North Ayrshire Local Outcomes Improvement Plan (LOIP) Action Plan

A Working North Ayrshire

1	Lead the development of Team North Ayrshire
2	Develop the International Strategy to support business access to wider markets and to assist with attracting jobs to North Ayrshire
3	Nurture innovation within North Ayrshire businesses
4	Support early stage growth
5	Support Social Enterprise Development
6	Deliver Business Gateway in North Ayrshire
7	Promote the Ayrshire Growth Deal including development of business cases for investment
8	Oversee the Irvine Bay URC wind-up and transfer of assets
9	Promote and manage the Irvine Enterprise Area
10	Establish and promote our Coastal Corridor launching investment projects at Irvine Harbourside and Ardeer peninsula, a Maritime Quarter at Ardrossan Harbour and marine tourism strategy
11	Promote the Hunterston site;
12	Co-operate with Place on a partnership investment and regeneration programme;
13	Develop new models for regeneration
14	Develop and implement significant physical interventions within town centres including Irvine High Street public realm, Quarry Road and the redevelopment of Brodick Harbour (phase 2);
15	Deliver local regeneration projects including the Kilbirnie and Millport Conservation Area Regeneration Schemes, the North Ayrshire shopfront improvement scheme, Largs Promenade and Garrison House Masterplan
16	Implement active travel and transport projects as set out in relevant strategies
17	Manage the expenditure of Vacant and Derelict Land Funding;
18	Develop as business case for i3 investment area in Irvine, as one of only two agreed new projects in Scotland.
19	Further develop the services in Employability Hubs in Stevenston, Kilbirnie and Ardrossan and a new hub at Fullarton;
20	Remove barriers to employment through contracted provision;
21	Launch of "Better off North Ayrshire" financial inclusion programme
22	Support employers with recruitment incentives
23	Recruit 105 Modern Apprentices within North Ayrshire Council including five positions ring fenced for care leavers;
24	Launch and delivery of a new Health Visitor/Employability programme;
25	Work with partners to develop access to the Poverty Challenge Fund
26	Promote digital inclusion

Performance Indicators

- Unemployed people participating in council funded/operated employability programmes
- Number of Economic Growth clients entering employment through Economic Growth sponsored initiatives
- Number of unemployed people registered with employability hubs
- Number of Modern Apprentices on North Ayrshire Council programmes at 31 March
- The percentage of participants accessing learning opportunities whose confidence, knowledge and skills has improved as a result
- Tourism bed nights within North Ayrshire
- Tourism visitor numbers
- Number of jobs created by business in North Ayrshire supported by Business Support and Development
- Number of businesses actively account managed by Business Support and Development
- Number of businesses receiving support from Business Support and Development
- Number of volunteers who are active in Connected Communities and Third Sector Interface activities
- Sqm of business space created
- Hectares of vacant/derelict land developed
- Number of jobs forecast through secured investment
- Value of investment secured for North Ayrshire

Fair for All – Economic Growth
2017 – 2020

We will improve female participation in labour market relative to other local authority areas measured by employment rate
We will improve employment rates for disabled people relative to other local authority areas
We will improve employment rates for care leavers
We will improve wage levels for females relative to other local authority areas
We will ensure people are informed about the North Ayrshire digital offer, both in terms of available digital services, access and support
All CPP partners will help to empower North Ayrshire residents to be digital

Performance Indicators

Measure	Short Term Target	Medium Term Target	Long Term Target
Employment rate (%) of women aged 16-64 Baseline: Apr 2015-Mar 2016: 57.2%, 32nd	Rank +1 place = 720 more women into work	Rank +3 places =2080 more women into work	Rank +5 places = 2930 more women into work
Employment rate (%) aged 16-64 EA core or work-limiting disabled. Baseline: Apr 2015-Mar 2016: 40.1%, 26th	Rank +1 = 52 more EA/ disabled into work	Rank +5 = 456 more EA/disabled into work	Rank +10= 748 more EA/ disabled into work
Percentage of former looked after children in employment, education or training. Baseline: 2015: 55%, 1st	Maintain 1st place	Maintain 1st place	Maintain 1st place
Employment rate (%) of those ages 18-24 Baseline: Apr 2015-Mar 2016: 50.1%, 28th	Rank +1 = 125 more young people into jobs	Rank +5 = 724 more young people into jobs	Rank +10 = 923 more young people into jobs
Women's median gross weekly pay Baseline: 2015: £339.20, 15th	Rank +1 = + £5.10 pw	Rank +5 = +£13.00 pw	Rank +10 = +£25.20 pw
Digital measure TBA	TBA	TBA	TBA

A Healthier North Ayrshire

Health and Social Care Partnership Strategic Plan

Tackling Inequalities	
1.	We will work to reduce the impact of health inequalities on you and your family
2.	We will work with partners to help people who use our services to identify and deal with their financial difficulties
3.	We will maximise the potential for you to work
4.	We will provide support to help keep you safe from harm
Engaging Communities	
5.	We will work with local communities
6.	We will improve how we involve and engage with local communities
7.	We will build on the strengths of local communities
Bringing Services Together	
8	We will work together to provide better services
9	We will develop services around local communities
10	We will work more closely with GPs and primary care
11	We will improve the quality of the services we provide
Prevention and Early Intervention	
12	We will promote good health and wellbeing
13	We will identify target groups through research and screening
14	We will support individual needs
15	We will support people who care for others
Improving Mental Health and Wellbeing	
16	We will improve the services available to support mental health and wellbeing
17	We will follow the mental health strategy for Scotland
18	We will develop new services to meet local needs

Performance Indicators

- The amount of income generated (£) for service users by the Money Matters Service
- Percentage of CP Concerns referrals from Health practitioners
- Number of bed days saved by ICT providing alternative to acute hospital admission
- Number of community care service users (65+) that have a community alarm installed in their place of residence
- Percentage of ASP Inquiries completed within 5 working days
- Addictions referrals to Treatment within 3 weeks (Drugs)
- Preschool children protected from disease through % uptake of child immunisation programme (Rotavirus)
- Preschool children protected from disease through % uptake of child immunisation programme (MMR1)
- Referral to Treatment Times – Psychological Therapies (North)
- CAMHS – Percentage of patients seen within 18 weeks (Pan-Ayrshire)
- Percentage of children exclusively breastfed at 6-8 weeks review

Fair For All – Health
2017-2020

1.	We will improve the mental health and wellbeing of our young people
2.	We will increase support to young carers
3.	We will reduce the number of women smoking or drinking alcohol during pregnancy
4.	We will support more people to be more active more often
5.	We will support more women to breastfeed their babies

Performance Indicators

Fair for All Headline measure: To improve child poverty ranking relative to other local authority areas
Proposed measure: Percentage of children in poverty (after housing costs)
Baseline: 2015 Children in poverty (AHC) = 30.4 % Ranking among Scottish local authorities = 31st
Short term target Rank +1 = 633 children move out of poverty
Medium term target Rank + 5 = 1,029 children move out of poverty
Long term target Rank +10 = 1794 children move out of poverty

Measure	Short Term Target	Medium Term Target	Long Term Target
Percentage increase in physical activity rates in North Ayrshire	2%	5%	10% (Active Communities Strategy target for 2026)
Percentage of 13 year old boys and girls with a borderline /abnormal total difficulties score in the Strength and Difficulties Questionnaire (SDQ)	Reduce the percentage of 13 year old boys and girls who display symptoms of emotional and wellbeing problems to equal the Scottish average level.	Prevent 5% more 13 year old boys and girls from displaying symptoms of emotional and wellbeing problems annually than the Scottish average	Prevent 15% more 13 year old boys and girls from displaying symptoms of emotional and wellbeing problems annually than the Scottish average

Percentage of 15 year old boys and girls with a borderline /abnormal total difficulties score in the Strength and Difficulties Questionnaire (SDQ)	Reduce the percentage of 15 year old boys and girls who display symptoms of emotional and wellbeing problems to equal the Scottish average level.	Prevent 5% more 15 year old boys and girls from displaying symptoms of emotional and wellbeing problems annually than the Scottish average	Prevent 15% more 15 year old boys and girls from displaying symptoms of emotional and wellbeing problems annually than the Scottish average
Breastfeeding initiation rate	Increase the percentage of mothers exclusively breastfeeding by 3%	Increase the percentage of mothers exclusively breastfeeding to match the Scottish average	Increase the percentage of mothers exclusively breastfeeding to 10% over the Scottish Average
Breastfeeding duration rate	Increase the percentage of mothers exclusively breastfeeding at 6 to 8 week review by 3% of the baseline	Increase the percentage of mothers exclusively breastfeeding at 6 to 8 week review to match the Scottish average	Increase the percentage of mothers exclusively breastfeeding at 6 to 8 week review to 8% greater than the Scottish average
Measure on smoking during pregnancy	Reduce the % of mothers smoking during pregnancy by 4% as compared to the baseline	Reduce the % of mothers smoking during pregnancy by 10% as compared to the baseline	Reduce the % of mothers smoking during pregnancy by 20% as compared to the baseline

A Safer North Ayrshire
Safer North Ayrshire Action Plan

1	We will reduce levels of crime and anti-social behaviour and increase detection rates.
2	We will reduce reoffending.
3	We will reduce the harmful effects of drugs and alcohol.
4	We will reduce levels of domestic abuse have decreased and give a higher level of support to victims.
5	We will improve road safety.
6	We will improve fire safety.
7	We will reduce fear of crime and anti-social behaviour.
8	We will increase the number of people engaging in community activities and Volunteering.

Performance Indicators

- Number of victims supported through MADART team
- Number of fire related fatalities (domestic premises)
- Number of fire related casualties
- Number of dwelling fires
- Number of deliberate property fires
- Number of secondary fires
- Number of public reported incidents for anti-social behaviour
- Reconviction frequency rate
- Crimes of serious violence (per 10,000 population)
- Common assault offences (per 10,000 population)
- Detections for Drug Supply (per 10,000 population)
- Detection rate for Domestic Abuse (per 10,000 population)
- Number of people killed or seriously injured in road accidents

- Number of children killed or seriously injured in road accidents
- Number of people slightly injured in road accidents
- Percentage residents within North Ayrshire who feel unsafe walking in their neighbourhood after dark
- Street cleanliness index
- Percentage of respondents who volunteer or are involved in charities, clubs or organisations
- Percentage of respondents who volunteer, organise or attend local community/ representative groups
- The number of local and neighbourhood plans agreed by communities
- The number of people who feel able to access the opportunities and support they need in their local area.

Fair For All – Environment
2017 – 2020

1.	We will reduce our number of fuel poor households by 2,000 over the life of the strategy
2.	We will increase volunteering opportunities to engage communities in improving open spaces
3.	We will build 1000 additional units of affordable Social rented housing houses
4.	We will work to ensure 90% of North Ayrshire residents feel safe and are satisfied with their neighbourhoods and open spaces

Performance Indicators

Measure	Short Term Target	Medium Term Target	Long Term Target
Number of households in Fuel Poverty Baseline within LHS: 2012-2014 Extreme fuel poverty 9% (approx. 6,000)	500 fewer households in fuel poverty	1000 fewer households in fuel poverty	2000 fewer households in fuel poverty
% of households who feel safe within their neighbourhood Baseline: 71% (923 households) People's Panel 2015	75%	80%	90%
% of households satisfied with North Ayrshire open spaces Baseline: 75% (975 households People's Panel 2015	80%	85%	90%
% of households satisfied with the neighbourhood they live in Baseline: 91% (1183 households) People's Panel 2015	93%	95%	96%
Number of additional affordable Social Rented Houses		1000	
Number of people taking up volunteering opportunities in North Ayrshire. Baseline 6074	10%	15%	30%
Amount of funding available for communities to decide spend through participatory budgeting Baseline: £104,237 for 2016	£1m	£2m	TBC
% improvement in the private housing sector in North Ayrshire Baseline TBC	TBC	TBC	TBC

A Thriving North Ayrshire
Children's Services Plan

1	We will review and publish a report on progress annually
2	We will ensure that 90% of schools have achieved a Commitment or Level 1 UNICEF Rights Respecting Schools award by 2020
3	We will share information with the names person or service provider on a wellbeing concern within one day if the concern being identified
4	We will provide a plan for all children with additional support needs in the year before their transition
5	We will allocate every new pregnant mum with a named Community Midwife at first booking
6	We will co-ordinate a plan of support & intervention to reduce smoking, alcohol and/or drug intake using specialist services e.g Fresh Air-shire, Addictions Services, Vulnerable Pregnancy Service
7	We will provide information and advice about breastfeeding
8	We will include dads and other members of the family in the services we provide and make sure we get in touch with them about this
9	We will recruit 17 additional Health Visitors by 2017
10	We will provide information and support (if your parents are having difficulties and decide to split up)
11	We will provide access to Money Matters, information from Health Visitors and other support services
12	We will expand delivery of parenting programmes, including Incredible Years, Triple P, Mellow Parenting, Parents Matter and PEEP training so that all parents can access the right support for them
13	We will provide four Scottish Book Trust story bags each year from birth to Primary 1 for all children through early years establishments
14	We will co-locate early years services in locality areas to improve communication and support the delivery of the named person service
15	We will establish processed to share relevant information from one named person to another at transition points
16	We will set, implement and assess personal targets at the appropriate level of the curriculum for excellence on relation to reading, writing and mathematics
17	We will provide access to a child healthy lifestyle programme
18	We will introduce 'Walk a Mile a Day' and walking to school in 80% of Primary Schools by 2018
19	We will provide high quality learning and teaching and hold regular events on schools to celebrate success – for example, at school assemblies, prize givings, in wall displays and in the local press
20	We will provide nurture training to staff and create nurture classes in 15 schools by 2017
21	We will provide counselling services by setting up Place2be in six schools by 2018

22	We will provide evidence based programmes, for example, Stop Now and Plan (SNAP) and Promoting Alternative Thinking Strategies (PATHS), and introduce CAMHS trained teachers
23	We will setup local learning groups to inform parents/carers about how they can help learning at home
24	We will allocate a named person when registering for school
25	We will provide access to a range of learning opportunities, as well as academic qualifications, which build self-esteem and lead towards positive destinations – for example, Duke of Edinburgh, Activity Agreements, John Muir awards and Saltire awards
26	We will base multi-agency teams in every secondary school (for example, staff from Educational Psychology, Health and Social Care, Young Person Support and Youth Services) to support the named person to get help for a young person in a timely way
27	We will provide regular consultation opportunities and events so that views are given which inform service delivery
28	We will establish a community-based mental health resource to reduce the number of young people being admitted to hospital with mental health problems
29	We will deliver training on use of mental health toolkit to staff in schools and in the community
30	We will provide information and opportunities in the school curriculum with Youth Services, in college and through targeted services in Health and Social Care to discuss relationships, domestic abuse and personal safety
31	We will provide advice through Curriculum for Excellence at school and preventative programmes – for example SPICE, CHARLIE, CHAT, Youth Work programmes, School Nurse assessments and at college through NHS Addictions Liaison Officer
32	We will provide help and advice about healthy relationships and sexual health
33	We will provide life skills training and financial education through a range of activities
34	We will implement the Education Attainment Challenge projects to reduce inequalities
35	We will provide support to achieve an appropriate level of school qualifications and, through access to other learning experiences, to move towards a chosen career or further education course
36	We will produce and deliver a Corporate Parenting Strategy
37	We will introduce Functional Family Therapy (FFT) programme to provide support to the most vulnerable families
38	We will provide Child Protection and GIRFEC training to staff across services to help identify early indications of risk and abuse
39	We will introduce a new system for dealing with wellbeing concerns through a Concerns Hub

Performance Indicators

- Number of referrals to SCRA due to misuse of alcohol concerns
- Number of referrals to SCRA due to misuse of drug concerns
- Number of children presenting to Accident & Emergency for substance misuse (age 9-16 years)
- Number of children presenting to Accident & Emergency for overdose (age 9-16 years)
- % of young people (aged 13 years) who have never tried to smoke
- % of young people (aged 15 years) who have never tried to smoke
- Number of referrals to SCRA due to failure to attend school without a reasonable excuse
- % of overall secondary school attendance
- % of school leavers moving on to a positive destination
- Exclusion incidents per 1,000 pupils at secondary school
- Number of 'Right Respecting School' awards achieved at Commitment or Level 1
- % gap between the total tariff score of the average Looked After school leaver and the total tariff score of the average North Ayrshire school leaver
- % of children exclusively breastfed at 6-8 week review
- % of children breast and bottle fed at 6-8 week review
- Weight of children (BMI>85 centile) at 27 months
- Weight of children (BMI>85 centile) in Primary 1
- % of Primary Schools which offer 2 hours or more Physical Education per week
- Children with no obvious dental decay (P1)
- % of early years centres & primary schools participating in Fit Fifteen
- % of children living in poverty (after housing costs)
- % LAAC looked after in the Community:
    - At Home
    - Friends/relatives
    - Foster Carers
    - Potential Adopters
- Number of looked after children in a residential setting

- Number of referrals to CAMHS
- % of families placed on the child protection registered within 12 months of de-registration
- Number of children referred to SCRA on non-offence grounds
- Number of children appearing within Accident & Emergency due to self-harm behaviour (age 9-16 years)
- Number of children appearing within Accident & Emergency due to risk of suicide (age 9-16 years)
- Number of children referred to Early Effective Intervention (Youth Justice)
- Number of teenage pregnancies among under 16 year olds per 1,000 population

Fair For All Children
2017-2020

1.	We will support 90% of all pre-school children to reach their developmental milestones
2.	We will raise attainment for our most disadvantaged children by 10%.
3.	We will work to ensure that there are 140 less children and young people classified as looked after and those looked after will have improved outcomes

Performance Indicators

Measure	Short Term Target	Medium Term Target	Long Term Target (15 years)
% of all preschool children will reach their developmental milestones. Baseline 72%	75 % of all preschool children will reach their developmental milestones	85 % of all pre-school children will reach their developmental milestones	90 % of all preschool children will reach their developmental milestones
Average total tariff score by grouped deciles	SIMD 1 and 2 - 665, SIMD 3 to 8 – 915 and SIMD 9 and 10 - 1180	SIMD 1 and 2 - 700, SIMD 3 to 8 - 930 and SIMD 9 and 10 - 1200	SIMD 1 and 2 - 750, SIMD 3 to 8 - 950 and SIMD 9 and 10 - 1230
% of children and young people classified as looked after	10 % fewer children and young people classified as looked after	15 % fewer children and young people classified as looked after	140 (25 %) fewer children and young people classified as looked after
Average gap between the total tariff score of school leavers classified as looked after compared to all young people	Average gap between the total tariff score of school leavers classified as looked after compared to all young people will be 400	Average gap between the total tariff score of school leavers classified as looked after compared to all young people will be 350	Average gap between the total tariff score of school leavers classified as looked after compared to all young people will be 200