renewables and Engineering.

Business Grants – Our Business Development Team works closely with companies to help them grow. The support available includes small business development grants. We support new and developing businesses with a clear growth potential and target businesses with the ability to generate employment opportunities and with a commitment to improving the skills base of the area.

Ayrshire Employer Offer provides a comprehensive and co-ordinated offer and a single point of contact for employers. It is hosted on the Ayrshire Chamber of Commerce website. It is also linked to and complements the national employer offer that has been developed and hosted on 'Our Skillsforce' website, provided by Skills Development Scotland.

West Coast Hatchery – We continue support the West Coast Hatchery, a free facility where our entrepreneurs can access the range of advice they require to turn their ideas into successful businesses.

Encouraging Entrepreneurship – Ayrshire College has in place a range of measures to encourage students to consider self-employment as a career option. These include:

- enterprise units across a wide range of courses;
- participation in national Micro Tyco events for all students;
- the development and delivery of bespoke enterprise related courses, working closely with the West Coast Hatchery to develop entrepreneurial spirit and understand the business start-up process; and
- working closely with **Prince's Scottish Youth Business Trust** to provide support for students who have business ideas they wish to develop.

EMPLOYMENT

Developing skills and improving employability continue to be key priorities for partners in East Ayrshire and are inextricably linked to economic growth and recovery. Highlighted below is a range of activity and initiatives, which promote an early intervention/prevention approach in relation to supporting individuals into employment.

Youth Employment – Recognising the rise in youth unemployment both nationally and locally, a key strategic priority for the Partnership is supporting young people into employment. European Union and Scottish Government monies secured for the period 1 April 2014 to 31 December 2014 delivered 550 new jobs for young people aged 16-24 years by providing third sector/social enterprises with a range of wage subsidies and Modern Apprenticeships. Going forward, our activity will be informed by the results of a Youth Employment Challenge session convened by Community Planning Partners at the

end of August 2015, the aim of which is to ensure that actions will be delivered to ensure a demonstrable shift in performance over the next three years.

East Ayrshire's Employability Forum was established through Community Planning arrangements to ensure effective partnership working across key employability services and provide a strategic and co-ordinated response to delivering effective employability services to meet the needs of local people and the local labour market; and to ensure that resources are being used to provide maximum benefit to our resident and business communities. Given the priority on youth employment, a key strand of this work is youth employment.

Ayrshire College and Employability – a key priority for the College is ensuring that learning and skills support employability. A range of activity is in place to ensure that learning is linked to employment opportunities.

Business Enterprise and Skills Centres – Each of our nine secondary schools delivers initiatives and programmes tailored to suit the requirements and talents of their students to ensure they are equipped with the essential 'business ready' skills and knowledge that will allow them to realise their full potential and prepare them for the world of work. The focus is building the development of entrepreneurial skills into their education. Programmes are backed by accredited SQA qualifications at a range of levels, right up to Higher. Business leaders play a significant part by acting as role models and providing mentoring support in this ambitious education initiative, including, among others, Sir Tom Hunter, The Hunter Foundation.

Engineering – Recognising that wealth creation within the economy is to a degree dependent on the maintenance of a pool of suitably qualified people with a STEM (Science, Technology, Engineering and Mathematics) background, there is an increased focus in the curriculum of our secondary, primary and early years establishments, as well as in our colleges, on the STEM subjects with the aim of increasing the number of young people choosing engineering as a career.

- **Primary Engineer Programme** – Schools in East Ayrshire support the belief that STEM subjects are key to securing positive opportunities and career paths for future generations and that this begins in primary school. Primary Engineer provides children with the opportunity to apply practical maths and science to design and technology projects. All projects are linked to practising engineers to bring the 'wow' factor into the classroom and provide a real-world context for learning.
- **The Interaction Initiative**, supported by one of our Business Leaders, is an annual design event implemented in schools. The 2015 challenge for secondary pupils was to design an inspirational, flexible and open learning space for the new Ayrshire College Kilmarnock Campus. The winning team from Cumnock Academy is working with Ayrshire College to make this idea a reality.
- **Improving Skills and Training** – Working with the Ayrshire College and Skills Development Scotland, the Council's Economic Development team is supporting local companies to ensure that training delivered to young people is closely aligned to employers' requirements. The Council also provides grant support to companies wishing to upskill employees and make their jobs more sustainable.

The Hive, standing for (Hope, Inspiration and Vision in Education), is a dedicated learning space within Kilmarnock College where staff focus on preparing young people with individual challenges for future success and supporting them to remain in education. A range of programmes, aimed at different age groups and at different levels, aims to meet

individual needs. Many of the students in the HIVE have behavioural challenges and/or offending backgrounds. For a high percentage of students, the College gives them a focus and keeps them out of trouble.