

NHS Ayrshire & Arran



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| Meeting: | Ayrshire and Arran NHS Board |
| Meeting date: | Monday 28 November 2022 |
| Title: | East Ayrshire Council's Children and Young People's Services Plan 2020-23 Annual Report 2021/22 |
| Responsible Director: | Craig McArthur, Director of East Ayrshire Health and Social Care Partnership |
| Report Author: | Marion MacAulay, Head of Children's Health, Care and Justice Services and Chief Social Work Officer, East Ayrshire Health and Social Care Partnership |

1. Purpose

This is presented to the Board for:

- Discussion

This paper relates to:

- Government policy/directive

This aligns to the following NHS Scotland quality ambition(s):

- Safe
- Effective
- Person Centred

2. Report summary

2.1 Situation

Children's Services Plans meet the terms outlined in the Children and Young People (Scotland) Act 2014 and follow updated statutory guidance on children's services planning, effective from 1 April 2020. Accordingly, Children's Services Plans seek to improve outcomes for all children and young people by ensuring that local planning and delivery of services is integrated, focussed on securing quality and value through preventative approaches and dedicated to safeguarding, supporting and promoting child wellbeing.

The [East Ayrshire Children and Young People's Services Plan 2020- 23](#) ('the Plan') sets the local long term strategic intent for improvement in outcomes for all children and young people and sets out the key activities for 2020-23 to deliver these in key priority areas; Covid-19 response, recovery and renewal; tackling poverty, respecting and promoting rights improving wellbeing; achieving! and; keeping safe. The Plan has been developed through engagement with local children, young people, families and partners to understand what matters most to them

This paper presents The Children and Young People's Services Plan 2020-23 Annual Report 2021/22 to NHS Board Members.

2.2 Background

In East Ayrshire, oversight of Children's Services Plans rests with the Community Planning Partnership Board, with responsibility for strategic planning and continuous improvement activity delegated to the Children and Young People's Strategic Partnership (CYPSP) and managed on a shared basis with the Child Protection Committee (CPC).

The Plan was approved by the Child Protection Committee and the Children and Young People's Strategic Partnership in August 2020, retrospectively approved by the Community Planning Partnership Board on 24 September 2020 and considered by the NHS Ayrshire and Arran Board in November 2020. In line with statutory requirements, the Plan was shared with Scottish Government colleagues in September 2020. Plan documents, together with a range of supporting documentation are published on the [East Ayrshire Council Children and Young People's Services Plan webpages](#).

2.3 Assessment

The Annual Report 2021/22 ('the Report') is presented to meet the terms of the Children and Young People (Scotland) Act 2014. The legislation requires each local authority and the relevant health board to publish, a report on the extent to which children and young people's services have been provided in line with the Plan and the extent to which delivery is integrated, focussed on securing quality and value through preventative approaches and dedicated to safeguarding, supporting and promoting child wellbeing.

The Report is also presented to continue to celebrate the strengths and talents of local children, young people and families that are fundamental to the vibrancy of our local communities. Throughout the Report, children and young people's views, experiences and achievements are showcased, in their own words and through art and imagery. The first and last word in the report are by two of our exceptional young people, given they are best placed to highlight what it means to be a young person in East Ayrshire and what they consider to be important to them and other children and young people.

The Report sets out the outcomes that partners aspire to and how progress towards these is measured over the lifetime of the Plan. Measurement of improvement in outcomes for children and young people is aligned to the [Local Outcomes Improvement Plan](#) as a result of developmental work undertaken during 2021/22 to ensure consistency of reporting and using a partnership approach to data. Alongside these improvement measures, the Report sets out the financial performance of statutory partners during the period.

The report recognises that we have developed and started to implement our approach to multi-agency and disciplinary working, HEART (Help Everyone at The Right Time). We have six HEART areas which are geographically designed around our secondary school education groups. Our vision for HEART is that children, young people and their families are able to access barrier free, non-stigmatising support at the earliest opportunity in their own communities. The Promise, published in 2020, challenges us all with taking forward culture,

system and process change for all our children, setting the ambition of supporting more children live with their families where it is safe to do so and providing those who are in our care with love and affection. We have created the Promise Participation Team, who are hosted in the Health and Social Care Partnership. This will support us all to hear and act upon the voice of children and young people and help us to develop approaches that enable children and young people be at the centre of planning for their care and support. This team has supported two modern apprenticeships.

The promise challenges that when children need to be cared for away from their family that brothers and sisters are kept together in order to maintain these most important relationships. The way in which we support children and foster carers has changed in recognition of this.

The mental health and wellbeing of our children and young people has been an area of focus. We have developed our school nurses and healthcare support workers by enhancing their skills through, the use of play to engage and interact with children, with Amy's story in the report illustrating the positive impact of this.

We know the importance of physical activity on mental health and wellbeing and as such Vibrant Communities have developed and increased opportunities for involvement in physical activity, including a virtual, online offer.

We have also commissioned an early intervention and preventative service from Children 1st to support our children, young people and their families access some additional support to improve emotional and mental health and wellbeing.

The cost of living crisis is an increasing area of focus for all that serve to support our communities and there is not a sector or sphere of society that will not be affected by this. This is not new to East Ayrshire, with the activity over the last year focusing on challenging child poverty. In December 2021 Family Pandemic Payments were increased by £50 and made to all families with children in P1 to S6 in receipt of free school meals.

The Loudon Education project started in September 2021, where the Health and Social Care Partnership in collaboration with the schools and Early Education Centres in the education group introduced a Financial Inclusion Officer. The officer will support families to increase and maximise their income and up to March 2022 (a six month period) financial gains in excess of £60,000 have been achieved for families.

Children's Rights and embedding the United Convention on The Rights of the Child (which is now more than 30 years old) is core to everything that we do and strive to achieve. Over the last year we listened to what children told us about what mattered to them. A successful climate conference took place in October 2021; this was co-designed and delivered with our children and young people.

Hearing the voice and respecting the views of our care experienced young people is very important to us. Connecting voices (website and mailbox) was launched in November 2021. This allows young people to sign up and receive information about job opportunities, college courses benefits and much much more. It also allows those who use it to have a greater say in how we deliver services through various means.

Two youth conferences held in 2021 created opportunities for young people to provide their opinions and ideas about various topics. This further supports the work of our Youth Cabinet, which is valued by those involved.

Improving the wellbeing of our children and young people was a key priority area. Much of the activity undertaken focuses on wellbeing more generally. Specific areas of activity have supported the embedding of our school counselling model, via the commissioning of The Exchange who supported in excess of 600 children and young people.

Some activity during mental health wellbeing week focused on supporting others, with the children of Onthank Primary School writing postcards for the residents of Crossgate Care Centre. A lovely message from, Lexy said,

“Enjoy the sunshine, morning brings a new freshness, in thought, in actions, in things to do. It feels like everything is so pleasant and new. May you have the brightest day.”

Achieving is a key area of focus within the annual report. We recognise the work being taken forward on improving the attainment gap. The Learning Outdoors Support Team (LOST) provides high quality outdoor learning experiences. Although based in St Joseph’s it operates across East Ayrshire.

Over the last year our Young Person’s Guarantee has brought together employers, key partners and young people in order to create meaningful employment opportunities, such as apprenticeships, further and higher education and training. This is based at the SL33 Employability Hub and supported in excess of 180 young people access support.

The Children and Young People’s Strategic Partnership works in collaboration with the Child Protection Committee to support our children and young people to stay safe. Over the past year we have continued with our annual safer internet day, with a focus on staying safe when accessing the digital world.

Scottish Fire and Rescue Service, Scottish Ambulance Service and the Safety Partnership have delivered a range of activities around road safety and first aid.

Domestic abuse happens in families in East Ayrshire and affects the lives of many children. Often this is something that children struggle to talk about and share. The Trauma Informed Contact and Care Initiative is a collaboration with Police Scotland and Education Services where Police Scotland will notify a school where there has been a domestic incident where a child is in the household. This allows the school to be aware and respond in a trauma informed way.

Some of the examples highlighted above provide a taste of some of the activity that has taken place in achieving the outcomes set out in the three year plan.

2.3.1 Quality/patient care

The Children and Young People’s Services Plan 2020-23 Annual Report 2021/22 demonstrates the improvement in outcomes for all children and young people in East Ayrshire.

2.3.2 Workforce

There are no workforce implications arising directly from the Report.

2.3.3 Financial

There is no financial impact arising directly from the Report.

2.3.4 Risk assessment/management

There are no risk implications arising directly from the Report

2.3.5 Equality and diversity, including health inequalities

The Report supports Community Planning Partners to meet the terms of the Children and Young People (Scotland) Act 2014 and public sector equality duties. The Plan aims to reduce health inequalities and improve service design and delivery around the particular aspirations and needs of children, young people, families and carers.

2.3.6 Other impacts

The Report is aligned to and supports delivery of the Community Plan and Local Outcomes Improvement Plan.

2.3.7 Communication, involvement, engagement and consultation

The Young People's Cabinet have agreed to lead a programme of communication around the key messages within the report to ensure these reach local children, young people and families and partners are linking in to support this work.

The Report has been developed through extensive engagement and consultation with stakeholders, particularly children, young people, families and carers.

2.3.8 Route to the meeting

The Annual Report was approved by the Children and Young People's Strategic Partnership and Child Protection Committee in August 2022, endorsed by the Integration Joint Board on 19 October 2022 and endorsed by the East Ayrshire Community Planning Partnership Board on 22 September 2022.

2.4 Recommendation

For discussion: Members of the Board are requested to:

- celebrate the achievements of local children, young people, families and carers in 2021/22 and their contributions to East Ayrshire in the period;
- note the scale and breadth of the vital support that has been delivered in partnership over the last year;
- note that the Annual Report has been approved by the Children and Young People's Strategic Partnership and Child Protection Committee, endorsed by the Integration Joint Board and East Ayrshire Community Planning Partnership;
- endorse the Annual Report 2021/22; and
- otherwise note the contents of the paper.

3. List of appendices

Appendix 1 - East Ayrshire Children and Young People's Annual Report 2021-22

APPENDICES



EAST AYRSHIRE
CHILDREN & YOUNG PEOPLE'S
SERVICES PLAN

ANNUAL REPORT 2021/22

The First Word

East Ayrshire Council provides many opportunities for young people which is no mean feat in the last 12 months of the ongoing pandemic. But these opportunities have been there along with continued support. These include sub-committees within East Ayrshire such as climate change conferences, the regeneration of Kilmarnock town centre and sharing stories of East Ayrshire's history.

East Ayrshire Council has also supported and funded candidacy with the Scottish Youth Parliament which is a great way to empower young people and has contributed to an amazing increase in youth voice in East Ayrshire. Additional awards like Young Scot, and East Ayrshire Year of the Young People also give young people chance to be heard.

I for one, can say that my confidence levels have increased dramatically. I have been lucky enough to learn new skills in presenting and taking leadership roles in my local authority such as my position of Vice Chair in the Children and Young People's Cabinet.

Due to the continuous support and commitment to the East Ayrshire values of the youth participation, I have been able to have my work recognised at a level that I never believed was reachable before. I have seen all my hard work being congratulated which has made me feel empowered.

Through working with Alcohol Focus, and now hopefully passing a motion in SYP. I have progressed both emotionally and academically and this is down to the significant contribution of East Ayrshire Council, their staff, their values and commitment to developing and providing opportunities for the young people of today.

This report showcases just a snapshot of some of the opportunities that East Ayrshire Council has provided over the last year and I can highly recommend getting involved.

Paige Holland

MSYP



A warm welcome to our second Children & Young People’s report. A lot has happened since our first report and I want to take time to thank all those who have played a part in the continual efforts to support our people and communities throughout the ongoing pandemic. Here, we have highlighted some of the amazing efforts undertaken by our teams and partners to ensure that as many children and families have had help and support when needed

Our [Children and Young People’s Plan 2020-23](#) was published in the midst of the Covid19 pandemic and although the virus is still present in society affecting the lives of our children and families and the delivery of services, we are continuing with our steadfast support to help those who need it most. Our vision is:

“In East Ayrshire, our children and young people grow up loved, safe and respected so that they realise their full potential.”

In our Plan we set out six important areas for 2020-23:



Recovery and renewal from the impact of Covid-19



Tackling poverty



Improving wellbeing



Respecting and promoting children and young people’s rights



Achieving!



Keeping safe

These continue to be our shared priorities.


I would like to thank all those children and young people for their continued resilience, strength, bravery and optimism. We will continue to provide the best services and support, listening and learning as we move forward to ensure the best futures for everyone.

Marion MacAulay
Chair, East Ayrshire Children and Young People’s Strategic Partnership


How did we measure up?

Last year, we identified a number of additional indicators to enable us to identify areas of improvement in our priority areas and to make comparisons on a national level. For more information on the additional indicators, please see Appendix 1.


The % of children living in poverty fell by 3% from **23%** (2019/20) to **20%** (2020/21)




We have maintained the % of babies born at a healthy weight (84%)




The % of children with no concerns across all domains at 4-5 years has increased from 71.9% (2019/20) to 74.2% (2020/21)




The % of children with no obvious tooth decay in P1 has increased from 60.1% (2018/19) to 68.9% (2019/20)




The % of children with no obvious tooth decay in P7 increased to 62.2% (2019/20) from 54.1% (2018/19)



The % of young people leaving school who progress into employment, training and education has increased to 95.7% (2020/21) from 91.5% (2018/19)



The % of child protection re-registrations within 18 months has increased from 5.3% (2019/20) to 10.7 (2020/21). **TARGET is under 3%***



The overall number of children on the child protection register dropped over the past year, therefore any registrations would spike the conversion percentage due to a smaller number of children on the CPR.

HEART

Within East Ayrshire, we have a well-embedded and extensive family support model accessed and provided by a range of partners. This operates from early intervention and prevention to intensive family support. To better understand and consider how we adapt this we have completed a mapping exercise to look at what we have and how it best meets the needs of our communities. This has also allowed us to consider workforce planning.

Our children's services model, HEART (Help for Everyone At the Right Time), has been developed around our secondary school education groups to promote community assets and support stronger community connections. This will ensure families get help when they need it locally. *The development of HEART has involved the voices and collaboration of young people from the outset. In the early stages young people in their hundreds took part in a Smart Survey to tell us what mattered to them. Later some participated in detailed interviews, sharing their stories of accessing children's services, what worked well and what needs to change. Some young people have also joined our Critical Friends group which has had oversight of the plan as it has developed and one young person has participated in a video we are making to explain what HEART is all about.*

Young people have told us that all too often, help for their families has been hard to access and that people haven't listened when they've reached out for support. They've told us what it feels like to be truly heard and that services have to do more to ensure that they link in together as part of a coherent system so that there is "no wrong door". We look forward to continue working in partnership with young people as we move forward with HEART.

Keep the Promise

In East Ayrshire we have created a Promise Participation Team. This is led by our service

manager (Promise Implementation Lead), whose remit is to support the workforce and communities of East Ayrshire to fully understand and embed The Promise. Our children's independent reviewing officers also sit within this team, to ensure participation in meetings is strong. We have three participation leaders within this team whose role is to promote and support true participation of children and young people to ensure their voice is loud, is strong, is heard and is acted upon. The council has also funded two modern apprentice posts to support participation. Setting this team up during the pandemic has been incredibly challenging and it is still in a development stage, but our model appears to be unique in Scotland.

More broadly, we have established a Promise Oversight Group made up of members of the Children and Young People's Strategic Partnership. Together, members have been working to undertake a self-evaluation of our progress in delivering the 25 outcomes areas outlined in the Promise [Change Programme One](#) for 2021-24. The aim is to establish an evidence-informed baseline to support our development a local Promise Delivery Programme. Analysis of the self-evaluation has been completed and partners are working to develop the next steps in the planning and delivery process.



the promise
scotland

“I liked meeting the customers in the café, I always left in a good mood after “brew and a blether”. I’m now looking forward to starting my new college course”

East Ayrshire Young Person



Recovery and renewal from the impact of COVID-19

We said we would:

- reduce the impact on children and young people’s emotional and mental health;
- minimise the impact on children and young people’s education;
- focus on vulnerable and care experienced children and early years; and
- ensure connections and relationships are maintained.



We did – key delivery examples: Children’s practitioners in East Ayrshire have experienced exceptional pressures and challenges over the last 12 months, supporting two national lockdowns, unique social and economic pressures for families, the cost of living crisis, whilst rising to the challenge in supporting children and their families achieve better life’s in the most challenging, restrictive and unpredictable circumstances. Going above and beyond for children, practitioners have continued to support complex need, rising to exceptional asks, at a time

when children services have experienced workforce capacity and recruitment pressures.

The use of digital has grown exponentially during the Pandemic and enabled communities to remain connected with their friends and families. Sadly, it has also highlighted the digital exclusion for some of our most vulnerable families. The Connecting Scotland Programme aims to increase digital inclusion and so far has benefited almost 1,000 East Ayrshire residents by providing them with a device, connectivity and wraparound support. Feedback has

A Young Carer who received a Chromebook was able to participate in the Columba 1400 respite, without the device she would not have had access to zoom and would have missed out. During lockdown, she had quit karate when it changed to zoom meeting and because she has the device, she has re-joined.



highlighted the positive impact of this life-changing programme and difference it is making to people’s lives.

We know that the interruption in key family relationships, friendships and the absence of the structure provided by schools has affected the emotional and mental wellbeing of many

children and young people. We have had engagement with children and young people through our schools, services and networks, and particularly through the Children and Young People’s Cabinet. As well as sharing their personal experiences, they have told us about their concerns for their education and future life prospects, and how they want to be fully engaged in the conversations on recovery and renewal. Within Education, resources and alternative delivery models were developed to minimise the impact of the Pandemic on children and young people’s education.

As a result of the coronavirus pandemic, more children are experiencing emotional wellbeing concerns. Our school nursing service and our healthcare support workers have received training in the use of play to engage and interact with our children in a different way moving away from more clinical models of interventions.

Amy’s story highlights the benefits of using play to engage with our children and families:



"I have recently been trained on the use of therapeutic play with children and young people. I had the opportunity to try out the sand tray with children I am supporting. The sand tray provided an immediate tool for communication and allowed the children to relax and feel at ease with me. I observed the children playing freely enjoying themselves. They were more relaxed to start talking, which allowed me to bring up the topics I was there to discuss and in a much less formal way.

"The sand tray worked wonderfully at breaking down barriers to communication as well as allowing the children some free play. I received immediate positive feedback and knew myself that its use had been very successful in improving outcomes."

During the pandemic, Vibrant Communities have reacted to the emerging needs of improving and increasing opportunities for children, young people and their families to participate in physical activity. Vibrant Communities provided a number of key staff to schools requiring support due to Covid absences and these staff members delivered many fun based learning workshops and classes during the curriculum timetable which increased their physical activity levels. Class bubbles continued to participate in structured blocks of PE, play and outdoor activities.

Vibrant Communities also provided online provision which ensured families could safely participate in activity in their own home. A number of local sports clubs and youth organisations adopted similar delivery models to ensure that there were still opportunities to participate in structured activity. Staff created and delivered family/individual activity packs and resources to each of the families and young people who were being supported prior to and throughout the pandemic. It was vital



that there was continued support available to some individuals and families who were identified by Education colleagues as requiring positive intervention. This area of work allowed contact to be maintained and for families to participate in new activities learning together but more importantly spending time together. After the successful delivery of the remote October ilunch, the Home Link team consulted with parents and young people, who highlighted that a Xmas ilunch would be most welcomed. **131** families from across 18 schools participated, once again family learning packs were received as well as cooking kits and activity equipment as well as Christmas themed creative materials.

The East Ayrshire Parental Empowerment Programme set out in partnership with Columba 1400 to co-produce a bespoke East Ayrshire values based parental empowerment programme and staff training provision. Partners worked together with a range of parents, the Families and Communities Education Manager, Parental Engagement Officer, SAC Senior Project lead, Home Link Workers and selected education staff to co-design a bespoke empowerment programme. All workshops and associated activities are designed to deliver an empowerment programme with selected parents in their primary or secondary school. Session 2021/22, will take the learning from these pilots to share through professional learning sessions.

Summer Activity 2021 funds allowed a programme of outings to be developed, supported and delivered for the following :

- 150 children attended organised outings.
- All 150 children live in low income households.
- Of the 150, 12 children have additional support needs, 10 were in need of protection and 3 have care experienced parents.



Funding also allowed for the purchase of items such as bubbles, footballs, bats and ball, which were put together in an activity bag. The bag was deliberately chosen as it could double up as a gym bag and be used for children returning to school. 150 bags were distributed to families to be used throughout the summer. Early Learning and Childcare Community practitioners were able to use the bags with families to promote and encourage family engagement.

Covid CP Operational Oversight Group In terms of Public Protection, an extensive framework for assurance and oversight of all public protection activity was put into place in April 2020 in response to heightened levels of vulnerability during the Covid pandemic. This framework was directly accountable to the Chief Social Work Officer and other Chief Officers in East Ayrshire and continued across 2021-22 due to the



fluctuating impact of Covid and in particular the Omicron variant from December 2021. The CP Oversight Group provided real-time risk assessment and mitigations to help ensure that harm is prevented and that multi-agency responses adapted to new needs as they emerged. Throughout the pandemic, protection work has remained the key focus of multi-agency partners and multi-agency solutions sought to address public protection issues and concerns. The Protection Team has remained central to the coordination and delivery of this work and it has been an excellent example of social work leadership supporting multi-agency protection practice. Work of the CP Oversight Group has fed into cross cutting work of existing children services working groups and forums.



“Advice from a Tree – Stand Tall and Proud; Go out on a limb; Remember your roots; Drink plenty of water; Be content with your natural beauty and Enjoy the view!”

Mauchline Primary School

Tackling Poverty

We said we would:

- **Transport:** in partnership, we will break down the barriers to affordable transport to enable financially challenged parents, carers and young people to access employment, benefits, support services and other amenities. We will lobby for change and we will explore options for developing a municipal bus service.
- **Employment:** we will ensure economic benefits for major developments are distributed fairly across our communities, we will continue to have fair working practices and employ, commission and procure in line with, for example, Scottish Living Wage commitments.
- **Financial Inclusion:** we will ensure financial inclusion services have maximum reach, work together with Social Security Scotland to tackle child poverty and provide up-stream, early advice and support through children's health services.
- **Every Day Living Costs:** we will continue to; roll out free P1- P3 meals and early years expansion; delivery good quality affordable housing for families; rapidly rehouse people and families who are at risk of, or who are experiencing homelessness.
- **Communication:** we will improve information sharing and promote a consistent anti-poverty message across East Ayrshire.

We did – key delivery examples: In December 2021, Family Pandemic Payments (FPPs) were boosted by East Ayrshire Council by a further £50 to assist low income families. FPPs are paid to families of P1-S6 children in receipt of free school meals due to low income levels within their family. The latest payment of £160 per child was increased by a further £25 for each child - this £25 payment represents the cost of that child's school meals that would have been provided during the Christmas school holiday period. This means that the amount paid for each of the 3,728 children in eligible families was £235 instead of £185, a welcome increase in the pre-Christmas period.



East Ayrshire Parental Employability Support Fund provides support to parents on low incomes who are looking for a job or are currently in work and looking to progress. EAPSF Can help by:

- Offering 1-1 support with job search and applications
- Funding training courses that will increase job opportunities
- Boosting confidence
- Access to financial advice
- Helping meet other parents
- Giving emotional support

Case Study: DC is a lone parent aged 30, who was working 6 hours a week in a local corner shop as he felt this was the only work he could find locally that could fit in with looking after his young children aged 5 & 6.

DC felt really low and anxious and that he didn't see a way out of his current situation. He was also in a significant amount of pain due to problems with his joints, which meant that he felt physically limited to the types of jobs he could carry out. We made a referral to our partner SALUS, who have helped him to reach out to his doctor again about pain management, as well as to start practicing coping strategies for managing his anxiety. He is already feeling more relaxed and optimistic about his situation.

We looked at DC's strengths and found that he had a really good working knowledge of IT and found an opportunity with Generation UK and Ireland - "IT Support

Programme” which is a 12 week programme that aims to build confidence to help you successfully move into employment in this profession. We supported DC through a lengthy application process – including aptitude tests, group tasks and interviews - after which he was accepted onto the course. This gave DC great confidence and an enhanced sense of self-belief. As this is the first time this course has been delivered in Scotland, Generation UK have a number of employers lined up on completion of the course to help ease and support the transition from training to employment.

“I have only been getting help through this organisation since the beginning of the year and they have already helped me turn my life around and help me get on a better path for my family.... Without their help I would still be stuck in the same rut I have been in for the past few years and for that I am incredibly grateful.” - DC

Loudoun Education Project In September 2021, a 1-year pilot project got underway whereby a Financial Inclusion Officer was placed within Loudoun Academy. The Officer provides support to Loudoun Academy and to the five associated Primary



Schools and five Early Learning and Childhood Centres. The Loudoun Academy leadership team embraced this opportunity and supported the officer in issuing communications out to families and the wider community about the services offered.

The Loudoun based Financial Inclusion Officer has made a significant impact

through her supports. Information has been publicised to all families to enable and develop understanding of entitlements of child related provision and all other welfare entitlements and wider support. The results to w/c 21 March 2022 show financial gains of £60,927.23, with 83% of families supported being lone parent families.

Loudoun Academy Head Teacher says: ‘The Financial Inclusion Officer has very much been the missing link our families need in order to support their financial needs, as she is pro-active and knowledgeable regarding all aspect of financial support. Not only that, but ... she is so approachable, nurturing and non-judgemental. This breaks down barriers with children and families immediately, allowing her to look after their needs and support them as much as possible.’

Case Study: A school referral was received for assistance with completing a child Disability Living Allowance review form.

The situation was one of a lone parent with 2 children at Secondary School. The parent works part-time but earns over the threshold to claim Carers Allowance, however, his Universal Credit award was missing the carer element and child disability element which amounted to an additional £292.62 p/m. It was identified that the eldest child qualified for Education Maintenance Allowance of £30p/w during term time and after a review of Disability Living Allowance the award of £83.70 p/w was continued.



East Ayrshire Council administers the Scottish Milk and Health Snack Scheme whereby funding for a daily portion of plain fresh cow's milk (or non-dairy alternative) and a healthy snack of fruit of vegetables for pre-school children (6 months to 5 years) spending 2 hours or more per day in a regulated day care provider or childminder who has registered for the scheme. In East Ayrshire, 73 services are registered (of which 37 are independent sector providers) to provide snack for 3064 eligible children. Approximately 2650 children aged 2 to 5 years access a lunch or afternoon meal as an integral element of their entitlement to 1140 hours of early learning and childcare. A further 90 (or so) children under 2 years who attend an ECC or childminder also receive a meal.

"I began my period poverty work at the young age of 12, and from there it has grown inexorably. From making multiple toilet bags for S1 pupils, it has gone some way to decrease the stigma surrounding periods. In recent years, the campaign has grown nationally, helped by the Bill allowing for easier access to sanitary products being passed in Parliament.

From previous awards, and recognition of my work in this subject, I was contacted by Georgia Vullingsh who works at the Edinburgh National Trust for Scotland museum, about having my work displayed in an exhibition. I made examples of my fabric bags and provided photos from previous years. This is all still in the works, but will be an exciting project to be part of! I plan to continue to support this campaign, and hope that one day period poverty won't exist anymore!

-Paige Holland, MSYP Kilmarnock & Irvine Valley.

The Council provides access to a range of products through our schools, Council venues and community larders and community locations and on our [on-line ordering facility](#). Our mission has been to do this in a way which makes products accessible and reduces embarrassment of those wanting to access products. Information on stocked venues can be accessed via the PickupMyPeriod App available on IOS and Android.

PickupMyPeriod allows users to enter a postcode or location to see where free period products are available in their area. Despite issues with the on-line ordering site in the first quarter, in last fiscal year 2021/22 we have processed over 1,000 orders and a spend of over £20,000. Products have also been made available through the Community Larders throughout East Ayrshire.

“I knew I wanted to work to support my family but needed help to improve my confidence and skills. Now I can do both”
East Ayrshire Young Person



Respecting and Promoting Children and Young People's Rights

We said we would:

- uphold, champion and defend the rights of children and young people in all we do and further embed the UNCRC, ready for this becoming law.
- truly deliver GIRFEC with children and young people at the heart of their plans, decisions and services.
- develop and implement innovative ways of ensuring children and young people's voices are heard in discussions and decisions that affect them, including collaborative service redesign and the future of our towns and communities.
- listen to and include all children and young people and to find creative way for them to keep in touch with the people involved in their lives.
- empower children and young people to take control of actions and activities in any of their plans.
- strategically embed the rights of young carers, through implementation of young carers statements.

We did – key delivery examples:



A hugely successful Council wide Climate Conference took place in October 2021, another high level event that was co-delivered and co-designed with young people throughout East Ayrshire. The workshops, content and presentations were all delivered by young people, who were supported initially by Senior Leaders within the Council and was delivered virtually to hundreds of pupils from various schools. This subject was close to the heart of many young people and was a follow on from a previous Climate Change conference where children and young people strongly believe that the Council, communities and residents should be doing more to support this agenda at a local level. Some fantastic ideas have been discussed and further dialogue will take place to identify how to progress with key actions.

Our Children and Young People's Services were delighted to announce the launch of Connecting Voices in November 2021, a website and mailbox providing online support and opportunities for care leavers and care experienced young people.

The service launched on Thursday 30th November, and allows young people to sign up and receive information on everything from job opportunities,

college courses and training to advice on benefits and Universal Credit. It follows the success of the Connecting Scotland programme, which allowed us to provide over 200 digital devices and 'MIFI' connections to care leavers and families. Young people can also use the mailbox to ask questions and find advice and support and, with consent, can be directed towards the appropriate person or service.





Promise in East Ayrshire.

They can also use it to participate more fully in new opportunities and have a greater say in how we deliver our services. This could include:

- Taking ownership of the website, i.e. helping to come up with ideas on how to enhance and develop it
- Taking part in online surveys
- Participating in the Connecting Voices group
- Having a greater say on how we deliver the

In November 2021, two Youth Conferences were coordinated and delivered and children and young People from across East Ayrshire were invited to join in a digital educational day. 363 pupils participated in across the Junior and Senior Conferences and all participated in 3 workshops- *Supporting Everyone's Rights*, *School life meets Social life* and the annual *Your Council, Your Voice* workshop. All three workshops were delivered by young people and encouraged their peers to provide their opinions and ideas to various scenarios and workshops. The conferences have always been and will continue to be co-designed and co-delivered with young people.

Feedback from the two Youth Conferences demonstrate the impact of attending:

- 82% felt more confident
- 96% felt more involved in their school/community
- 89% improved their team work skills
- 86% felt a more responsible person
- 88% improved their communication skills.



East Ayrshire have a fantastic and proven track record of engaging with young people and ensuring that they are at the heart of service delivery and that they have their say on shaping future Council change and priorities by getting sight of Council papers for comment and their participation in many local and national consultations. Our young people recognise this and commend the Council for the forward thinking approach that is taken to engage with themselves and their peers. There can be more that could be done going forward. Our young people, including the CYP Cabinet, are aware of how much value and importance is placed on them and their opinion.

"...As a part of the Youth Cabinet, I enjoy being able to express my opinions on what I believe will help develop young people's skills in many areas. I am grateful for the opportunities it has provided me and the learning opportunities, my confidence and self-esteem has really improved and increased with everything I do and that is with thanks to the support given to me and the others in the Cabinet by our support worker. I truly believe that the Youth Cabinet will help many young people become better people for being part of it. I have been able to develop my skills with leading and presenting meetings, conferences, etc. and feel very confident when expressing my opinions and ideas on many different topics and issues with many new people". **Ewan Carmichael – Chair CYP Cabinet**



The United Nations Convention on the Rights of the Child (UNCRC) is the basis for our vision, mission and values. In particular, Scottish Youth Parliament, the democratic voice of Scotland's young people, embodies Article 12 of the UNCRC, which states that young people have the right to express their views freely and have their opinions listened to in all matters affecting them. Elections are held every

two years, the last of which took place in November 2021. The next SYP elections will be in November 2023, all young people living within East Ayrshire aged between 14 and 25 years at the time of the election will be eligible to stand as MSYP for Carrick, Cumnock and Doon Valley (1 seat) and Kilmarnock and Irvine Valley Area (2 seats)

Recently elected MSYP's for Kilmarnock and Irvine Valley Area, Mark Chan and Paige Holland have already successfully submitted a Members Motion and received a vote of 96% of the membership, clearly passing this to go to Scottish Government to be determined to look at making those changes nationally. This was the highest voting record since the Youth Parliament opened in 1991. (1 day before the Scottish Parliament).

“My confidence has come on so much since starting the course. I now feel like I can go to work and be part of any team”

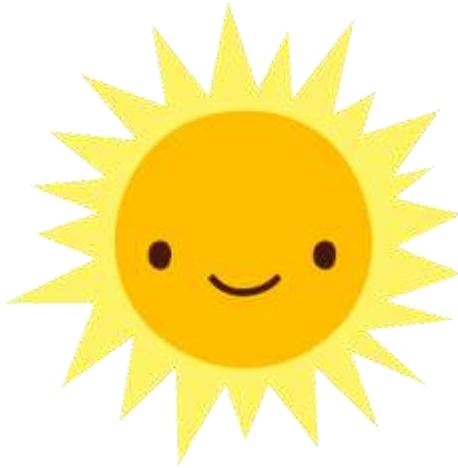
East Ayrshire Young Person



Improving Wellbeing

We said we would:

- continue to embed Getting It Right For Every Child through improved partnership working with children and young people at the centre.
- support families to remain together and where this is not possible, increase our effectiveness in keeping brothers and sisters together, or connected with each other, when they are looked after away from home.
- scale up prevention, early intervention and wellbeing-focussed models of service delivery for all children, young people and families that promote resilience and better emotional, mental and physical health, ensuring timely access to appropriate, locality focussed services.
- ensure children and young people’s development and physical health, regardless of ability, is supported by play, time outdoors and physical activity, including with their family.
- raise community awareness and ownership of neglect and embed systematic approaches to early and effective identification, reporting and intervention.



We did – key delivery examples:

Within our schools, some exciting projects took place during Mental Health Awareness week in May 2021 with a focus on nature and the environment and the central role it plays in helping to support positive mental health. Onthank Primary School wrote postcards for residents from Crossgate Care Home and members of the local community. Lexi from P5 wrote – ‘Enjoy the sunshine, morning brings a new freshness, in thought, in actions, in things to do. It feels like everything is so pleasant and new. May you have the brightest day.’

The positive messages

shared throughout our schools and communities during Mental Health awareness week is a very small part of the daily conversations and positive work that takes place to help to support the mental health of our children and young people. The East Ayrshire School Counselling service works with all schools in East Ayrshire to provide support for children and young people aged 10 years and over.

“It really helped me stay calm in times I felt anxious and it was better being able to say my feelings out instead of hiding them. I really think that it helped with my anxiety” *Primary Pupil*

The service is provided by The Exchange, who are able to support children and young people with a number of issues including bereavement/ transitions and change, managing anger, self-worth and positive self-image and relationships. During the period July 2021 to December 2021, the total number of children and young people accessing the School Counselling Service was 620.

CASE STUDY A female in Primary 5 requested assistance due to safety concerns following an online incident, and a bereavement. In initial conversations the child said that they wanted to work on their anger they feel towards their mother, alongside feelings of not ‘fitting in’ with peers at school.

Following conversations with the Counsellor, the child felt comfortable enough to discuss the reasons for their anger. They felt, by the end of the sessions, they were more equipped to deal with their anger when it occurred and had new ways of coping. Her confidence improved and there was improved communication between child and school staff.



Throughout summer 2021, Vibrant Communities hosted Get Into Summer sports camps along with, a series of online resources and programmes to ensure that children and young people were able to

“Make new friends, keep busy in the holidays, staying active. Trying new activities. Free lunch is always welcome too. Thanks EAC VC!”

participate in

“I’ve enjoyed meeting other parents in the community and my daughter getting to socialise and play with other children. It’s also been really good for my daughter to play with new things and have new experiences. I’ve really enjoyed these events and hope to come along to more”

activities and feel included in their community. Some of these activities included scavenger hunts across East Ayrshire with associated activity packs being delivered to families. Picnics in the park were held for our care experienced young people. Four outdoor large scale Grounds4play events were held and two Walk Talk and Play events were held for families with children. Two Befriending events, one Intergenerational Befriending event and one event to support Prisoners and their families took place during this period. An end of summer Virtual Playday event was organised across East Ayrshire ensuring children and young people remained connected and engaged in activity.

Glasgow based entertainer 'Scotty the Magician', has wowed young audiences across the breadth of East Ayrshire, and is offering an alternative path for children and young people struggling with confidence and self-esteem.



Scotty uses his strengths, skills and "jolly" personality to support children in East Ayrshire and to identify the root cause of issues affecting them. Particularly heart-warming are reports which show Scotty's ability to completely transform a child's behaviour, bringing them out of their shell and empowering them stand up and perform magic tricks to others. A school nurse from a Kilmarnock primary school provided the following comments:

"It was a huge success and well above the parents' expectations. Both mums were amazed and delighted that their boys had engaged with Scotty for almost an hour and a half, which they said is not usually possible. He used a variety of tricks and activities, which all four children took part in. The lead child even managed to stand up in front of everyone and copy the card tricks that Scotty had taught him. His mum could not believe it! It was fully evident that Scotty had encouraged the children's confidence and trust, which they are all lacking in. Having increased their self-esteem, the children had the motivation and enthusiasm which enabled them to participate."

When children and young people have to come into care, loss of relationships with those closest to them often has the biggest impact. To that end, The Promise has reinforced the drive to keep brothers and sisters together whenever they cannot live at home. The Fostering Service continues to work to meet this challenge, working with other key allies to ensure that larger sibling groups can live together in foster care, overcoming supposed barriers in doing so. Over the last twelve months there have been creative examples of solutions being sought in relation to housing, employment and different support approaches, all the while ensuring that we comply with statutory regulation.



The desire to ensure we maintain relationships between brothers and sisters whilst in foster care is threaded through the recruitment, training and review of foster carers, so that it becomes an inherent priority for all those who care for our most vulnerable children and young people. Raising awareness has helped in the growth within the service of those carers who can offer placements to brothers and sisters, allowing more children and young people to reside with those whom they have the closest relationships to.

- In March 2022 the % of fostering households with approval that would allow sibling placements was 66%.
- In 2021 there was a 4% decrease in the number of brothers and sisters currently in foster care who had be placed apart when coming into care.
- In March 2022 the % of fostering households caring for more than one child is 47%, 25.8% of these households are caring for siblings

The Children and Young People's Occupational Therapist recently completed pilot work within three identified primary schools which focuses on whole class discussions in relation to mental health and wellbeing. These sessions were targeted at primary 3 to 5 pupils and designed to be interactive and activity based. They are also based around occupational therapy thinking in terms of activity and independence skills playing a crucial role in relation to mental health and wellbeing. Positive feedback was received and now this initiative has been rolled out across another four primary schools. Targeted groupwork has been undertaken with some of the children within these classes who would benefit from some additional support in relation to their mental health and wellbeing. This targeted approach will be offered to schools across East Ayrshire.

"I think this really helped me to calm down when I get angry and I think the traffic lights really helped"
 P5 pupil



Since November 2021, the early access occupational therapy advice telephone line has been running on a weekly basis. This advice line is open to parents, carers, professionals and children and young people who would like to speak to an occupational therapist for advice or to discuss a request for assistance for a specialist assessment. Data on the use of the advice line and the outcomes of the phone calls is being monitored. A clinical mailbox is also available for people to ask queries and seek advice.



GALLEON
centre

The Looked After and Accommodated Activity Motivator supports children and young people, living within our children's houses in East Ayrshire to build confidence, reduce social isolation and support them to take part in social and recreational activities such as, accessing the gym, community activities and clubs. The Motivator works either individually, on a 1:1 basis or as part of a group using therapeutic play, working towards dynamic youth awards or organising events within each house. Support is also given to support the young people into volunteering opportunities – building on their skills and experience. Recently a Supported Care Leavers Card has been introduced to support our young people who are no longer living within children's houses. This card is allocated by referral and supports up to 20 young people at any one time to access the Galleon Leisure Centre in Kilmarnock.

Within Early Years there are 14 full time equivalent Community Practitioners who offer support to children and their families. In 2021-22, the multi-agency Resource Allocation Group approved 111 requests for assistance to receive support from this group of practitioners.

Each of the community practitioners are linked to one of our 36 Early Childhood Centres as well as the 7 funded providers delivering early learning and childcare. The

added benefit of being linked to one of our establishments means that parents can contact their link community practitioner for advice and support. This year the team supported an additional 72 families who were referred to them from their link establishment.

As well as practical support offered to families, the team offer a number of interventions such as Play at Home, Book Bug and Peep Sessions.

The evidence based Peep Learning Together Programme values and extends what parents/carers already do to support their child's learning in everyday life. This strength based programme aims to improve children's outcomes by first improving their parents' skills and confidence to help their children to learn through everyday activities. During 2021-22, early years staff trained to deliver the programme engaged with parents, carers and children outdoors virtually and outdoors through over 100 sessions.

Our commitment to developing opportunities for outdoor play and learning for young children included a continued focus on professional learning opportunities for staff.



- The Early Level Network for Outdoor Play and Learning operated online throughout 2021 – 2022 and included professionals from early learning and childcare establishments as well as early primary. The network focusses on empowering practitioners to share examples of practice and learn from each other and was featured as an example of good practice in an Education Scotland STEM webinar in May 2021 and the Scottish Learning Festival in September 2021.
- Training in 'maths outdoors' was purchased in 2021 for all funded providers of early learning and childcare which included childminders, funded provider establishments and Early Childhood Centres.

“I felt like everyone listened to me and didn’t make fun of any of my ideas. I felt proud when I saw something I worked on being sold in the little shop”



Achieving!

We said we would:

- maintain our emphasis on improving the attainment gap and achievement outcomes for children and young people, in particular, care experienced children and young people and those who are looked after at home.
- through investment in early years, we will create better life chances for our children, particularly those in our most deprived communities.
- empower, engage and inform parents and carers in children and young people's learning across East Ayrshire
- maximise the impact of additional funding sources (Scottish Attainment Challenge funding, including Care Experience Funding and Pupil Equity Funding) to; improve wellbeing and attainment outcomes for all children and young people, deliver equity for all learners and close the poverty related attainment gap
- maximise children and young people's potential in the world of work, sports, the arts and as community leaders through learning.
- ensure all vulnerable young people secure a positive destination when leaving school, such as employment and further education and are supported into adulthood

An art project in East Ayrshire brought a splash of colour to town, promoting diversity and supporting wellbeing for young people.

The project was developed and delivered by the Family Support & Young Peoples Service/Intensive Support Team with The Articulate Hub, who provide opportunities for young people in Scotland to enjoy creative arts experiences. It enlisted the help of street artists [Tragic](#)

[O'Hara](#) and [Mackcolours](#), with East Ayrshire Council's [Kilmarnock Town](#)

[Centre Regeneration team](#) identifying the venue for the mural. Entitled 'Express Yourself', the project ran over 10 weeks, culminating in the final art installation at [Burns Mall Underpass](#) in August 2021. The young people participating chose to focus on diversity, developing their theme 'if you want to be irreplaceable, you need to be different' and taking inspiration from computer game characters.

Working closely with the street artists, the participants developed a host of new street art skills. The project also provided a creative outlet during lockdown, letting the young people use art to help manage their emotional wellbeing and as a safe way to freely express thoughts and feelings.

"People won't believe that I did this. It makes me feel really good to see people enjoying my art."
Hayley, Loudoun Academy student

"I love drawing and did lots of it during lockdown on my own, so I feel that I have got much more confident over the past 10 weeks, and this has helped me socialise with other people in our group."
Amy Claire,
William McIlvanney campus student



The Learning Outdoors Support Team (LOST), is strategic support service within East Ayrshire Council's Education Service. The team of specialist outdoor learning teachers and practitioners, supports and challenges schools to engage in [high quality outdoor learning](#) experiences. The team has established partnerships with local and national organisations, to enhancing the opportunities and impact of learning of children and young people (3-18 years). Based at a purpose built outdoor education centre in St Joseph's Campus Kilmarnock, the service operates throughout the region.



As of January 2022 the Learning Outdoors Support Team have supported children and young people in:

- 4 Secondary Schools – 2 Supported Learning Centres; 2 Inclusion Hubs; and 1 Communication Centre

- 13 Primary Schools – 27 classes; 1 nurture group.

The Family Literacy programme is a family engagement programme which aims to build the capacity of parents to support their children's literacy and numeracy development. The Essential Skills Staff support identified children at Primary School level and their parents/carers to improve their literacy and numeracy skills in a fun and informal manner. Inputs are provided using face to face and digital approaches. Between August and October 2021, the Family Literacies programme has supported:

- 121 Families
- 130 Children
- 9 parents engaged through Home Link Referrals
- 19 Children engaged through Home Link Referrals

36 families engaged in core family literacies online programme; 85 children engaged in P7 transition programme; 45 children engaged in core family literacies through online delivery; and 85 families engaged through transitional work.

Young Person's Guarantee

The Young Person's Guarantee is a commitment to bring together employers, partners and young people. It aims to connect every 16 to 24 year old in Scotland to an opportunity. This could be a job, apprenticeship, further or higher education, training or volunteering. Young Person's Guarantee commits to supporting all of Scotland's young people to have a bright and prosperous future. Lots of employers, colleges, universities and volunteering agencies are part of the Guarantee. They can all help and have many different opportunities available.

As of 2nd February 2022, 185 young people between 16 and 24 years have been supported through **Young Person Guarantee** provision based at the **SL33 Employability Hub** in Kilmarnock. Every young person can access 1:1 support through YPG Work Coaches, who can offer different levels of support that enhance existing internal provision available at SL33, alongside signposting to other training providers, when agreed and appropriate.

The development and delivery 1140 hours of ELC provision for 3 and 4 years olds and eligible 2 year olds was disrupted due to the COVID-19 pandemic. In recognition of the impact on construction and recruitment, the statutory duty on education authorities to make 1140 hours of early learning and childcare (ELC) available to each eligible child from 1 August 2020 was removed with 600 hours of funded ELC being maintained as the statutory entitlement until 1 August 2021.

The full implementation of the statutory entitlement of 1140 hours of funded early learning and childcare (ELC) for all 3 and 4 year olds and eligible 2 year olds was achieved by the collaborative efforts and commitment of colleagues in the central years team, finance team, facilities and property management, procurement, planning and the ELC workforce, funded providers in the private and third sector and childminders across East Ayrshire who are delivering the service to children and families.



From August 2021, funded early learning and childcare was extended to 2 year olds with parents who have experience of care. Parents who have experience of care will

have been looked after or looked after and accommodated by the local authority at any stage in their life, no matter how short. This care may have been provided in one of many different settings or through being looked after at home.

Baby chat is our local group aimed at new parents across East Ayrshire localities which is run by Universal Health Services and supported by colleagues from across the HSCP. Health Visitors identify new parents who would benefit from these interactive sessions which allow parents to meet with other parents with babies aged 8 weeks to 6 months and attend sessions on bonding, nurture, early play and development and language development. There is also a focus on infant feeding with Baby Chat supporting the maintenance and support of all infant feeding in keeping with UNICEF



Guidelines. This allows parents gain the knowledge to make positive choices around diet weaning preventing childhood obesity. In addition, we work closely with our colleagues in Speech and Language to deliver advice around supporting and promoting early language, communication and literacy in children with this elements delivered through Book Bug sessions.

Benefits of our BabyChat groups has also shown to reduce loneliness and isolation by allowing parents to develop peer supports as well supporting infant and maternal mental health. A programme of baby massage allows our parents to build knowledge and skills to promote positive interaction with their babies and support that nurturing bond with their babies. We work in partnership with other community groups to allow parents to build self-confidence and resilience. Throughout the pandemic we have strived to ensure these groups continued albeit for a period of time we had to utilise virtual platforms

“Gaining employment has not only helped my income, I think it’s made me feel like a better mum. It has allowed me to take the kids on days out and I appreciate the time we all have as a family”

East Ayrshire Parent



Keeping Safe

We said we would:

- work together to improve the safety of all children and young people, through a co-ordinated approach.
- support children and young people to build respectful relationships with each other and tackle bullying wherever it takes place.
- promote safe and responsible online behaviour and provide children, young people, families and the workforce with the confidence, skills and tools to be digitally safe.
- promote and implement an early intervention, prevention and protection approach across all safeguarding themes.
- continue the Whole Systems Approach and through early intervention and prevention, support children and young people to stay on a positive path as responsible citizens.



We did – key delivery examples: Safer Internet Day 2022 was celebrated globally on Tuesday 8 February with the theme: ‘All fun and games? Exploring respect and relationships online’.

From gaming and chat, to streaming and video, young people are shaping the interactive entertainment spaces they are a part of. Safer Internet Day 2022 celebrates young people’s role in creating a safer

internet, whether that’s whilst gaming and creating content or interacting with their friends and peers.

Coordinated in the UK by the [UK Safer Internet Centre](#), the celebration sees hundreds of organisations get involved and join a national conversation about using technology responsibly, respectfully, critically and creatively.

The day offers the opportunity to highlight positive uses of technology and to explore the role we all play in helping to create a better and safer online community. It calls upon young people, parents, carers, teachers, social workers, law enforcement, companies, policymakers, and wider, to join together and help to create a better internet.



Over 100 young people from S6 at The Robert Burns Academy have been put through their paces at a special driver safety event organised by the Ayrshire Roads Alliance Road Safety team.

Taking place over a full school day in three sessions, six fifteen minute workshops were held within the car park at Visions Leisure Centre. The workshops covered a range of topics that influence young drivers.

Road Safety led a dilemmas and decision-making workshop, which really made our young people think about the consequences of their decisions on others. Scottish Ambulance Service took the young people through the basics of CPR and first aid; the Safety Camera Partnership spoke to the young people about the dangers of speeding, while Police Scotland spoke about the dangers of drug and drink driving. Scottish Fire and Rescue spoke to the young people about peer pressure and its effect on making good choices. Each session finished with a useful car maintenance workshop led by James MacDonald, a mechanic from the Alliance, who recently qualified after completing his apprenticeship.

Vibrant Communities Youth Action Team continue to provide diversionary activities in our Communities on Friday and Saturday Evenings. The team build trusting relationships with young people as they hang out in their local communities. The team encourage them to make sensible decisions and be considerate to their community. Through our staff reporting we have evidence of decrease in numbers who are hanging out in the streets.

In March 2021, there were 548 young people compared to March 2022 where there was 327 young people achieving a decrease of 221.

In November 2021, an updated Anti-bullying policy was published and is followed by all schools. It supports a culture that encourages respect, values opinions, celebrates differences and promotes positive relationships will make it all the more difficult for bullying behaviour to flourish or be tolerated.

It is the on-going aim to reduce and eradicate bullying behaviour by:

- Raising awareness of bullying behaviour
- Creating and supporting a culture of respect, care and consideration of others
- Ensuring that all staff, pupils, parents and carers are aware of school procedures and strategies on dealing with instances of bullying
- Having built in monitoring and evaluation mechanisms to ensure that procedures are being consistently applied.



WG13 works in partnership with Police Scotland and Best Bar None for a number of years and has rolled the training from the programme across our staff and trainees. WG13 is a registered Third Party Reporting and Keep Safe venue.

During induction and throughout our Positive Destination course we work closely with our trainees on building strong relationships with staff and each other. Through practical activities and workshops we promote teamwork, respecting others, workplace, home and online safety as well as practical skills.

“I spent a lot of time online before doing the course, I still talk with friends online but understand more of the dangers. I have made new friends on the course and now like to spend time doing things with them in person and hope to stay in touch with them now the course is finished”

During the course the trainees are encouraged that within WG13 and with job coaches it is a safe space to discuss any issues they may be facing with in the workplace or everyday life. This has provided opportunities to discuss topics such as bullying on a one-to-one basis.

During the Positive Destinations course our trainees have become part of the team at several of our social enterprise businesses providing them with valuable

transferable skills including team work, work place expectations, respecting others, communication and increased confidence.

Trainees are given the tools to know how to keep safe online and be able to recognise the dangers when using the internet.

The Play and Early Intervention team along with many partners are committed to running the danger detective initiative each year aimed at primary 6 pupils across East Ayrshire. Danger Detectives is an experiential learning event that aims to reduce accidents amongst young people whilst building community resilience. It achieves this by creating a safe environment where young people can become aware of personal safety, learn how to react to dangerous situations and know what roles the emergency services play. This initiative is led by Vibrant Communities Play & Early Intervention team, supported by Police Scotland, Stagecoach, EAC Trading Standards and Dean Castle Country Park Ranger Service and is aimed at P6 pupils across all East Ayrshire Primary and Supported Needs Schools and. However with the impact of the pandemic, this programme couldn't be run as normal with bringing all the schools together so a virtual platform was developed and sent out to all schools to support delivery of health, safety and wellbeing topics within the classroom.



The Trauma Informed Contact and Care initiative is a unique Police and Education early intervention safeguarding partnership which ensures a child's school is notified prior to the start of a school day that there has been an incident of domestic abuse to which the child or young person has been exposed. This allows the school to prepare to support the child appropriately.

A test of change commenced in September 2021 using the same learning group of schools as used in the initial Operation Encompass test. In East Ayrshire this was the Kilmarnock Academy Education Group.

Between September and December two Trauma Informed Contact and Care Concern forms were received from the Police Hub and the schools were informed. During this timeframe the police received concerns for children in eight East Ayrshire schools that were not part of the test of change.

The decision was made to rollout to every school across Ayrshire from 1st March 2022. The initiative demonstrates Ayrshire's Police Division and Education Department's commitment to ensure we support the safeguarding and wellbeing of children and young people for a better outcome in life.

The National Child Protection guidance was revised in September 2021. The revised Guidance has a strengthened focus on children's rights, engagement and collaboration with families, and on building on existing strengths. There is a stronger emphasis on the range of issues that impact on the wellbeing and safety of children, including the importance of assessing the impact of all structural factors such as poverty and poor housing as part of all care and protection planning. The intention of the revised

Guidance is to further support more holistic approaches that reduce stressors on families and communities to help reduce the risk of harm to children and young people. Implementation of this Guidance will support greater consistency in what children and families can expect in terms of support and protection across Scotland.



The integration of child protection within the Getting it right for every child (GIRFEC) continuum and framing responses to child protection concerns within this national practice model is a critical feature of this revised Guidance. There is a clear

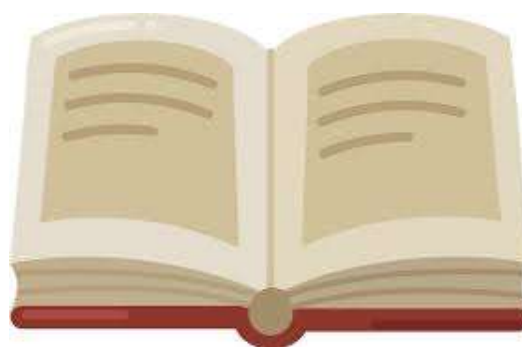
articulation of the importance of GIRFEC to protecting children, particularly in recognising that all children must receive the right help at the right time. The Guidance clearly describes the responsibilities and expectations for all involved in protecting children and will support the care and protection of children.

The implementation of the 2021 Guidance is underway within East Ayrshire and with our partners in North and South Ayrshire to provide a Pan Ayrshire approach to Child Protection and the safety and wellbeing of Ayrshire children and young people

East Ayrshire has an implementation plan to embed the principles and approaches in the Safe and Together model into practice for all practitioners working with children and families, perpetrators and survivors of domestic abuse. This model has been promoted and supported by Scottish Government in the new Child Protection Guidance 2021.

To date this year we have continued to train staff in HSCP and now education in the Safe and Together model. We are pleased that we have trained 94% of the HSCP staff as well as justice. The recent file audit as well as practitioners stories have shown that this implementation is really having an impact on children who are living with domestic violence and abuse.

East Ayrshire have been recognized for their work of implementing Safe and Together as a model and approach, through the invitation to present at the Safe and Together international conference in January 2022. We have also have been interviewed for a book David Mandel the Safe and Together Director is writing about our implementation strategy.



The Last Word

The last word, this year, is not the reflections of a single East Ayrshire young person, but more a collection of comments from many young people as taken from Brightspots Survey data. Brightspots was a survey which was undertaken this year with children across our care experienced population to gather their views on care. 237 young people responded. Based on that we have a fairly clear and very recent picture of what young people think. We've heard some really positive messages about the experience of care and support, but also some difficult messages which tell us that many of our young people are still not receiving all the support they need. Some issues raised included:

- money,
- loneliness,
- mental health,
- support,
- relationships
- where they live; and
- being listened to

This gave rich examples of a range of experiences, both positive and negative. So young people have sent us a clear message that there is still much to do to make sure that all of our children grow up loved, safe, and respected so that they can realise their full potential. We will continually endeavour to improve the lives of the Children and Young People living in East Ayrshire.

Appendix 1 Improving Local Outcomes

| Measures of Success | Current East Ayrshire | Current National Average | Baseline | Outcomes |
|--------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|-------------------------------------------------|--------------------------------------------------|
| The % of children in living in relative poverty (after housing costs). (Source: DWP Stat xplere) | Children 0-15 23% (2019/20) 20% (2020/21) | Children 0-15 19% (2019/20) 16% (2020/21) | Children 0-15 22% (2018/19) | Reduced by 2024 and reduce the gap with Scotland |
| The % of children/young people who feel consulted about decisions and services affecting them. (Source: East Ayrshire 5000 voices survey) | 43% (2020/21) No update for 2021/22 | N/A | 43% (2020/21) | Increased to 75% by 2024 |
| % babies born a healthy weight (Source: ScotPHO) | 84.42% (2017/18-19/20) 84.0% (2018/19 – 20/21) | 84.07% (2017/18-19/20) 84.2% (2018/19 – 20/21) | 83.81% (2016/17-18/19) | Maintained above 84% until 2024 |
| The % of children with no concerns at 4-5 years (Source: PHS) | 71.9% (2019/20) 74.2% (2020/21) | 71.2% (2019/20) 72.8% (2020/21) | 62.2% (2018/19) | Maintained above 72% until 2024 |
| P1 healthy weight (Source: ScotPHO) | 72.70% (2019/20) 2020/21 figures not published as at 12 Jul 22 | 76.25% (2019/20) | 75.81% (2018/19) | Increased to above 75% by 2024 |
| The % of Primary 1 with no obvious dental decay experience (Source: ScotPHO) | 60.1% (2018/19) 68.9% (2019/20) | 71.6% (2018/19) 72.4% (2019/20) | 63.5% (2017/18) | Increased to above 62% by 2024 |
| The % of Primary 7 with no obvious dental decay experience (Source: ScotPHO) | 54.1% (2018/19) 62.2% (2019/20) | 72.9% (2018/19) 75.0% (2019/20) | 62.97% (2017/18) | Increased to above 62% by 2024 |

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------|--------------------------------------------------------------------------|
| The % of school leavers progressing into positive and sustained destinations (employment, training or education) (Source: Annual, Scottish Government) | 91.5% (2018/19) 94.8% (2019/20) 95.7% (2020/21) | 92.9% (2018/19) 93.3% (2019/20) 95.5% (2020/21) | 93.6% (2017/18) | Increased to above 92% and the gap between SIMD 1 and SIMD 5 is narrowed |
| Percentage of young people participating in education, training or employment (16 to 19 year olds)* (Source: Annual, Skills Development Scotland) | 90% (Year to Sept 20) 91% (Year to Sept 21) | 92.1% (Year to Sept 20) 92.2% (Year to Sept 21) | 88.7% (Year to Sept 19) | Maintained above 90% by 2024 |
| The percentage of requests for CAMHS assistance that are appropriate (Source: CAMHS service, annual) | 70.4% (March 2021) 88.9% (2021/22) | 76.5% (March 2021) 76.5% (2021/22) | 60.1% (March 2020) | Increased to above 75% by 2024 |
| Child Protection registrations: proportion of children protection re-registrations within 18 months (Source: Local Government Benchmarking Framework) | 5.3% (2019/20) 10.7% (2020/21) | 6.9% (2019/20) 6.9% (2020/21) | 5.3% (2019/20) | Reduced to below 3% by 2024 |

*The annual participation measure for 16-19 year olds has replaced than the 16-24 unemployment percentage. The annual participation measure (APM) reports on the economic and employment activity of 16-19 year olds in Scotland and is the source of the Scottish Government's national performance indicator 'Percentage of young adults (16-19 years) participating in education, training or employment. In addition to full-time employment, the measure includes part-time employment, self-employment, modern apprenticeships as well as a range of other activity including school pupil, Higher and Further education, training and other personal development.

Monitoring & Review

The Children and Young People’s Strategic Partnership (‘CYPSP’) and Child Protection Committee (‘CPC’) have collective responsibility for strategic planning and managing the improvement of services for children and young people.

