



**South Ayrshire Community Planning Partnership**

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**REPORT BY THE HEAD OF POLICY, PERFORMANCE AND COMMUNICATION  
TO THE MEETING OF THE COMMUNITY PLANNING PARTNERSHIP BOARD OF  
28<sup>TH</sup> NOVEMBER 2012**

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**SUBJECT: PROPOSED PRIORITIES AND OUTCOMES – FEEDBACK FROM  
COMMUNITY CONFERENCE**

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**1.0 PURPOSE OF REPORT**

- 1.1 The purpose of this report is to inform members of the Community Planning Board of the proposed priorities and current high level outcomes for South Ayrshire and give initial feedback from the Community Conference.

**2.0 RECOMMENDATIONS**

- 2.1 **Members of the Community Planning Board are asked to note the information contained in the report which will be used to inform the planning process for the new Single Outcome Agreement**

**3.0 BACKGROUND**

- 3.1 At its meeting of 6<sup>th</sup> June 2012, the Community Planning Board considered a set of draft high level outcomes for a new Community Plan and Single Outcome Agreement which had been developed from a number of planning and follow up sessions. These were:

- South Ayrshire has a strong, vibrant, diverse and sustainable economy.
- People in South Ayrshire are skilled, confident and successful in accessing employment.
- Our children and young people in South Ayrshire have the best possible life chances.
- People in South Ayrshire are safe, enjoy the best possible health and are able to maintain their independence throughout their lives.
- South Ayrshire is clean, attractive and committed to sustainability

- 3.2 South Ayrshire Council, at its meeting of 27<sup>th</sup> September, then agreed the following draft priorities:

- Maximising the local economy
- Supporting our children and families
- Caring for older people
- Strengthening communities
- Connecting our strategic priorities in a coherent way

- 3.3** The proposed high level outcomes were then further rationalised in line with these priorities, as outlined below:
- South Ayrshire has an enterprising and sustainable economy where people are skilled, confident and successful in accessing employment
  - Our children and young people in South Ayrshire have the best possible life chances.
  - People in South Ayrshire are able to maintain their independence throughout their lives.
  - Communities in South Ayrshire are strong, safe and sustainable
- 3.4** The Community Conference offered community planning partners the opportunity to engage in discussions with community and voluntary sector representatives around the proposed priorities and outcomes for South Ayrshire.
- 3.5** The conference delegates were able to attend 2 out of a possible 5 workshops - one for each priority and related outcome. 'Strengthening our Communities' was divided into two workshops, one with a focus on *Strong and Sustainable* and the other with a focus on *Safe*.
- 3.6** Facilitators gave a brief overview of each priority and outcome and asked delegates the following questions:
- Is this what matters to you?
  - Do you have any other thoughts and comments?
  - Considering the proposed high level outcome - is this what we want for South Ayrshire in 10 years time?
  - What particular issues do we need to think about, from a community perspective, in relation to this Priority and proposed Outcome?
- 3.7** Delegates were then asked to consider what they, as members of local communities and voluntary sector organisations, could do to help us deliver each priority and outcome. Our young people helped to facilitate the discussions and to record the comments and proposals.
- 3.8** Appendix I records the feedback from the workshops.
- 3.9** Members of the Community Planning Board are asked to consider the feedback from the Community Conference and agree that it is taken into account in the planning of the new Single Outcome Agreement for South Ayrshire

**Claire Monaghan**  
**Head of Policy, Performance and Communication**  
**15<sup>th</sup> November 2012**

## Appendix I – Feedback from the Priorities and Outcomes Workshops

### 1. **Priority:** Maximising the local economy

**Outcome:** South Ayrshire has an enterprising and sustainable economy where people are skilled, confident and successful in accessing employment

#### **Is this what matters to you?**

- General agreement that this is a top or crucial priority and one that needs to be actioned. Communities need to be empowered and engaged more effectively to help deliver this – it is possibly the most challenging priority.
- There is a need for proper locality based planning and community engagement structures.
- There is also a need to recognise expertise on the ground in communities, and officers should be more efficient in working with communities.
- Ongoing support is required for community projects in South Ayrshire such as the Entrepreneurial Spark. Real support is needed for projects and organisations and not just courses on capacity building. More work is required around how staff work with the community during the process.

#### **Do you have any other thoughts and comments?**

- Need to engage more effectively in pursuit of this aspiration e.g. Tourism - as in the past communities have been unable to become involved.

#### **Considering the proposed high level outcome – is this what we want for South Ayrshire in 10 years time?**

- The outcome reads like a mission statement and should be divided into two outcomes – one about the economy and the other in relation to skills and employment.
- It should also be widened to say more about business and industries.

#### **What can the Community do to help?**

Examples such as the recent Concert events in Ayr Town Hall and throughout South Ayrshire – local communities helped deliver these.

Many Voluntary Organisations can provide training/employment opportunities and upskill volunteers.

Hadyard Hill CDF is considering a new initiative to redevelop an old farm to provide opportunities for small businesses but general infrastructure is inadequate e.g. mobile and broadband coverage.

## **2. Priority:** Supporting our children and families

**Outcome:** Our children and young people in South Ayrshire have the best possible life chances.

### **Is this what matters to you?**

- Yes and general agreement across both workshops that there should be a focus on early years, early intervention, pre-birth support and parenting initiatives. Also general agreement that partnerships need to be strengthened across all sectors in order to provide a joined up approach and that all partners need to change the way they work.

### **Do you have any other thoughts and comments?**

- Consideration should be given to working with 'whole families', especially in relation to alcohol and substance misuse issues. Interventions should not just focus on the child - the more people who are involved in an intervention, the better the chance of success.
- There is a growing problem in relation to alcohol misuse.
- Parents should be more involved in school interventions – need to maximise these opportunities. Aim to ensure that every child has a named contact and possible extension of the PEER buddy system currently in secondary schools. Bring services/contacts into schools and clubs.
- Need to start thinking in terms of 'life transitions' and putting in relevant support. Move focus away from higher education and towards jobs and vocational training.

### **Considering the proposed high level outcome – is this what we want for South Ayrshire in 10 years time?**

- Agreed with the outcome and that the aspiration is good but that realistically this is more likely to take 20 years to achieve, i.e. generational change, rather than 10. The best life chances will be achieved if interventions are made at the pre pregnancy, pre birth stages and before the age of 5.

### **What can the community do to help?**

- Services often guess at what local communities need. It's time they started asking the local community and not consultants.
- There are a large number of local community led initiatives for children and young people which are making an impact. We need to build on this good work and engage more effectively with our communities.
  - Junior Community Council in Dundonald
  - Out of school activities in Kincaidston
  - Girvan Youth Trust initiatives
  - Intergenerational activities are crucial

### **3. Priority:** Caring for older people

**Outcome:** People in South Ayrshire are able to maintain their independence throughout their lives

#### **Is this what matters to you?**

- General agreement with the priority and the overview of proposals.

#### **Do you have any other thoughts and comments?**

- Concerns were raised over the change in level of home care and that more elderly people are not getting help with changing the bed sheets etc resulting in some elderly living in 'dirty' conditions. There is not enough supervision of the carers in the home.
- Carers need support and training and a concern was raised that poor living conditions could increase illness.
- Home care provision is now in place when the main carers of an older person are on holiday, meaning that the older person no longer has to go into a care home for the duration. There is a need to extend the re-ablement service and focus much more closely on working with older people to do specific tasks.
- More focus on resources for preventative measures and less resources to the hospitals.
- Concerns were also raised that more and more older people are drinking in isolation and that this is leading to more drink related accidents.

#### **Considering the proposed high level outcome – is this what we want for South Ayrshire in 10 years time?**

- General agreement in relation to the outcome.

#### **What particular issues do we need to think about, from a community perspective, in relation to this Priority and proposed Outcome?**

- Communities are faced by stumbling blocks every time they try to contact the Council about issues they are facing regarding planning, estates, legal and finance matters and suggested there should be a point of contact within the council for individuals and groups to direct them to the right person or facilitate it.
- There is a greater need to help older people address fuel poverty.
- There is also a need to consider how people coming up for retirement are going to spend their time. More use needs to be made of technology to widen the scope of activities for older people and address isolation – and in training older people to use it effectively.
- There is a need for more 'Well Man Clinics'.

## What can the community do to help?

There are a number of excellent initiatives in the community including:

- Opportunities in Retirement are promoting more activity for the elderly/Ayr North Community.
- Senior Citizens Group also offers social activities, walking etc to retired people.
- Initiatives and engagement with South Ayrshire Senior Forum
- Support from the Change Fund projects

### 4. **Priority:** Strengthening Communities

**Outcome:** Communities in South Ayrshire are strong and sustainable

## Is this what matters to you?

- General agreement across both workshops that this is an appropriate priority.

## Do you have any other thoughts and comments?

- The need for facilities within the communities was highlighted as they can provide a focal point and a sense of community cohesion. Communities, especially rural communities require reliably infrastructure, i.e. reliable telecommunications, mobile phone signal, broadband and transport service. The group felt that SAC should be taking this up at a higher level.
- Core services, i.e. NHS, SAC, Police and Fire help make communities stronger.
- There needs to be a culture change within SAC, so that silos are broken down and council departments work together. There are good examples of when this has worked i.e. the community garden and farmers market.
- There is an acknowledgement that the Community Planning Board has to move from being purely about planning and more about delivery. The example of the NHS study into the perceived health needs of the people of Wallacetoun – this study has now been brought back to the Community Planning Implementation Group.
- Access to basic technologies should be looked at as part of the economic strategy. LEADER funding can help with infrastructure needs of rural communities; there was an acknowledgement that in the current economic climate it is difficult to get funding. Therefore there should be a priority for the Community Planning Board to assist people to make funding applications.

- The third/voluntary sector has good ideas about how to progress ideas. VASA have mirrored theme groups to the Community Planning Partnership and have helped to influence the Single Outcome Agreement. Participation in these groups was encouraged.
- Communication was highlighted as being important.
- Members of the group noted that communities get despondent, when they start a piece of work or a project, they have vision and enthusiasm but as the piece of work continues they can feel ignored and they have to fight bureaucracy. South Ayrshire Council needs to employ more community workers to help groups through this process.
- Other organisations can help community groups.
- It was highlighted that at times groups find it difficult to meet funding criteria.

**Considering the proposed high level outcome – is this what we want for South Ayrshire in 10 years time?**

- There was a general agreement that this is an appropriate outcome for the Community Planning Board to be taking forward.

**What particular issues do we need to think about, from a community perspective, in relation to this Priority and proposed Outcome?**

- The group highlighted that to allow a community to grow they need physical spaces/meeting spaces to help them do this.
- Communication between communities, councils and other Community Planning Partners is important.
- It is important to bring fractured communities together, for example Muirhead in Troon.
- When working with communities it is important to recognise that one size doesn't fit all and the work needs to be adapted to the needs of the community.
- Mentoring of community groups by more experienced community groups can share group's enthusiasm.
- The inclusion of the private sector in developing town/community planning is important.
- It was suggested that council buildings should be fitted with appropriate technologies to generate their own energy, an example of this is that a sheltered housing unit in Barassie has Photovoltaic cells installed on their roof. Households are given approximately £50 back per year. This type of project could be used in rural communities where they rely on oil and gas supplies.
- It was suggested that making the town centre entrance more appealing would benefit the regeneration of Ayr town centre.

## **What can the community do to help?**

- Alliances with similar groups/small networks can be beneficial in developing ideas and general support. Groups can share resources and the community can help to manage empty properties.
- Communities should be taking responsibility for what they want to achieve.
- An asset transfer team should be developed, included in this should be helping communities to become sustainable. Communities would like someone to work with them and fight their corner and assistance with Business Plans would allow communities to develop assets in a sustainable way.
- Clarity of the Community Councils role and function is required and if Community Councils are going to be the main body for community engagement what are the resource implications?
- Using social media tools could be a way of engaging with wider community members. An example of this is the Carrick Councils Forum media project which engaged with young people and allowed them to express their opinions on a wide range of community topics.
- Young people from the Z1 Youth Bar in Girvan are taking on community projects and running them as a social enterprise. They have taken ownership of the boating pond and are planning for the 2013 summer season.
- It is important to tap into local creativity, this helps with the motivation of local community members.
- Communities having an understanding of themselves, recognising that they are multilayered and that to engage with all members is difficult.
- Community events would help engage with the wider community member.

## **5. Priority: Strengthening Communities**

**Outcome:** Communities in South Ayrshire are safe

### **Is this what matters to you?**

- There was general agreement across both workshops that this is an important priority.

### **Do you have any other thoughts and comments?**

- There was discussion in relation to Assets, Skills and Knowledge. There should be an increased role for the community with services working alongside the community groups.
- It is recognised that each community is different so services need to be relevant to that community.

### **Considering the proposed high level outcome – is this what we want for South Ayrshire in 10 years time?**

- It was suggested that the outcome should be changed to 'Communities will be Safer'.

### **What particular issues do we need to think about, from a community perspective, in relation to this Priority and Proposed Outcome?**

- There is need to ensure that community based issues are taken into consideration by the Community Planning Partnership especially in relation to Lighting, Traffic, Transport Links to main hubs, Integration of Younger and Older people, Neighbourhood watch, Police patrols and fear of leaving homes at night.
- Encourage working together and improve information & communication amongst communities.
- Small Third Sector groups have short term funding so there are issues in relation to how can they survive to make a difference. Tendering processes are also an issue as organisations are competing against each other. Council support is needed to amalgamate and work together.
- Communities working with larger organisations and taking collective responsibility and building on the strengths of communities.
- The importance of updating information.
- Police being more active and visible in local communities during the day.

### **What can the community do to help?**

- Community helping to share information with vulnerable people in the community (e.g. Home Fire Safety visits).
- Developing more intergenerational work- building on the skills, experience, knowledge of people within the communities.
- Some communities are already working together – Care & Share at Riverside Church have 7/8 agencies working together to achieve the same outcome.
- More effective use of local schools – an example was given by Dundonald in developing a local junior Community Council.
- Better use of the Community Payback System has let criminals go back into the community and work with people and break barriers. They are also being trained in many areas, which will maybe have a spin-off to employment and deter them from going back to crime.
- Build on the work being done in schools, giving young people responsibility to be safer.
- The community safety initiative in Ballantrae was given as a good example of services working with communities.