

EAST AYRSHIRE

Health & Social Care
Partnership

Equality Outcomes and Mainstreaming Progress Report 2022-2024



December 2024

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1. Introduction

As part of the public sector equality duty, East Ayrshire Health and Social Care Partnership is required to publish a report every two years on the progress we have made towards meeting our equality outcomes and also on how equalities have been mainstreamed into the functions and activities of our organisation.

This report provides this overview of our progress in mainstreaming equalities into our day-to-day business processes, functions and activities and highlights the activities we have undertaken and the progress we have achieved in advancing the four Ayrshire Shared Equality Outcomes. These activities have been focus on improving the lives of people across East Ayrshire through reducing the inequalities and barriers local residents face to living a safe, healthy and active life.

This report also provides clear evidence of our continuing commitment to promoting equality. Demonstrating how we continue to put equality, diversity and inclusion at the heart of how we operate as a service provider and in our collaborative work with partners.

1.1 About Us

East Ayrshire Health and Social Care Partnership formed in April 2016 bringing together health and care services in East Ayrshire. The partnership includes the full range of community health and care services, children's health care and justice services and is the Lead Partnership across Ayrshire and Arran for services commonly known as Primary Care Services. These services include general medical services, community pharmacy, optometry practices, dental practices, public dental service, and Ayrshire out-of-hours nursing service and Ayrshire out-of-hours social work response service.

Our partner organisations include East Ayrshire Council, NHS Ayrshire & Arran, The Third Sector Interface (TSI) and the Independent Sector.

Our approach to leadership is based on shared values where individuals, families and carers are key partners in shaping and developing services focused on shifting the balance of power and creating equitable relationships.

1.2 Vision and Values

East Ayrshire Health and Social Care Partnership is committed to tackling discrimination; advancing equality of opportunity; and promoting good relations within our workforce and our communities. Mainstreaming equality, diversity and human rights is the process by which we will work towards achieving this as an organisation for all our residents, partners and our workforce. By considering and integrating equalities into the daily work and discharging of duties required by the Partnership, we will consider equalities in the way we go about our business.

We developed a vision for how we would operate as a Health and Social Care Partnership. This vision has been refreshed and will continue to drive our activity. Our vision is one of:

“Working together with all of our communities to improve and sustain health, wellbeing, care and promote equity.”

Our Partnership values underpin our approach to how we engage with and support the people within our communities and encompass the values of our partners. These values are highlighted below:



2. Background and Context

2.1 National Policy Context

Equality Act 2010

The Equality Act 2010 became law on 1 October 2010 and replaced previous anti-discrimination laws with a single Act. It simplified the law into a single source and ensures that everyone who is protected under law from discrimination, harassment or victimisation is afforded the same level of protection.

The Equality Act introduced the concept of nine protected characteristics (PCs), namely:

- Age
- Disability
- Gender Reassignment
- Pregnancy and Maternity
- Race
- Religion and Belief
- Sex
- Sexual Orientation.
- Marriage and civil partnership but only in respect of the requirement to have due regard to the need to eliminate discrimination.

General Equality Duty

On 5 April 2011, the Equality Act 2010 introduced a new public sector equality duty (also known as the General Equality Duty) which requires public authorities, in the exercise of their functions, to have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and any other conduct that is prohibited under this Act;
- Advance equality of opportunity between people who share a relevant protected characteristic and those who do not share it; and
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

The Specific Duties

On 27 May 2012, the Equality Act 2010 (Specific Duties) (Scotland) Regulations 2012 came into force. The purpose of the specific duties in Scotland is to help public bodies in their performance of the general equality duty. The Specific Duties place a statutory duty on public bodies to:

- report progress on mainstreaming the equality duty;
- publish equality outcomes and report progress;
- assess and review policies and practices;
- gather and use employment information;
- publish gender pay gap information;
- publish statements on equal pay;
- consider award criteria and conditions in relation to public procurement; and
- publish in a manner that is accessible.

2.2 Local Policy Context

East Ayrshire Community Plan 2015-30

The East Ayrshire Community Plan is the sovereign and overarching planning document for East Ayrshire, providing the local strategic policy framework for the delivery of



public services by all partners. Our review details are held within our [Community Plan Review Supplement 2024-27](#). The performance management framework which allows us to account publicly to our communities for community planning in East Ayrshire and the work that we are doing together to tackle inequalities is set out in our [Local Outcomes Improvement Plan 2024-27](#) (LOIP). The vision set out in the Community Plan is that:

“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.”

Implementation of the Community Plan is through three thematic Delivery Plans, namely Economy and Skills, Safer Communities and Wellbeing. The Health and Social Care Partnership has a lead role in taking forward the strategic priorities under the Wellbeing theme of the Community Plan, which are:

- Ensure that all children and young people in East Ayrshire get the best start in life (Starting Well)
- Support local people to live healthy lives with access to the services that they need close to home (Living Well)
- Embed a human-rights approach to supporting adults and older people (Aging Well)
- Ensure that people are cared for with dignity, respect and compassion through palliative and end of life care (Dying Well)

Tackling inequalities, including health inequalities, is a cross cutting priority for the Community Planning Partnership (CPP) in East Ayrshire and is at the core of the Wellbeing Delivery Plan which the Partnership leads on behalf of the CPP. Working with our partners across third sector, Public Health, Education and Vibrant Communities supports the delivery of the Wellbeing Delivery Plan, and how our activities contribute to mitigating, preventing and undoing the causes and effects of inequality.

East Ayrshire Health and Social Care Partnership Strategic Plan 2024 - 2027

The [Health and Social Care Partnership's Strategic Plan for 2024 to 2027](#) details how we can best meet the national outcomes and continue to improve outcomes for the people of East Ayrshire by delivering on our vision of:

Working together with all of our communities to improve and sustain health, wellbeing, care and promote equity

The Partnership believes that reducing the impact that inequalities have on our communities is of paramount importance and the commitments we have made within the Strategic Plan 2024-27 are designed to engender a culture which promotes equality, values diversity, protects human rights and social justice and tackles discrimination experienced by our workforce and also our residents.

Service Improvement Plans

Each of the Partnership service areas publish an annual [Service Improvement Plan](#) (SIP). The current plans are being updated and will be available on completion.

These service areas include:

- Children's Health, Care and Justice Services.
- Primary Care and Urgent Care Services
- Wellbeing and Recovery Services
- Locality Health and Care Services
- Allied Health Professionals

The SIPs are a key mechanism for setting out service level contributions to the delivery of the Health and Social Care Partnership's priorities and they contribute also to the Wellbeing theme of the Community Plan 2015-30.

3. East Ayrshire Profiles

East Ayrshire is a diverse area covering some 490 square miles with a population of 120,750 mid 2023. With people spread over both urban and rural communities. East Ayrshire had the 16th highest population in 2023, out of all 32 council areas in Scotland.

3.1 Demographic Profile

The population has been falling in general, however we do see some annual variations. The population of East Ayrshire was 120,400 mid 2022, 122,020 in 2021, and 121,600 mid 2020, a decrease of 0.3% from 122,010 in 2019. The population in East Ayrshire is estimated to decrease by 0.9% from 2021 to 2026.

In contrast to a wider trend across Scotland towards an increase in population driven by net migration the population of East Ayrshire has been falling for a number of years and is predicted to continue falling. By 2028 the population of East Ayrshire is

predicted to fall by 1.7% below 2018 levels. While East Ayrshire will benefit from net migration, natural change (births minus deaths) appears likely to continue to exceed net migration. Over the next 10 years, the population of East Ayrshire is projected to decrease by 3.0% due to natural change (more deaths than births). Total net migration (net migration within Scotland, from overseas and from the rest of the UK) is projected to result in a population increase of 1.1% over the same period.

In East Ayrshire in terms of overall population size, the 16 to 65 age group was the largest in 2023, with a population of 75,807. In contrast, under age 16 was the smallest group. In 2023, more females than males lived in East Ayrshire Overall, **48.5%** of the population were male, and **51.5%** female, across all ages

As at 30 June 2023 the population in East Ayrshire age under 16 was 20,262, working age (16-65) 75,807 and pensionable age (66 as at 30 June 2023) was 24,681. In two out of these three groups the female population was higher. Only in age group under age 16 was the male population higher than female.

In Scotland's 2022 Census the percentage of people who reported bad or very bad health (age standardised) within East Ayrshire was 7.7%. In Scotland there was a gradual percentage increase chronologically, with the highest percentages who reported bad or very bad health shown for those aged 85 and over, at 23.3%.

The projected changes to the population in East Ayrshire present significant challenges for the shape and delivery of our public services and the resources required to deliver them. In particular, while most older people do not require formal support, as people live longer we know from experience that they are likely to develop health conditions which become complex and, as a consequence, require a growing reliance on local services.

3.2 East Ayrshire Equality Profile

East Ayrshire has an ageing population, and this is set to increase in the coming years. We know that we have a slight increase in relation to our black and ethnic minority communities due to the Refugee Programme, however this will not have a significant impact and the two largest protected characteristic groupings in East Ayrshire still remain age and disability.

East Ayrshire

Spans 490 square miles in the South West of Scotland

Incorporates both urban and rural communities



Has a population of 122,020 - approximately 2.2% of Scotland's total population

Is expected to see its population fall by 1.05% by 2028

Age Profile



Aged 0-15 years

20,792

17% of the population
(Scotland 16.6%)



Expected to fall by
5.6% by 2028
(Scotland 4.6%)



Aged 16-64 years

75,654

62% of the population
(Scotland 63.8%)



Expected to fall by
3% by 2028
(Scotland 0.8%)



Aged 65+ years

25,574

21% of the population
(Scotland 19.6%)



Expected to rise by
7.9% by 2028
(Scotland 10%)

Life Expectancy



Male, 74.9 years
(Scotland 79.3 years)

Healthy life expectancy for men, 56.8 years
(Scotland 60.4 years)

75.9% of life spent in good health
(Scotland 78.9% years)



Female, 79.3 years
(Scotland 80.8 years)

Healthy life expectancy for women, 59.9 years
(Scotland 61.1 years)

75.5% of life spent in good health
(Scotland 75.6% years)

4. Equalities and Our Decision Making

Mainstreaming the equality duty is an organisational responsibility and leadership and employee awareness is central to its success. The Integration Joint Board has worked closely with our corporate partners in East Ayrshire Council to develop a range of mechanisms and processes to ensure consideration of equalities underpins everything we do and that there is effective leadership at all levels.

4.1 Integration Joint Board

East Ayrshire Integration Joint Board (IJB) took responsibility for the delegated functions on 2nd April 2016. The board is made up of voting members, who are either Councillors of East Ayrshire Council or non-executive Directors of NHS Ayrshire and Arran, and non-voting members made up of persons nominated by the Council, the NHS Board, third sector bodies, users, carers and other key stakeholders.

To ensure that the needs of the general Equality Duty are considered in exercising our business functions and processes, including budget setting, project planning and service redesign, we have positioned a mandatory “Equalities Impact” section within all IJB reports, which outlines any identified impacts to equality groups of the report proposals and any further action required.

4.2 Corporate Equalities Strategy Group

The Integration Joint Board continues to support the work of East Ayrshire Council by linking into the Corporate Equalities Strategy Group (CESG), which enables the co-ordination of actions and responses related to East Ayrshire’s Equality Outcomes where appropriate.

The Partnership is represented on East Ayrshire Council’s CESG, which is chaired by the Chief Executive and comprises representation at a chief officer level from all departments of the Council. The Group ensures a strategic approach to the equalities agenda; ensures effective monitoring in relation to equality issues and maintains a consistency of approach to equality issues with particular emphasis on the continuation of mainstreaming equalities.

4.3 East Ayrshire Equalities Forum

The Health and Social Care Partnership is represented on the East Ayrshire Council Equalities Forum, which is chaired by the Elected Member for Equality, Inclusion and Poverty. The Forum comprises individuals and members of groups, representing all of the protected characteristics, Elected Members, Council Officers and partner representatives.

The Equalities Forum meets twice per year and, in addition, an annual equalities event is held, which reviews achievements in the previous year and identifies issues for consideration in the coming twelve months.

4.4 Ayrshire Equality Partnership

The Partnership is represented on the Ayrshire Equality Partnership (AEP), which is a multi-agency partnership aiming to support the promotion of equality and diversity including encouragement of good relations across all protected characteristic groups in Ayrshire. The group has been working together to provide opportunities for professionals and local people to develop their knowledge and skills and to encourage greater interaction among communities



Membership includes representation from:

- Ayrshire College
- Ayrshire Valuation Joint Board
- Community Justice Authority

- East Ayrshire Council
- North Ayrshire Council
- South Ayrshire Council
- East Ayrshire Health and Social Care Partnership
- North Ayrshire Health and Social Care Partnership
- South Ayrshire Health and Social Care Partnership
- NHS Ayrshire & Arran
- Police Scotland
- Scottish Fire and Rescue Service
- University of the West of Scotland

5. Mainstreaming the Equality Duty

Mainstreaming the equality duty simply means integrating equality into the day-to-day processes and activities of the Partnership. This means considering the impact of our actions on all the people who use our services, particularly those who have a protected characteristic.

Mainstreaming the equality duty has a number of benefits including:

- equality becomes part of our structures, behaviours and culture
- we can demonstrate how equality is built into everything we do
- contributing to continuous improvement and fairer and better performance

The work of the Partnership is focused on supporting vulnerable people and those who often face discrimination or unfair treatment and in doing so we ensure that for each need of the general equality duty we consider each of the protected characteristics.

The Partnership utilises a range of mechanisms and processes to ensure that consideration of equalities underpins everything we do and that there is effective leadership at all levels and these are outlined in the summaries below.

Mainstreaming Equalities in Service Provision

5.1 Embedding Equality Awareness

We continue to provide all our staff with access to appropriate training to ensure that we build staff confidence, and professional assurance, to deliver high quality accessible services to the people of East Ayrshire and a range of e-learning courses are currently available to raise awareness of equality issues in the workplace and in relation to our Service delivery



Equalities focussed training that we provide for staff through our E-Learning platform LearnPro includes:

- Building Bridges
- Cultural Awareness
- Challenging Anti-Muslim Prejudice
- Delivering an Accessible Venue
- Equally Safe in Practice
- Equity in the Classroom
- Hate Crime
- Gaelic Awareness
- Gaelic Language Plan
- LGBT Awareness
- Myths of Immigration
- Neurodiversity
- Racial Inequality
- Raising Awareness of Gypsy Traveller Communities
- Reducing Stigma
- Respectful Relationships

A wide range of other equalities based training and development opportunities are offered to Partnership staff by a host of different partner agencies, including Women's Aid, Vibrant Communities, Social Work Learning and Development Team, NHS Ayrshire and Arran, Corporate Equalities Section and the Organisational Development Team. These cover guidance and awareness training for working with vulnerable people who may be covered by protected characteristics.

The Violence against Women Partnership along with the Adult Protection Committee, the Alcohol and Drugs Partnership, Choose Life and Multi Agency Public Protection Arrangements (MAPPA) developed a Protecting People Training Framework 2022-24. The framework provides staff with an overview of suitable training pathways. The Framework was recently refreshed to include the addition of Multi-Agency Risk Assessment Conference (MARAC) and Safe & Together training within the existing range of Violence against Women and Girls (VAWG) learning opportunities for the multi-agency workforce across this area.

5.2 Equality Champions

The East Ayrshire Council Corporate Management Team have agreed to adopt and develop Equality Champions for each service area, including the EAHSCP and these Equality Champions (often known as Diversity Champions) are to be recognised as playing a central role in disseminating good practice and encouraging the promotion of equalities within organisations.

The Equality Champion for the Partnership will be the main contact in relation to equalities for the service and they will act as the Equality Impact Assessment (EQIA) Lead.

5.3 Equality Impact Assessments

The Partnership completes an [Equality Impact Assessment](#) on any new policy, strategy or budget proposal that is likely to have an impact on local people, the workforce or other stakeholders. If the impact of our decisions on different groups is not considered, this may lead to avoidable poorer outcomes, which bring additional financial burdens at a later stage. Authorities which fail to carry out EIAs risk making poor and unfair decisions which may discriminate against particular groups and worsen inequality.

Since the Partnership's inception, we have applied the same Equality Impact Assessment process to both Council and NHS budget proposals, which has enabled a greater level of consistency in equality impact assessments across our Integration Partners.

Work has been ongoing to develop an Integrated Impact Assessment, which will incorporate assessing impacts on Children's Rights and on people with care experience. Updates to the recording system are taking place to reflect the new Impact Assessment.

From 2025 the Partnership will strengthen its arrangements to ensure that each service identifies team members to be trained in taking forward EQIAs and Fairer Scotland Duty assessments and in doing so create small teams of experts.

To ensure Partnership EQIA's are available easily on the website, work is underway to develop a separate section of the website for Partnership EQIA's only. This will be a priority going forward as currently all EQIA's are published on the same page on East Ayrshire Council's website.

5.4 Fairer Scotland Duty

[The Fairer Scotland Duty \(FSD\)](#) came into force on 1 April 2018 placing a legal responsibility on named public bodies in Scotland to actively consider how they can reduce inequalities of outcome caused by socio-economic disadvantage, when making strategic decisions.

Through undertaking EQIAs and the Fairer Scotland Duty assessments, the Partnership promotes equality of opportunity, social justice and social inclusion, the guiding principles of the East Ayrshire Community Plan.

To fulfil our legal obligations in respect of EQIAs and the FSD, the Partnership actively considers how we can reduce inequalities of outcome in all the key strategic decision

we make and we provide information on the outcome of EQIA and FSD assessments in all strategic reports we provide to the IJB.

5.5 Equality Monitoring

The Liquid Logic management information system utilised by the Partnership captures information on every service user's ethnicity, age, and gender, as well as their main client group to determine any disability or disabilities. There is also optional information collected on first language and religion. This classification information is built into operational reports which show service activity by client and their equality characteristics. In turn, this allows the department to monitor uptake of service and service activity by these characteristics.

Mainstreaming Equalities in Stakeholder Engagement

5.6 Participation and Engagement


Health and social care services continue to undergo extensive transformational change in order to better meet the demands of changes in our population and to ensure consideration of equality is central to our response to this transformational change. The Partnership has implemented a revised [Communications Strategy 2024-27](#).

The Partnership recognises that early involvement in public engagement will allow us to share and shape key messages around the service redesign and that providing information early keeps people at the centre of everything we do, addresses inequalities and enables people to live their best life. Our [Participation and Engagement-Strategy 2023-2026](#) sets out principles for participation and engagement to ensure that people are involved, consulted with, and actively engaged in the design and development of health and social care within East Ayrshire. Recognising that specific consideration and actions are necessary to ensure that engagement activities are not only open and accessible but also targeted at those under-represented or who may encounter multiple barriers to engaging.

The Partnership is committed to listening and responding to all of our citizens. We understand East Ayrshire's challenges because of the participation of those people who use health and social care services, their families and carers and our local communities and partners, is central to the way we work.

Recent examples of the Partnership public engagement exercises includes:

- In April 2022, we carried out a review and evaluation of our IJB Stakeholder Forum, which consists of public/user, carer and third sector IJB representatives and members. Following in-person and online sessions with East Ayrshire Carers Centre, the Partnership recruited two IJB Carers representatives to ensure that the views of unpaid carers are represented. The Carers representative has been in post since August 2022, with the second representative joining in March 2023.

- The HSCP and partners have been involved in planning and delivering a Wellbeing for All Participatory Budgeting (PB) exercise across the three HSCP localities between June and October 2022. The process allowed local people to decide how and where money is spent to address local priorities. Over 1,000 people came to vote at the in-person events. The full £250,000 of funding was awarded to 32 of the 62 organisations that took part. Following the events, an online survey and feedback sessions were carried out to identify areas for improvement and inform the process for future years.
- The HSCP joined the online [Care Opinion](#) platform in 2022 to allow people who use our services to share their experiences and help us improve. Care Opinion allows people to share their stories confidentially, which are then shared with staff members so they can take on board comments, respond and consider improvements that may be required.
- The Promise Participation team established [Art Club?](#) 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 engage creatively with the issues and interests that affect them.
- Promotion of our services, sharing of our information and encouraging people to get involved continues to happen via a variety of engagement stalls at events and local venues. Asking people what is important and what truly matters to them. This has encouraged many people from across our communities to get involved, and includes an annual celebration, [What Matters To You](#) day. This has led the Partnership Engagement Officer to develop an 'Involved people' database of contacts.
- As part of our development activities for the new Participation & Engagement Strategy the Partnership's Local Conversations resumed in 2023, with a focus on providing practical cost of living support. Engaging with a wide range of our communities through an equalities informed approach. These events allow us to showcase current HSCP areas of work, engage and discuss future activities and allow participants to shape what meaningful engagement means to them.

As the examples of public engagement highlight, the Partnership works closely with our communities, listening to their concerns, views and ideas, support them to optimise and make full use of their strengths, skills and assets and enable them to have their voice heard in decisions that affect them.

In respect of our staff, we support them to think differently when working with local people, to consider the natural supports available from family, friends and local

organisations and groups in order to provide a more holistic, community based approach to health and care, which respects their rights as individuals.

Mainstreaming Equalities in Partnership Working

5.7 Partnership Provider Statement

The Partnerships approach to collaborative working with our stakeholders promotes equality, values diversity, protects human rights and tackles discrimination. We recognise that we do not deliver services in isolation and the contribution of partners from all sectors is essential to identify positive outcomes for individuals.

The Partnership has developed a [Partnership Provider Statement](#) for our community of providers that builds on local good practice, recognising the need for change and ensuring that we are best placed to respond to it together. With our providers, we collectively shape provision by understanding and managing demand through enabling peoples' rights and capabilities, recognising any pressures and taking future opportunities in line with strategic priorities.

5.8 Locality Planning Groups

The Partnership developed co-ordinated, multi-agency working arrangements on a geographical basis based on three agreed Locality Planning boundaries. These are Northern Locality (Annick and Irvine Valley), Kilmarnock Locality and Southern Locality (Ballochmyle, Cumnock and Doon Valley).

It is widely recognised that in the first 4/5 years of these locality planning arrangements, community planning partners, communities and local service providers worked effectively together in partnership to deliver a range of service and community focused improvements. However, as a result of difficulties across a number of areas, the ability of our Locality Planning Groups to deliver locality-based improvements across our communities have not been as effective recently. A review was conducted to evaluate and assess our locality planning arrangements and to help identify opportunities to improve and further develop our approach to Locality Planning in order to enhance how we support key community priorities.

Based on our assessment of review findings the key recommendation from the review was to develop and implement a shared delivery model for Locality Planning in East Ayrshire. One that facilitated a more integrated approach between the HSCP and the Community Planning Partners. Focusing on cross-organisational delivery of improvements that helps to support community priorities.

Work is currently ongoing in developing the new model and it is anticipated that full implementation of the model will follow in mid-2025.

5.9 East Ayrshire Violence against Women Partnership (EAVAWP)



EAVAWP is a multi-agency partnership established with the aim of addressing violence against women and girls, including domestic abuse and gender based violence, within the strategic framework of the East Ayrshire Community Plan.

EAVAWP contributes to the Safer Communities and Wellbeing themes of the Community Plan through its work to; reduce inequality and build a fairer and more inclusive East Ayrshire, protect vulnerable people and families, encourage responsible citizenship and support positive health and wellbeing outcomes across the lifespan.

The EAVAWP is comprised of East Ayrshire Health and Social Care Partnership, Police Scotland, NHS Ayrshire and Arran, Ayrshire College, the Third Sector, HMP Kilmarnock and wider East Ayrshire Council services across Education, Housing, Corporate Equalities, Vibrant Communities, Early Years and Community Safety services.

The EAVAWP Strategic Plan 2021-2024 outlines the key themes that the partnership identified to continue to implement. The Strategic Plan Monitoring report highlights that 61% of actions were completed by end of year 2022 and 28% partially completed, [Progress Report EAVAWP 2022-23](#).

For 2023-24, of the 31 live actions, 20 (64.5%) have been completed whilst 11 (35.5%) will continue to be monitored throughout 2024 and will either be completed or carried forward into the new plan, [Progress Report EAVAWP 2023-24](#). Equally Safe in East Ayrshire and work towards preventing and eradicating all forms of VAWG in East Ayrshire. Using a co-ordinated approach, the partnership will achieve this by:

- Leadership and governance
- Improved understanding/awareness of gender/inequality links & violence
- Improved awareness of resources and access to services
- Improved management safety/risk
- Improved identification of women affected by domestic abuse
- Improved community awareness of VAWG
- Preventing violence – Desist/perpetrators receive a robust & effective response
- Improved understanding of commercial sexual exploitation
- Engaging with women and girls with lived experience
- Learning together by building up local evidence, reviewing national/international evidence
- Improves awareness and response to FGM
- Learning and development
- Monitoring and evaluating progress against Equally Safe Quality Standards

A new and updated multi-agency VAWG training calendar from Women's Aid was disseminated across all partners in April 2022 and 16 multi-agency domestic abuse training events (Dynamics of Domestic Abuse, Children and Young People's

experiences of domestic abuse and Identifying Risk & Supporting Recovery) were delivered to 248 participants. In addition, all VAWG training sessions were updated to include Multi-Agency Risk Assessment Conference (MARAC) information.

MARAC is a local meeting where representatives from statutory and non-statutory agencies meet to discuss individuals at high risk of serious harm or murder, as a result of domestic abuse. The Ayrshire MARAC went 'live' across North, South and East Ayrshire in August 2022 and the MARAC Coordination Team is now fully in place. The primary focus is to safeguard the adult victim. However, the MARAC will also make links with other processes and agencies to safeguard children and manage the behaviour of the perpetrator.

East Ayrshire Violence against Women Partnership, and its member organisations, have continued to support the 16 Days of Action campaign. This campaign seeks to raise awareness of the reality of domestic violence and pushes for positive change to increase women's safety. Across the period 2022-24 East Ayrshire Violence against Women Partnership, and its member organisations, continued to support the campaign and co-ordinated a wide range of activity to promote 16 Days of Action throughout East Ayrshire



Mainstreaming Equalities in Employee Development

5.10 Developing our Workforce

East Ayrshire Health and Social Care Partnership values the contribution of all our employees who work in the delivery of services to local communities and we are committed to equality and to treating all of our workforce with the dignity, respect and consideration they deserve and in helping staff to reach their full potential at work. We have gathered profile data around gender, age, race, disability, marital status and sexual orientation. We recognise that a diverse organisation with a range of abilities, experience and skills is more likely to be sensitive to the needs of the diverse community that we serve.



5.11 FACE Qualities and Behaviours

FACE qualities and behaviours have been embedded across all East Ayrshire Council services, including those delivering Partnership services. FACE represents the qualities and behaviours that residents of East Ayrshire feel we should all demonstrate, both now and into the future, namely Flexible, Approachable, Caring and Empowered.

The framework that has been used to embed FACE is fully aligned with the equalities agenda in terms of inclusion and equal opportunity and informs the recruitment and development of our workforce. By embedding FACE in the workforce and communities, the aim is to strengthen the relationships that will help us to transform and build a fairer, kinder and more connected East Ayrshire.

5.12 Workforce Wellbeing Plan

A Wellbeing Recovery and Renewal Group was established in 2020 as part of the emergency response to Covid-19. The group then evolved into a network of wellbeing partners, with membership spanning the Partnership, the Council, third sector and community partners. Workforce wellbeing has been a key area of focus and the Group has led on the development of various supports, including setting up a network of local wellbeing hubs for Partnership staff, in response to winter and system pressures.

As part of this work, the Partnership published its Workforce Wellbeing Plan, focussed on the provision of support for our workforce and to build on what has already been established.

With new and targeted activity developed in response to emerging needs. The revised Plan outlines the activities and actions to be undertaken to;

- Sustain and further develop the Wellbeing Group
- Sustain the role of Wellbeing Coordinator
- Refresh awareness of the supports available
- Sustain the interventions in collaboration with EAC Healthy Working Lives
- Explore the enhancement of direct financial support for the workforce
- Promote wellbeing conversations with every staff member
- Encourage 'time out' sessions for every team

A new Health and Wellbeing Coordinator came in to post in March 2024 and a Workforce Health and Wellbeing Service was established. This service not only supports workforce health and wellbeing, but also further supports the roles of managers within the health and wellbeing agenda. Targeted work has also been delivered around the Vicarious Trauma agenda, the What Matters To You Strategic Plan, the Leadership Development Programme, IJB Stakeholder Development Day-volunteering focus, East Ayrshire Social Work Conference, Wellbeing Week Events and Communities of Practice, raising awareness and promoting pathways for support.

Mainstreaming Equalities in Procurement

East Ayrshire Council and also NHS Ayrshire and Arran undertake procurement for the Partnership in line with their respective procurement strategies and policies.

The 'general duty' in procurement means that we must have due regard to eliminating unlawful discrimination, harassment and victimisation and other prohibited conduct; advancing equality of opportunity between people who share a relevant protected characteristic and those who do not; and fostering good relations between people who

share a protected characteristic for all procurements undertaken. The 2012 Regulations specifically require an authority to consider its' equality duty when awarding contracts within its award criteria.

All procurement activity conducted by East Ayrshire Council or the NHS on behalf of the Partnership is required to meet basic principles of transparency, accountability, fairness and proportionality and the Council ensures equality is mainstreamed into our procurement processes through;

- Carrying out public procurement, and mainstreaming the general equality duty, through use of the European Single Procurement Document by Scottish Government, which is used as a template for the selection of suppliers including Equality and Diversity.
- Agreement that the degree to which equality and diversity requirements are specified and incorporated within procurement documentation would vary according to the goods, services or works being purchased and these are assessed on a case-by-case basis.

6. Equality Outcomes

All public authorities in Scotland must comply with the Public Sector Equality Duty, also known as the General Equality Duty. This means that as part of our day-to-day business, the East Ayrshire Health and Social Care Partnership must evidence and report on how they are progressing the three needs of the General Equality Duty, which are;

1. Eliminating discrimination;
2. Advancing equality of opportunity i.e. removing barriers, meeting different needs and encouraging participation;
3. Fostering good relations i.e. tackling prejudice, promoting understanding of difference, improving integration and reducing bullying and harassment.

In addition, under the Scottish Governments Specific Duties all Integration Joint Boards must publish a set of Equality Outcomes every four years and publish progress towards the outcomes every two years. In progressing the equality outcomes, the aim of the Partnership is to achieve specific and identifiable improvements in people's life chances and for our communities and workforce who share protected characteristics.

Ayrshire Shared Equality Outcomes 2017-25

Previously in the periods 2017-2021 and 2021-2025, the EAHSCP contributed to the development, and shared equality outcomes with our public sector partners across Ayrshire. These equality outcomes were built on already established partnership working relationships and outlined the actions and activities that were to be

undertaken to provide a range of quality services for local people. The Ayrshire Equality Partnership published its second set of Shared Equality Outcomes in 2021.

The Ayrshire Shared Equality Outcomes are:

1. People experience safe and inclusive communities
2. People have equal opportunities to access and shape our public services
3. People have opportunities to fulfil their potential throughout life
4. Public bodies will be inclusive and diverse employers

Appendix 1 details the actions and activities we have undertaken to achieve the shared outcomes.

East Ayrshire Equality Outcomes 2025-2029

A new set of EAHSCP Equality Outcomes are currently in development and will be introduced in April 2025. These new Equality Outcomes will no longer be based on a shared Pan-Ayrshire approach and will instead be focused on reflecting the diverse needs of the population of East Ayrshire and the range of services delivered by the East Ayrshire Health and Social Care Partnership.

The new EAHSCP Equality Outcomes will be developed through engagement with stakeholders and those with lived and living experience and will be evidence-based and supported by a programme of research and review. The outcomes will be developed on the following criteria:

1. They will address the key priorities identified through the research, consultation and engagement.
2. They will represent the HSCPs priority areas for equality.
3. They will address current gaps in our work towards addressing and reducing inequality.
4. Achieving the outcomes is considered to be possible over the next 4 years.

In addition, the equality outcomes will also provide a focus for our actions over the next four years although they will not encompass everything that we do to address and reduce inequality.

Appendix 1

Shared Ayrshire Equality Outcomes – Supporting actions and activities undertaken by East Ayrshire H&SCP 2022-2024

Equality Outcome 1: People experience safe and inclusive communities – East Ayrshire becomes a more inclusive and welcoming place to everyone, where diversity is respected and protected.

Key Area-Social Isolation

Tackling social isolation and loneliness remains a priority for Locality Planning in East Ayrshire, with a clear recognition that people in our communities who are isolated or lonely, have a higher risk of developing serious health conditions compared to those who have good social connections. Progress on this and other priorities are reported to the Strategic Planning Group on a quarterly basis.

East Ayrshire School Counselling Service provides support and advice in relation to Connection and loneliness linking with The Exchange providing wellbeing and emotional resilience support for children and young people.

CVO's Connect Calls continued to work to reduce social isolation and loneliness and maintain safety for people of all ages in East Ayrshire. This continued provision provides valuable support and friendship for vulnerable people in East Ayrshire including older people, people with additional support needs, people with addictions, people who were socially isolated and those impacted by poverty. Connect Call' continued to be delivered throughout 2022/23 and has helped to reduce social isolation and loneliness, in addition to maintaining safety for people who previously received nuisance calls that were blocked. The service has 12 trained volunteers who deliver 210 calls weekly to clients which range from 29 to 102 years of age. The service recently recruited a Connect Call Support Worker through the Long-Term Unemployed Wage Incentive, who works alongside the Volunteer Partnership Manager and Lead Volunteer.

The Family Support Team ran Fun Family Connections: For 6 weeks (March-April) bringing families with young children together to explore parenting and play, empowering parents, boosting confidence and reducing social isolation.



Our care homes represent a core element of the social care system, allowing people to live in a homely environment where personal and nursing care are provided for those requiring support in daily life. Care homes had the opportunity to bring residents together in 2023-24 for the 'Great East Ayrshire Care Home Bake Off' and the Care Home Olympics. Residents taking part in the bake off were able to showcase their baking skills in an effort to be crowned top baker. The Olympics event saw each

care home team take part in a number of sporting activities, from javelin to cycling. Both events proved to be incredibly popular and enjoyed by all, with organisers committing to these becoming annual events.

Key Area-Community Spaces

East Ayrshire has a wide variety of community spaces offering a range of supports, services, social spaces and refreshments. These spaces give [A warm welcome in our community](#). With community spaces located across the localities within East Ayrshire, there are opportunities to connect.

CVO delivers regular 'Brew and Blether' sessions at WG13 Kilmarnock, to provide people with an informal and relaxed opportunity to come together, connect and enjoy refreshments.

The Dalmellington Community Health Hub opened in October 2022 and provides a weekly service held in the Dalmellington Community Centre. A range of NHS and third sector organisations offering appointments and drop-in services. Social and digital inclusion services are also delivered weekly to address social isolation and loneliness, and to encourage peer support in the management of chronic diseases.

Key Area-Mental Health

Suicide Prevention is outlined in the Wellbeing Delivery Plan and has been a key area of focus for East Ayrshire. We work collaboratively with communities, partners and recovery networks to reduce suicide rates and address the stigma associated with suicide and mental health. We will sustain the partnership approach to delivery of the Creating Hope Together: suicide prevention strategy 2022 to 2032 and Action Plan 2022 to 2025. Within East Ayrshire, the rate of deaths by suicide is 19.1 per 100,000 compared to 14.6 per 100,000, for Scotland as a whole (NRS 2019-2023). A range of suicide prevention activity has been undertaken including:

- Raising awareness of the signs of potential suicide through training;
- Developing trained Suicide First Aiders within the workforce. 683 Suicide First Aiders, 581 people trained in Mental Health First Aid;
- Ongoing promotion of the East Ayrshire Suicide Prevention website, which contains key information including contact details for: Mental Health Practitioners, local GP Practices, Suicide First Aiders and other supports;
- Work to develop a pan-Ayrshire suicide prevention and awareness Communications Plan commenced in the summer of 2023 to ensure consistency in the messages distributed;
- The Suspected Suicide Review Group regularly to review cases and identify related circumstances and service provision gaps to inform future prevention work;
- The HSCP appointed a full time Suicide Prevention Lead Officer in February 2024 for an initial period of one year.

The East Ayrshire [Suicide prevention](#) website containing key information and contact details including Mental Health Practitioners, local GP Practices, Suicide First Aiders,

other support directories and relevant training courses. East Ayrshire Council continues to support annual recruitment to the MHO Award to support the Retention and Recruitment Plan for the MHO service.

The Mental Health Officer (MHO) Service continues to meet statutory demand and requirements in regards to the local authority's duties in respect of the Mental Health Act and Adults with Incapacity (AWI) legislation. The service has continued to experience significant challenges during 2022-23. With additional pressures relating to the back-log of AWI renewals, incoming new referrals, supporting decision making processes and limited team capacity Two MHO Award candidates are currently nearing completion of the Post Graduate Certificate Mental Health Social Work Award, with qualification anticipated in July 2023 and a further two candidates will be supported to progress their applications in 2023/24. Additionally, a qualified MHO has recently been appointed into the post of Practice Development Co-ordinator with a remit of supporting the mental health training agenda across the Social Work Workforce.

Key Area- Violence Against Women and Girls

There has been a steady increase of demands on specialist VAWG services since 2020-21, identified by the 'Equally Safe' returns, and across all age groups there has been a rise in the number of women and girls being referred to specialist VAWG services across East Ayrshire. The Workforce Plan identified an action for 2022-23 for recruitment to the 'Safe and Together' team to support the development, delivery and review of Safe & Together and the wider Violence against Woman strategy across East, North and South Ayrshire HSCP.

The EAVAWP continues to work towards the outcomes set out in the national Equally Safe Strategy for preventing and eradicating violence against women and girls. This continues to be a positive and proactive partnership, with comprehensive membership. The EAVAWP has continued to monitor and respond to need throughout 2023/24.

Within the 16 Days of Action 2023, the EAVAWP along with partners in North and South Ayrshire VAWPs and the Women's Support Project, launched a campaign on commercial sexual exploitation. The 'Imagine a Scotland without Commercial Sexual Exploitation' campaign included a practitioner event followed by the Inside/Outside exhibition, which promoted the voices of women with lived experience of child sexual exploitation.

The Ayrshire Multi-Agency Risk Assessment Conference (MARAC) commenced operationally in August 2022 and has continued throughout 2023-24 to make a significant contribution to improving the safety of victims of domestic abuse at risk of significant harm or death. There are three local MARAC meetings – one in each of the local authority areas in Ayrshire.

The Trauma Informed Contact and Care (TICC) initiative was implemented in all schools across Ayrshire from March 2022 following a successful pilot, ensuring that all school children in Ayrshire are benefitting from a range of valuable supports including: active listening, time out from the classroom, nurturing, Home Link support, voluntary sector support and Social Work support. TICC was rolled out to all Early Childhood Centres across Ayrshire on 8 January 2024. Supporting children and young people exposed to domestic abuse by ensuring that Police Scotland, notifies a school, before the start of the next school day, when a child or young person in that school has been involved in, or exposed to, a domestic abuse incident in the previous 24 hours.

Key Area-Care Experienced Young People

The Partnership's Promise team work to influence and achieve positive transformational change in East Ayrshire, ensuring that the voices of children and young people are central in delivering our aspiration to #keepthepromise. A Promise Oversight Group was established to take forward and oversee this work undertaking a self-evaluation of progress against the outcomes identified in The Promise: Plan 21-24. This evaluation will enable the HSCP to assess the work already underway to #keepthepromise and will provide an evidence-based baseline to guide priorities for the next stage of implementation.

The 'Pizza and Coke' forum has been refreshed, in partnership with young people, and renamed the Care Experienced Cabinet. Developing more ways for young people to have their say.

The Partnership participated in the CELCIS pilot to identify what was important to care-experienced children and young people in Scotland. Care-experienced children and young people, aged 4-18 years old, were invited to complete the 'Your Life, Your Care' survey, giving feedback on what was good and what was worrying them about the services they receive.

The Kinship Support Team have continued to provide bespoke support to kinship carers in East Ayrshire throughout 2023/24, whom have greatly benefited from the support, with the team having helped some families to move out of crisis situations during this period. One of the ways this is done is through monthly carer coffee mornings, held in the North and South of the authority. These provide carers the opportunity to come together and support one another, as well as be able to receive support from the Kinship team and partner services, such as Financial Inclusion. The Kinship service have focused on service development over the past year, following completion of a Best Value Service Review (BVSR). The service has worked to embed the implementation plan of the BVSR and focus on developing new Kinship procedures; training and development for the workforce and for carers; and building engagement with kinship carers.

The National Transfer Scheme (NTS) mandates support for unaccompanied asylum seeking children (UASC). Arrangements in East Ayrshire for the young people have

been positive and the UASC team has both directly provided and coordinated support and services to the young people.

Key Area- LGBTQ+

In June, Kilmarnock hosted Silver Pride, the first event of its kind in Scotland celebrating older members of the LGBTQ+ community. 180 community members, of whom approximately 100 were older adults from across the community, including care homes, attended the event. The event brought together guest speakers, information stalls, artwork, balloons and entertainment, transforming the day into a cultural celebration and informative occasion.

Key Area- Public Protection

Adult Support and Protection has remained central to the coordination and delivery of multi-agency protection work, examples include:

- The ASP Staff Survey conducted in October 2022 identified a number of areas for further staff support and/or development. The Senior Manager (ASP Operational Lead) subsequently undertook a series of 4 Staff ASP Consultation sessions that were very well attended by a range of frontline staff and managers. A 'You Said, We Did' report has been developed to ensure staff are fully informed of outcomes from the sessions.
- Further development of 2 fixed-term outreach posts aligned to Community Mental Health Team and Addiction Services has been agreed to support follow up post non-fatal overdose. Consideration of Escalating Concerns approach for individuals with repeat presentations will be available.
- The APC Engagement and Communication Sub Group identifies as a crucial mechanism to develop community engagement.
- 9 Financial Harm sessions have been delivered for front line Police Officers across Ayrshire.
- In February 2023, 5 workshops on ASP & Self-Neglect entitled: "How Fed Up Are You?!" were held. These workshops asked participants to consider what the tell-tale signs are that someone may be struggling to care for themselves fully or maintain a safe and healthy life.

The East Ayrshire Adult Protection Committee were concerned around the increasing prevalence of domestic violence on ASP Referrals. As part of the ASP Improvement Plan 2023-24 it was agreed to undertake a 'deep dive' audit to better understand the increased trend of domestic violence/abuse in April 2023. The audit found that 90% of those who experienced domestic abuse were female, which is higher than the national average of 81%. Alongside other recommendations, the findings will be used to support practitioners to understand the principles of Safe and Together in practice.

The Child Protection Committee has implemented the Pan Ayrshire Child Protection Guidance (2023) and there has been continued investment and roll out of Safe & Together across the multi-agency workforce.

The Committee has worked to build multi-agency workforce confidence, awareness and partnership working relating to child exploitation, building awareness of contextual safeguarding through the High Risk Vulnerable Person sub-group.

The committee has continued to progress previously identified areas for improvement from Learning Reviews, sharing key areas across children's services and the wider workforce. The [Cherishing Our Families Strategy 2023-2026](#) was developed by the East Ayrshire Children's and Young People's Strategic Partnership (CYPSP) in consultation with a wide range of children, young people, parents, carers and professionals in children's services to establish what was important to them in relation to preventing and reducing child neglect in East Ayrshire. The Strategy is underpinned by Children's Rights and focuses on tackling neglect and neglectful behaviours through listening to children; supporting families in the right way at the right time; working collaboratively across agencies; and, addressing poverty to ensure families are supported through times of hardship.

Whole System Approach aims to divert children and young people away from formal Court processes and adult justice systems. Whole System Strategic Group have also developed a plan in line with The Promise which outlines our commitment to working towards four key outcomes:

- The disproportionate criminalisation of care experienced children and young people will end.
- 16- and 17-year-olds will no longer be placed in Young Offenders Institutes for sentence or on remand.
- There will be sufficient community-based alternatives to that detention is a last resort.
- Children who do need to have their liberty restricted will be cared for in small, secure, trauma-informed environments that uphold their rights.

Developing multi-agency partnerships has been a key focus over the past year to create pathways for children and young people in conflict with the law. This has led to establishing regular consultations with CAMHS and developing a way for CAMHS to support children and young people within local custody.

Equality Outcome 2: People have equal opportunity to access and shape our public services – In order to provide the right services to local people, we need to understand their needs and aspirations. Many people face additional barriers to have their voices heard

[Key Area- Stakeholder Engagement](#)

The Technology Enabled Care (TEC) team adopted the Scottish Approach to Service Design (SAtdSD) to use TEC as a key enabler to fully transform health and social care provision for people with long term health conditions living in the Irvine Valley. The team carried out a wide range engagement activities in the area. The programme has now identified TEC-based solutions to support the needs of the area, which includes

recruiting two Digital Health and Care Support Workers, and has moved into 'deliver' stage of the programme in 2023-24.



Based in Ross Court in Galston, the East Ayrshire Smart Hub is a new digital space with the latest smart home technology and new digital telecare equipment. The Smart Hub provides an innovative yet homely space to showcase a variety of different smart home technologies and telecare to keep people feeling safe and independent within their own homes. These technologies can be used as part of an early intervention and prevention approach, helping individuals before there is a need for social care involvement and including the individuals natural support network in this more holistic approach.

The Community Equipment and Adaptations Service introduced two new innovative ways of working in 2023/24. An online self-referral tool for handrails and grab rails was developed, to allow service users to request minor adaptations to their properties without the need for an Occupational Therapy Assessment. The Community Equipment and Adaptations Service also launched an online version of the Equipment Loan Management Service (ELMS) and is now using a Mobile Working App for Technicians.

The Analogue to Digital Team have completed the exchange of old analogue Community Alarm equipment in the Community. As a result, residents who have the need for a Community Alarm can live independently for longer within their home and Community. Replacement/Upgrading of Traditional Sheltered Housing systems is currently in the planning stage.

Connecting Voices is a new 'mail box' for Care Leavers and Care Experienced Young People, to engage on how the Promise is delivered in East Ayrshire. It is a source of information and gives participation in The Connecting Voices Group. Young People can discuss the best ways for Care Leavers to get information, help produce a newsletter for Care Leavers, take part in surveys that can help improve services, share views and connect with other Young People and get more information about Mind of My Own, an app that you can use to provide views.

Recovery Enterprises Scotland have been awarded further funding from Digital Lifelines Scotland which will help many of the people they work with. They seek to improve digital inclusion and to design digital solutions that better meet people's needs, to improve the health outcomes for people who use drugs.

As HEART (Help Everyone At the Right Time) implementation progresses, it is anticipated that families and communities will experience the benefits in terms of early help and support. In March 2023 HEART was a Bronze Award Winner of the iESE Customer Focus Award. Recognising the delivery of outstanding service to the people who use our services in our transformational approach to improve how children and families are supported in East Ayrshire

109 young people from across East Ayrshire attended the Hope Hackathon event in 2023, engaging in interactive sessions that covered key themes including education, employability and skills, youth activity, feeling safe in the community, physical and mental wellness, housing and the environment. The groups then presented their change ideas to leaders from East Ayrshire Council, Police Scotland and the Scottish Government, with feedback being used to inform and shape local service delivery.



As part of our children's houses commitment to implementing The Promise, practitioners have undertaken work to ensure that written records about children is trauma-informed and takes into account how it will feel for them to read the information.

The Recovery Lived Experience Panel was established in 2022, bringing together people with lived experience of using Alcohol and Drug Partnership (ADP) services, with a focus on recovery. The panel ensures that voices of lived experience can contribute to decision-making and being involved in supporting and influencing the redesign of pathways and services as part of the Recovery Orientated Systems of Care (ROSC) model.

In August 2024 three Dementia Local Conversation events took place. Organised and delivered in collaboration with Age Scotland, Alzheimer's Scotland, Scottish Care, East Ayrshire Carers Centre and East Ayrshire Advocacy Services, these events aimed to gather the views and experiences of people living with dementia to gain insight into how current services are performing and identify areas for future improvements. Responses will feed into the National Dementia Strategy ['Everyone's Story'](#)

The Integration Joint Board brings together members from NHS Ayrshire and Arran and East Ayrshire Council, providing oversight and direction to the Partnership. Every IJB has additional representatives bringing the voices and views of the Third Sector, Public and Carers. The IJB Stakeholder Forum is an opportunity for people, users of our services, carers and organisations from the community to come together to share their views on what will be discussed at our board and committee meetings. Members of the Stakeholder Forum have now been supported to join the Health and Care Governance Group, Audit and Performance Committee along with our Strategic Planning Group.

Key Area- Stakeholder Communication

The Partnership has a Communications Strategy that sets out how providing information early keeps people at the centre, addresses inequalities and enables people to live their best life. The Partnership recognises that keeping employees informed is essential in order that they may act as advocates and champions of change.

We have been developing our digital communications platforms and channels, providing new capabilities and reach through email marketing. Our social media accounts have

been developed to provide information related to the health and social care partnership, promote health and social care campaigns, and share engagement opportunities. Campaigns allow us to create and deliver a range of information and resources for wide and various audiences, supporting the HSCP's strategic priorities.

The [Living Well website](#) has a significant focus on a wide range of self-help health and wellbeing information in an engaging format. The website also provides information about the HSCP, the organisations we work with, and how people can get involved. The website also provides a link to NHS Inform's Scotland's Service Directory and Health and Social Care Alliance Scotland's ALISS (A Local Information System for Scotland) directory, providing searchable health and social services locally.

Work to increase our digital communications opportunities for partner organisations has continued. We are meeting health and wellbeing organisations and groups to promote the various opportunities we can offer, and to understand how they communicate with their service users and members. Developing this network is allowing us to increase the reach of both our partner organisations and groups, as well as the information provided by the HSCP.

Key Areas- Locality Planning Groups (LPGs)

The current arrangements for Locality Planning in East Ayrshire have been in place since the establishment of the three East Ayrshire Locality Planning Groups in 2016.

The key recommendation from an agreed review is for a shared delivery model for Locality Planning in East Ayrshire that facilitates a more integrated approach between the HSCP and the Community Planning Partners. Focusing on cross-organisational delivery of improvements that helps to support community priorities. A clear advantage of this recommendation was that this new model would also provide a solid foundation for greater collaboration with communities, which in turn will allow the new Locality Planning Model to connect and complement the work of wider partnership forums, community groups, networks and community councils and help to empower communities. Work is currently ongoing in developing the new model.

Equality Outcome 3: People have opportunities to fulfil their potential throughout life - Many people with protected characteristics may experience barriers to achieving outcomes, whether these be economic, academic or social.

Key Area- Choice and Control



The East Ayrshire Advocacy Service have continued to advocate for vulnerable people in our communities throughout 2022-24 to ensure that their voices were heard and their views were considered when decisions were being made about their lives. East Ayrshire Advocacy Service received 1,206 referrals for support from January to December 2023. With 36% of all referrals to the Adult Service, the demand for the Adult Service increased by 58% since 2022. The demand for the Older People's Service increased by 50% since 2022.

There were also 70 referrals to the Children's Hearing Service in 2023, which is an increase of 19% from 2022.

Self-Directed Support has continued to be developed across the Partnership, with workforce development sessions taking place in March 2023. Two sessions, led by Matter of Focus, were aimed at social work and multidisciplinary teams to refresh and review SDS practice in order to build capacity within the organisation, with plans to further develop.

The Participation team worked with our care experienced young people over the last year to refresh the Corporate Parenting Board, resulting in the Care Experienced Cabinet being formed. Numerous meetings of the Cabinet have taken place throughout 2023/24, focusing on different themes including: 'feeling safe and being safe' and 'standing on my own two feet'.

The Empowerment Project was developed in 2022. Aiming to 'empower people to make choices in relation to their lives; whilst promoting their own personal safety, happiness and healthy relationships'. Created in recognition of Adults with a Learning Disability in the local community, who may not have a safe place to talk about their lives, relationships, choices and other aspects of life that can be challenging.

The Older Persons Day Service provides a locally based space at seven sites across East Ayrshire for older people with complex needs to receive support and social activities to help maintain their health, independence and wellbeing. Whilst also giving carers a weekly break from their caring role as required.

Use of newly installed promethean boards expand the activity options available in day services to include more digital pursuits. The interactive boards have introduced many new opportunities for service users such as reminiscing activities using web-based resources and have complimented existing activities including interactive quizzes and providing more variety into the chair based exercise programme.

Our three Children's Houses were inspected between October 2023 and January 2024. Inspectors noted that young people experience warm, positive and trusting relationships with those caring for them and that support provided young people with "a sense of safety and security within a safe base. Preparing our young people for adulthood has been a key focus and our carers have been able to reconfigure a space to enable one of our young people to experience having their own home within the house, complete with own front door and key. This includes introducing budgeting, cooking, cleaning and planning responsibilities for the young person to grow their skills for independent living.

Key Area - Strengths-based support to families

Over the last year the Family Support Team have embodied the principles of The Promise by ensuring that every child and young person grows up feeling loved, safe and respected. The team provides tailored, non-stigmatising support that responds to the unique needs of each family through a strengths-based approach. Some of the groups that took place in 2023-24 included:

- Dad's Group: Delivered jointly with the Intensive Support Team, focusing on dads/father figures to build knowledge and confidence in play, child development and dealing with challenging circumstances in parenting.
- Bumps and Bundles: A test of change working with parents who are pregnant and have current social work involvement. The group explores topics including: growth and development; impact of environmental factors on baby; relationships; impact of addiction; safe sleeping; crying babies; safeguarding; and family and kinship connections. The group also supports good nutrition through the provision of health snacks during sessions.
- Family and Sibling Family Time: The team have facilitated a high level of family time and sibling family time over the past year, providing activities and guidance to help parents and siblings connect meaningfully. This allows families to strengthen bonds and build lasting memories.

Key Area- Financial Inclusion



The Financial Inclusion Team (FIT), together with its partners, continued to support people in East Ayrshire to access key benefits. During 2023/24, the EA Money team assisted with 2517 referrals, with the financial gains achieved for East Ayrshire residents totalling £8,997,725. This was an 80% increase on the financial gains for East Ayrshire residents in 2022/23 of £4,981,700 with support given through 1598 referrals in that year.

The team expanded their work following the launch of a schools-based pathfinder project aimed at supporting families in the Loudoun Academy cluster area (including the local primary school and early years centre). This provision expanded to all school networks by June 2023. The schools project, within FIT, engaged in a pupil participation initiative to support pupils to link with Child Poverty Action Group (CPAG). Workshops were delivered in five academies in September 2023. Pupil participation groups also signed up to engage with the 'Learner Voice Network' considering challenges and shaping ideas around Cost of the School Day. CPAG have produced a case study around this work in East Ayrshire, [Financial Inclusion in East Ayrshire Schools](#). The team also partnered Health Visiting staff through a Health Early Years Project supporting families/carers of children 0-5. The team launched a Welfare and Health Partnership project, an embedded delivery model, across eleven Deep-end GP Practices. The team continues to provide support through a Macmillan service, In Court Advice service and FIT Employability programme.

Key Area-Prison Health and Social Care Services

Across Ayrshire, there is an excellent partnership approach to keeping our communities safe and working with offender to achieve better outcomes. Community Justice Partnerships are reporting against the new national strategy and performance framework.

A Diversion, Intervention and Alternatives to Custody (DIAC) Delivery Group has been established within the partnership to focus on the elements relating to diversion from prosecution, arrest referral, alternatives to remand and electronic monitoring. Exit questionnaires are given to service users for analysis of view and incorporation to service delivery.

Vibrant Communities Lifeskills and Inclusion service offer an Adult Literacy provision for adults 16 plus residing within East Ayrshire, and from 2023 Multiply- Numeracy first steps provision providing targeted numeracy supports to adult 19 plus and families within East Ayrshire funded through the UK Shared Prosperity Fund.

The Caledonian programme is available across Ayrshire to work with individuals convicted of domestic violent offences. Groups take place throughout Ayrshire and are moveable dependent upon need. In 2023-24, four groups ran each week, and demand was particularly high. Moving Forward Making Changes is also available across Ayrshire for individuals convicted of sexual offences. Three groups ran each week in 2023-24.

HMP Kilmarnock facilitate a Community Reintegration Meeting every week which allows all partners, including Department For Work and Pensions, Housing, Justice Social Work, Police Scotland, and third sector agencies to work with the prison to map out a liberation plan.

In June 2023, Recovery Enterprises Scotland successfully opened their new Foundations Hub, Visitors Centre at HMP Kilmarnock. Marking an important milestone in their journey to create a supportive and inclusive environment for people in custody and their families. To foster strong connections, promote understanding, and provide essential resources to people in custody and their loved ones during challenging times.

HMP Kilmarnock in partnership with NHS Ayrshire & Arran's Public Health Department hosted a Health and Wellbeing event, which will be delivered three times a year. The event provided 101 prisoners with opportunity to engage with 24 services who provide information and support on a variety of health and wellbeing information ranging from; oral health, mental health support, speech and language and advocacy support which is available whilst in prison. A variety of services, who support people on liberation, were also in attendance such as Quit Your Way smoking cessation services, NHS community addictions team, Andy's Man Club, Christians Against Poverty and Kilmarnock Football Club.

The Speech and Language Therapy team in East Ayrshire continued to identify such needs and provide bespoke input on an individual basis at HMP Kilmarnock during 2023-24.

From an in-person lived experience event on 2023, there was strong support for a 'departure lounge'. This would be where prisoners upon release could immediately engage with all relevant support services before leaving the premises.

Key Area-Employability

The East Ayrshire Health & Social Care Partnership Strategic Plan 2021-30 sets out our short, medium and long-term ambitions. One of the focus areas through to 2024 includes 'Caring for Our Workforce' where the partnership has set out its commitment to assessing organisational understanding of racism and any structural barriers that may exist within delivering a strategic response to ensure equal, fair and proportionate access to employment and representation in the workforce.

HSCP Workforce Plan 22-25 identifies areas of work including:

- Promote employment opportunities for young people, career changers and those from minority and excluded groups including care experienced, alcohol and drug experienced.
- Work with EAC and NHS equality forums to understand the experience of BAME employees and assess any potential structural barriers to ensure equal, fair and proportionate access to employment and representation in the workforce.
- Ensure 'The Promise' recommendations around workforce values. To implement 'The Promise' change programme by delivering values-based recruitment and workforce development to improve outcomes for care experienced children, young people and their families.

A new learning and development resource, the Social Care Learning Hub, was also established in early 2022 and is already making an impact in supporting induction and ongoing learning and development for all social care staff, contributing towards the delivery of safer and more effective care.

The East Ayrshire CVO's Gain Respect And Foster Trust (GRAFT) Project continued to operate during 2023/24 to provide valuable employment experience, volunteering and educational opportunities for people who have encountered the criminal justice system.

Key Area Asylum Seeking Families and Individuals

Throughout 2022-24, families and individuals have been supported through the provision of warm, safe and secure homes and support staff have developed their skills in working with vulnerable people who are fleeing conflict or persecution.

Support staff have also worked closely with other agencies to ensure those being re-settled in East Ayrshire are coached with the appropriate skills in: managing a tenancy, accessing health services, accessing education/English language classes and accessing community resources to facilitate integration within local communities, in

addition to being provided with emotional support to manage previous trauma experience. This model connects families and young people to local services and assets that will help them thrive, grow and build a network of support that enables freestanding and sustainable independence.

East Ayrshire has a maximum allocation of 23 children aged under 18 years. Due to the change in UK government approach, we required to quickly develop our approach to supporting children. Currently, we are supporting 20 Unaccompanied asylum-seeking children (UASC under 18) across fostering, residential and independent tenancy support arrangements. We are also providing aftercare support to 18 young people over the age of 18. The young people that we support have come to East Ayrshire from a variety of countries including, Vietnam, Yemen, Iraq, Afghanistan, Sudan, Egypt, Iran, Chad and Syria. Our UASC team have provided and coordinated support and services to young people, linking them in with ESOL language classes, education, sports groups, health and care, cultural and religious connections, and community activities. We have also supported young people to manage their tenancies, daily living tasks and to access leisure activities in their local community.

In 2022-24, organisations have continued to work in partnership across East Ayrshire in regard to the Ukrainian, Syrian and Afghan refugee programmes to minimise risk for minority community groups and encourage social inclusion. Community groups moving into local authority areas are identified at an early stage and all local programme updates are fed into a national Community Impact Assessment managed through the Partnership's Prevention and Community Wellbeing team, which provides an overview to the national team of resettlement numbers across Scotland.

Equality Outcome 4: Public bodies will be inclusive and diverse employers*

Key Area - Equally Safe Workforce

In November 2023, East Ayrshire Council was awarded bronze accreditation in the Equally Safe at Work (ESAW) programme in recognition of our commitment to gender equality and preventing violence against women (Valid for 2 years). We will need to demonstrate at the end of the period that we continue to meet the criteria, before then working towards achieving silver

East Ayrshire Council has published a public statement signed by the Chief Executive and the Council Leader in support of Equally Safe at Work. [Our Equally Safe at Work Statement](#).

We have a vital role to play in advancing gender equality and challenging violence against women. We are developing employment policies and practices that are sensitive to the needs of victim-survivors, taking action to prevent violence against women at work, and taking account of women's different experiences in all aspects of the workplace.

[Key Area - Establishment of a safe and supportive environment for staff](#)

The three Ayrshire local authorities decided to create a Pan Ayrshire Black and Minority Ethnic (BAME) Forum. The group first met in June 2022, with 12 participants signing up and is supported by Human Resources and the Unions. The group is currently focused on developing a diverse workforce across Ayrshire through strengthened recruitment and retention, and are analysing statistics and recruiting methods to identify gaps and highlight good practice

We have developed three employee networks for race, disability and lesbian, gay, bisexual, transgender and more (LGBT+) to support employees in the workplace, share best practice and to be part of the development of our Integrated Impact assessments for internal policies. It is our intention to develop further employee networks in the future

*This outcome aims to provide focus on public bodies in Ayrshire to ensure their hiring practices are inclusive and that workforces are reflective of the local population in which they serve. As a non-employing body, no locally specific actions were identified by East Ayrshire Health and Social Care Partnership. Instead, HSCP officers continue to work closely with colleagues in our parent organisations, East Ayrshire Council and NHS Ayrshire and Arran to ensure employment practices are not discriminatory against any protected groups. Below are some examples of the way in which the Partnership supports diversity in employment.

[Equal Opportunities Policy](#)

[Equality and diversity core values](#)

[Equality Outcomes 2025-2029 Survey](#)

[Ayrshire & Arran Equality Outcome 2021-2025](#)