



EAST AYRSHIRE COUNCIL
vibrant
COMMUNITIES

THE
NEXT
CHAPTER

**‘Transforming East Ayrshire - Our Vibrant Journey to People
Powered Transformation’**



“East Ayrshire will be a place with strong, 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 vision of East Ayrshire Community Planning Partnership



Transforming our Relationship with our people...

Why Re-focus?

- **Drop in funding** available to public sector
- Changes in demography
- **Increase in demand**
- **Listening** to our communities, our workforce and stakeholders
- Widening **inequalities gap**
- Welfare Reform
- **EAC Transformation Strategy 2014-2017 Saved £34m**
- **EAC Transformation 2 2018-2022- Save further £32m**
- **Christie Commission and Community Empowerment**



Our solutions are often not fit for purpose...





Vibrant Communities



Unlocking Gifts

- Established April 2013- **Saved over £2.5m by 2019**
- **Harnessing the talents, skills and experience** of over 100 front facing employees, our communities and stakeholders!- **extended to over 850 Housing and Communities employees- Now moving to whole Council!**
- **Whole system change across our organisation, our communities, our partners**
- **Co-production; valuing local people & recognising them as assets; building social networks; promoting reciprocity and inclusion & equality.**
- **Reduced bureaucracy and red tape**
- **A positive and transformed relationship with our workforce and our communities**
- **Christie and Community Empowerment in action!**



Changing culture, hearts and minds ... Our own, our colleagues, our communities

dependency culture

empowerment culture

Focus on Deficiencies	Focus on Assets
Problem Response	Opportunity Identification / Solution Focus
Charity/ Grants Orientation	Investment Orientation
Power skewed towards professionals	Power more equally balanced between community, individual and professionals
More Services	Fewer Services
Dependence, isolation and loneliness	Being part of communities, Companionship Increased social networks
Focus on Individuals	Focus on communities/neighbourhoods
Maintenance	Development
See People as Clients and Customers	See People as Citizens, Neighbours and Co-producers
'Fix People'	Develop Potential
Programmes/ Projects are the Answer	People are the Answer



The Big Challenges we face together

- **Poverty**
- **Loneliness and Isolation**
- **Drug and Alcohol addiction**
- **Poor mental health**
- **Reduction in Public Sector Funding- £32m for East Ayrshire by 2022**

The Big opportunities we can harness together



We need to focus on what's strong not what's wrong!

5 SIGNS OF A UNICORN EMPLOYEE.....

Not limited by job title

**Pay attention to the finer
details within the bigger
picture**

**True Grit- Blaze with
passion and persevere**

Respectful and Considerate

Get things done

Ryan Holmes CEO Hootsuite



Some Unicorn led Transformational Approaches in East Ayrshire.....

Vibrant Communities

‘Barbara’ the Bin

Respectful Funerals

Place Based Working

Outside catering and events

Track my Gritter and Community Resilience Groups

Transformational review of fleet



How can we find and nurture our Unicorns?

Focus on skills, talents and values not job descriptions

Kind, servant leadership at all levels

Empowered and Solution focused

Develop self managed empowered teams

Encourage Creativity and innovation and celebrate success

Simplifying approaches and processes

Every decision puts ‘people at the heart of everything we do’



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Mainstreaming East Ayrshire's Values and Behaviours



- **Employee Hackathons**
- **Listening into action leadership events**
- **Series of service redesign events**
- **Employee think tanks with over 150 employee members**
- **Young Employees Focus Group**
- **'councillor conversations'**
- **Consensus approach with political leads**
- **Community champions appointed**



Together we can transform East Ayrshire

Focus on the people we serve, on our strengths and harnessing the amazing skills, innovation and talents of our employees and our vibrant communities.....



Growing our collective passion for our place and relentless kindness!



Together we can transform Public Services and put people in the heart of everything we do!