




South Ayrshire's Parenting Promise 2021-2030

1. South Ayrshire's workforce and commissioned services will have a comprehensive understanding of The Promise including how to embed Promise values in their approach.						
Action	Assigned To	Due Date	Status	Progress	Narrative Detail	
SAPP 1.1	South Ayrshire will recruit 3 new promise staff members for 1 year to sit within the Champions Board.	Dawn Parker	31-Dec-2022		100%	All posts were recruited to in September 2021 two of the three posts were ringfenced for workers with lived experience of care. All 3 posts have been given a one-year extension funded through Childrens health care and Justice services
SAPP 1.2	6-monthly elected members' briefings will be delivered ensuring young people with care experience have a pivotal role in designing and delivering the briefings.	Dawn Parker	31-Mar-2026		60%	From November 2020 – date The Champions Board team have delivered 4 Elected member briefings on The Promise
SAPP 1.3	Promise information sessions and bespoke workshops will be delivered across teams and services with a target of 1,000 participants over 12 months.	Dawn Parker	31-Mar-2026		60%	Promise and Parenting Promise sessions have been delivered to 662 participants across South Ayrshire
SAPP 1.4	All Promise resources including local publications workshop materials and briefing notes will be readily accessible on South Ayrshires intranet.	Danielle Rae	31-Dec-2022		40%	A Promise page is currently being developed on South Ayrshire H&SCP website. The page will include sample local workshops and materials and links to The Promise Scotland resources
SAPP 1.5	The workforce will be updated on our implementation of the promise through regular communications and briefings.	Dawn Parker	31-Mar-2026		50%	The Promise has been promoted through a communications programme including Chief Executives update and H&SCP updates, social media platforms including Facebook livestreams. 2 short animations highlighting elements of South Ayrshires Parenting Promise have also been produced and are on SAHSCP website
SAPP 1.6	The Promise branding will be adopted across South Ayrshire.	Sara Burdon; Danielle Rae	31-Mar-2026	COMPLETED	100%	The Promise branding has been adapted for all South Ayrshire staff to download and add to their email signature. The branding includes an icon which links to South Ayrshires Parenting Promise and action plan.
SAPP 1.7	South Ayrshires Parenting Promise will align with The Promise and will hold and monitor the impact of all of South Ayrshire's Promise actions.	Dawn Parker	31-Mar-2026	COMPLETED	100%	Completed South Ayrshire's Parenting Promise 2021-2030
	Working in partnership with South Ayrshires Strategic Change Programme a total of 7 benefits have been realised from the activity outlined above. Baseline information has been established. Where no baseline currently exists a way of securing baseline information has been agreed. Detailed workplans will be developed as Phase 2 of our change activity to enable accurate measurement of the impact of action area 1					


2. Services and provision will be designed on the basis of need and with clear data, rather than on an acceptance of how the system has always operated.

Action	Assigned To	Due Date	Status	Progress	Narrative Detail	
SAPP 2.1	South Ayrshire will improve the quality and completeness of its data and consider the potential of data linkage to improve accountability for outcomes rather than inputs alone.	Danielle Rae	31-Mar-2026		40%	<p>01-Aug-2022 A comprehensive Parenting Promise Performance Framework has been developed. The Framework is being improved and built on with each iteration. The Framework is presented to the Corporate Parenting Executive Group on a quarterly basis.</p> <p>South Ayrshire is the only area in Scotland taking part in The Promise Data for Children Collaborative. The title of the project is 'What data does Scotland collect and analyse that directly and indirectly impacts the lives of children and their families, and how can we best map it?' The project aims to build a cohesive central picture of all data in processes and systems that directly and indirectly impact children and their families in Scotland. Uniquely, the project approaches the mapping exercise from the perspective of 'what matters' to children and families, as opposed to being driven by the organisations and systems that currently exist. The project carried out a survey with services across the HSCP, South Ayrshire Council and NHS Ayrshire and Arran to determine what data services were collecting and what this was used for. The findings were used to shape how to share this information and map what matters to children and families. South Ayrshire continues to be part of the project as they build a data capture tool.</p>
<p>Working in partnership with South Ayrshires Strategic Change Programme an additional 4 benefits have been realised from the activity outlined above. Baseline information has been established. Where no baseline currently exists a way of securing baseline information has been agreed. Detailed workplans will be developed as Phase 2 of our change activity to enable accurate measurement of the impact of action area 2</p>						

3. Decisions made across South Ayrshire are underpinned by Children's rights and there will be well communicated and understood guidance in place that upholds children's rights and reflects equal protection legislation.

Action	Assigned To	Due Date	Status	Progress	Narrative Detail	
SAPP 3.1	Introduce Children's Rights training as essential for all SAC Staff to include training on completing Children's rights impact assessments as part of Equality Impact Assessment process.	Tom Penman	31-Mar-2023		10%	Discussions are underway to look at how we best upskill the workforce on Children's Rights including the completion of full equality impact assessments. South Ayrshire has recently responded to a national consultation on the new reporting framework to the Scottish government which will come into force later in 2022 as part of incorporation of the UNCRC.
SAPP 3.2	South Ayrshire will recognise that children's rights are most often realised through relationships with loving, attentive caregivers.	Dawn Parker	31-Mar-2026		40%	Relationship based practice is currently being actively modelled through South Ayrshire Champions board, young carers activity, league of champions, Belmont Family First, Signs of Safety approach, rights based, nurture and trauma informed practice alongside asset-based approaches to community development with strong examples in Wallacetown and Lochside. All these approaches will be used to provide examples of how relationships with loving attentive caregivers realise rights.
Working in partnership with South Ayrshires Strategic Change Programme an additional 3 benefits have been realised from the activity outlined above. Baseline information sources have been established and where no baseline currently exists a way of securing baseline information has been agreed. Detailed workplans will be developed as Phase 2 of our change activity to enable accurate measurement of the impact of action area 3						




4. Trauma informed, and nurture approaches are standard and widespread practice across South Ayrshire.

Action	Assigned To	Due Date	Status	Progress	Narrative Detail	
SAPP 4.1	Expand existing nurture and trauma informed training as part of a rights-based package and include training around care-based language.	Angela Pinkerton	31-Dec-2023		30%	A Benefits Realisation Tracker has been updated with specific actions around the impact of expanding nurture and trauma informed approaches across South Ayrshire
Working in partnership with South Ayrshires Strategic Change Programme an additional 6 benefits have been realised from the activity outlined above. Baseline information has been established. Where no baseline currently exists a way of securing baseline information has been agreed. Detailed workplans will be developed as Phase 2 of our change activity to enable accurate measurement of the impact of action area 4. Nurture and trauma informed practice is a particularly rich area of development which underpins much of the rest of our parenting promise action plan.						





5. South Ayrshire recognises that 'language creates realities' those with care experience must hold and own the narrative of their own lives.

Action	Assigned To	Due Date	Status	Progress	Narrative Detail	
SAPP 5.1	Information will be written in care-based language to ensure it is easily understood positive and non-stigmatising to children and families.	Mark Inglis	31-Dec-2024		10%	There is much more work required in this area, but to date, there has been a session run by "Each and Every Child" on the use of care-based language, which was well attended, by a range of Community Planning Partners. There are also positive examples of reports for SCRA and Children's Hearings, written with the child at the centre, including the use of cartoons etc.
SAPP 5.2	When there are times when statutory language needs to be used, this will be done sparingly and will be explained clearly to children and their families.	Mark Inglis	31-Dec-2024		10%	There is an appreciation of this, however there is limited evidence to date that formal statutory language is used sparingly in documentation. More work required on ensuring all our policies and procedures are written with care-based language
SAPP 5.3	South Ayrshire will stop using the word 'respite' and rethink the nature of short breaks.	Mark Inglis	31-Dec-2024		20%	Respite as a term is used less frequently and is no longer used formally to describe some of the transformational work that the Council and HSCP have supported.
SAPP 5.4	Simple, caring language will be used in the writing of care files.	Mark Inglis	31-Dec-2024		25%	There are also positive examples of reports for SCRA and Children's Hearings, written with the child at the centre, including the use of cartoons etc. This has been acknowledged by Children Panel members and Childrens Reporters alike.
<p>Working in partnership with South Ayrshires Strategic Change Programme a total of 5 benefits have been realised from the activity outlined above. Baseline information has been established. Where no baseline currently exists a way of securing baseline information has been agreed. Detailed workplans will be developed as Phase 2 of our change activity to enable accurate measurement of the impact of action area 5.</p>						




6. The ten principles of intensive family support are embedded into the practice (planning, commissioning and delivery) across all of South Ayrshire's directorates and commissioned services

Action	Assigned To	Due Date	Status	Progress	Narrative Detail	
SAPP 6.1	The 10 principles of intensive family support will be reflected in the planning, commissioning and evaluation of all support provided for children and their families.	Mark Inglis	31-Dec-2024		35%	The Ten Principles are seen in the investment of local services, and the commissioning of services also. In comparing our application with the Promise there is evidence of our family support being Holistic and relational, Therapeutic, Community Based, working with Family assets, empowering and flexible
SAPP 6.2	South Ayrshire will incorporate 'quality of relationships' into local commissioning and monitoring frameworks as standard.	Sheila Tyeson	31-Dec-2022		40%	100% of core commissioned services to fully involve those with lived experience in review of services 100% of core specifications developed involving people with lived experience
SAPP 6.3	We will build on whole family support models introduced by South Ayrshire Alcohol and Drugs Partnership to include intensive family support principles and integrate the work of the Alcohol and Drugs partnership with our Promise activity.	Faye Murfet	31-Mar-2023		10%	More work is required in this area The ADP Lead Officer has been identified as a benefit holder and tasked with identifying the benefits and baseline sources required to build on whole family support models introduced by the ADP.
Working in partnership with South Ayrshires Strategic Change Programme an additional 4 benefits have been realised to date from the activity outlined above. Baseline information sources have been established and where no baseline currently exists a way of securing baseline information has been agreed. Detailed workplans will be developed as Phase 2 of our change activity to enable accurate measurement of the impact of action area 6						


7. There must be significant, ongoing, and persistent commitment to ending poverty and mitigating its impacts for South Ayrshires children, families and communities.

Action	Assigned To	Due Date	Status	Progress	Narrative Detail	
SAPP 7.1	We will recognise 'Care' as a protected characteristic (and map out the implications of this across services).	Kevin Anderson; Danielle Rae	31-Mar-2023		10%	Benefits Realisation Tracker has been updated with specific actions around equality impact assessments and improving the quality of the assessments.
SAPP 7.2	We will aim to secure free travel for care leavers and those with care experience (in line with young carers).	Dawn Parker	31-Mar-2023		15%	Elected members supported the exploration of extending free travel for care leavers up to the age of 26 years in response to a request from South Ayrshire Champions Board. Thriving Communities and Childrens Health Care and Justice services have been tasked with working together to look at how we might implement free travel. This activity is at the early stages of scoping
SAPP 7.3	Explore free community-based Wi-Fi for Ayr North and Glendoune.	Dawn Parker	31-Dec-2022		15%	The Corporate Parenting Lead Officer is working with ICT Strategy and Delivery to map the potential Wi-Fi reach for communities via South Ayrshire Councils buildings and properties.
SAPP 7.4	We will strengthen the relationship between South Ayrshires child poverty activity and our Children's Health Care and Justice Services	Mark Inglis	31-Dec-2022		10%	Child Poverty is a standing item on the Joint Leadership group, which is attended by HSCP CHCJ, Education and the Children Services planning lead officer. There is more work needing done on this, the children services planning group are also looking at how this agenda is "owned" and supported by the whole CSPG.
Working in partnership with South Ayrshires Strategic Change Programme a total of 6 benefits have been realised to date from the activity outlined under Action area 7. Baseline information sources have been established and where no baseline currently exists a way of securing baseline information has been agreed. Detailed workplans will be developed as Phase 2 of our change activity to enable accurate measurement of the impact of action area 7						

8. South Ayrshire must support the workforce to contribute to a broader understanding of risk. South Ayrshire must understand the risk of children not having loving supportive relationships and regular childhood and teenage experiences.





Action	Assigned To	Due Date	Status	Progress	Narrative Detail	
SAPP 8.1	The Signs of Safety approach is adopted across Children's Health Care and Justice Services and informs a Family Centred Council and Health and Social Care Partnership approach.	Mark Inglis	31-Mar-2026	COMPLETED	100%	The Signs of Safety has been adopted by the CHCJ and it informs all Children and Families work and under pins the culture of "Keeping South Ayrshire's Children in South Ayrshire and in Families or family type support"
SAPP 8.2	We will align broadening our understanding of risk to our Child Protection activity.	Beth Maclean	31-Mar-2023		20%	A contextual safeguarding audit is being developed for Childrens Health Care and Justice staff to provide a baseline for broadening our understanding of risk
SAPP 8.3	There will be no blanket policies or guidance within South Ayrshire that prevents the maintenance of relationships between young people and those who care for them.	Mark Inglis	31-Dec-2023		10%	This needs further work. While we do NOT want any barriers from preventing supportive relationships, we need to ensure that it safe for everyone and that there are clear appropriate boundaries to support relational practice.
SAPP 8.4	Settings of care will be able to facilitate the protection of relationships that are important to children and young people.	Mark Inglis	31-Mar-2026		10%	This needs further work. While we do NOT want any barriers from preventing supportive relationships, we need to ensure that it safe for everyone and that there are clear appropriate boundaries to support relational practice.
<p>Working in partnership with South Ayrshires Strategic Change Programme a total of 6 benefits have been realised to date from the activity outlined under Action area 8. Baseline information sources have been established and where no baseline currently exists a way of securing baseline information has been agreed. Detailed workplans will be developed as Phase 2 of our change activity to enable accurate measurement of the impact of action area 8</p>						

9. A framework of support will be in place to ensure staff feel valued, encouraged, and have supportive relationships for reflection with high quality supervision and environmental conditions.

Action	Assigned To	Due Date	Status	Progress	Narrative Detail	
SAPP 9.1	South Ayrshire Health and Social Care partnership will establish a standard for supervision which incorporates a range of approaches including coaching, action learning sets and peer mentoring	Gary Hoey	31-Dec-2022	COMPLETED	100%	Supervision framework completed
SAPP 9.2	Supervision approaches will nurture our workforce to behave and treat children in a way that is relational rather than procedural and process driven.	Gary Hoey; Scott Mulholland	31-Dec-2024		20%	On target

Working in partnership with South Ayrshires Strategic Change Programme a total of 2 **benefits have been realised** to date from the activity outlined under Action area 9. Baseline information sources have been established and where no baseline currently exists a way of securing baseline information has been agreed. Detailed workplans will be developed as Phase 2 of our change activity to enable accurate measurement of the **impact** of action area 9

10. Care experienced children and young people will receive all they need to thrive at school. There will be no barriers to their engagement with education and schools will know and cherish their care experienced pupils.

Action	Assigned To	Due Date	Status	Progress	Narrative Detail	
SAPP 10.1	All South Ayrshire School Improvement Plans will value and recognise the needs of their care experienced pupils with robust tracking of attendance and attainment so that support can be given early.	Kimberley Keenan; Scott Mulholland	31-Mar-2023		40%	On target detailed in benefit tracker
SAPP 10.2	Care experienced young people actively participate in all subjects and extra-curricular activities in schools.	Kimberley Keenan; Scott Mulholland	31-Mar-2026		20%	On target detailed in benefit tracker
SAPP 10.3	The formal and informal exclusion of care experienced children from South Ayrshires Schools will end.	Kimberley Keenan; Scott Mulholland	31-Jan-2024		20%	On target detailed in benefit tracker
SAPP 10.4	South Ayrshire Schools will support and ensure care experienced young people go on to genuinely positive destinations, such as further education or employment.	Kimberley Keenan; Scott Mulholland	31-Mar-2026		40%	On target detailed in benefit tracker
<p>Working in partnership with South Ayrshires Strategic Change Programme a total of 7 benefits have been realised to date from the activity outlined under action area 10. Baseline information sources have been established and where no baseline currently exists a way of securing baseline information has been agreed. Detailed workplans will be developed as Phase 2 of our change activity to enable accurate measurement of the impact of action area 10</p>						