

<b>Meeting of South Ayrshire Health and Social Care Partnership</b>	<b>Integration Joint Board</b>	
<b>Held on:</b>	<b>8<sup>th</sup> October 2025</b>	
<b>Agenda Item:</b>	<b>5</b>	
<b>Title:</b>	<b>Chief Officer's Update</b>	
<b>Summary:</b>		
<p>This report provides an update to the South Ayrshire Integration Joint Board on behalf of the Chief Officer on items that do not merit a full report, but the Board may wish to note. Topics covered in this report include:</p> <ul style="list-style-type: none"> <li>i. South Ayrshire wins APSE Award for Ageing Well, 11 September 2025</li> <li>ii. Appointment of South Ayrshire Council Chief Executive</li> <li>iii. IJB Development Session – Quality Improvement, 17 September 2025</li> <li>iv. Brazil Delegation Explores Ageing Well Initiatives in South Ayrshire</li> <li>v. Launch of NHS Ayrshire and Arran Improving the Cancer Journey Service, 15 September 2025</li> <li>vi. South Ayrshire Integrated Neighbourhood Team</li> <li>vii. Ayrshire Innovation in Health and Social Care Event, 30 September 2025</li> <li>viii. Scottish Governments Palliative Care Strategy 2025-2030</li> </ul>		
<b>Author:</b>	<b>Tim Eltringham, Director of Health &amp; Social Care, HSCP</b>	
<b>It is recommended that the Integration Joint Board:</b>		
<ul style="list-style-type: none"> <li>i. <b>Consider the content of this report and offer any reflections.</b></li> </ul>		
<b>Route to meeting:</b>		
Report for IJB only.		
<b>Directions:</b>	<b>Implications:</b>	
1. No Directions Required <input checked="" type="checkbox"/>	Financial	<input type="checkbox"/>
2. Directions to NHS Ayrshire & Arran <input type="checkbox"/>	HR	<input type="checkbox"/>
3. Directions to South Ayrshire Council <input type="checkbox"/>	Legal	<input type="checkbox"/>
4. Directions to both SAC & NHS <input type="checkbox"/>	Equalities	<input type="checkbox"/>
	Sustainability	<input type="checkbox"/>
	Policy	<input type="checkbox"/>
	ICT	<input type="checkbox"/>

## CHIEF OFFICER'S UPDATE REPORT

### 1. PURPOSE OF REPORT

- 1.1 This report provides an update to the South Ayrshire Integration Joint Board on behalf of the Chief Officer on items that do not merit a full report, but the Board may wish to note.

### 2. RECOMMENDATION

#### **2.1 It is recommended that the Integration Joint Board:**

- i. Considers the content of this report and offers any reflections.**

### 3. REPORT

#### **South Ayrshire wins APSE Award**

- 3.1 South Ayrshire's Ageing Well programme was named the winner of the Best Efficiency and Transformation Initiative at this year's Association of Public Sector Excellence (APSE) Awards, held on Thursday 11<sup>th</sup> September.
- 3.2 This is a national award recognising the partnership's proactive approach to meeting the challenges of South Ayrshire's ageing population, through prevention, strong cross-sector partnerships and strategies that put communities at the heart of the solution. Competing against finalists from all over the UK, the HSCP's work stood out for the meaningful difference it is making in supporting older people to live well, stay connected and remain active in their communities.
- 3.3 This award is a proud moment for South Ayrshire and a clear example of the positive change that can be achieved when we work collaboratively in our communities. A press release was issued in relation to this.

#### **Appointment of South Ayrshire Council Chief Executive**

- 3.4 South Ayrshire Council has confirmed the appointment of Stephen Penman as its new Chief Executive. This follows a robust, competitive selection and interview process. Stephen is currently Chief Officer for Strategy and Engagement at North Lanarkshire. Stephen will start with South Ayrshire on Monday 17<sup>th</sup> November 2025.

#### **IJB Development Session, Quality Improvement**

- 3.5 On Wednesday 17<sup>th</sup> September a development session was held with IJB members. The focus of the session was highlighting the role of Quality Improvement (QI) in the organisation with officers attending from across the HSCP to share their QI journey and projects with the group. The session was well attended, and feedback has been positive. The next development session is on Wednesday 25<sup>th</sup> February 2026.

### **Brazil Delegation Explores Ageing Well Initiatives in South Ayrshire**

- 3.6 South Ayrshire was delighted to welcome visitors from Brazil who were excited to learn more about our pioneering South Ayrshire Ageing Well Movement, which aims to support older adults in leading fulfilling lives through meaningful community engagement, respect for autonomy, and integrated support systems.
- 3.7 The University of the West of Scotland (UWS), in collaboration with South Ayrshire Health and Social Care Partnership (SA HSCP) and Voluntary Action South Ayrshire (VASA), recently hosted a distinguished delegation from Brazil to explore innovative approaches to ageing and integrated care.
- 3.8 Representing UWS were Dr James Taylor and Helen Rainey, who were joined by Professor Anne Hendry, Senior Associate Director at the International Centre for Integrated Care Scotland and internationally recognised expert in frailty and person-centred integrated care. Together, they welcomed Brazilian visitors Professor Cláudia Braga an Occupational Therapist with a special interest in mental health and Chair of the World Health Organisation Strategic Advisory Group on Mental Health, Brain Health, and Substance Use and Dr Rodrigo Bonicenha, a nurse specialising in ageing and frailty.
- 3.9 Delegates shared insights on how loss, grief, and declining health can contribute to loneliness, and discussed policy solutions that integrate healthcare, social and psychological support, community planning, and digital inclusion.
- 3.10 This international exchange marks the beginning of a promising dialogue around transnational education and integrated care, with exciting potential for future collaboration between Brazil and Scotland in these vital areas.

### **Launch of NHS Ayrshire and Arran Improving the Cancer Journey Service**

- 3.11 On Monday 15<sup>th</sup> September, NHS Ayrshire and Arran launched new service to ensure people living with cancer and their families are offered emotional, practical and wellbeing support, as part of a successful model delivered across Scotland.
- 3.12 The Improving Cancer Journey service is a joint project between Macmillan Cancer Support, East, North and South Ayrshire's health and social care partnerships and NHS Ayrshire and Arran. The service aims to provide every person affected by cancer, including families and carers, with vital assistance in finding support for any non-clinical concerns they may have.
- 3.13 Macmillan facilitators will help individuals to identify their non-clinical needs and support them to access advice, information and support, whatever they might need. The facilitators will work one-to-one with patients, families, and carers to develop personalised care plans, outlining goals and actions for support.

3.14 The launch was held in Kilmarnock and I was delighted to be asked to attend and speak at the event.

### **South Ayrshire Integrated Neighbourhood Team**

3.15 There is continued progress in our work with Community Planning Partners across South Ayrshire in moving to adopt a Radical Place Leadership approach. Radical Place is a whole system place-based approach to delivering our health and care services.

3.16 As part of this work strategic priority workstreams have been identified focussing on prevention and early intervention. To deliver on these priorities an Integrated Neighbourhood Team (INT) has been established in Ayr North.

3.17 Progress has been made over recent months including:

- Extensive partner engagement, including the signing of the Community Planning Partnership Pledge, is helping foster a new culture of collaboration.
- Discussions with University of West of Scotland, Manchester Metropolitan University, and Mutual Ventures are shaping our learning and evaluation approach.
- A dedicated data sub-group is now in place to ensure community intelligence and lived experience guide our work.
- Drop-in sessions were delivered for staff with a focus on Ayr North, encouraging cross-team input and ideas.
- The Fairer Futures Partnership Funding from the Scottish Government is supporting our next steps.
- Work is progressing to align Recovery College activity with the wider Ayr North programme.
- A new communications plan is in development, including graphics to help share progress and impact.

3.18 A collaborative workshop was held on Wednesday 17th September at Ayr Town Hall to continue to share understanding of the work and build momentum across South Ayrshire.

### **Ayrshire Innovation in Health and Social Care Event**

3.19 The latest Ayrshire Innovation in Health and Social Care Event, sharing support and experiences of innovation from health and social care across Ayrshire and nationally took place on Tuesday 30<sup>th</sup> September.

3.20 Presentations at the session included input from those listed below:

- David McColl, Deputy Director of Technology Services, NHS Education for Scotland to give an update on the National Digital Front Door Project.
- Julia McMurdie, Muhammad Shakir and Naeem Ramzan from the Ayrshire 5G Innovation Region speaking about the exciting plans for the Health and Social Care Sector.

- Paula Baird from NHS Education for Scotland speaking about their Digital and Data Capability Framework and Self-Assessment Tool.
- Marie Richmond, Deputy Director Digital Services, NHS Ayrshire & Arran speaking on the development of the NHS Ayrshire & Arran Digital Strategy.
- Kristin Carpenter from North Ayrshire HSCP will speak about the results of the network survey and plans for the future.

3.21 The event was held via Teams and was well attended. The next event will be held on 9<sup>th</sup> December 2025.

### **Scottish Governments Palliative Care Strategy 2025-2030**

3.22 The Scottish Government's Palliative care strategy 2025-30, 'Palliative Care Matters for All,' was published on 10<sup>th</sup> September 2025. The strategy highlights the changes needed to improve experiences of people of all ages with life shortening conditions and their families and carers.

3.23 The delivery plan includes 23 actions grouped into six action groups:

- 1: Enabling Communities
- 2: Delivering Palliative Care
- 3: Future Care Planning in Palliative Care
4. Education and Learning in Palliative Care
5. Palliative Care Data and Experiences
- 6: Governance and Reporting for Palliative Care

3.24 Integration Authorities and Health Boards are noted as delivery partners under all actions. A more detailed breakdown of action points relevant to IJBs is also included.

3.25 Our approach to this in South Ayrshire will shortly be considered to ensure our services are aligned with the priorities in the strategy and delivery plan. In particular, this will be considered within our Ageing Well Service Plan development.

3.26 The strategy can be found here: [Palliative Care Matters for All: palliative care strategy 2025 to 2030 - gov.scot](https://www.gov.scot/publications/palliative-care-strategy-2025-to-2030/pages/introduction.aspx)

### **REPORT AUTHOR AND PERSON TO CONTACT**

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**30<sup>th</sup> September 2025**