



North Ayrshire
Community Planning Partnership

Community Planning Partnership Board

Monday 7 September 2026 at 2.00 pm

Garnock Committee Room, Ground Floor, Cunninghame House, Irvine

Time	No.	Page	Item	Presenter	Ask of CPP Partners
2.00 – 2.05	1.		Welcome & Apologies	Cllr Gurney, Leader of the Council (Chair)	
2.05 – 2.10	2.	Pg	Minutes of Previous Meeting Submit minutes and action note of 6 June 2026 (copy enclosed)	Cllr Gurney, Leader of the Council (Chair)	Confirm that this is an accurate record of the meeting and actions have been completed.
3. Workshop Sessions (2.10 – 3.20)					
The CPP Board workshops are designed to encourage closer discussion, increase understanding of partners' areas of work and provide opportunities for partnership working and support.					
Pride in Place This workshop will focus on providing partners with an overview of the Pride and Place work taking place in the Three Towns and Irvine.				Colin Bradford, Regeneration Manager Calum Couston, Programme Manager	Receive updates and consider next steps for the CPP.
Local Fire and Rescue Plan for North Ayrshire This workshop will focus on providing partners with an overview of the draft Local Fire and Rescue Plan for North Ayrshire.				Kevin Murphy Local Senior Officer, SFRS	Receive updates and discuss the draft plan (copy enclosed)
Governance/Future Developments					
3.20 – 3.35	4.	-	CPP development and SOG workplan	Jacqueline Greenlees, Senior Manager, Community Planning	Receive update.

For further information please contact Jacqui Greenlees, Senior Manager Policy, Performance and Community Planning
North Ayrshire Council, Cunninghame House, Irvine, KA12 8EE
Email: jacquelinegreenlees@north-ayrshire.gov.uk

3.35 – 3.50	5.	-	Partner Discussion and Sharing on Key Developments and Opportunities	Cllr Gurney, Leader of the Council (Chair)	Receive updates and consider opportunities for partnership working and support.
3.50 – 4.00	6.	-	AOCB	All	Partners share developments and partnership working opportunities.

2026 CPP Board Meetings		
Date	Time	Venue
Wednesday 9 December 2026	2.00 pm – 4.00 pm	Garnock Committee Room, Cunninghame House, Irvine

North Ayrshire Community Planning Partnership Board
Board Membership

Ayrshire College Angela Cox, Chief Executive and Principal	Scottish Government Brian Taylor, Location Director
Health and Social Care Partnership Caroline Cameron, Director	Skills Development Scotland Claire Tooze, Area Manager
Jobcentre Plus Dean Anderson Service Lead	Scottish Fire & Rescue Kevin Murphy, Area Manager
KA Leisure Malcolm McPhail, Chief Executive Laura Barrie, Head of Active Communities	Strathclyde Partnership for Transport John Binning, Principal Policy Officer
NHS Ayrshire and Arran Lesley Bowie, Chair (Vice Chair) Gordon James, Chief Executive	North Ayrshire Council Anthony Gurney, Elected Member (Chair) John Bell, Elected Member Charles Currie, Elected Member Scott Davidson, Elected Member Alan Hill, Elected Member Amanda Kerr Elected Member Shaun Macaulay, Elected Member Craig Hatton, Chief Executive David Hammond, Executive Director Rhonda Leith, Head of Service
Scottish Enterprise Rebecca Brown, Project Manager	Police Scotland Chief Supt Conrad Trickett Supt Graeme Gallie
Third Sector Interface Vicki Auld, Chief Executive Officer, Arran CVS Kaileigh Brown. Executive Director, TACT	

Present

North Ayrshire Council

Cllr Anthony Gurney (**Chair**)
David Hammond, Executive Director
Sam Anson, Executive Director (Education)
Caroline Cameron, Director (HSCP)
Cllr Shaun Macaulay, Elected Member
Craig Hatton, Chief Executive
Rhonda Leith, Head of Service (Connected Communities)
Laura Kayes, Policy Officer (Child Poverty)
Claire Coburn, Project Manager (Child Poverty)

NHS Ayrshire and Arran

Sally Amor Consultant Public Health
Lisa Davidson, Assistant Director, Public Health

Police Scotland

Helen Downie, Chief Inspector

Scottish Fire & Rescue

Kevin Murphy, Area Commander

Ayrshire College

Sara Rae, Vice Principal

KA Leisure

Laura Barrie, Head of Active Communities

DWP

Pauline Craig, Senior Manager

Third Sector Interface

Kayleigh Brown, Executive Director, TACT

In Attendance

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

Apologies

John Binning (SPT), Dean Anderson (DWP), Vicki Yuill (Arran CVS), Cllr Charles Currie - Elected Member, Cllr John Bell - Elected Member, Cllr Amanda Kerr - Elected Member, Cllr Alan Hill - Elected Member, Cllr Scott Davidson – Elected Member, Cllr Chloe Robertson – Elected Member, Brian Taylor, Place Director, , Lesley Bowie NHS, Gordon James NHS, Rebecca Brown (Scottish Enterprise), Suzanne Chow (Police Scotland), Angela Cox (Ayrshire College), Claire Tooze, Area Manager SDS, Malcolm McPhail, KA Leisure

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 4 March 2026 was approved.

3. Workshop Sessions

The workshop sessions were conducted as plenary discussion.

Director of Public Health Annual Report 2025 – Sally Amor, Consultant Public Health, NHS Ayrshire & Arran

S Amor provided an update on Growing Well to Live Well: Understanding the Burden of Disease.

A copy of the Public Health Annual report 2025 summary was attached to the meeting papers that were circulated prior to the meeting.

The presentation highlighted worsening health outcomes in Ayrshire and Arran, including health inequalities, an ageing population, and increasing pressure on health services. It emphasised that health is strongly influenced by social and economic conditions throughout life. Key themes included the impact of deprivation, the long-term effects of deindustrialisation, and the need to focus on prevention across all life stages. The report recommends scaling up universal and targeted preventive approaches, strengthening partnership working, and prioritising support for communities most affected by poverty and inequality.

Discussion took place with views shared/comments included that the priority/focus should be on building a better understanding and recognising the benefits of a universal and targeted approach.

CPP Wellbeing Workshop

Workshop 1 – Whole Family Support in North Ayrshire

Laura Kayes, Policy Officer Child Poverty and Claire Coburn, Project Manager Child Poverty

L Kayes and C Coburn provided an update on Whole Family Support in North Ayrshire.

L Kayes led an interactive activity where Board members scored four statements from 1 to 5, with 1 being 'not true' and 5 being 'fully true across the system'. Members then worked in teams to share their scores and discuss which statement was consistently scored lowest and why.

L Kayes handed over to C Coburn who provided an overview of the Whole Family Support (WFS) within the context of North Ayrshire CPP and the LOIP Wellbeing priority. C Coburn outlined the Scottish Government's ambition for person-centred, joined-up, preventative support for families, delivered through stronger partnership working across services.

North Ayrshire has been selected as an early adopter local authority, with greater funding flexibility and reduced reporting requirements to support system-wide transformation. Key

implications for the CPP include more integrated and place-based service delivery, stronger multi-agency working, data sharing, preventative investment, aligned funding, and shared accountability for outcomes.

Discussion focused on what success would look like and how progress can be measured over time. WFS was also positioned as a key contributor to a broader wellbeing approach through prevention, improved outcomes, reduced poverty, and long-term investment in communities.

Workshop 2 — Wellbeing Alliance

Laura Barrie, Head of Active Communities, KA Leisure

L Barrie provided an update on the Wellbeing Alliance.

The presentation provided an overview of the learning from Phase 1 of the North Ayrshire Wellbeing Alliance.

Laura Barrie advised that work is now underway to develop Phase 2, with a key focus on moving from a lead organisation model to a partnership-led approach. The learning from Phase 1 highlighted that wellbeing is complex and requires collective action, strong relationships, locality-based approaches, and a clear focus on demonstrating impact. It was noted that significant wellbeing activity is already taking place across partner organisations and that greater value can be achieved through improved alignment, shared ownership, and collaborative working rather than creating new initiatives.

The presentation also highlighted opportunities to strengthen links between the Wellbeing and Whole Family Support agendas, with discussion focusing on how partners can work more seamlessly together, and the leadership required across the CPP to drive this agenda forward. It was agreed that this would be brought back to a future meeting for further discussion.

4 Partner Discussion and Sharing on Key Developments and Opportunities

No items were raised.

5 AOCB

J Greenlees advised that the Place Director – CPP Charter Launch event is taking place on 23 June 2026 and that there are two places available. If anyone would like to nominate themselves to attend, please can they let her know.

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

The next meeting of the North Ayrshire CPP Board will be held on **Monday 7 September 2026**.

**Working together
for a safer Scotland**



SCOTTISH
FIRE AND RESCUE SERVICE
Working together for a safer Scotland

LOCAL FIRE AND RESCUE PLAN 2026 - 2029

North Ayrshire



Safety. Teamwork. Respect. Innovation.

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Foreword

<FOREWORD WILL FOLLOW IN FINAL DRAFT>

Introduction

LSO Picture

Welcome to the Scottish Fire and Rescue Service (SFRS) Local Fire and Rescue Plan for North Ayrshire. This plan will build on the good outcomes already being delivered in communities across North Ayrshire, and details how SFRS will deliver its priorities, in conjunction with the national priorities contained within the SFRS Strategy 2025-28 and the ambitions of the North Ayrshire Council Local Outcomes Improvement Plan 2022-30 (LOIP).

This plan will set out those priorities, the context behind them and how SFRS can contribute effectively to the safety and wellbeing of all persons within North Ayrshire. We remain fully committed to ensuring that we provide a highly professional service and can give you my personal commitment that we will seek innovative methods of working and collaboration, with all of our partners and stakeholders, to improve community safety, enhance wellbeing, support business, reduce risk, tackle inequality and improve the lives of everyone who resides and works within North Ayrshire. This commitment extends to our involvement in the exciting 'Good North Ayrshire' workstreams related to the Marmot Principles.

The operating environment for fire and rescue services continues to evolve, shaped by a combination of national and local challenges. Across Scotland, there is growing demand linked to climate change, including increases in flooding, wildfires, and severe weather events, of which the Service must be prepared for changing incident dynamics, advances in technology, and the need to maintain a skilled and resilient workforce. North Ayrshire experiences many of these pressures, alongside socio-economic challenges, placing additional demand on public services and reinforcing the need for enhanced prevention, effective intervention, innovation and a modern response.

A key focus of this plan is recognising and responding to the demographic profile and risk landscape within North Ayrshire. The diverse mix of communities presents distinct risks, service delivery challenges, and inequalities, which we require to be able to identify and resolve. These inequalities are closely linked to increased vulnerability, resulting in a higher likelihood of fire incidents and accidental harm in the home. The plan also acknowledges the impact of an ageing population, which combined with issues such as fuel poverty, social isolation, and wider health inequalities, increases the risk profile for many individuals and households. We recognise that reducing risk is not solely about emergency response, but about addressing the wider determinants of health and wellbeing. This requires a preventative approach with proportionate interventions, targeting resources and activity where they will have the greatest impact in reducing risk and improving outcomes.

Prevention, protection and early intervention will remain central to our approach, with a continued focus on fire safety within the home and non-domestic environments, road and water safety, community engagement and visibility, and targeted support for those most at risk. Therefore, we will strengthen our use of data and intelligence to better understand risk and to inform decision-making, we will continue to modernise service delivery, enhance workforce capability, and embrace innovation to improve our own effectiveness. Importantly, we intend to liaise closely with partners to co-ordinate and share information to support individuals and communities. Through this approach, SFRS aims to not only respond effectively to emergencies, but to play a proactive role in reducing harm. This Local Fire and Rescue Plan reflects our shared ambition to deliver meaningful improvements for the communities we serve, ensuring that North Ayrshire is a safer, more resilient, and more equitable place for all.

Area Commander Kevin Murphy
Local Senior Officer - East, North and South Ayrshire

National Context

Scottish Ministers set out their specific expectations for the Scottish Fire and Rescue Service in the [Fire and Rescue Framework for Scotland 2022](#). This Framework provides SFRS with seven strategic priorities and objectives, together with guidance on how the delivery of our functions should contribute to the Scottish Government's Purpose.

The Framework also defines the SFRS purpose as:

'To work in partnership with communities and with others in the public, private and third sectors on prevention, protection and response to improve the safety and wellbeing of people throughout Scotland.'

The SFRS Strategy 2025-28 has been designed to have regard to these national expectations. Set against a complex and evolving backdrop, our Strategy supports delivery of our Purpose, Mission and Vision.

To achieve our ambitions, we have identified five strategic objectives and outcomes. Each objective holds equal value in driving our Strategy forward. As a collective, they define our overall direction and will be central to how we plan our activities and our budget over the next three years.

OBJECTIVE	OUTCOME
Safer Communities through Prevention	Through our work with communities and other organisations, the safety and wellbeing of the people of Scotland improves.
Safe and Effective Response	We are an effective and trusted Fire and Rescue Service where our communities and people are safe.
Investing in our People	Our people feel valued and are supported by a culture that embraces diversity and inclusion, empowerment and accountability.
Improving Performance	Our organisational performance, productivity and resilience continually improve.
Innovation and Investment	We are more innovative and achieve sustained investment in our technology, equipment, estate and fleet, making us more effective and efficient.

This Plan is a statutory Local Fire and Rescue Plan. It sets local direction to meet the strategic objectives and outcomes outlined above; and supports delivery of the SFRS Prevention Strategy. It demonstrates how we will contribute to Community Planning Partnerships within the Local Authority area.

Challenges

Over the next three years, the SFRS will operate within a challenging and rapidly evolving national context. This Local Fire and Rescue Plan is developed against a backdrop of sustained financial pressure, changing community risk, and the need for organisational change to ensure services remain effective, sustainable and focused on prevention.

SFRS continues to face real-term financial constraints despite funding uplifts, with rising costs, inflationary pressures and a substantial backlog in capital investment. Ageing fire stations, fleet and operational systems require modernisation, while the Service must also deliver recurring savings. This national financial environment directly shapes decisions about service delivery models, asset rationalisation and the prioritisation of resources at local level.

Workforce capacity remains a critical national challenge. Recruitment, retention and availability, particularly within the On-Call duty system are under increasing pressure, especially in rural and remote communities. Supporting staff wellbeing, skills, training and leadership capacity is essential to maintaining safe and reliable emergency response, while adapting to new and emerging risks.

The risk profile across Scotland is changing. While accidental dwelling fires continue to decline, demand is increasing from climate-related incidents such as flooding, wildfires and extreme weather events. These incidents are often prolonged, complex and resource-intensive, requiring increased resilience, specialist capability and effective multi-agency co-ordination. At the same time, demographic change, health inequalities and housing conditions continue to drive vulnerability and risk within communities.

Prevention remains at the core of SFRS's national and local approach. Reducing harm, protecting vulnerable people and building community resilience are central to managing demand and delivering long-term public value. This requires strong collaboration with partners across health, social care, local government and the third sector.

The SFRS Prevention Strategy 2025–2028 sets out a clear ambition to reduce harm, protect firefighters and communities, and manage demand through a universal prevention outlook delivered proportionately, according to risk, vulnerability and inequality. Local Fire and Rescue Plans are a key mechanism for delivering the Prevention Strategy at local level. They translate national prevention priorities into locally tailored actions, ensuring that community safety engagement, protection and preparedness activity is informed by local risk profiles, partnership intelligence and community need.

In response to some of the challenges we face, SFRS is progressing its Strategic Service Review Programme (SSRP). A priority for the next three years, SSRP will focus on providing firefighters with modern facilities, fleet and equipment to enhance community and firefighter safety; how and where we deliver our services from; and ensuring our corporate services are as efficient and effective as possible. These changes are necessary to ensure resources are targeted where risk is greatest, while maintaining public confidence and local accountability.

This Local Fire and Rescue Plan translates this national context into local priorities, reflecting the specific risks, needs and characteristics of communities. It sets out how SFRS will work with partners to deliver prevention, protection and response activities in a way that supports safer communities while contributing to the Service's wider strategic aims for Scotland.

By focusing on prevention, collaboration and early intervention, this Plan supports public service reform and delivers better outcomes for our local communities.

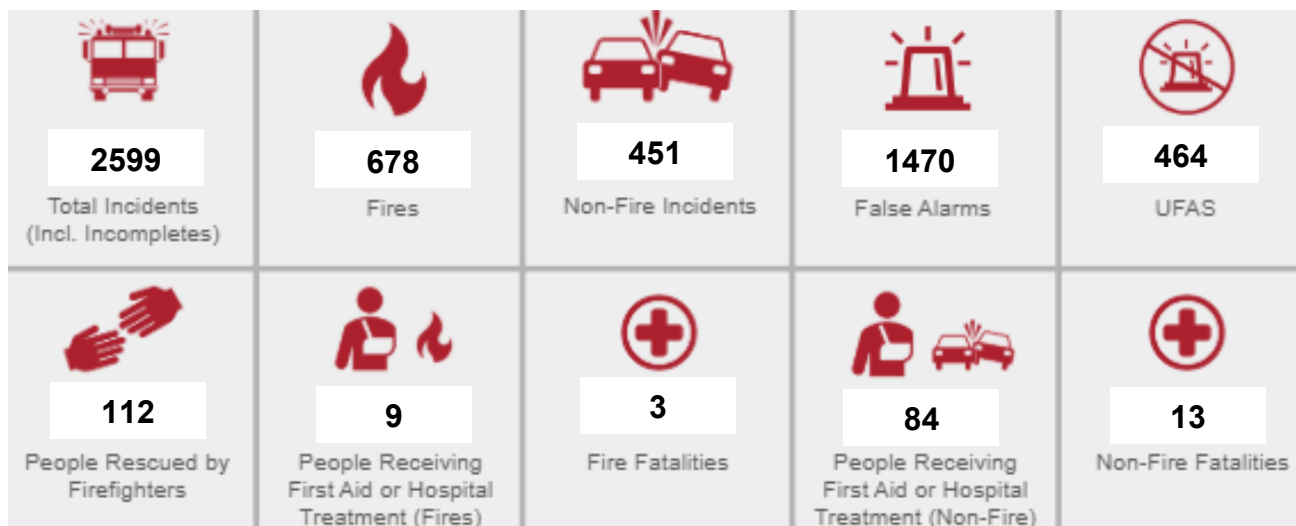
Local Context

East, North and South Ayrshire (ENSA) Local Senior Officer (LSO) Area, encompasses three Local Authorities: East Ayrshire Council, North Ayrshire Council and South Ayrshire Council.

Within North Ayrshire, SFRS deploys three Fire and Rescue appliances from its Wholetime Duty System (WDS) Community Fire Stations in Kilwinning, Dreghorn and Ardrossan. Both Dreghorn and Ardrossan have an additional On-Call Fire and Rescue appliance with specialist Wildfire response vehicles also being based at Kilwinning. A further nine Fire and Rescue appliances can be deployed from On-Call stations in the towns and villages of Beith, Dalry, Kilbirnie, Largs, Skelmorlie, Millport (x2), Brodick, Lamlash, with the Isle of Arran further complemented by Volunteer units.



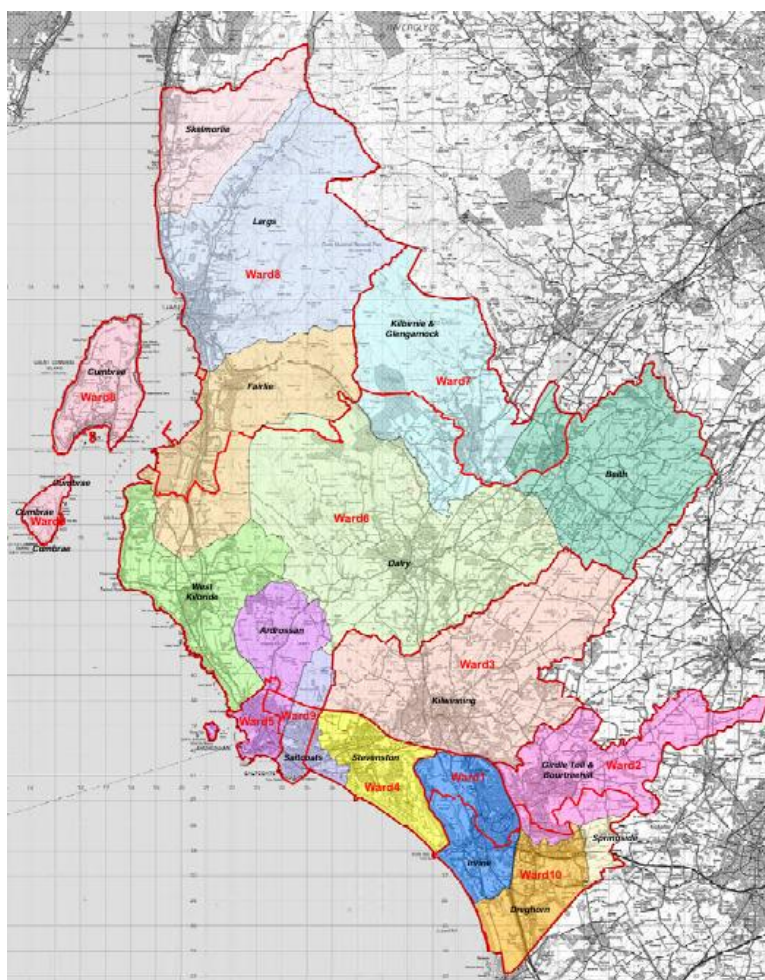
In 2025/26, incident activity within the main incident reporting categories, was as follows:



North Ayrshire has a population of approximately 134,010 people, living in 65,107 households, with 25.37% (34000) of the total population living in North Ayrshire's largest town, Irvine. The population is 52.1% female and 47.9% male, and consists of the following age percentages:

1-15 years – 16.5% 16-64 years – 61.7% 65+ years – 21.7% 75+ years – 10.8%

Population projections indicate reductions in the 1-15 years and 16-64 years categories by 2032 and a large rise of up to 20.6% for the 75+ category. This rise will have implications for all aspects of social and medical care, and on SFRS in terms of prevention and response.



North Ayrshire Council has 33 elected members representing 9 multi-member wards, each with between 1 and 5 councillors:

Ward 1	Irvine West
Ward 2	Irvine East
Ward 3	Kilwinning
Ward 4	Arran
Ward 5	Ardrossan
Ward 6	Saltcoats and Stevenson
Ward 7	Dalry and West Kilbride
Ward 8	Kilbirnie and Beith
Ward 9	North Coast

North Ayrshire Council has published the following local priorities on their Local Outcomes Improvement Plan 2022-30:

A Sustainable Council

- Working with partners to secure investment and target resources at priorities
- Drive change and transformation
- Maximise value from use of resources
- Focus investment on priorities
- Effective workforce planning ensuring right skills and resources available to deliver priorities.

Wellbeing

- Ensuring the best possible labour market outcome for residents
- Support pathways to employment
- Promoting a Fair Work economy
- Developing appropriate skills for local economy
- Using assets to support wellbeing
- Improving educational attainment
- Improving outcomes for care experienced young people
- Developing the young workforce
- Providing homes which meet the needs of residents
- Ensuring public spaces are well maintained and accessible
- Support KA Leisure's leadership of North Ayrshire's Health and Wellbeing Alliance
- Through the Social Care Partnership, we will protect and provide care and support for those in need.

Communities and Local Democracy

- Developing strong relationships with communities and partners
- Providing support for community organisations such as Community Wealth Building
- Supporting participatory budgeting
- Supporting community asset transfer
- Supporting the Community Planning Partnership
- Placemaking, including the creation of Locality Action Plans
- Ensuring a fair, rights and assets-based approach to our work
- Accessible public services both digitally and locally.

Climate Change

- Embed net zero ambition in all decision making
- Reduce carbon footprint
- Improving resilience and reduce emissions by supporting local supply chains
- Promote reuse, repair, recycle and generate power from residual waste
- Develop local low carbon energy schemes
- Encourage low carbon behaviour
- Improve communities' ability to deal with climate change effects
- Transition to low carbon travel.

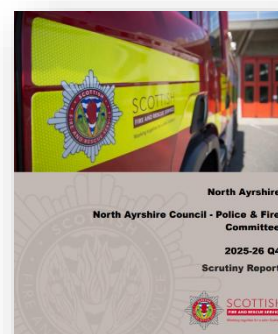
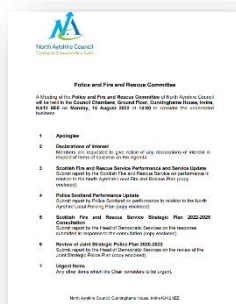
Performance Scrutiny

North Ayrshire Council carries out quarterly scrutiny of ENSA performance via the North Ayrshire Police and Fire and Rescue Committee, which is comprised of 10 elected councillors, including a Chair and Vice-Chair.

The North Ayrshire Quarterly Scrutiny Report is collated by the Group Commander (GC) responsible for North Ayrshire, and reports on incident-related performance indicators and prevention and protection activity. The report is presented at committee by the ENSA LSO, or by the North Ayrshire GC in their absence.

The terms of reference of the Police and Fire and Rescue Committee, in relation to SFRS, are as follows:

- **Performance Monitoring:** Reviewing performance reports on the North Ayrshire Local Policing Plan and North Ayrshire Local Fire and Rescue Plan
- **Strategic Planning:** Reviewing and contributing to the development of the joint strategic police and fire plans
- **Operational Scrutiny:** Questioning senior officers from Police Scotland and the Scottish Fire and Rescue Service on local service delivery
- **Reporting:** Receiving regular updates from the Head of Democratic Services regarding consultations.



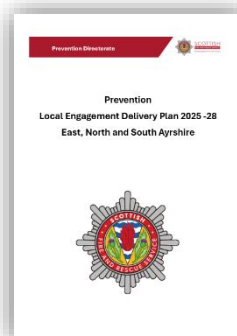
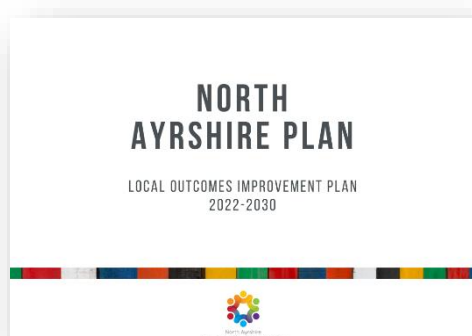
Local Priorities

ENSA local priorities have been derived from the aims and objectives of the undernoted documents and have been designed to achieve maximum benefit for our local communities by prioritising close partnership working with North Ayrshire Council and all other relevant partner organisations and groups.

Strategy 2025-28	Scottish Fire and Rescue Service
Protection Framework 2025-28	Scottish Fire and Rescue Service
Prevention Strategy 2025-28	Scottish Fire and Rescue Service
Local Engagement Delivery Plan 2025-28	Scottish Fire and Rescue Service
Local Enforcement Delivery Plan 2026	Scottish Fire and Rescue Service
Local Outcomes Improvement Plan 2022-30	North Ayrshire Council

ENSA Local Priorities 2025 - 2028

Priority 1.	Protecting Communities
Priority 2.	Improve Health and Equalities Outcomes
Priority 3.	Providing Education and Opportunities for Young People
Priority 4.	Safeguarding the Vulnerable
Priority 5.	Sustainability



North Ayrshire Council LOIP Outcomes	Priority 1 Protecting Communities	Priority 2 Improving Health and Equalities Outcomes	Priority 3 Providing Education and Opportunities for Young People	Priority 4 Safeguarding the Vulnerable	Priority 5 Sustainability
Outcome 1 Sustainability	✓	✓	✓	✓	
Outcome 2 Wellbeing	✓	✓	✓	✓	
Outcome 3 Communities & Local Democracy	✓	✓	✓	✓	✓
Outcome 4 Climate Change					✓



Our local priorities and the SFRS Strategy 2025-28, place safer communities through prevention, at its core, emphasising that reducing risk through early intervention and partnership working delivers the greatest long-term impact. We are committed to fulfilling our role in promoting safer, fairer and healthier communities, and for planning and delivering services which meet the requirements of our North Ayrshire communities.

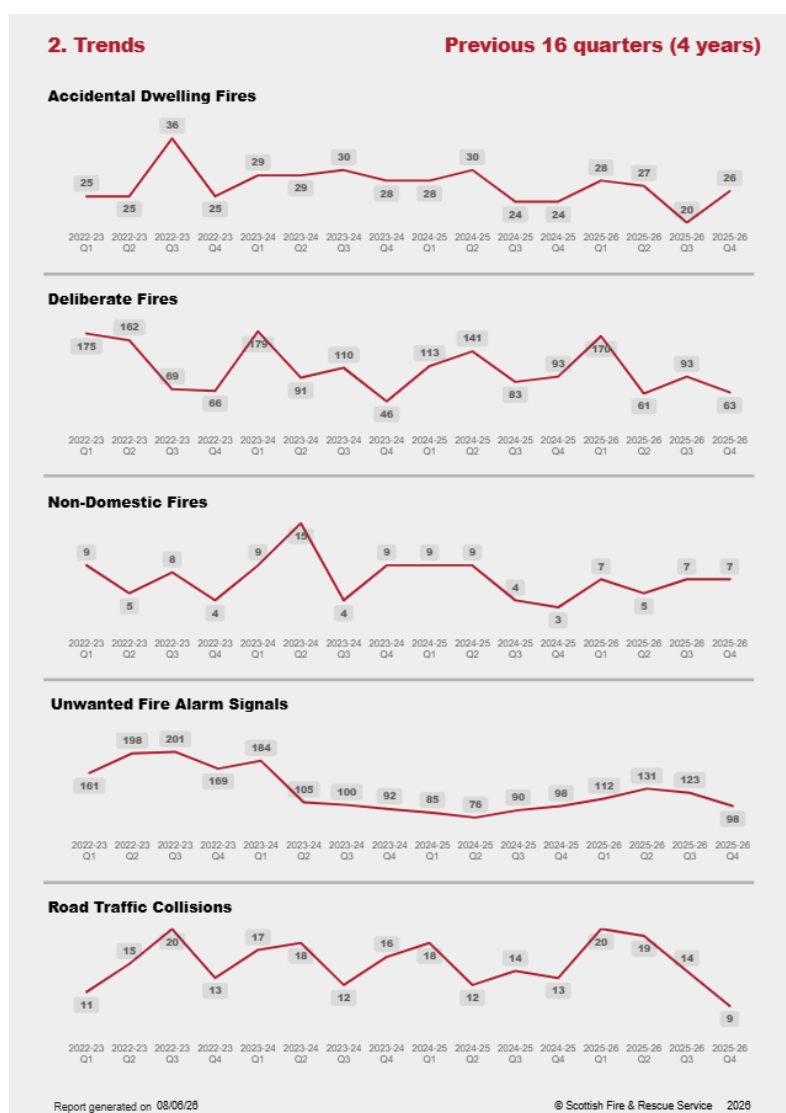
Achieving our local priorities will be the core focus of all functions and teams within ENSA, and progress towards them will be driven and measured by our Area Management Team.

1. Protecting Communities

Background

While occurrences of all incident types in North Ayrshire remain at relatively low levels, SFRS will continually aspire to achieve an overall and sustained reduction.

Current incident data demonstrates a downward trend over the last 4 years:



Priority Actions

- Continue to invest in our appliances, equipment and infrastructure to ensure our service meets local needs
- Through Strategic Delivery Review (SDR) we will ensure our resources are sufficient to meet local risks, deployed at greatest point of need, and that all communities have appropriate access to response and specialist resources
- Maintain staffing levels to meet Service requirements through recruitment and attendance management
- Train and develop our personnel to the highest standards, to ensure we provide a safe and effective response to all incidents, and ensure Operational Intelligence is gathered and utilised to improve operational response and safety
- Liaise closely with North Ayrshire Council, the CPP, the HSCP, the LRP and other partners and agencies, to support their initiatives and activities wherever value can be added
- Our Community Action Team (CAT) will design and implement local initiatives, identified through data analysis, to address local trends, hotspots and incident clusters
- Combine all aspects of our service to focus on making homes and workplaces safer
- Operational crews will take ownership of incident reduction activities within local council ward areas, providing a more local, responsive, and proactive approach to incident reduction
- Engage with the business community to promote, and enforce where necessary, fire safety legislation, and reduce Unwanted Fire Alarm Signals (UFAS)
- Undertake safety initiatives and provide education and training, in co-operation with the Pan-Ayrshire Roads Alliance, the Pan-Ayrshire Water Safety Group, and other partners aligned to road, water and other identified risks, including CPR
- Engage with identified deliberate fire setters through education, mentoring and diversionary initiatives to modify behaviours
- Actively investigate the causes of all fires, using this data to inform and identify trends and emerging risks, to design and implement local initiatives to reduce all incident types
- Maximise presence on social media and local media sources to promote our safety messages.

Performance Indicators

We will measure performance through qualitative feedback from our stakeholders, partners and members of the public; and conduct quantitative, data driven analysis for local authority scrutiny.

Positive performance indicators will include:

- Reduction in operational activity of all types reported within the local authority area
- Increase in Community Safety activity by operational crews and the CAT Team:
 - Completed Home Fire Safety Visits (HFSV)
 - Completed thematic activities and initiatives
 - Completed engagements with pupils, per topic, for our Educational Engagement Syllabus
- Increase in Fire Safety Enforcement (FSE) Auditing:
 - Completed audits and outcomes
 - Reacting to trends and high-profile events to provide targeted specific FSE activity
- Response Availability levels of all North Ayrshire appliances and recruitment pathway totals.

Aligned to North Ayrshire Council LOIP Objectives:

Sustainability - Maximise value from resources and focus investment on priorities

Wellbeing – Services are well maintained and accessible

Communities and Local Democracy - Placemaking, ensuring a fair, rights and assets-based approach, accessible public services both digitally and locally

Aligned to SFRS Strategic Objectives:

Safer Communities through Prevention

Safe and Effective Response

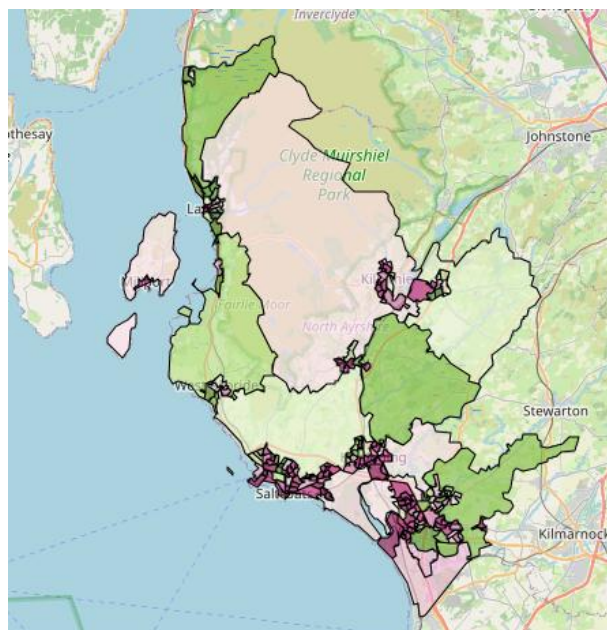
Improving Performance



2. Improve Health and Equalities Outcomes

Background

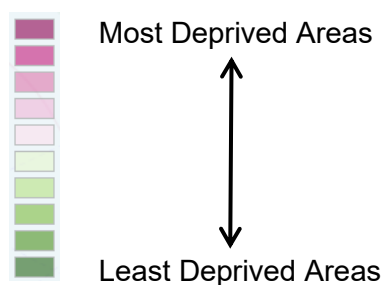
North Ayrshire has many areas of multiple deprivation where communities experience reduced health outcomes and challenges in accessing services. SFRS will work locally, in co-operation with North Ayrshire Council and our partner agencies, to develop and implement strategies and programmes to improve health outcomes and provide equality of service access for all our communities.



Source: <https://datamap-scotland.co.uk/>

The Scottish Index of Multiple Deprivation (SIMD) shows that in 2020 over 70,000 people in North Ayrshire lived in areas of multiple deprivation, equating to over 51% of North Ayrshire's total population.

54.4% of the population were deemed to have health impacts due to deprivation, while 30% had issues with availability of services or access to them.



The table below shows the population which resides within the 3 most deprived areas of North Ayrshire, compared to the population living in the 3 least deprived areas, and are shown by measures of deprivation including low income and poor health outcomes.

Measure	Population In Most Deprived Areas	Population In Least Deprived Areas	Population % In Most Deprived Areas	Population % In Least Deprived Areas
Overall Rank	70,454	23,256	51.9	17.1
Income	73,601	25,620	54.2	18.9
Health	73,821	17,889	54.4	13.2
Employment	74,150	22,535	54.6	16.6
Housing	26,899	31,284	19.8	23.0
Education	61,282	29,602	41.1	21.8
Crime	39,426	35,041	29.0	25.8
Access to Services	40,758	37,894	30.0	27.9

Priority Actions

- Ensure our Community Fire Stations and public spaces are accessible to all, where appropriate, and empower our operational crews to have greater responsibility for engagement within their local area
- Continue recruitment across all of North Ayrshire, and ensure equitable access to opportunities for underrepresented groups through positive action
- Expand our partnership work with relevant health and equalities workstreams, such as Drug and Alcohol Partnerships, The Promise, and Whole Systems Approach, identifying where value can be added in designing and implementing local initiatives
- Liaise closely with the Health and Social Care Partnership to protect those in need of support
- Active participation in 'Good North Ayrshire' workstreams related to CHES and the Marmot Principles
- Enhance and develop our involvement with the Community Planning Partnership to ensure the best outcomes are achieved for local communities
- Engage with Locality Groups to develop relationships and deliver local needs-based services
- Continue to offer our Community Fire Stations as local hubs and safe places for mental health crisis, breastfeeding and other uses, where appropriate
- Safeguard our personnel by ensuring mental health champions are trained and available in all our stations and that additional support measures are clearly signposted
- Provide educational, safety and CPR inputs to schools, organisations and groups across North Ayrshire
- Provide home safety advice and promote and expand mutual referral pathways with all partners.

Performance Indicators

- North Ayrshire Council, Public Health Scotland and SIMD data on deprivation, health outcomes and accessibility of services
- Completed partnership programmes and initiatives.

Aligned to North Ayrshire Council LOIP Objectives:

Sustainability - Maximise value from resources and focus investment on priorities
Wellbeing – Support North Ayrshire's Health and Wellbeing Alliance and the Social Care Partnership, protect and provide care and support for those in need
Communities and Local Democracy - Placemaking, ensuring a fair, rights and assets-based approach, accessible public services both digitally and locally

Aligned to SFRS Strategic Objectives:

Safer Communities through Prevention
Safe and Effective Response
Improving Performance

3. Providing Education and Opportunities for Young People

Background

The youth unemployment rate for 16 to 24-year-olds in North Ayrshire is approximately 7.14%, which is higher than the Scottish national average of 4.5%. North Ayrshire schools recorded an attendance rate 89.8% in the 2024/25 academic year, with no variance from 89.8% in 2023/24, sitting below the national average of 91.0%. The performance of North Ayrshire school leavers in attaining numeracy at levels four and five has fluctuated slightly over the 5-year period, with schools again remaining above the virtual comparator in almost all years. In 2024, 90% of school leavers in North Ayrshire achieved level four numeracy, which is in line with the national figure and above the virtual comparator. In 2024, 71% of school leavers attained level five numeracy, just slightly below the national figure of 72%, but three percentage points better than the previous year. For more than five years, North Ayrshire's performance at level five numeracy has been consistently above the virtual comparator of pupils across the rest of the country with similar characteristics.

North Ayrshire shows the highest anti-social behaviour (ASB) rate of the three Ayrshire local authorities, at 106.7 per 10,000 population. The rate of ASB and minor offences fluctuates by ward, with higher densities of incidents generally reported in urban centres compared to rural areas.

Priority Actions

- Work in conjunction with Police Scotland and other partners to progress road safety, continuing as active members of the Pan-Ayrshire Roads Alliance
- Continue to implement and develop our School Engagement Syllabus to deliver thematic safety messages to school pupils of all ages
- Increase delivery of Fire Skills courses to young people identified by our education partners, providing life skills and certified training
- Provide mentoring programmes to young people in each of our wholtime stations
- Engage with young people to provide messaging on safety, ASB and responsible citizenship
- Increase the local presence of our wholtime crews by assigning wards, where they will be responsible for working with local third sector groups and organisations to increase safety engagement
- Expand our relationship with NAC to jointly develop new engagement pathways while continuing to support existing events
- Active participation in 'Good North Ayrshire' workstreams related to CHES and the Marmot Principles
- Continue to maintain partnerships in all matters concerning infants, children and young people through the Whole Systems Approach
- Continue with our Youth Volunteer Scheme at Kilwinning Community Fire Station, offering long term mentoring, life skills and employability development for young people
- Develop and expand our work with the NAC anti-social behaviour taskforce and develop and implement local diversionary schemes
- Expand our work with the Community Justice Partnership and provide pre-liberation training on CPR and home safety to young offenders being released from HMP Kilmarlock back into North Ayrshire
- Continue to actively recruit for all roles, and through positive action offer opportunities to underrepresented groups.

Performance Indicators

- Completed initiatives and numbers of young people engaged with
- Completed Fire Skills courses, mentoring and CPR courses and partner/attendee feedback.

Aligned to North Ayrshire Council LOIP Objectives:

Sustainability - Maximise value from resources and focus investment on priorities

Wellbeing – Improving educational attainment, improving outcomes for care experienced young people, developing the young workforce

Communities and Local Democracy - Placemaking, ensuring a fair, rights and assets-based approach, accessible public services both digitally and locally

Aligned to SFRS Strategic Objectives:

**Safer Communities through Prevention
Innovation and Investment**



4. Safeguarding the Vulnerable

Background

North Ayrshire faces significant socio-economic challenges, ranking as the 4th most deprived local authority area in Scotland. Social and economic deprivation are directly linked to health outcomes and the risk of a person having one or more vulnerabilities. North Ayrshire's population balance is expected to shift dramatically over the next 2 – 3 years, with those aged 75 and over being projected to increase by 16% to 16,905 by 2030.

A vulnerable person may be defined as someone who is less able to protect themselves from harm, abuse (physical, mental or financial), neglect or exploitation due to factors including age, illness, disability or alcohol/drugs dependency.

Priority Actions

- Ensure crews and engagement personnel are trained and skilled in recognising risk of harm and processes to follow
- Advertise and offer domestic safety advice to the most vulnerable members of our communities to improve safety at home
- Provide detection and fire-retardant equipment where required, at no cost to the occupier
- Liaise with partners to carry out joint visits where appropriate
- Liaise with partners to ensure robust and reciprocal referral pathways exist
- Submit AP1 and CP1 referrals timeously through established pathways
- Active participation in 'Good North Ayrshire' workstreams related to CHES and the Marmot Principles
- Provide training and guidance to 3rd sector groups and organisations
- Continue as active members of MARAC, and provide a timeous response to concerns raised
- Liaise with NAC on all projects and programmes designed to safeguard the vulnerable, where SFRS can add value
- Liaise with partner agencies to identify areas of joint learning and ensure subsequent improvement action.

Performance Indicators

- Completed HFSVs
- Completed AP1s and CP1s
- Completed initiatives and programmes.



Aligned to North Ayrshire Council LOIP Objectives:

Sustainability - Maximise value from resources and focus investment on priorities

Wellbeing – Support North Ayrshire’s Health and Wellbeing Alliance and the Social Care Partnership, protect and provide care and support for those in need

Communities and Local Democracy - Ensuring a fair, rights and assets-based approach

Aligned to SFRS Strategic Objectives:

Safer Communities through Prevention

Safe and Effective Response

Improving Performance

5. Sustainability

Background

Changes to the global climate are driving emerging incident trends, requiring SFRS to develop our response model and the resources deployed to meet these risks. As part of our Energy and Carbon Strategy and our Carbon Management Plan, SFRS is committed to reducing the impact of our actions on the environment; to reducing our carbon footprint; and to develop how we deliver our services to minimise environmental impact.

Year	Area Burned (hectares)	Wildfires (over 30 Hectares)
2022	20,362	151
2023	16,443	101
2024	14,139	87
2025	47,879	181

These tables illustrate the dramatic rise in wildfires and incidents involving lithium-ion batteries in the UK since 2022.

In 2025 the number of wildfires and the land area involved were the highest since records began.

Fires involving lithium-ion batteries have increased from 713 recorded incidents in 2022 to 1760 in 2025 (+146%).

Year	Number of Lithium-Ion Battery Related Incidents	Increase from Previous Year
2022	713	-
2023	1038	45%
2024	1330	28%
2025	1760	32%

Source: UKFRS Website

Priority Actions

- Continue and expand our investment in EVs across our fleet
- Continue and expand our investment in solar panel installation at suitable stations, and work to improve energy efficiency at all our properties
- Maximise recycling opportunities with a view to achieving 'zero to landfill'
- Work to reduce all incidents, thus reducing blue light journeys and the resulting environmental impact
- Engage with partners to increase community awareness of the dangers of lithium-ion batteries, BESS sites and other emerging risks, and continue our work with NAC on our battery recycling and safe disposal campaign, to highlight the environmental impact of fires caused by discarded batteries
- Engage with partners to increase community awareness on the dangers and environmental impact of wildfires and continue to take targeted action at areas of concern
- Design and implement community engagement programmes using data models to identify areas of concern
- Our Fire Safety Enforcement team will continue a programme of audits for relevant premises to increase non-domestic fire safety, reducing incidents of fire and the associated fire contaminants and environmental pollution
- Design and implement local awareness campaigns and promote national campaigns to address emerging trends
- Maintain and develop partnership working with the Community Resilience Partnership and Localities Groups to build local community resilience and promote solutions to local challenges.

Performance Indicators

- Station and Area energy performance as measured against our Energy and Carbon Strategy
- Instances and trends of operational incidents

- Instances of Wildfires and Lithium-Ion battery related incidents
- Completed initiatives and campaigns aimed at increasing community knowledge on environmental protection.

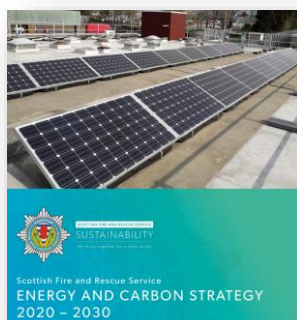
Aligned to North Ayrshire Council LOIP Objectives:

Climate Change - Embed net zero ambition in all decision making, reduce carbon footprint, encourage low carbon behaviour, improve communities' ability to deal with climate change effects

Aligned to SFRS Strategic Objectives:

Improving Performance

Innovation and Investment



Review

To ensure this Local Fire and Rescue Plan remains flexible to emerging local or national priorities, a review may be carried out at any time, but will be reviewed at least once every three years.

A review may also be carried out if the Scottish Minister directs it, or if a new Strategic Plan is approved. Following a review, the Local Senior Officer may revise the Plan.

Associated Documents

The following documents provide additional context and insight:

**Fire and Rescue Framework for Scotland 2022
Strategy 2025-28**
Protection Framework 2025-28
Prevention Strategy 2025-28
Scotland's Public Service Reform Strategy 2025
Local Engagement Delivery Plan 2025-28
Local Enforcement Delivery Plan 2026
Local Outcomes Improvement Plan 2022-30
Energy and Carbon Strategy 2020-2030

Scottish Government
Scottish Fire and Rescue Service
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Scottish Fire and Rescue Service
Scottish Fire and Rescue Service
North Ayrshire Council
Scottish Fire and Rescue Service

Contact Us

We are fully committed to continually improving the service we provide to our communities and recognise that to achieve this goal we must listen and respond to the views of the public and our partners.

We use all feedback we receive to monitor our performance and incorporate this information into our planning and governance processes in order to continually improve our service. We are proud that the majority of feedback we receive is positive and we are keen to hear examples of good practice and quality service delivery that exemplifies the standards of service that we strive to provide for the communities of Scotland.

If you have something you would like to share with us or you require additional information, you can get in touch in a number of ways:

Write to: Scottish Fire and Rescue Service
East, North and South Ayrshire Headquarters
4 Barr Street
Ardrossan
KA22 8HH

Phone: 01294 606811

Visit our website: www.firescotland.gov.uk

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