



Together we can transform East Ayrshire

People @ the ♥ of everything we do

That is the message from our Transformation Strategy 2017-22. The Strategy will help to secure a **fairer, kinder and more connected** East Ayrshire through redesigned Council services that are both financially viable and best serve our communities.

The new Strategy sets out a programme of transformational change over the next three years, with a strong focus on tackling poverty and reducing inequality through early intervention and prevention.

Looking to the future, East Ayrshire Council will be a smaller organisation and our initial focus will be on a fundamental review of services to determine what is relevant to the needs of local communities, and what services the Council should deliver in the future. Service redesign will be innovative and joined-up to identify better ways of delivering services, with the customer placed at the heart of this process. A summary of our six transformation workstreams, all of which are interlinked and will enable service redesign, together with the key actions that will be taken forward under each of these workstreams, is provided overleaf.



Transforming East Ayrshire - OUR WORKSTREAMS



1 Fairer, Kinder, Connected East Ayrshire

A Fairer, Kinder, Connected Campaign

Introduce automatic awards for Free School Meals and School Clothing Grants

Embed data-driven decision making to help predict and manage demand

Extend volunteering, befriending and intergenerational work to reduce loneliness and isolation

Finalise the roll-out of ParentPay to help spread the cost of schools meals, uniforms and trips

Roll-out the learning from 'Ready to Learn' initiative to support young people

Reduce digital inequality

Develop an electronic Community Book to connect communities to natural supports

2 Workforce Planning—Cultural Change and Service Redesign

Review existing vacancies and promote internal recruitment to reduce our workforce through natural turnover

Implement transformational service redesign to ensure that our services are flexible and responsive to customer needs

Develop a Transformational Workforce Plan to support service redesign

Develop career change pathways to meet future service demand

Develop flexible job roles to allow our employees to work differently to support transformation

Grow our young workforce by increasing graduate and apprenticeship opportunities

Support flexible working by encouraging reduced working hours and flexible retirement



3 A Digitally Connected East Ayrshire

Support services to develop new cost effective, innovative or alternative ways of working digitally

Move to cashless transactions by promoting direct debit and on-line payment methods

Enable mobile working supported by the roll out of new technology

Promote digital inclusion through digital access and learning, intergenerational work and volunteering

Become a paper-lite organisation

Undertake a review of the Council's core IT systems

4 A Vibrant and Empowered East Ayrshire

Work with communities to co-produce financially sustainable services

Explore opportunities for joint service delivery with our communities including the Clean, Green and Vibrant campaign, and equip communities appropriately

Identify further opportunities for volunteering including training and empowering local people and employees

Review opportunities for extending participatory budgeting within the context of our Local Grants Scheme and the Renewable Energy Fund

Review large scale grants to move towards partnering arrangements with key third sector partners

5 Property and Estate Rationalisation

Review future corporate office accommodation requirements linked to the roll out of mobile working

Explore further opportunities for CAT and community management

Review Asset Management Framework

Establish a Member Officer Working Group to rationalise and dispose of surplus assets

Consider further opportunities for co-location with partners

Consider commercialisation opportunities

6 Income and Commercialisation

Explore opportunities for new areas of charging including a review of existing parking arrangements with opportunities to extend into other areas

Analyse existing charges and service costs to ensure commercial viability

Explore opportunities for new revenue streams, e.g. sponsorship/advertising

Develop innovative solutions for smarter procurement

Review the Council's fleet within the context of reducing mileage and resources

Investigate the establishment of an East Ayrshire lottery to support investment in local communities and good causes



How can you get involved...

Communities and people who use our services will play an important role in helping to understand how we can redesign and reshape services; the Council will continue to help and support communities to reduce demand on professionally-led services and build on local strengths and assets. We have established a growing network of Vibrant Voices Community Champions to ensure that our communities have a strong and consistent voice and actively promote the Transformation Strategy across their respective groups and networks. **If you would like to champion transformation in your community please get in touch.**

A programme of community and school based 'hackathons' is being developed to provide further opportunities for people to come together, share their experiences and explore new ways of working. Our first community place-based hackathon was held recently in the Doon Valley, focusing on improving community health and wellbeing by building fairer, kinder and connected communities. These events are helping to promote widespread engagement and collaborative working, ensuring that communities are included and empowered.

View the full Transformation Strategy Report [here](#) or visit www.east-ayrshire.gov.uk

Make your **voice** heard

We want to continue to hear from you – the people who live and work in our communities

You can contact us in a number of different ways:



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Comhairle Siorrachd Àir an Ear



Email: transformationteam@east-ayrshire.gov.uk



www.eac.eu/vibrantvoices



Tel: 01563 576001 / 576232



Pop in and see us at
Council Headquarters

