



Annual Progress Report: Year 1 (2024/2025)





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Foreword

I am delighted to introduce to you the first Annual Progress Report for our new Local Outcomes Improvement Plan (LOIP) (2024-2029).

Whilst the report may look different than in previous years, it still captures the ongoing collaboration by all our Partners to achieve our shared commitment across our community planning partners supporting our vision of ‘growing, caring and living a better life’.

Over the past year, we have continued to build on the foundations laid in previous years, driving forward our shared priorities and responding to emerging challenges with innovation and collaboration. The case studies and updates highlight the tangible impact of our work—from supporting young people through The Promise, assisting families through a number of financial inclusion initiatives, to advancing sustainability and wellbeing across our communities.

I would therefore like to take this opportunity, on behalf of the Community Planning Board, to thank the dedication, time and commitment of our Strategic Delivery Partnerships who continue to deliver on the ambitions set out within our LOIP.



Councillor Julie Dettbarn
Chair of South Ayrshire Community Planning Partnership

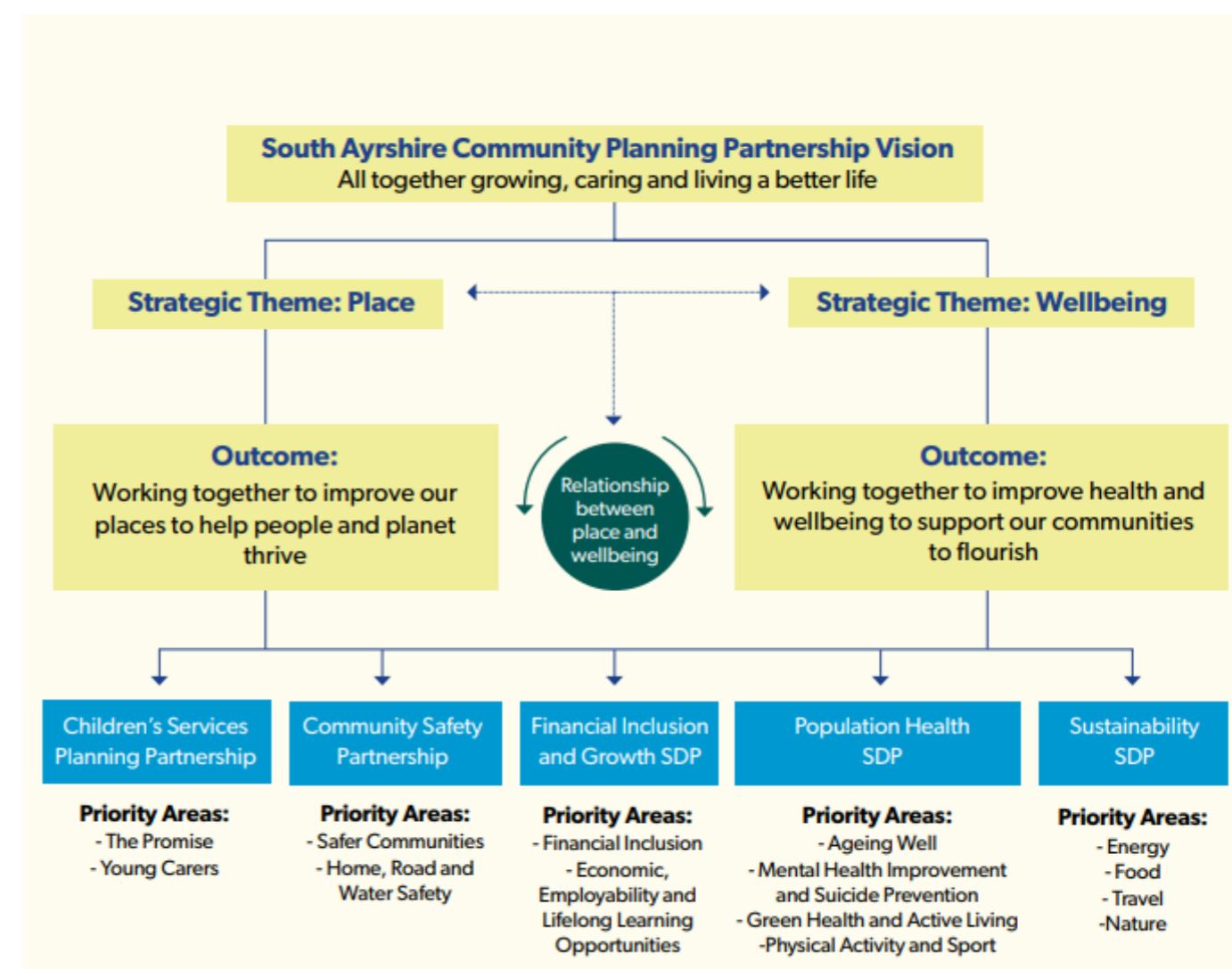


Introduction

In April 2024, we approved a new [Local Outcomes Improvement Plan](#) for the period 2024-2029. Our strategic approach to our LOIP recognises the importance of place and wellbeing, therefore our LOIP is underpinned by our shared commitment across all community planning partners to work in collaboration to reduce inequalities and improve outcomes for everyone in South Ayrshire supporting our vision of ‘growing, caring and living a better life’.

Our high-level strategic themes are supported by two outcomes and priorities as detailed in figure 1.

Each priority area is supported by a number of both high level and operational action plans which have been agreed by Strategic Delivery Partnerships. Copies of LOIP Action Plans for Year 1 can be found [here](#).



Performance Management

A [Performance Management Framework](#) (PMF) has also been developed and supports the delivery of South Ayrshire Community Planning Partnership (CPP) and the reporting cycles required.

This year 1 progress report has been developed to align with the requirements of the PMF by:

- Monitoring success against our priority areas through the use of Pentana (our performance management system) providing an update on progress against actions;
- Providing summary high level statistical information and operational snapshots; and
- Demonstrating impact through supporting case studies evidencing the LOIP in action across all our strategic delivery areas.

Reporting Exceptions

As highlighted within the PMF, there are reporting exceptions for two of our priority areas: The Promise and Ageing Well.

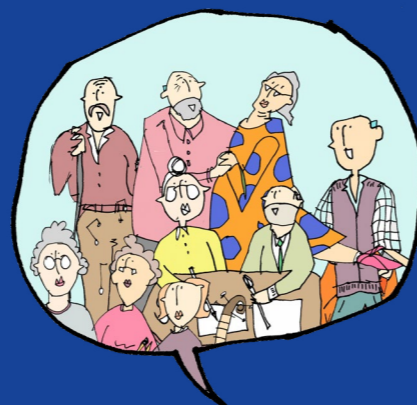
THE PROMISE

'The Promise' challenges us to deliver long term improvements across South Ayrshire to bring about lasting change for which a separate PMF exists. **10 'Promise Improvement Areas'** have been identified with **31 actions** and **47 benefits** (measurable improvements) for which baseline information has been established to measure the impact of Promise activity. The process of benefit tracking clearly identifies how each benefit will be measured, as well as the data and collection method required to do so. A summary of progress to date can be found [here](#) with a further update in the [Embedding-The-Promise](#) animation which highlights a number of key achievements.



AGEING WELL

The [South Ayrshire Ageing Well Strategy](#) sets out a long-term vision for change that will support healthy ageing in the area. Importantly, this has also been framed as a longer-term 'movement' that is essentially about mobilising all forces, all stakeholders, all localities, all organisations to realise the 'Ageing Well Vision'. An action plan, with **40 actions**, has been created focusing on **5 key areas** which is monitored by the Ageing Well Oversight Group. Further in-depth detail on actions can be found in the accompanying Pentana update which can be accessed [here](#). Supporting case studies can be found [here](#).



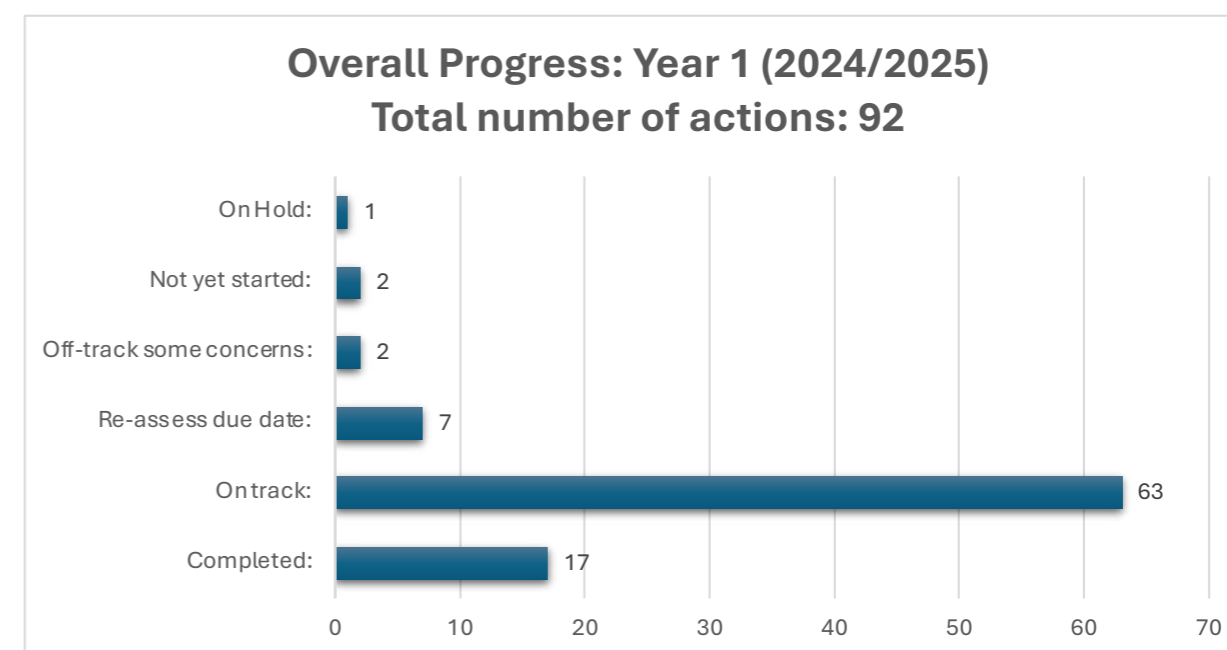
LOIP Performance Indicators

Up-to-date data and performance information can be viewed on our LOIP Performance Indicator webpage which can be accessed [here](#). This provides information on key high-level performance indicators aligned to our LOIP priority areas.

Year 1 Progress

The tables below provide summary information on the progress of actions supporting our LOIP. Further in-depth detail can be found in the accompanying Pentana progress updates that can be accessed [here](#), with further supplementary updates in supporting case studies that can be accessed [here](#). Appendix 1 provides a snapshot of operational delivery.

| South Ayrshire Local Outcome Improvement Plan (2024-2029): Year 1 Actions | | |
|--|---------------------------|--|
| Strategic Delivery Area: | Number of Priority Areas: | Number of Actions: |
| Children's Services | 2 | 4 <small>*this does not include The Promise Actions – see reporting exception reasons detailed on page 6</small> |
| Community Safety Partnership | 2 | 26 |
| Financial Inclusion and Growth | 2 | 13 |
| Population Health | 4 | 40 <small>*this does not include The Promise Actions – see reporting exception reasons detailed on page 6</small> |
| Sustainability | 4 | 9 |
| TOTAL | 14 | 92 |



| STRATEGIC DELIVERY AREA: | Priority: | Number of Actions: | Completed: | On Track: | Reassess due date: | Other: |
|--|---|--------------------|-------------------|-------------------|--------------------|--|
| CHILDREN'S SERVICES* *The Promise has its own agreed performance monitoring | Young Carers | 4 | 4 | 0 | 0 | 0 |
| | COMMUNITY SAFETY | | | | | |
| COMMUNITY SAFETY | Safer Communities | 19 | 0 | 19 | 0 | 0 |
| | Home, Road, and Water Safety | 7 | 0 | 7 | 0 | 0 |
| FINANCIAL INCLUSION AND GROWTH | Financial Inclusion | 6 | 1 | 3 | 2 | 0 |
| | Economic, Employability and Lifelong Learning Opportunities | 7 | 0 | 7 | 0 | 0 |
| POPULATION HEALTH* *Ageing Well has its own agreed performance monitoring. | Mental Health Improvement Including Suicide Prevention | 14 | 8 | 0 | 2 | 2 – Off Track some concerns 2 – Not yet started |
| | Green Health and Active Living | 19 | 0 | 16 | 2 | 1 – on hold |
| | Physical Activity and Sport | 7 | 7 | 0 | 0 | 0 |
| SUSTAINABILITY | Energy | 3 | 0 | 2 | 1 | 0 |
| | Food | 1 | 1 | 0 | 0 | 0 |
| | Travel | 2 | 0 | 2 | 0 | 0 |
| | Nature | 3 | 0 | 3 | 0 | 0 |
| TOTALS | | 92 | 17 (18.5%) | 63 (68.5%) | 7 (7.6%) | 5 (5.4%) |

Appendix 1

Community Safety

627 hours worked by Taxi Marshalls over 51 nights. Over 10,400 people used a taxi and only 6 incidents had to be dealt with.



Over 600 hours were volunteered by Street Pastors over 48 nights. They supplied blankets, flip flops and water bottles.



11 referrals made to the fire safety project.



First Responders were present over 12 nights, working 114 hours. 7 casualties were dealt with, 3 ambulances were summoned.



Linked with 12 national campaigns to deliver Home Safety messages.



Approximately 3000 young people received positive road safety messaging.



6 national water safety campaigns we supported, with messaging delivered to approximately 1600 young people.



60 older drivers and 20 motorcyclists received positive road safety messages.



Targeted ASB patrols have taken place across 7 areas in South Ayrshire.



Home visits in Wallacetown lead to 608 referrals, engagement with 115 residents and 158 cases being opened.



Financial Inclusion

The Education Community Team handled **557** cases in October 24 - March 25.



£425,017 of income maximisation.



£3,080 average household gain.



£155,939 of debt handled.



6410 cases were handled in the financial year 2024/25, resulting in financial gain totaling **£6,625,780** to local households and economy.



£1,101,820 of debt handled for service users and personal debt advice given.



77 parents supported into employment.



195 participants from employability programmes have been supported into employment.



The Communities Team continues to support **14** Youth Clubs across South Ayrshire.



South Ayrshire Council is in the top 3 local authorities for positive destinations for school leavers - **97.3%**



Population Health

Mental Health Awareness Training has occurred, **15** of the attendees are S6 pupils who are becoming Mental Health Ambassadors.



The **Mental Health Toolkit** has been shared across South Ayrshire Mental Health Groups.



13 different courses delivered to **70** club coaches, sports coaches and volunteers representing **19** different sports clubs.



721 young people took part in the Leadership programme in 2023/24, achieving **835** qualifications.



Ongoing work with school groups at Dolphin House and development of the Dolphin House Badge.



Green and Blue Health Calendars have been produced and booklets have been distributed.



Worked with Ayrshire College students to create green health messaging and materials.



TCV green gym and health walks taking place at Ayr and Ailsa Hospital.



Promotion of Beat the Street competitions in Ayr, Prestwick and villages and North and South Carrick.



An app highlighting Green Health and Active Living benefits continues to be promoted via flyers and social media.



Children's Services

856 young carers recorded, which has increased month on month.



26 teeny carers have been identified across South Ayrshire.



All Education staff are now trained in young carer awareness to provide support through EYC and school.



Teeny Carer Project Officer post has been advertised and filled.



Sustainability

The LHEES and the Ayrshire Energy Masterplan is now complete.



A strategy development day was successfully held in February regarding food sustainability.



A new ARA representative will be joining the Sustainability working group improving communications around Active Travel.



Work in relation to the development of pollinator networks is underway.



NatureScot is facilitating a workshop taking place in June which will be attended by other Ayrshire councils.



This information can be made available, on request, in braille, large print or audio formats and can be translated into a range of languages. Contact details are provided below.

درخواست کرنے پر یہ معلومات ناپینا افراد کے لئے ابھرے حروف، بڑے حروف یا آڈیو میں مہیا کی جاسکتی ہے اور اسکا مختلف زبانوں میں ترجمہ بھی کیا جاسکتا ہے۔ رابطہ کی تفصیلات نیچے فراہم کی گئی ہیں۔

本信息可应要求提供盲文，大字印刷或音频格式，以及可翻译成多种语言。以下是详细联系方式。

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ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕੇ ਬੇਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਅਤੇ ਸੁਣਨ ਵਾਲੇ ਰਾਹ ਵਿਚ ਵੀ ਲਈ ਜਾ ਸਕਦੀ ਹੈ, ਅਤੇ ਇਹਦਾ ਤਰਜਮਾ ਹੋਰ ਬੋਲੀਆਂ ਵਿਚ ਵੀ ਕਰਵਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਸੰਪਰਕ ਕਰਨ ਲਈ ਜਾਣਕਾਰੀ ਹੇਠਾਂ ਦਿੱਤੀ ਗਈ ਹੈ।

Niniejsze informacje mogą zostać udostępnione na życzenie, w alfabecie Braille'a, w druku powiększonym lub w formacie audio oraz mogą zostać przetłumaczone na wiele języków obcych. Dane kontaktowe znajdują się poniżej.

Faodar am fiosrachadh seo fhaighinn, le iarrtas, ann am braille, clò mòr no clàr fuaim agus tha e comasach eadar-theangachadh gu grunn chànanan. Tha fiosrachadh gu h-ìosal mu bhith a' cur fios a-steach.

South Ayrshire Council
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