

active connected  
**vibrant**  
COMMUNITIES



**A JOURNEY TO PEOPLE  
POWERED TRANSFORMATION**

Unlocking **skills** and **talents!**



“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*



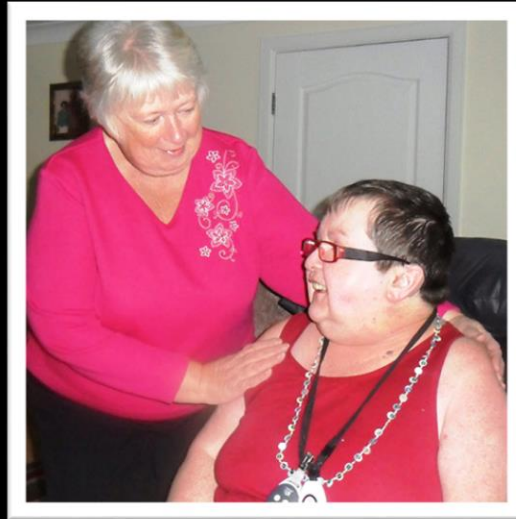
# Vibrant Communities



*Unlocking Gifts*

- Established April 2013
- **Harnessing the talents, skills and experience** of over 140 front facing employees, our communities and stakeholders!
- 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!**





**PEOPLE ARE AT THE HEART  
OF EVERYTHING WE DO** 

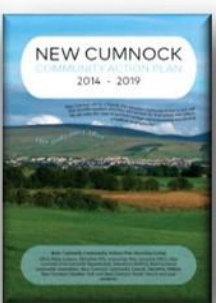
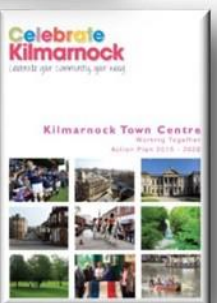
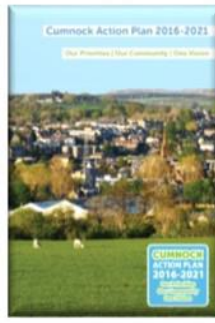
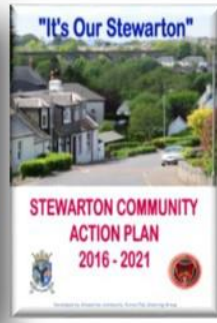
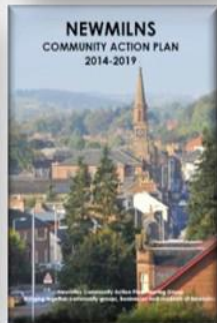
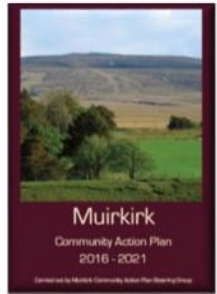
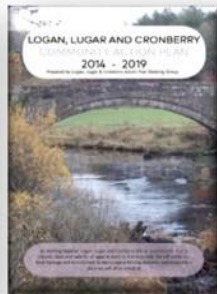
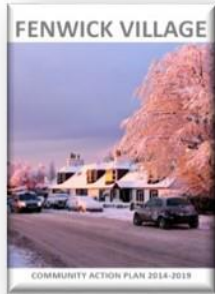






# 20+ Community Action Plans LAUNCHED

your community • your voice



# THE ROAD MAP



# Community Led Action Plans Achievements

- 26 Action plans/2<sup>nd</sup> Plan produced to date
- Annual communities conference
- Establishment of a forum
- More people involved in shaping the future of their community
- Creation of new community organisations
- Increased local capacity to develop and manage projects
- Communities shifting from being reactive to proactive
- Communities partnering with public agencies to deliver services
- Increase in community events and celebrations
- Actively involved in Participatory Budgeting
- A new and positive relationship with the Council!





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

Then ...	Now ...
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





# Transformation Strategy 2017-22

A Fairer, Kinder and Connected East Ayrshire

People are at the **heart** of everything we do ♥



East Ayrshire Council  
Comhairle Siorraidh Àir an Ear



# Transformation Team

- Innovative internal recruitment Process
- Self-Managed Empowered Team – focus on strengths
- Aligned to each service and co-lead on workstreams
- Enable and amplify transformational change
- Lead cultural change across the organisation
- Transformation everyone's responsibility



**Initial campaign attracted over  
3500 responses**

- 1 Reducing demand
- 2 Tackling poverty
- 3 Serving you better in the 21st century
- 4 Reducing costs and increasing income

**Together** we can transform East Ayrshire



# Transforming East Ayrshire.

Fairer, Kinder & Connected

1



2

Workforce Planning

Digitally Connected

3



4

Vibrant & Empowered



6

Income & Commercialisation

Property & Estate

5

TOGETHER

we  
are  
the **f** **a** **c** **e** of  
EAC

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**flexible approachable caring empowered**

**f**

## Flexible

Flexible, adaptable and positively embrace changes to our roles and working practices.

- Have an open mind and look for better ways of doing things.
- Embrace new technologies to improve services for the people we serve.
- Welcome opportunities to learn and grow.

**a**

## Approachable

Open, honest and friendly.

- Develop positive and productive relationships with everyone.
- Listen, notice, respond and engage.
- Manage our reactions and think about how our behaviours affect others.

**c**

## Caring

Show that we care about the people we serve and our colleagues.

- Embrace working in a team and working with others.
- Take pride in your role, serving our community and strive to be the best we can be.
- Be kind to others and to ourselves.

**e**

## Empowered

Have the confidence to make decisions and take responsibility for our own engagement and development.

- Have the courage to try new things.
- Work with others to find the best solutions.
- Help everyone to realise their full potential.

# FACE Experience

- Qualities and behaviours identified by EAC employees
- Further developed by employee Think Tank
- Whole workforce attending
- Two hour interactive immersive experience
- Shared learning
- Further embed qualities and behaviours





# FACE Framework

- Workforce Engagement
- Coaching
- FACE Conversations/annual review
- FACE Experience
- Leadership
- Recruitment & Selection
- Career Conversations
- Empowered Teams
- Volunteering



**A PENGUIN CANNOT**

**BE A GIRAFFE,**

**SO JUST BE**

**THE BEST**

**PENGUIN**

**YOU CAN BE.**

**- GARY VAYNERCHUK**



## **Culture Change**

Focus on skills and talents not job descriptions

Kind, servant leadership at all levels

Empowered and Solution focused

Develop self managed teams

Creativity and innovation

Simplifying approaches and processes

Every decision puts 'people at the heart of everything we do'

**we continue to work  
with our communities  
and partners in new and  
innovative ways to share  
knowledge, skills and talents,  
and to encourage investment  
of time and resources to  
help to make East Ayrshire's  
communities truly vibrant**

# QUESTIONS?

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