



East Ayrshire **Children and Young People's Service Plan**

2023 – 2026

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Foreword

Welcome to the East Ayrshire Children and Young People's Service Plan for 2023 – 2026, which articulates the outcomes our Children and Young People's Strategic Partnership hope to realise for children, young people and families by working together over the lifetime of this Plan. The stated vision of our Plan is to make East Ayrshire a place where all children and young people can grow up loved, safe and respected so that they can realise their full potential.

In developing this Plan we have fully recognised that the past few years have been some of the most challenging experienced by families in a generation. The economic outlook remains uncertain, while cost of living increases are placing families and services under unprecedented pressure. With so much uncertainty about the future, this Plan is designed to remain dynamic and adaptable to address the challenges which our communities and our services face.

The Plan provides a framework for professionals, parents, carers and volunteers working with our children and young people, helping to shape and improve the services we offer. The plan is underpinned by a detailed action plan which reflects the priorities we have agreed and outlines the activities we will undertake to achieve the best outcomes for children and young people in East Ayrshire. Over the lifetime of this plan, our focus will be on:

- Respecting and Promoting Children and Young People's Rights
- Achieving
- Improving Children's Mental Health and Wellbeing
- Tackling Child Poverty
- Keeping our Children Safe and Addressing Neglect

Our aspirations continue to be to promote equality of opportunity and to ensure that every child is assisted and encouraged to reach their full potential and we will continue to collectively strive for better outcomes for every child in East Ayrshire.

We recognise that investment in our children and young people is one of the most valuable long-term investments that we can make. By investing our shared resources in the delivery and development of services that focus on addressing our key priorities, we can ensure that children and young people's needs are met at the earliest opportunity and that they are effectively supported to achieve their full potential.

The partnership is fully committed to delivering the Children and Young People's Services Plan and we look forward to continuing our collective efforts to improve the support we provide to children, young people and families and to flexibly respond to the needs and pressures for families over the next few years.



Marion MacAulay

*Chair, East Ayrshire Children and Young People's Strategic Partnership
Head of Children's Health, Care and Justice Services*

A large group of school children, mostly of primary school age, are gathered in a hall or gymnasium. They are all wearing purple school uniforms. Many of the children have their hands raised in the air, and they appear to be cheering or shouting with excitement. The children are of various ethnicities and are smiling. The background shows a blue wall and some wooden paneling. The floor is made of light-colored wood.

1

Our Vision

The East Ayrshire Children and Young People's Services Plan 2023-2026 ('the Plan') sets the local long term strategic intent for improvement in outcomes for all our children and young people and provides details on the key activities which will be undertaken by all partners over the next three year period to deliver progress in the key priority areas that we have collectively identified.

The core motivation that has driven the development of this Plan has been to ensure that we continue to provide the best possible services for our children, young people and their families in order that they are able to flourish and experience the best possible outcomes.

The Plan aligns directly with the East Ayrshire Community Plan 2015-30 and our long term aspirations for children, young people and families are designed to achieve our vision which is:

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

This vision and the outcomes we seek for our children and young people are rooted in the national GIRFEC wellbeing framework.

This framework underpins all that we do in East Ayrshire to ensure our children and young people become confident individuals, effective contributors and responsible citizens through being safe, nurtured, healthy, active, included, achieving, respected and responsible.

The outcomes relating to children and young people in the National Performance Framework are directly aligned with the priorities and outcomes shared by local partners in East Ayrshire to ensure our children and young people grow up loved, safe and respected so that they realise their full potential.

2

Our Commitments and Principles



We are committed to providing services that are holistic and developed with families and our partner agencies that tackle inequalities and focus on improved outcomes for our children. The East Ayrshire Children and Young People's Services Plan 2023-2026 highlights the commitment of partners to deliver outcomes for children and young people in East Ayrshire through active participation in joint planning and delivery structures. This work will be underpinned by the following principles:

Working in Partnership

Partnership working is at the heart of everything we do and plays a vital role in ensuring that all of East Ayrshire's children and young people are safe, respected and are able to realise their full potential.

As part of our Community Planning arrangements, the Children and Young People's Strategic Partnership ('CYPSP') and Child Protection Committee ('CPC') have collective responsibility for strategic planning and improvement of services for children and young people.

All partners in the East Ayrshire Children and Young People's Strategic Partnership are committed to actively participating in well-established joint service planning and we have built on our previous successes and further demonstrated the added value from cooperative approaches to planning and delivering services and activity.

We are clear that robust partnership working is essential in order to deliver positive outcomes for our children and young people and their families. As we move forward we are working together to consider how best to use our collective resources to do this.

Participation and Engagement of Children, Young People and Families

The collective goal of the Children and Young People's Strategic Partnership is to continue to improve our approach to engaging with children and young people in the development of services and to increase children and young people's direct participation in decision-making which directly affects them, their families, and their future.

The findings from our programme of engagement with children and young people has allowed us to incorporate key learning points into strategic plans and development programmes. The findings have also provided us with a greater awareness of the issues children face and has influenced what we prioritise in practice and has allowed us to improve processes and systems where appropriate.

Keeping the Promise



The Promise called for the redesign of our system of care and fundamental changes in how decisions are made and money is spent to ensure that our youngest citizens experience the childhood they deserve and that our children and young people grow up safe, loved and respected. At its

core it focuses on relationships, rights and participation and East Ayrshire's CYPSP have been working hard to ensure we deliver on the commitment to #KeepThePromise.

The foundations of The Promise are woven into our Children's Services Plan 2023-2026 and locally, we have recruited a Promise Implementation Lead to support this work. We have also established the Promise Oversight Group to ensure that our strategic plans include actions to enable us to deliver our commitment to keep The Promise. In doing so, our Promise Participation Team has established 'ArtClub?' a co-curated group led by care-experienced young people with an interest in contemporary visual art and activism. The group enables young people from a range of care backgrounds to creatively engage with the issues and interests that affect them.

The findings of our recent self-evaluation of our progress in delivering the Promise Plan 21-24 outcomes has enabled the Promise Oversight Group to establish additional key priorities within our Promise Implementation Plan. These include;

- Helping children in our care to build and maintain relationships with the people who matter to them
- Ensuring care experienced children and young people receive all they need to thrive at school and achieve their full potential
- Ensuring that children moving on from care receive the love and support they need to live independently
- Equipping the workforce to effectively identify and support people who experience trauma, and
- Providing early and intensive help and support to families who need it

A photograph of four young women with long hair, smiling and holding a trophy. The background is a colorful wall with large letters. A large white number '3' is overlaid on the left side of the image.

3

Children's Services Plan 2020-2023:

Celebrating our Successes!

Over the course of our previous Children's Services Plan (2020-2023) we have been able to show significant improvements across a range of key measures associated with the health, wellbeing and educational outcomes of our children and young people.

These improvements are an indication of the effective collaboration of all partners in East Ayrshire who work with our children, young people and families.



19.1% of babies exclusively breastfed at **6-8 weeks** (2019/20 – 2021/22), up from 18.1% previously (2017/18 to 2019/20)



53.7% was the employment rate for young people aged **16-24 years** was during Apr 2022- Mar 2023, up from 51.7% during Apr 2020 – Mar 2021



75.1% (2021/22) of children with no concerns across all domains of development at **4-5 years** - increased from 71.5% (2019/20).

In 2022-23:



129 families with children under 5 accessed support from a Community Practitioner



115 families supported to access community food larders and food banks



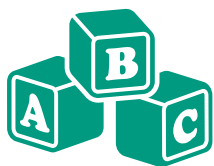
91 families supported to access financial services such as EA Money, Financial Inclusion Team as well as Energy Support



281 families were supported to access the Christmas Charity Fund.



223 families were supported to access clothing and equipment from Hillhouse Care.



755 families with children under 5 attended one or more play and learning opportunities such as play at home, book bug and peep family engagement sessions,



248 children, young people and their families were supported by the Home Link Team, whom provided 4,998 coaching conversations and 1,620 home visits, garden visits and walk and talks in 2022/23.



28.8% of Looked After and Accommodated Children with 3 or more moves during 2022/23 reduced from 32.7% during 2021/22 to



96.9% of young people leaving school who progress into employment, training or education in (2021/22), increased to from 95.7% (2020/21)



86.4% of looked after school leavers were in positive initial destinations during 2021/22, up from 83% during 2019/20.



69.9% of P1 children with a healthy weight in 2020/21 has increased from 63.9% in 2021/22.



24.5 per 1,000 population - The rate of teenage pregnancy in 2021, fell from 29.1 during 2019.



98% pre-5 childhood routine immunisations - The Early Years Health team continued to maintain the uptake in 2022/23.

Key Achievements in 2020-2023

Implementation of the HEART Wellbeing Model



In 2022 East Ayrshire implemented a new wellbeing model for families, making help available whenever and wherever it's needed. This new 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. Through HEART, we will work with children, young people, families and communities across East Ayrshire to enable them to thrive. By working together, we will transform the way we work to improve early help and support, building upon the strengths and resilience of our families and communities. 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. Our young people told us what it feels like to be truly heard and that services had to do more to ensure that they linked in together as part of a coherent system so that there was "no wrong door."

In March 2023, the HEART model won the Bronze iESE Customer Focus Award, recognising the delivery of an outstanding service to the people who use the services and the transformational approach to improving how children and families are supported in East Ayrshire. The HEART model has also demonstrated the link between excellent customer service and performance through working on a smaller scale, to root more services in the communities they serve and be more connected to partners in other services.

Programme of Best Value Service Reviews 2020-23

The impact of current challenges is predicted to bring an increase in demand for services for children and young people, which in turn is likely to exceed available resources if services are not fundamentally redesigned. In order to plan for the new anticipated demand pressures on services, the Health and Social Care Partnership approved a three year programme of Best Value Service Reviews across children and young people's services to facilitate ongoing continuous improvement in the delivery of these services and to identify more efficient and effective ways of delivering our services.

This Programme of reviews will result in the adoption of new service models for a range of children and family services including the Fostering and Adoption Service, Children's Houses, Kinship Services, Initial Response Team and the Family Support and Young People Service.

East Ayrshire Children and Young People's Cabinet



The East Ayrshire Children and Young People's Cabinet has continued to campaign on issues of importance for children and young

people in East Ayrshire and have been successful in ensuring young people's voices are being heard. A key aim of the Cabinet has been to represent seldom heard young people, such as those with a neuro-divergent condition, those with additional support needs, those who identify as LGBT+, members of the BAME community and also young carers and they have supported all of these agendas over the last three years.

The Cabinet has also made effective and meaningful contributions across the range of community priority areas and have proactively engaged with a wide range of decision-makers and agencies such as the Council, NHS, Police Scotland, Scottish Fire & Rescue Service and other key youth work partners.

Respecting & promoting Children and Young People's rights

A collective goal of the **Children and Young People's Strategic Partnership** ('CYPSP'), the **Child Protection Committee** ('CPC') and our partners over the 2020-23 period has been to improve children and young people's participation in decision-making which directly affects them, their families, and their future. In doing so we have recognised our children and young people as experts and amongst our strongest assets and we have placed an emphasis on listening to them to ensure they experience better outcomes.

All our schools and some of our Early Childhood Centres (ECC) are now registered for the **UNICEF Rights Respecting Schools Award** (RRSA), which ensures they are adhering to UNCRC and promoting children's rights. Each school and ECC has a dedicated RRSA lead and we currently have 26 schools achieving Bronze, 13 achieving Silver and 6 achieving Gold. Our plan is for all schools to achieve and maintain Gold over the next 3 years.

The **East Ayrshire Young Peoples Equalities Forum** has allowed our young people with a specific interest in the equalities agenda to come together to learn from each other and to discuss and increase their knowledge around equalities, diversity and equity. This forum has proved to be a positive platform for young people to consult with others and to facilitate community engagement and cohesion to raise awareness of what constitutes fairness and to encourage young people to be more aware of issues such as poverty.

Capturing the Voice of our Children and Young People

As part of our commitment to embedding the voice of children in local decision making processes East Ayrshire H&SCP has introduced a number of new approaches to help capture the voice of children and young people over the last number of years.

In 2021, we recruited three Promise Participation Leaders to ensure that the voices of young people from our care experienced community were being heard and that they were being provided with opportunities to influence how services were designed and delivered.



In 2022, the **CELCIS Bright Spots survey programme** was launched in Scotland to identify what was important to care experienced children and young people in Scotland. East Ayrshire was one of three pilot areas who took part in the programme with the aim of better understanding how our young people felt about their lives and for Local

Authorities to action on what young people were feeding back. The East Ayrshire survey was co-developed with care experienced young people and the Bright Spots programme further enabled us to put children and young people's voices at the heart of everything we do.

In 2023 we hosted the "**Hope-Hack**" (Hackathon), a full-day, large-scale event for young people held at Ayrshire College in Kilmarnock.

Designed by the Hope Collective with the support of East Ayrshire Council and What Matters to You, this was part of a UK-wide series of events to bring together young people from the most vulnerable communities with cross-sector leaders and decision-makers to explore and develop solutions to current challenges faced by young people in areas including education, employability & skills, community safety and mental wellness. The event was attended by over 100 young people aged 14-24 from across East Ayrshire, recruited through social media and other channels and resulted in a diverse range of young people attending. The feedback from this event is being used to develop next steps, with young people themselves deciding priorities and how they wish to share their insights and ideas.



We have also introduced the **Mind of My Own** app within Children's Services to gather the views of children and young people and to allow them to share and express feelings about their wellbeing and on a wide range

of issues that are important to them. Mind of My Own supports our HEART model and empowers young people to have a voice, whilst providing an attractive way for children and young people to start the conversation. It also helps workers capture and evidence their views, ensuring their voices are at the centre of assessment, meeting quality standards regarding the voice of the child.

In addition, the East Ayrshire Children and Young People's Cabinet and our Care Experienced Cabinet have continued to campaign on issues of importance for children and young people in East Ayrshire and have been successful in ensuring young people's voices are being heard and listened to.

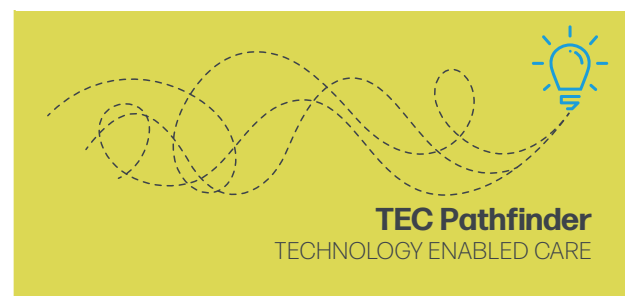
In our efforts to support all children and young people to access mental health and wellbeing support, regardless of their communication level and need, a wide range of multi-agency practitioners are currently being trained to deliver Talking Mats programmes to our children and young people with additional support needs. This will support practitioners to undertake conversations with our children with social and emotional barriers and increase their capacity of to express their thoughts and feelings and enable them to think about and communicate effectively regarding the things that matter to them.

Tackling poverty



Tackling poverty and inequality is one of the six priorities identified in the [East Ayrshire Council Strategic Plan 2022-2027](#). The Plan outlines the commitment to work with communities and partners over this five year period to tackle the causes and effects of poverty and inequality, as well as to understand the impact that recent years have had on communities and services.

Within East Ayrshire we have continued to have meaningful engagement with children and young people through our schools, services and networks, and particularly through the Children and Young People's Cabinet. This dialogue with our children and young people is of paramount importance in helping to better understand and develop approaches to tackling child poverty. As we have moved forward together it has been very important that all the agencies, services and groups involved in tackling child poverty sustained and further developed these relationships to allow us all to be more effective in addressing child poverty and inequality.



The school-based **pathfinder project** was introduced to all secondary schools in East Ayrshire in 2022-23 for one year, serving the local

primary school and early year centre communities as well. In this academic year the project generated £121,011.77 for families with children. Additionally, the **Early Years Financial Inclusion (FIT) Team** project supported families with children from pre-birth to pre-school by ensuring their income was fully maximised and this has supported 260 families to date, achieving £479,113.19 of additional income.

Achieving

Over the three year period 2020-2023, there has been an ongoing commitment to create communication friendly environments across Early Childhood Centres (ECCs) and Primary School's to support children's language and communication skills. In this period all ECCs in East Ayrshire established a dedicated Communication Champion whose role is to ensure that those children who require additional support are identified and can access help at the earliest opportunity and in the least intrusive way possible. The Communication Champions work in partnership with speech and language therapists to create the conditions for children and young people's language and communications skills to flourish.

We have also established an **East Ayrshire Communication Friendly Environments Accreditation framework** and to date 5 of our ECCs have successfully achieved accreditation and a further 10 are working towards accreditation with 6 Primary schools also receiving accreditation and a further 20 schools are currently on their journey towards accreditation.

The **Buddy Language & Communication Programme** has become hugely successful in East Ayrshire and aims to support the transition process between early learning establishments and primary school for children and we now have 23 education practitioners from across East Ayrshire who can deliver this programme in their establishments.

Education has a significant role in preparing children and young people to be successful learners, confident individuals, responsible citizens and effective contributors throughout their school years and beyond. Over the last 3 years, attainment in literacy and numeracy of school leavers at each SCQF level in East Ayrshire has across most measures, been better than our Virtual Comparator's performance. It is also encouraging to note that East Ayrshire's performance against the national figures is also positive in each SCQF level measure. The importance of these core skills is consistently emphasised by employers across all sectors and remains a key differentiator for employee recruitment. Attaining in line with national performance supports East Ayrshire school leavers in maximising opportunities for post-school progression and recent data highlighted an initial positive destination figure of 96.85% which is the highest initial destinations figure achieved in East Ayrshire.

The Scottish Attainment Challenge funded **Speech and Language Therapists (SAC SLTs)** have developed a suite of training packages for school staff. This suite of training continues to be adapted and updated following learning from Improvement Science data. The impact of this training has been reported as positive, with practitioners reporting that they feel more confident and more able when supporting children with Speech, Language and Communication (SLC) needs and developing SLC skills in all children. The link between language skills and literacy is recognised. Effective listening and talking skills are essential in enabling children to learn and access the curriculum.

Mental Health and Wellbeing

Commencing in June 2021 an innovative approach was taken to help support the mental health and wellbeing of East Ayrshire's children and young people through creation of an **Occupational Therapy post focused on early intervention, support and advice**. This service was developed in collaboration with partners across; health, social care, education, third sector and parent groups. Supports have focused on a number of areas including; sensory processing differences, mood management, anxiety management, independence skills, activities of daily living, play and self-regulation.



Initial successes of this new service include; development of an Occupational Therapy weekly 'Advice line', universal whole class sessions across 8 primary schools, multiagency parental drops within ECCs, P7 transition work, support within 3 the children's houses and completion of environmental assessments across ECCs, primary schools and academies, looking at the environmental impact upon children and young people's functional skills, mental health and wellbeing. Training has also been provided for staff on sensory processing and regulation across all special schools, foster carer groups and several primary schools.

Whole Family Wellbeing Fund

The Scottish Government provided funding to Children's Services Planning Partnerships to build local capacity for transformational whole system change and to enable them to scale up and drive the delivery of holistic whole family support services.

We have used our allocation from the **Whole Family Wellbeing Fund** to support the system changes we designed i.e. HEART family support approach, to provide our children, young people and families with access to the support they need, where and when they need it before they reach crisis point.

This funding has supported our teams to engage with families in a completely different way with a focus on self-directed support and by addressing the need and priorities that families feel matter most to them at that time and which will make the biggest difference to improving outcomes for the family as a whole.



4

Understanding our challenges:

The Context for our Children's
Services Plan 2023-2026

A wide range of discussions and activities were completed by partners to inform the development of this Service Plan 2023-2026 and to decide our priorities and the focus of our suite of high level actions. These discussions and activities have shaped our thinking about how we can best redesign and deliver services and supports for children, young people and families in East Ayrshire and helped us to identify the key areas we as partners need to prioritise in order to achieve our intended outcomes.

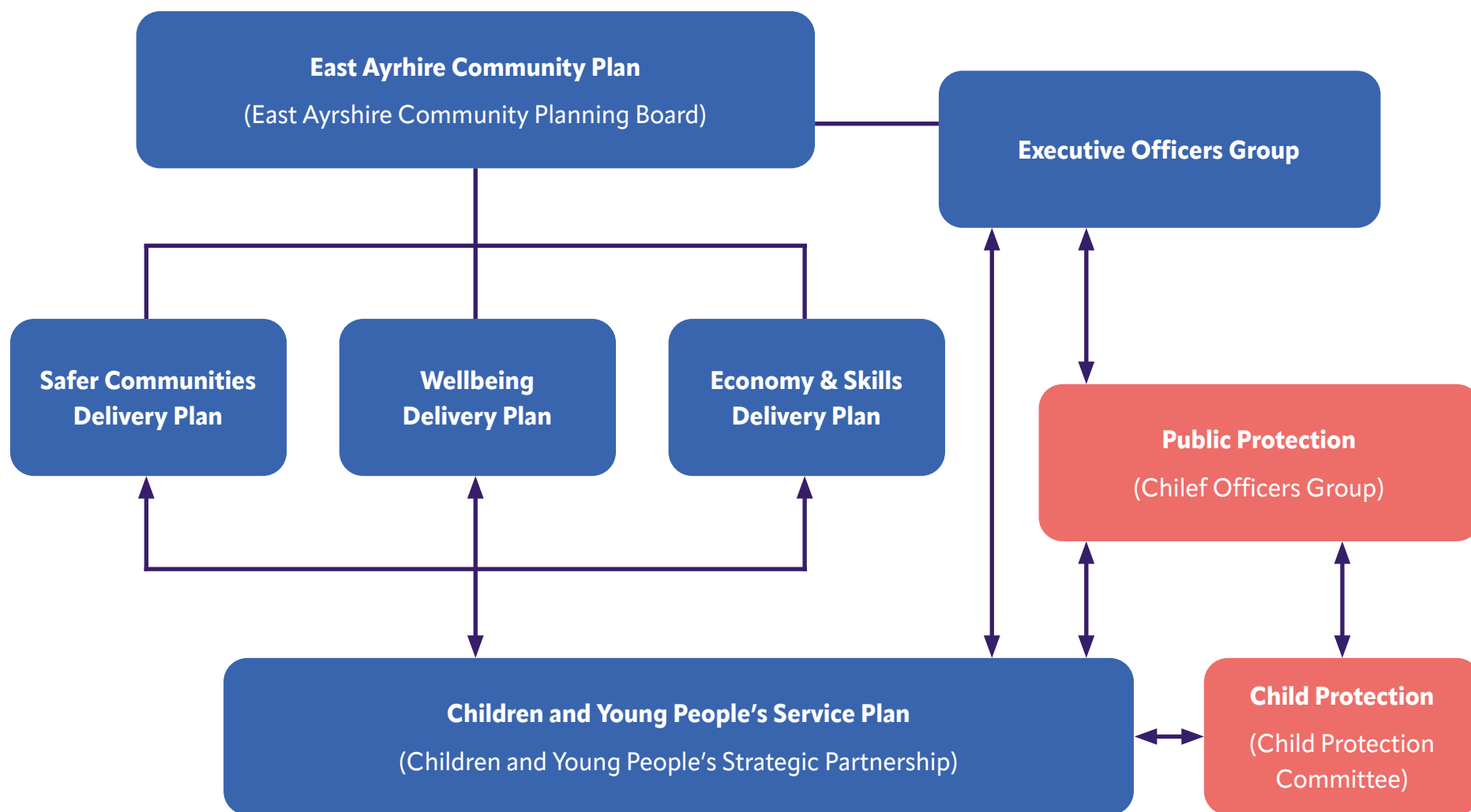
These activities are highlighted in the following sections and included an analysis of needs, a review of existing strategic priorities, a review of national and local policy/guidance, robust stakeholder consultation and engagement and a series of workshops at key points in the development of the plan.

Governance and accountability

Services for children are provided through a range of organisations across East Ayrshire Council, East Ayrshire Health and Social Care Partnership, NHS Ayrshire and Arran and the private and Third sectors. In accordance with Getting It Right For Every Child (GIRFEC), the Ayrshire Child's Pathway puts the child and family at the heart of service provision, accessing universal, additional and enhanced levels of support for each individual child according to their level of need.

An integrated approach to service planning by partners is a requirement under the Children and Young People (Scotland) Act 2014 and in East Ayrshire this is the responsibility of the Community Planning Partnership, 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 Governance of the CYPSP and the relationship it has with other relevant groups is shown in the graphic below.

Governance of the CYPSP



Statistical profile of East Ayrshire's children and young people

In planning for the development and delivery of services for children, young people and their families, the demographic profile of East Ayrshire's children and families has been an important consideration.

According to the latest figures available based on 2022 mid-year population estimates the actual number of children and young people in East Ayrshire aged 0-15 years was 20,792, which translated to 17% of the East Ayrshire population. However, based on current demographic trends this is predicted to fall by 5.6% to 11.4% of the total population by 2028.

The influence of poverty on children's health and wellbeing in East Ayrshire is very clear and we know that children living in poverty are more likely to have poorer health outcomes including low birth weight, poor physical health and mental health problems.

The health impacts of growing up in poverty are significant and follow children across their life and this is why we believe it is essential that health inequalities are addressed to improve child health outcomes and allow them to experience improved life chances and better outcomes.

East Ayrshire Profile of Children and Young People (2022)



19.9% of children aged 0-15yrs living in relative poverty



25.5% of children live in low-income families



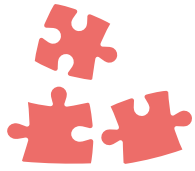
19.5% of children are registered for free school meals



84% of children had a healthy weight at birth



19% of babies exclusively breast fed at 6-8 weeks



25% of children had one or more developmental concerns at 27-30 month review



54% of P7 children had no obvious dental decay



31.7% of children aged 0-15yrs are predicted to have a speech, language and communication need (6,591 children and young people)

This demographic profile of East Ayrshire, allied with the many life-stage challenges faced by children and young people and the impact to health and wellbeing brought about as a result of the COVID pandemic and the cost-of-living crisis, indicates that there will be a continuing need and a likely increase in the demand for services for children and families with additional needs. In preparation we are focussed on ensuring that our services are appropriately targeted, delivered and planned in partnership and that they deliver improved outcomes for children, young people and their families.

Strategic context

The [East Ayrshire Community Plan \(2015-2030\)](#) is the sovereign planning document for the East Ayrshire area, providing the overarching strategic policy framework for the delivery of services by all partners. The Community Plan sets out how outcomes for people and service delivery in East Ayrshire will be improved in working towards achieving the following vision:

“East Ayrshire is a place with strong, safe and vibrant communities where everyone has a good quality of life and access to opportunities, choices and high quality services which are sustainable, accessible and meet people’s needs.”

The Community Plan is underpinned by three thematic Delivery Plans which set out the actions that will be taken forward by partners. These Delivery Plans are for: [Economy and Skills](#), [Safer Communities](#) and [Wellbeing](#) and a number of the actions incorporated within these Delivery Plans positively impact on children and young people and their rights, with a pertinent strategic priority within the Wellbeing Delivery Plan being:

“Children and young people, including those in early years and their carers, are supported to be active, healthy and to reach their potential at all life stages.”

The East Ayrshire Children's Services Plan 2023-2026 seeks to deliver the ambitions outlined in a complex framework of Primary and Secondary legislation and statutory guidance. The key elements of this framework include;

- the [Getting It Right for Every Child \(GIRFEC\)](#) approach. This is the primary policy framework for children's services in Scotland since its inception in 2006 and introduced important elements of the current system such as the named person, the Team with the Family and the SHANARRI wellbeing indicators.
- [The Promise](#) was made following the Independent Care Review which made clear the current "care system" was not working. The aim of the promise is that every young person will grow up loved, safe and respected.
- [The National Guidance for Child Protection](#) published in 2021 describes the responsibilities and expectations for all involved in protecting children and will support the care and protection of children.
- The national [Mental Health and Wellbeing Strategy 2023-2026](#) outlines the Scottish Government's long-term vision and approach to improving the mental health and wellbeing of everyone in Scotland.
- The national [Best Start, Bright futures: tackling child poverty delivery plan 2022-2026](#) which sets out how we will work together to deliver on Scotland's national mission to tackle child poverty.

- The incorporation of the key concepts of the [United Nations Convention on the Rights of the Child \(UNCRC\)](#)
- The [Integration Joint Board Strategic Plan 2021-2030](#) which is working towards ambitious long term outcomes for families, as part of the broader wellbeing agenda and
- East Ayrshire Health and Social Care Partnership 'Whole Family Approach To Getting Our Priorities Right Practitioner Guidance' 2023. The guidance is for all practitioners working with children, young people and families affected by problematic alcohol and/or drug use.
- The [Scottish Attainment Challenge: framework for recovery and accelerating progress](#) and [Strategic Equity Fund National Operational Guidance 2023](#) to use education to improve outcomes for children and young people impacted by poverty, with focus on tackling the poverty related attainment gap.

This Plan is part of a wider strategic planning framework that is focussed on achieving the partnership's vision for children and young people and their families in East Ayrshire. We believe that it is crucial that a whole system approach is taken in the planning and development of our services and this is the reason why this Plan aligns with existing plans and strategies across East Ayrshire. The existing strategies and plans include;

- East Ayrshire Corporate Parenting Action Plan 2021-24
- East Ayrshire Child Poverty Action Plan

- East Ayrshire Community Learning & Development Framework 2021-24
- NHS Ayrshire & Arran Child Poverty Action Plan.2022-23
- Cost of Living Response
- Education Service Improvement Plan
- Child Protection Improvement Plan
- Early Learning and Childcare Plan 2022-24
- Out of school Additional Support Needs (ASN) services in East Ayrshire

The Scottish Attainment Challenge (SAC)

Each local authority receives additional funding to address the poverty related attainment gap. This model undertook significant change at the start of financial year 2022/3. Designated SAC authorities (which EAC was formerly) were ceased across Scotland and all thirty two local authorities were apportioned Strategic Equity Funding (SEF). The Attainment Scotland Fund (ASF; overarching SAC initiative) global sum remained static. The proportion of funding for each LA was calculated by using 'Children in Low Income Families' (CILIF) data. The resulting levels of funding mean EAC entered a period of tapered reduction in funding across period 2022-2026. Each financial year sees a reduction for EAC of circa £635,000 as we move from £3.762m in 2021/22 to £1.21m in 2025/6.



We continue to work with establishments and communities to improve attainment and outcomes for our most deprived learners and to close the poverty related attainment gap. The authority SEF plan was developed to mitigate against barriers to learning caused by poverty and throughout 2022/3 we reviewed progress through a range of quality assurance measures including school review, attainment data analysis and our Children and Young People's Impact Forum governance board, which includes members of a range of EAC services including VC.

In 2022/23, a wide variety of interventions were in the SEF plan across our three levers for change of Excellence in Learning and Teaching (planning for effective learning, teaching and assessment), Working together with Families and Communities and Leadership for all.

Key measures of attainment at P1, P4 and P7 continue to be used to quantify closing of the attainment gap as set out within the National Improvement Framework (NIF) and Recovery and Accelerating Progress paper (May 2022). EAC subsequently set an ambitious set of stretch aims within each of these areas.

Excellence in Learning and Teaching

Literacy: The SAC literacy team has provided professional learning and support for staff in all East Ayrshire schools to engage with and embed the EA Literacy Programme which contains a structured progression across all stages. The focus is on consistency in high-quality planning, learning, teaching and assessment to raise attainment and close the attainment gap in all aspects of literacy. This session, bespoke professional learning has been delivered to schools where required or requested. A focus on assessing pupil progress towards national expectations has raised teacher confidence in assigning achievement levels. Our SEF Speech and Language team is supporting twenty two schools on the journey towards Communication Friendly Environment accreditation. Six schools have already achieved full accreditation.

Numeracy: The aims and desired outcomes within the East Ayrshire numeracy strategy have remained unchanged this session with a focus on developing the numeracy skills of all learners for life, learning and work and closing the poverty related attainment gap.

Our qualitative and quantitative data highlights that we are making significant progress against the desired outcomes. This evidence

is coming through strongly from training evaluations, feedback from teaching blocks and feedback from Headteachers and senior managers. Our combination of high quality CLPL and follow up support provided by the expertise and skill of the SAC Numeracy Team, Aims and ELCCPs within individual schools has helped to accelerate progress towards these desired outcomes.

Bespoke professional learning inputs have been provided for establishments, in relation to establishment improvement priorities, focussing on a range of themes including embedding assessment, developing a problem solving classroom, teaching fractions and planning for progression in key concepts.



Working together with Families and Communities

The SEF Home Link Team provided tailored early intervention support where it was needed most to around 250 Children, young people and their families on a weekly basis with over 100 children and young people achieving positive outcomes. The team worked collaboratively across education and community groups to run several innovative, impactful and sustainable programmes to close the poverty-related attainment gap.



Specifically designed for our children and young people we provided Enhanced Transition programmes, Outdoor Learning opportunities, Health and Wellbeing workshops and Seasons for Growth sessions.

Working alongside parents and carers we successfully ran Parental Empowerment programmes, Parents in Partnership sessions, iLunch sessions during school holidays, with our Family Involvement Programme and 'Beawesome' Cooking workshops.

These programmes promote high aspirations and have a sustained emphasis on children and young people's readiness to learn through focusing on engagement, confidence and wellbeing; whilst recognising broader achievement for all our children, young people and their families.

Leadership for all

Opportunities for collaborative working have continued to be arranged through the leadership Workstream, across all levels of education. The focus of all events was around Quality Indicator 2.3 Learning, Teaching and Assessment (HGIOS 4). These engagements have developed leadership capacity and staff confidence to support the delivery of high quality learning and teaching experiences for children and young people.

Across all sectors, advice, support and constructive challenge has also been provided on a wide range of education matters. This has supported ongoing school improvement and the development of collaborative leadership models in schools to improve outcomes for children and young people by raising attainment and achievement (QI 3.2 HGIOS 4) and closing the poverty related attainment gap, a key priority of the National Improvement Framework.

What our children, young people and families told us

In the development of this Plan we undertook a wide range of engagement with children, young people, parents and carers. Children and young people's responses made clear that they valued family above all else in their lives, with friends, school and activities following in that order.

Parents and carers similarly spoke above all about the importance of family. Their responses particularly highlighted the need for social bonds and community, and those who had used additional services spoke of the need for services to work well together and for help to be available early rather than at crisis point.

Our commissioned services are currently undergoing a full review to ensure they align with the changing needs of our communities, as well as the findings of The Promise, The Feeley Report and EAHSCP Strategic Plan. Significant consultation has taken place with people who use our services, and they have been clear that they want accessible provisions at a time and place they are needed.

There have been a number of developments emerging from this engagement to date, in particular, our parents and carers of children with disabilities and Additional Support Needs (ASN) have been fully involved in co-producing facilities which will benefit a significant number of families. This has resulted in securing funding to develop a sensory play room in Kilmarnock, with the design of the room being completed by the families.

The East Ayrshire Bright Spots survey was co-developed with care experienced young people and the Bright Spots programme provided many positive results but those that were less positive provided us with greater insight and detail into aspects of our children and young people's care that were not as encouraging and which required further focus. These included;

- 25% of young people felt stigmatised about being in care
- 38% of 8-11 year olds and 21% of 11-18 year olds were afraid to go to school because of bullying
- 45% of children and young people did not talk regularly with the adults they lived with about things that mattered to them.
- 16% of all children and young people felt they were 'hardly ever' or 'never' given the opportunity to be trusted to help out.



We also undertook a series of engagement sessions with staff who work across the different services provided for children and families in East Ayrshire in what we called our 'Spotlight Sessions'. The aim of these sessions was to capture the views and observations of front line staff in respect of what they considered the key areas that required additional focus over the period covered by this Service Plan. A total of three Spotlight Sessions were held and the key findings from these sessions have influenced the development of the Service Plan 2023-2026. These findings included;

- Enhance resilience and tackle low confidence and self-esteem of children and young adults.
- Sustainable mental health support for children and young people.
- Focus on early help and early intervention to improve outcomes for children and preventing escalating need or risk
- Promote and embed HEART
- Support for families impacted by cost of living crisis
- Support to reduce health inequalities

Cost of living crisis

The cost of living has risen sharply since 2022 with the combined effect of rising inflation, food costs, interest rates and fuel prices. The impact of the pandemic and economic uncertainty, together with the increasing cost of goods and services has placed more of our residents in financial hardship and it is evident from increasing

benefit claims, significant increases in community larder usage and the increase in the number of families seeking debt advice and assistance that the situation has reached crisis point for many.

We are also acutely aware these impacts are not being experienced evenly, with our most vulnerable residents and low-income households being hit hardest. We recognise that support is required in the short-term to meet financial demands of the crisis and partner organisations have developed and introduced a range of supports to assist families in financial hardship. Since 2022 the Council has approved additional funding as part of the budget process for financial inclusion, income maximisation and energy and debt advice, and has worked closely with third-sector delivery partners to support people in financial hardship.



However, it is also clear to partners that longer-term changes are necessary to ensure families do not continue to fall into, or deeper into, poverty and over the three-year span of this Plan partners will support this aim by supporting the following outcomes.

- Flexible early learning and childcare and school age childcare
- Young people progress into positive destinations.
- Appropriate mental health supports for adults and children.
- Joined-up and person-centred services.

What we spend on services for our Children and Families

In 2022/2023 the total spend for Children's Services in East Ayrshire across Education, Social Work, NHS and our commissioned services with the third and independent sector amounted to in excess of £224 million.

East Ayrshire Council	Education Services	165,242,000
	Skills Development & Employability Service	867,000
	Vibrant Communities	1,706,600
East Ayrshire H&SCP	Children and Families Services	19,156,000
	Specialist Children's Services	6,469,000
Ayrshire and Arran NHS	Children Health Visiting	3,938,000
	Children's and Young People's AHP Services	806,531
Community Planning Partners and Partner Agencies	Ayrshire College	20,700,000
	East Ayrshire Leisure Trust	5,128,100
TOTAL		224,013,231

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East Ayrshire

Children & Young People Action Plan

2023-2026

Development of new Children's Services Plan 2023-2026

This Plan focusses our work around the children, young people and families that face difficult life challenges and a host of different barriers to reaching their full potential.

We wish to emphasise that when we reference children and young people, we are including infants, a grouping that we realise can often remain hidden.

In order to ensure that the work we undertake and the supports we provide help every child to experience the best start in life and build the foundation for living well in the future, the following priorities have been identified as key areas of work for the partnership in 2023-2026;

1. Our Children and Young People feel respected, listened to and influence change
2. We are working collaboratively, reducing the impact of social and economic poverty on our Children and Young People.
3. Our Children and Young People feel safe
4. Our Children and young people have the best start in life and achieve their potential
5. Our Children and Young People's Mental Health & Wellbeing is improving

Our priorities align with the National Performance Framework and contribute directly to the Wellbeing Indicators (SHANARRI) and correlate with the UNCRC priorities of safeguarding children and young people.

The East Ayrshire Children and Young People Service Plan 2023-2026 is underpinned by an Action Plan for the three year period.

The Action Plan, shown below, reflects the priorities we have identified and outlines the high level actions we will undertake to ensure we achieve the best outcomes for children and young people across East Ayrshire. The Plan also includes an overview of the measures we will use to assess our progress in achieving our stated outcomes for each of the priority themes.

A more detailed plan, outlining all of the cross-sectoral operational actions and activities that partners will undertake over the life of the Plan will sit underneath the high level Action Plan and will be used to ensure that all associated activity undertaken by partners is continually monitored as part of the requirement to review, assess and adapt our approach.

Monitoring and Reporting Progress of The Plan 2023-2026

A robust suite of indicators using the SMART framework, aligned to the actions agreed in our action plan, have been established to ensure we can effectively track the progress of our intended priorities and outcomes.

To ensure that we are making a positive difference in the lives of children and young people in East Ayrshire these indicators will be tracked via our performance information system and Performance Reports on the progress of our key strategic actions and indicators. The Children and Young People's Strategic Partnership and Child Protection Committee will oversee delivery, via quarterly consideration, of progress against these key actions and indicators and annual reporting to the Community Planning Partnership Board.



The Last Word



This Children and Young People's Service Plan gives a snapshot of the fantastic work that the Authority do to enhance the lives of Children and Young People throughout East Ayrshire.

I know that at East Ayrshire's core, it is the desire that children and young people grow up "safe, loved and respected". This plan demonstrates this commitment. The East Ayrshire Children and Young People's Service Plan is integral for the coordination and support of Children and Young People here in East Ayrshire. Equally important in value is that this plan represents the voices and opinions of our young people.

This plan supports the development of children and young people in terms of confidence, encourages us to take responsibility and give opportunities to gain new experience. With the UNCRC being weaved throughout this plan alongside wellbeing children and young people can and will be effective contributors of change. We can make a positive difference in the lives of children and young people by working together and in partnership.

It has been a privilege to be part of the creation of this new plan, and wish to thank the many families, children, young people and Officers, who gave time to help shape this strategic direction for the next 3 years.

Paige Holland

*Member of Scottish Youth Parliament
Kilmarnock and Irvine Valley Constituency.*

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Appendices



Appendix 1: Priorities Action Plan 2023-2026

Priority 1: Our Children and Young People feel respected, listened to and influence change

Key actions and areas of focus	Measures we will use to evidence our progress	The outcomes we aspire to achieve
<p>We will</p> <ul style="list-style-type: none"> • Develop and implement a broad range of programmes and structures that will encourage participation and co-production by our children and young people in our work • Develop a strategic framework to involve our children and young people across our partnership in line with the ambitions of the United Nations Convention on the Rights of the Child. • Develop a training programme to support our workforce in enhancing and developing their ability and skills to involve and empower our children and young people. • Put in place a clear system to ensure feedback on our approaches to involvement is heard, considered and acted upon 	<ul style="list-style-type: none"> • % of schools participating in Participatory Budgeting Programmes. • % of pupils reporting that they feel included in the decision making of their school. • % of pupils reporting that they feel included in the curricular design of the learning & teaching approaches is imbedded in their schools. • % of young people who feel adults take their views into account in decisions that affect them. • % of staff who have completed UNCRC training. • % of interviews conducted which involved children and young people in the recruitment process. • No. of youth led change projects in schools and communities • % of staff reporting increased confidence in the use of engagement techniques with children and young people. 	<ul style="list-style-type: none"> • Our Children and young people are involved in the works of the partnership • Children and Young People's voice is strategically placed at the heart of everything we do. • Our children and young people are able to access to independent advocacy when they want it. • Our Children and young people feel respected, valued and listened to and influence change as partners within our work. • Our Staff are confident and supported to listen and involve our children and young people in the development and production of services.

Priority 2: We are working collaboratively, reducing the impact of social and economic poverty on our Children and Young People

Key actions and areas of focus	Measures we will use to evidence our progress	The outcomes we aspire to achieve
<p>We will</p> <ul style="list-style-type: none"> • Work collaboratively to support our children and young people and families maximise their income and mitigate against the cost of living crisis • Develop and implement new and innovative work based learning programmes that improve employability prospects for our young people. • Ensure that collaborative, creative and innovative programmes are developed that encourages equitable access to participation in play, sport and active recreation opportunities. • Ensure all children, no matter what their financial challenges have access to opportunities to thrive, develop and gain life experiences in their communities. 	<ul style="list-style-type: none"> • The No. of schools with active Cost of the School Day / Poverty Proofing action plans • % reduction in the authorities poverty related attainment gap. • % of children in combined material deprivation and low income after housing costs. • % of school age children registered for free school meals. • % families receiving school clothing and footwear grants • % households with children living in fuel poverty • Level of income generated as a result of Financial Inclusion Team support within schools and pre-5 services. • % of children under 16 living in households where all individuals 16+ are in employment 	<ul style="list-style-type: none"> • Working collaboratively we are reducing the impact of social and economic poverty on our Children and Young People. • Our children, young people and families have access to good affordable nutritional food • Our children and young people have access to affordable transport to enable access to supports and services. • Our children and young people have strong employability prospects.

Priority 3: Our Children and Young People feel safe

Key actions and areas of focus	Measures we will use to evidence our progress	The outcomes we aspire to achieve
<p>We will</p> <ul style="list-style-type: none"> • Work in partnership with our families to improve children's safety at home, school and community. • Provide our workforce with the tools and training to identify, support and challenge neglect and harm against children and young people • Develop innovative support models which will strengthen the safety of children, young people and families 	<ul style="list-style-type: none"> • No. of referrals to the Scottish Children's Reporter Administration on 'Lack of parental care' ground. • % of children re-registered on child protection register within 12 months • No. of children appropriately placed on Child Protection register where 'Domestic Abuse' is noted as an area of concern. • No. of Trauma Informed Contact and Care concerns received from the Police. • % of children reporting increased safety awareness through our annual Danger Detectives Partnership Program. • % of staff who undertake child exploitation and trauma informed training • % of EEI referrals and Children's Hearing's being convened for 'offence grounds' • Analysis of attendance, exclusion and SHE data 	<ul style="list-style-type: none"> • Our children and young people experience effective support from services that reduces the impact of neglect. • Our children and young people tell us that they feel safer in their community. • Our planning for children and young people who experience Domestic Abuse has significantly improved. • Our staff and partners are confident in practicing to the standards of the national Child Protection Guidance. • Services are more alert and reactive to the complex needs of children and young people who experience exploitation • Our children and young people are less likely to come into contact with the justice system as a result of being suspected or accused of committing an offence.

Priority 4: Our Children and young people have the best start in life and achieve their potential

Key actions and areas of focus	Measures we will use to evidence our progress	The outcomes we aspire to achieve
<ul style="list-style-type: none"> • Build upon our community assets and the skills and talents of our children, young people and families to provide the best start in life • Implement a series of innovative programmes which will support our children and young people to develop and achieve their potential. • We will support all of our children and young people, particularly those most at risk to make best use of our support pathways for learning, work and wellbeing 	<ul style="list-style-type: none"> • % of babies born a healthy weight • % of children aged 27-30 months who are above a healthy weight • % of P1, P4 and P7 children achieving expected CfE levels in numeracy and literacy • % of School Leavers Attaining 1 or more qualification at SCQF level 4 on leaving school • % of School Leavers Attaining 1 or more qualification at SCQF level 5 on leaving school. • % of School Leavers Attaining 1 or more qualification at SCQF level 6 on leaving school • % of annual participation (in education, training or employment) – 16-19 years • % of school leavers in positive destinations • % of Looked After Children in Positive Destinations • % of children and young people residing within our Children's Houses who have participated in community activities supported by Vibrant Communities 	<ul style="list-style-type: none"> • Our children and young people achieve their potential, thrive and reach sustainable positive destinations • Our children and young people's communication skills are developed and supported through a whole systems approach • Our children and young people are motivated and empowered to become involved in their communities as active citizens

Priority 5: Our Children and Young People's Mental Health & Wellbeing is improving

Key actions and areas of focus	Measures we will use to evidence our progress	The outcomes we aspire to achieve
<ul style="list-style-type: none"> • Support the emotional health and wellbeing of children and young people of all abilities across East Ayrshire using engaging and creative approaches. • Ensure all staff working with children and families are provided with access to appropriate training opportunities in mental health interventions. • Support children, young people and their families to develop essential skills, habits and attitudes for building resilience 	<ul style="list-style-type: none"> • % of pupils achieving the age and stage appropriate CfE HWB level • % of pupils undertaking biannual Wellbeing profiles. • % of CAMHS referrals that are appropriate • No. of children and young people accessing mental health and wellbeing supports through schools and school counselling • % of S2-S6 children and young people with slightly raised, high or very high 'Strength and Difficulties' score • % of young people actively using Kooth online mental health supports. • % of staff trained in mental health interventions • % of staff trained in trauma informed practice 	<ul style="list-style-type: none"> • Our children and young people feel supported in terms of their Mental Health. • Our children and young people are more confident in accessing support to improve their Mental Health. • Parents of our children and young people feel more confident in supporting their child's mental health • Our staff and partners are skilled and confident in supporting children and young people to access Mental Health supports appropriate to their needs.

Appendix 2: Our Strategic Landscape for Children's Services

National Performance Framework	Children and Young People	Communities	Culture	Economy	Education	Environment	Fair Work and Business	Health	Human Rights	International	Poverty
Community Planning Priorities	Economy and Skills			Safer Communities				Wellbeing			
	Including cross-cutting themes of: tackling inequality; early intervention and prevention; lifelong learning, and ensuring that the strengths and opportunities within communities are maximised										
Children & Young Persons Service Plan	Our Children and Young People feel respected, listened to and influence change	We are working collaboratively, reducing the impact of social and economic poverty on our Children and Young People			Our Children and Young People feel safe			Our Children and Young People have the best start in life and achieve their potential		Our Children and Young People's mental health and wellbeing is improving	
Other Children Services Plans	East Ayrshire Corporate Parenting Action Plan 2021-24	East Ayrshire Child Poverty Action Plan	East Ayrshire CLD Framework 2021-24		NHS Ayrshire & Arran Child Poverty Action Plan 2022-23			Cost of Living Response		Education Service Improvement Plan	
	GIRFEC Action Plan	Healthy Weight Strategy (East Ayrshire)	Promise Oversight Group Action Plan		Child Protection Improvement Plan			Early Learning and Childcare Plan 2022-24		Out of school Additional Support Needs (ASN) services in East Ayrshire	

Appendix 3: Key Strategic Actions and Activities 2023-2026

Priority 1: Our Children and Young People feel respected, listened to and influence change			
ID	Action Title	Action Owner	Timeframe
CYP 1-01	Develop and introduce an HR model to encourage the participation of young people in the recruitment of staff for roles that involve working with children and young people.	People and Culture Manager /Strategic Lead: Communities	2024
CYP 1-02	Co-produce a Children and Young Person's Consultation and Engagement Strategy in partnership with our children and young people	Strategic Lead: Communities	2024
CYP 1-03	Deliver leadership training for children and young people and signpost them to opportunities within the service to get involved in leading change	Team Leader: YPSD, Vibrant Communities / Education Manager: Children's Services	2023/2024
CYP 1-04	Explore funding opportunities for youth led change projects and initiatives within schools and communities linked to leadership academies for young people.	Team Leader: YPSD, Vibrant Communities	2024/2025
CYP 1-05	Develop and deliver a wide range of participation forums to provide opportunities for young people to use their voice to drive change.	Team Leader: YPSD, Vibrant Communities	2023/2024
CYP 1-06	Develop a practitioners network of Participation Officers to enable those working with young people to share experiences and knowledge and maximize partnership working	Team Leader: YPSD, Vibrant Communities	2023/2024

Priority 1: Our Children and Young People feel respected, listened to and influence change

ID	Action Title	Action Owner	Timeframe
CYP 1-07	Support staff to access to CPD opportunities that will equip them in facilitating feedback, involvement and engagement of children and young people in decision-making.	Team Leader: YPSD, Vibrant Communities	2023/2024
CYP 1-08	Integrate Children's Rights Impact Assessments (CRIA) within the existing EQIA process.	Corporate Officer Equality and Diversity: Corporate Support	2024
CYP 1-09	We will ensure that schools meaningfully engage with children and young people in decision making in relation to school expenditure (eg PEF Participatory Budgeting) and priority setting (eg SiP consultation)	HWB and Equity Education Support Officer/ Senior Project Lead, Scottish Attainment Challenge	2026
CYP 1-10	We will ensure that children and young people will have their say on the curricular design and learning and teaching approaches embedded in their school	QIO (Inclusion)/ HWB and Equity Education Support Officer	2026

Priority 2: We are working collaboratively, reducing the impact of social and economic poverty on our Children and Young People

ID	Action Title	Action Owner	Timeframe
CYP 2-01	Reduce the impact of poverty by supporting families to access community based supports.	Service Manager: Vibrant Communities	2023 - 2026
CYP 2-02	Implement the East Ayrshire's Child Poverty Action Plan	Financial Inclusion Manager	2024
CYP 2-03	Embed the Financial Inclusion Team within Early Years children's health teams	Financial Inclusion Manager	2023 - 2025
CYP 2-04	Replicate the SL33 model to provide equity of provision across East Ayrshire	Deputy Head of Education	2023 - 2025
CYP 2-05	Schools will support children from low income families to overcome the barriers they face in terms of the costs associated with their participation and engagement at school	Senior Project Lead, Scottish Attainment Challenge /HWB and Equity Education Support Officer	2023 - 2026
CYP 2-06	Ensure young people are supported appropriately to access a national entitlement card and access to free bus transport.	Opportunities for All Education Officer	2023 - 2024
CYP 2-07	Increase access to information and supports to ensure families can make nutritious, affordable, healthy choices	Strategic Lead: Food & Facilities Support, FPM	2023 - 2024

Priority 2: We are working collaboratively, reducing the impact of social and economic poverty on our Children and Young People

ID	Action Title	Action Owner	Timeframe
CYP 2-08	Increase participation in training opportunities that meet the needs of young people and employers	Depute Head of Education / Opportunities for All Education Officer	2024-2026
CYP 2-09	Develop sector skills based activity that provide progression pathways into employment	Depute Head of Education / Opportunities for All Education Officer	2024-2026
CYP 2-10	Increase the range and number of targeted pre-apprenticeship programs.	Deputy Head of Education /People & Culture Manager: Workforce	2024 – 2026
CYP 2-11	We will support and challenge schools to embed a range of Cost of the School Day / Poverty Proofing approaches to support equity and reduce poverty related barriers to learning	HWB and Equity Education Support Officer/ Senior Project Lead, Scottish Attainment Challenge	2026
CYP 2-12	We will ensure that schools utilize their PEF funding to tackle poverty and reduce their poverty related attainment gap	HWB and Equity Education Support Officer/ Senior Project Lead, Scottish Attainment Challenge	2026

Priority 3: Our Children and Young People feel safe

ID	Action Title	Action Owner	Timeframe
CYP 3-01	Implement the East Ayrshire's Cherishing Our Families Strategy to eradicate and reduce the impact of neglect	Senior Manager, Localities, C&F	2024
CYP 3-02	Support children and young people to build respectful relationships with each other and tackle bullying wherever it takes place.	Child Protection Lead Officer	2023 - 2024
CYP 3-03	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.	Child Protection Lead Officer	2023 - 2024
CYP 3-04	Support the implementation of Safe & Together model of practice with Children & Families, Early Years Health, Education and ensure that more families are safe and together with the non-offending partner.	Senior Manager, Localities, C&F	2023 - 2024
CYP 3-05	Work with the Alcohol and Drugs Partnership to improve holistic family support for children affected by drugs and alcohol.	ADP Lead Officer	2023 – 2026
CYP 3-06	Implement the Health Visiting Pathway to identify need at an early stage with identified models of early help and support.	Senior Nurse Manager Health	2023 - 2024
CYP 3-07	Enhance and develop practitioner's confidence and knowledge of child exploitation.	Senior Manager, Localities, C&F	2023 - 2024

Priority 3: Our Children and Young People feel safe

ID	Action Title	Action Owner	Timeframe
CYP 3-08	Improve our Whole System's approach to those children and young people who are in conflict with the law.	Senior Manager, Authority Wide Services, C&F	2023 – 2025
CYP 3-09	Refresh our child protection learning and development supports to practitioners to services who support children and their families.	Child Protection Lead Officer	2023 – 2024
CYP 3-10	Implementation and development of relational practice across schools and early childhood centers	Principal Educational Psychologist	2026

Priority 4: Our Children and young people have the best start in life and achieve their potential

ID	Action Title	Action Owner	Timeframe
CYP 4-01	Implement the Breastfeeding Friendly Scotland - Early Learning Scheme in early years settings	Senior Education Manager: Early Education & Childcare	2024-2025
CYP 4-02	Implement the Breastfeeding Friendly Scotland Primary School scheme and the Local Authority scheme.	Senior Nurse Manager Health	2023 - 2024
CYP 4-03	Provide every child with the opportunity to have support from a Dental Health Support Worker to access dental care and receive oral health education/support.	Senior Nurse Manager Health	2023 – 2026
CYP 4-04	Increase the knowledge, skills and understanding of the early years workforce, including Education, Health and partner agencies, on how they can support early language development	Strategic Education Manager (Early Years)	2023 - 2025
CYP 4-05	We will anticipate the changing needs of children and young people to facilitate positive transitions	Speech & Language Manager	2023 - 2025
CYP 4-06	Multi agency support and quality improvement methodology will be used to support ELC settings to improve approaches to meeting the needs of children with additional support needs.	Strategic Education Manager (Early Years)	2023 - 2025
CYP 4-07	Ensure coherent progression pathways for every school leaver, particularly those at risk of not achieving a positive destination.	Depute Head of Education / Opportunities for All Education Officer	2023 - 2026

Priority 4: Our Children and young people have the best start in life and achieve their potential

ID	Action Title	Action Owner	Timeframe
CYP 4-08	Ensure school learners are developing skills to enable them to take up opportunities within areas of sectoral expansion or as a result of the Ayrshire Growth Deal.	Depute Head of Education	2023 - 2025
CYP 4-09	Establish a clear planning pathway (with identified development milestones) for care experienced young people	QIO (Inclusion)/ Education Manager: Children's Services	2023 - 2025
CYP 4-10	Implement a program to provide opportunities for young people to get involved in their communities and democracy at the local level.	Team Leader, YPSD, Vibrant Communities	2024
CYP 4-11	Increase participation levels by children and young people in a range of community representation groups	Team Leader, YPSD, Vibrant Communities	2024
CYP 4-12	Support improved outcomes for children and young people impacted by poverty, with a focus on tackling the poverty related attainment gap through strategic equity fund plans that include stretch aims and contributing to the overall Scottish Attainment Challenge	Senior Project Lead, Scottish Attainment Challenge	2026

Priority 5: Our Children and Young People's Mental Health & Wellbeing is improving

ID	Action Title	Action Owner	Timeframe
CYP 5-01	Support the emotional health and wellbeing of children and young people of all abilities across East Ayrshire using engaging and creative approaches.	Service Manager	2024-2025
CYP 5-02	Ensure the new public health resource 'A Guide for Children – a Creative Guide to Staying Healthy and Happy' is promoted and utilised by Children and Families Services	Programme Manager Infant, Children and Young People's Transformational Change Programme, NHS A&A	2023 - 2024
CYP 5-03	Provide access to 'Mental Health Improvement Approach' training to our young people and those who work with them	NHS Colleagues	2023 - 2025
CYP 5-04	Support children and young people to access neurodiversity supports.	Service Manager Children's Health	2023 - 2024
CYP 5-05	Provide access to training in mental health interventions for all staff working with children and families	Education Manager: Leadership/People and Culture Manager: OD	2023 - 2024
CYP 5-06	Implement a toolbox of mental health resources that have been developed in partnership with children and young people	Service Manager Children's Health	2023 - 2025
CYP 5-07	Support the development and implementation of the East Ayrshire Children and Young People Suicide Prevention Strategy	Service Manager Children's Health	2023 - 2024

Priority 5: Our Children and Young People's Mental Health & Wellbeing is improving

ID	Action Title	Action Owner	Timeframe
CYP 5-08	Deliver a series of Talking Mats programmes to practitioners to support engagement with our children and young people with additional support needs,	Speech and Language Therapy Service Manager	2024
CYP 5-09	Provide HWB progression framework and training to support a sustained focus on physical and mental health & wellbeing.	HWB and Equity Education Support Officer	2026
CYP 5-10	Challenge and support schools to undertake biannual wellbeing profiles and provision of appropriate supports	HWB and Equity Education Support Officer	2026
CYP 5-11	Continue to provide a Schools Counselling Service with identified improvement priorities to meet specific needs of CYP across East Ayrshire	Principal Educational Psychologist	2026

East Ayrshire
**Children and
Young People's
Service Plan**
2023 – 2026

