

Present

North Ayrshire Council

Cllr Marie Burns, Elected Member (**Chair**)
Cllr Shaun Macaulay, Elected Member
Cllr John Bell, Elected Member,
Cllr Scott Davidson, Elected Member,
Cllr Margaret Johnson, Elected Member,
Craig Hatton, Chief Executive
David Hammond, Executive Director
Rhonda Leith, Head of Service
Sam Anson, Executive Director
Caroline Cameron, Director

NHS Ayrshire and Arran

Lisa Davidson, Assistant Director (Public Health)

Police Scotland

Chief Inspector Judith Macgregor

Scottish Fire & Rescue

Kevin Murphy, Area Commander

TACT Scotland

Kaileigh Brown, Executive Director

SDS

Claire Tooze, Area Manager

Ayrshire College

Angela Cox, Principal & Chief Executive

In Attendance

Jacqui Greenlees (NAC), Angela Gibson (NAC), Jennifer McGee (NAC)

Apologies

Cllr Charles Currie, Elected Member, Gordon James NHS, Cllr Alan Hill Elected Member,
Cllr Amanda Kerr Elected Member, Allan Comrie SPT, Dean Anderson DWP, Brian
Taylor Scottish Government, Ian McMeekin Scottish Fire & Rescue, Lesley Bowie NHS,
Vicki Yuill Arran CVS,

1. Welcome and Apologies

The Chair welcomed everyone to the meeting and apologies for absence were noted.

2. Minute of the Previous Meeting

The overview of the Board meeting held on 5 June 2025 were approved.

3. Locality Planning

David Hammond and Jacqui Greenlees opened the meeting with a slide presentation providing the group with an update/overview of the work on the Review of Locality Planning and next steps.

David opened the meeting up for discussion setting out the desire to ensure that relationships are strengthened between community and locality planning and asking that the group provide their views on the three questions below :

1. What do we have already that is working well?
2. What are the barriers?
3. How can we solidify relationships?

Views shared included:

- Turnover in staff across partners is a challenge
- New people attending meetings are not aware of what has happened before/at previous meetings
- Biggest challenge is how we make sure what we are hearing is representative of our communities
- Need to align diaries for the three Ayrshire CPPs as many partners need to attend all three
- Above could help provide thematic focus, e.g. SPT representative at GV LPP given moving around priority, for example
- Agreement to re-establish partner representation at each LPP
- Locality Networks discussed, examples of ways partners could engage differently were provided
- Sharing locality action plans with matrix of where partners can add value would be helpful
- How do we make sure that the Third Sector is better represented
- Those attending meetings should ask questions before they attend so that they are up to speed
- Need to be flexible to each of the locality areas
- Attendees need time to prep before attending meetings
- Induction pack for new members could be useful resource
- The attendance of reps from LEP would be beneficial

At the end of the discussion period David advised that the team would pull together the actions for review and implementation after the meeting.

David advised it was heartening to see the high level of willingness and commitment from the group to participate. The team will look at what we can do to maximise resources.

4 Workshop Sessions

The workshop sessions were designed to encourage closer discussion, increase understanding of the partners areas of work and provide opportunities for partnership working and support.

Session 1 – Collaboration for Health Equity in Scotland (CHES) – Sam Anson, Executive Director Education (NAC)

Participants were split between 2 tables. Sam provided an update on the work of CHES in North Ayrshire and asked participants to consider opportunities for partnership working and support. Participants were provided with illustrations/handouts and Sam asked that participants make their notes/comments on them.

Discussion took place, views shared included:

- Requirement for interagency alignment
- Where are the additional opportunities to work across CHES
- Everyone should receive the level of support that they need
- Children who are struggling should receive additional support
- School meals are not as useful/appealing to children as they used to be – children prefer to go out with school grounds to purchase their lunch from fast food/shops.
- Every child deserves the best start in life
- SDS are working directly with young people (S1-S6) in regards to career management skills
- Requirement to look at impact from a locality level/interventions by locality
- Education have gathered feedback on what mattered to each locality and engaged with young people to bring it to a child's level of understanding
- Requirement to look at the gaps in info – how do we inform people of what help/support is available
- Ensure that when we communicate that it means something – what do I need to know/how does this help me
- The use of pictorial graphics helps with discussions as it keeps things simple/easy to understand
- Requirement to look at what works and what doesn't work
- Awareness of the importance of key workers
- North Ayrshire has the highest level of economical inactivity
- North Ayrshire has the lowest level of health expectancy
- The highest level of improvement in child poverty levels has been in North Ayrshire
- Real deep focused work is taking place
- Improvements are required to make hub of Irvine town centre more aesthetically pleasing
- What can we do to make Town Centres places that people can be proud of
- What does a new Town Centre in 2020 look like
- Requirement to invest in aesthetics
- Scale of challenge is almost too big
- Local volunteer/clean up crews do a great job
- Local people still have a sense of pride in their community
- Requirement to look at what can be done practically
- Kilwinning Campus is oversubscribed which could mean there is a risk of people becoming a statistic

- Kilwinning college are looking into providing a guaranteed place at college to certain postcodes
- Kilwinning college have been running a pilot program for students who are attending horticulture/trade apprenticeship courses – these students have been doing great work tidying up their local areas by carrying out grounds maintenance/painting work etc.
- How do we affect change/give people a pride in their area
- The old Forum indoor market is unsecure – the owners are not interested in securing the building therefore the Police have stepped in to pay for it to be steel shuttered as it is a dangerous building
- Need to be aware of using council budgets/public money to clean up Private properties – is not the council's responsibility the responsibility falls to the owner of the building
- Requirement to look at ways to get things done – possibility to use Mens Sheds/Community Groups
- Messaging and education needs to be improved
- Do people feel their opinion is valued

Session 2 – Wellbeing Alliance – Malcolm McPhail, Chief Executive KA Leisure

M McPhail provided an overview of the work of the North Ayrshire Wellbeing Alliance and shared the latest version of the KA Leisure "Leading the Way" strategy for 2025-2027, along with an overview of the Kilwinning Pilot and a proposal titled "Tackling Child Poverty through the Wellbeing Alliance."

The Board discussed the following:

- The KA Leisure Performance Strategy was reviewed, focusing on highlighted sections, with attention now shifting to child and family poverty
- The Wellbeing Alliance, initiated by the CPP following a LOIP review, has engaged over 600 senior individuals in 2.5 years
- Two key needs identified, a programme to drive wellbeing change and a taskforce to communicate directly and analyse issues in detail
- The Kilwinning pilot in the Blacklands, originating from the Garnock Valley Taskforce, offers qualitative grassroots insights aligned with Marmot principles and is viewed as innovative and ahead of the curve
- Phase 2 of the pilot will focus on targeted, bespoke interventions, expanding support from the initial 14 individuals to approximately 450 households, wrapping support around families based on community feedback.
- The pilot emphasises a person-centred approach over traditional training, with diverse activities addressing wellbeing and unemployment
- Tackling child poverty is the priority for the next two years, aiming to use the alliance as a forensic tool to eradicate child poverty, with ongoing analysis and review by the Board
- The next phase includes developing Wellbeing Hubs that extend beyond sport, linking with public health, the college, and SPT transport to open opportunities and agency, especially for disengaged young people.
- There is potential for stronger involvement from SPT, which has already supported community funds for electric vehicles and bike schemes
- Participatory Budgeting projects, like those at Blacklands and Whitehurst Park, showcase real community engagement and impact

- Engagement with the college needs to be further developed and clarified
- Board members stressed the need for more equitable approaches and the importance of data-driven localised strategies
- Targeted efforts are required to reach children not attending school, with attention to family support infrastructure and community ecosystem effectiveness.
- The revised strategy document (version 2.0) is expected soon, incorporating lessons learned from work of the Wellbeing Alliance, Garnock Valley Taskforce, and the Kilwinning Pilot.
- There is enthusiasm to secure funding to pilot innovative, ground-level actions to test new approaches and support sustained wellbeing improvements.

5 Partner Discussion and Sharing on Key Developments and Opportunities

The Chair invited anyone wishing to share with the Board to do so. Board Members did not have any additional items to add.

6. AOCB

No other business was discussed.

The Chair conveyed her thanks to everyone for their valuable input and attendance.

The next meeting of the North Ayrshire CPP Board will be held on **Thursday 4 December 2025**.