

North Ayrshire  
Community Planning Partnership  
People's Panel Questionnaire  
Autumn 2015

**Summary Report**

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## SUMMARY OF KEY FINDINGS

### BACKGROUND

North Ayrshire People's Panel includes approximately 2,000 residents across the various communities of North Ayrshire. Members of the Panel are asked to complete a survey on various matters of interest to the community and to the partners of the North Ayrshire Community Planning Partnership. There were 1,317 respondents to the 2015 questionnaire, who provided feedback on a very wide range of issues relating to the following themes: A Working North Ayrshire; A Healthier North Ayrshire; A Safe and Secure North Ayrshire; Your Home and Neighbourhood; Working Together and About North Ayrshire Council. Results are broken down by regeneration areas and the rest of North Ayrshire and are compared to the results of the 2012 and 2013 surveys where appropriate. The highlights in relation to each theme are summarised below.

### A WORKING NORTH AYRSHIRE

The most important barrier to employment stated by respondents that they, or a member of their family face, was there being no employment opportunities available (appearing in 52% of respondents' top three), followed by the available employment opportunities being unsuitable (36%) and lack of skills and experience (24%).

The measure that respondents thought would have the biggest impact on attracting jobs to North Ayrshire was increased support for existing businesses to expand (47%), followed by increased support for business start-ups (43%) and the promotion of North Ayrshire to inward investors (42%).

Thirty one percent of all respondents stated that they are either very confident (2%) or fairly confident (29%) about the future wellbeing/economic prospects of the area in which they live.

Eighteen percent of Panel members indicated that they had taken part in any training or learning experiences within the last two years. This figure has declined from 25% in 2012, through 22% in 2013.

Sixty three percent of respondents stated that public transport to and from North Ayrshire was either very or fairly convenient. This is a further decline in the perceived convenience of using public transport from 67% in 2013 and 74% in 2012.

There has been a decline in the proportion of respondents who say that they use their local library, from 49% in 2012 to 45% in 2015. The most popular method of receiving information regarding local library services is by email (35%), this is followed by through the website (32%) and through Facebook/ Twitter (27%).

Overall, 86% of all respondents have access to email or the internet. This has risen from 82% in 2012. This increase has been primarily driven by respondents living in the regeneration areas where the number of people who have access to email or the internet has increased from 73% in 2012 to 84% in 2015.

### A HEALTHIER NORTH AYRSHIRE

Sixty percent of respondents stated that their general health was either fairly or very good. This has declined from 66% in 2013 and 68% in 2012. There has been a subsequent increase in the proportion of respondents who rate their general health as being average (26%), up from 20% in 2013 and 21% in 2012. The number of respondents who state that their health is poor has remained static between 2013 and 2015.

The majority of respondents (77%) take part in outdoor activities daily or several times a week up from 68% in 2012. A notable minority (8%, although this is down from 14% in 2012) still say that they take part in outdoor activities less than once a month. The majority of respondents (62%) cite health benefits as the main reason for taking part in outdoor activity followed by leisure and recreation (52%) and for social benefits/ enjoyment/ meeting people (36%). The most likely places that respondents take part in outdoor activities are at the coast and on beaches (64%), followed by villages and towns (51%) and country parks (40%) and green spaces (40%). The top three factors that would encourage respondents to take part in outdoor activities more often is better weather (63%), better health or fitness (30%) and more paths (30%).

The percentage of respondents stating that they smoke has declined significantly to 15% from 21% in 2012. The percentage of respondents living in regeneration areas who state that they smoke has declined from 28% in 2013 to 17% in 2015.

Respondents are now slightly less likely to drink alcohol at any time throughout the week than they were in either 2012 or 2013.

Respondents were asked to consider a number of statements regarding the excessive usage of drugs or alcohol. The highest levels of agreement were found to be with regard to people who use drugs or alcohol excessively being a burden on society (81% agreeing slightly or strongly) and that people recovering from excessive drug or alcohol use should be given every opportunity to be included and contribute to their communities (81% agreement). However, agreement was lower with needing to adopt a more tolerant attitude towards those recovering from problematic alcohol or drug use (67% agreement).

The Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) is a measure of the mental health and wellbeing of the population, with the maximum score on this scale being 70. The average score for panel members is broadly in line with the national average figures for Scotland as a whole and has shown an improvement on scores achieved in 2012 (50.76 up from 50.47 in 2012). This improvement has been driven by respondents living in regeneration areas rising from 48.56 in 2012 to 50.06 in 2015. However, respondents living in regeneration areas achieve a lower average score than those in other areas (50.06 compared to 51.09).

The three main Blood Borne Viruses that are of cause for concern in Scotland are HIV, Hepatitis B and Hepatitis C. 27% of respondents stated they knew all three, 37% knew one or two with 36% not able to say they knew any.

#### **A SAFE AND SECURE NORTH AYRSHIRE**

71% of respondents say that they feel safe when they are outside in their neighbourhood after dark, with a corresponding 29% indicating that they feel unsafe in these circumstances compared to 30% in 2012. People who live in the regeneration areas are still much more likely to feel unsafe when outside in their neighbourhood after dark (35% compared to 26% of people in other parts of North Ayrshire). This gap has narrowed since 2012.

Dog fouling is the single biggest issue identified by respondents. In addition to this, concerns over rubbish or litter lying in the street, people using or dealing drugs, young people hanging around on the street, and vandalism, graffiti or other deliberate damage to property are also fairly prominent.

The key issues that would make respondents feel safer in their neighbourhood are high profile police patrols (49%), more facilities for young people (37%), improved lighting on streets, back courts etc. (36%) and neighbourhood watch schemes (26%).

With regards to community policing priorities, drug dealing / drug use emerges as the top priority, with housebreaking and other theft, assault / violent crime, speeding motorists, and drunk or disorderly behaviour being the other issues most likely to be seen as priorities.

59% of respondents overall said that they knew that there are a range of agencies to whom they could report anti-social behaviour, 9% of respondents indicated they had reported antisocial behaviour within the past 12 months.

14% of people said that they have been worried that a child is, or might be, being abused or neglected. This has shown an upward trend since 2012 (11%) through 12% in 2013. A similar question was asked whether respondents had ever been worried that a vulnerable adult was, or might be, being abused or neglected. 8% of respondents stated that they had been worried about an adult.

Forty one percent of respondents stated that they knew there is a special law (The Adult Support and Protection Act) that entitles vulnerable adults to support and protection from abuse and neglect.

When dealing with crimes and sentencing offenders, respondents felt the main priority should be punishing offenders for their crimes (41% stating this as their top priority) and protecting the community (35% stating this as their top priority). Prison is still seen as the most likely deterrent to criminals.

With regards to working with offenders in the community, respondents are likely to place considerable emphasis on tackling the underlying causes of crime (such as drugs and alcohol).

49% of respondents indicated that they were aware of unpaid work carried out in North Ayrshire by individuals sentenced to community service, up from 43% in 2012. The priorities that respondents saw for work of this nature included large-scale environmental work, gardening / landscaping and litter-picking.

#### **YOUR HOME AND NEIGHBOURHOOD**

58% of respondents said they are spending more than 10% of their disposable income on heating costs, dropping from 68% in 2013.

There has been a modest increase in satisfaction with open spaces between 2012 and 2015 with 78% of people now being satisfied with this compared to 72% in 2012.

Ratings for play park facilities / multi-use games facilities have increased. 64% of respondents are now satisfied with these compared to 57% in 2012.

91% of people rate their neighbourhood as either a very good or fairly good place to live. This figure has increased from 89% 2012 and 90% in 2013. There has been an increase in neighbourhood satisfaction since 2012 amongst people that live in regeneration areas. 89% of those in regeneration areas give a very good or fairly good rating compared to 84% that did so in 2012.

### **WORKING TOGETHER**

23% of respondents indicate that they spend time as a volunteer / organiser with charities, clubs or other organisations and 17% indicate that they attend as a member.

93% of respondents considered that people from different backgrounds get on well together in their local area(that is selected a rating of 3, 4 or 5 from a 5 point scale).

Forty eight percent of respondents said that the community planning partners work well together, with only 12% saying they work together poorly. The remaining 40% say the community planning partners work together neither well nor poorly.

The aim selected by the greatest number of respondents as one of their top 5 and also most likely to be selected as the most important was “we live our lives safe from crime, disorder and danger”. 47% of respondents selected it as one of their top 5 aims and 24% selected it as their most important aim.

### **ABOUT NORTH AYRSHIRE COUNCIL**

Just over half (54%) of all respondents indicated that they were either fairly or very satisfied with how the council keeps them informed about the services it provides. This rises to 57% among respondents in the rest of North Ayrshire and drops to 51% in the regeneration areas.

The top 3 means by which respondents contacted or got information from the council were; telephone (48%), website (34%) and leaflets / newsletters (33%).

Satisfaction with the main methods of receiving information or contacting the council was generally good. Satisfaction is highest when dealing with council staff either through face to face (75%) or telephone contact (67%).

Twenty nine percent of respondents said that North Ayrshire Council was either very or fairly good at keeping them informed about its performance, whilst 24% said they were either fairly or very poor. The remaining 46% were neutral.

Just under two thirds of all respondents (62%) said that they were aware that the council publishes an annual report. The top three topics that respondents would like to receive regarding the performance of North Ayrshire Council are; plans to improve services (73%), financial information (63%) and information on the councils’ partners such as police and health services (56%).

The top 3 preferred methods by which respondents would like to receive information about North Ayrshire Council are “By email” (42%), “From pages of information contained in local newspaper” (42%), and “Council website” (34%).

## 1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

### BACKGROUND

- 1.1 North Ayrshire Community Planning Partnership (the CPP) is committed to consultation with citizens and customers of specific services in order to further enhance the efficiency and effectiveness of public service delivery in the area. Its People's Panel, established in August 2000 is one of the key ways in which it does this.
- 1.2 The Community Planning Partnership Board includes representatives of:
- JobCentre Plus
  - NHS Ayrshire and Arran
  - North Ayrshire Council
  - Scottish Enterprise
  - Skills Development Scotland
  - Scottish Fire and Rescue
  - Strathclyde Partnership for Transport
  - Police Scotland
  - Irvine Bay Urban Regeneration Company
  - KA Leisure
  - Ayrshire College
  - Scottish Government
  - Representatives of the community and voluntary sector.

The CPP also works alongside an extended set of public, community/voluntary sector and private organisations, who are also important stakeholders in its work.

- 1.3 The North Ayrshire Council area has a population of 135,130 of whom 111,168 are aged 16+. The Council area came into being in 1996 as a successor to the District of Cunninghame. Its main administrative centre is the new town of Irvine and other major population centres include Largs and the North Coast, Kilwinning, the "three towns" of Ardrossan, Saltcoats and Stevenston and the Garnock Valley towns of Beith, Kilbirnie and Dalry. The area also includes the islands of Arran, Great Cumbrae and Little Cumbrae in the Firth of Clyde.
- 1.4 This report details the main findings to emerge from the Autumn 2015 questionnaire issued to the North Ayrshire Community Planning Partnership People's Panel; where relevant, direct comparisons to the 2012 and 2013 surveys are made.
- 1.5 As well as consulting with the population as a whole, the People's Panel is also used to consult with those people from North Ayrshire living in the 15% most deprived data zones in Scotland, according to the Scottish Index of Multiple Deprivation 2012 (that is to say, North Ayrshire's Regeneration Areas)



## **OBJECTIVES**

1.6 The overall aim of the Panel is to provide the CPP with information that will guide strategy, policy and service improvements. The 2015 survey was designed to capture feedback about a very wide range of issues but these were designed to reflect the following themes:

- A Working North Ayrshire
- A Healthier North Ayrshire
- A Safe and Secure North Ayrshire
- Your Home and Neighbourhood
- Working Together
- About North Ayrshire Council

These issues are dealt within chapters 3 to 8 of this report.

## **METHODOLOGY**

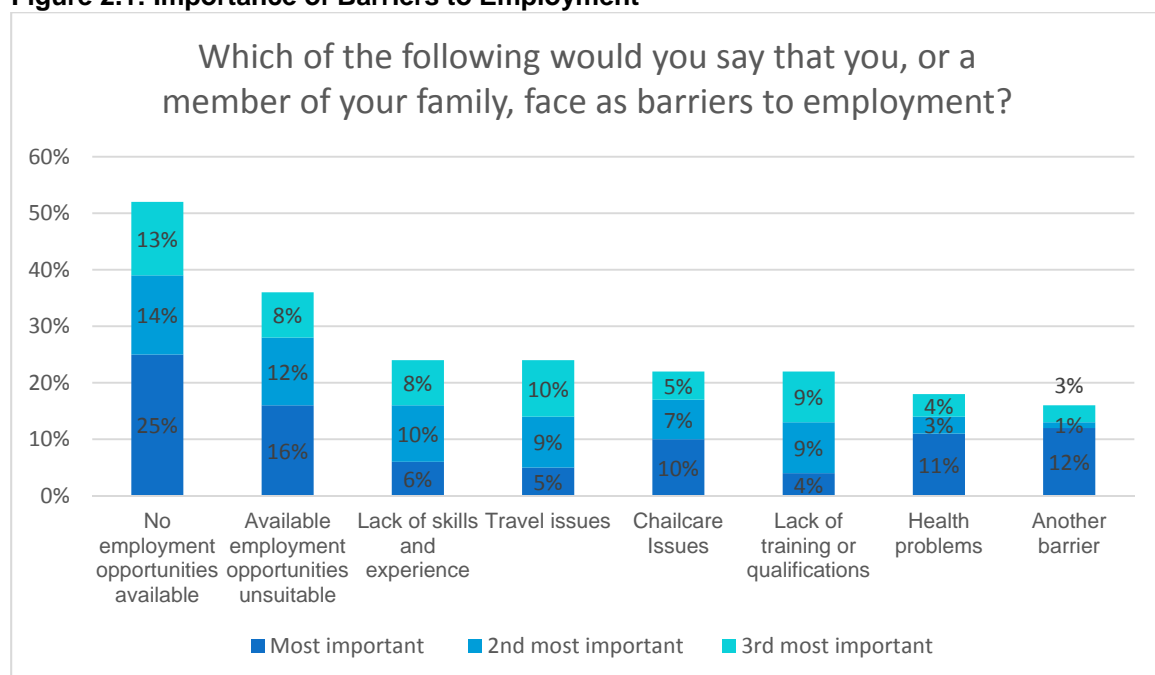
- 1.7 Lowland Market Research undertook this survey on behalf of the CPP during the autumn of 2015. Postal self-completion questionnaires were issued to all 1,941 members of the Panel in the week ending 24<sup>th</sup> August with a closing date of 28<sup>th</sup> September. The survey also included a link to an online version of the survey as an option for respondents. Reminder letters were issued to non-respondents in the week commencing 7<sup>th</sup> September with a closing date of 28<sup>th</sup> September 2015. To help boost response numbers further, a reminder email was issued to non-respondents for whom an email address was available and who had agreed to take part in an online survey; this went out in the week beginning 7<sup>th</sup> September 2015. In addition to this, a number of non-respondents were contacted to conduct the survey by telephone.
- 1.8 The total number of responses was 1,317 (1,164 by post, 99 online and 54 by telephone) representing an effective response rate of 68%.
- 1.9 This overall sample size of 1,317 is a substantial one, providing a confidence interval for the whole of the adult population of North Ayrshire of +/-2.7%. Throughout this report results are compared to results from the previous year's survey where possible and are broken down by respondents from Regeneration Areas and the Rest of North Ayrshire.
- 1.10 A full profile of respondents to the survey is set out in Chapter 8. A copy of the questionnaire used in the survey can be found at Appendix 1 to this report. Detailed data tables, which include comprehensive cross-tabulation of the data and data by locality, are included as Appendix 2 and a full listing of the responses to open-ended questions as Appendix 3. The appendices are issued under separate cover.
- 1.11 In the commentary that follows, the main comparisons that are made are between the regeneration areas and other areas. Where appropriate, additional comparisons have been made using the available profiling data as outlined in chapter 8. The data tables contained in Appendix 2 provide a detailed break-down of the results.

## 2.0 A WORKING NORTH AYRSHIRE

2.1 The first section of the survey addressed a number of issues relating to the theme of 'A Working North Ayrshire'. It began by asking respondents about barriers that they, or a member of their family, face to gaining employment. Respondents were asked to rank the importance of a number of barriers from 1 to 3 in order of importance as shown in Figure 2.1.

The barrier that was selected most commonly in respondents' top three choices was that of there being no employment opportunities available (appearing in 52% of respondents' top three) followed by the available employment opportunities being unsuitable (36%) and lack of skills and experience (24%). The top 3 barriers in the 2015 research are the same as that found in the 2013 research.

**Figure 2.1: Importance of Barriers to Employment**

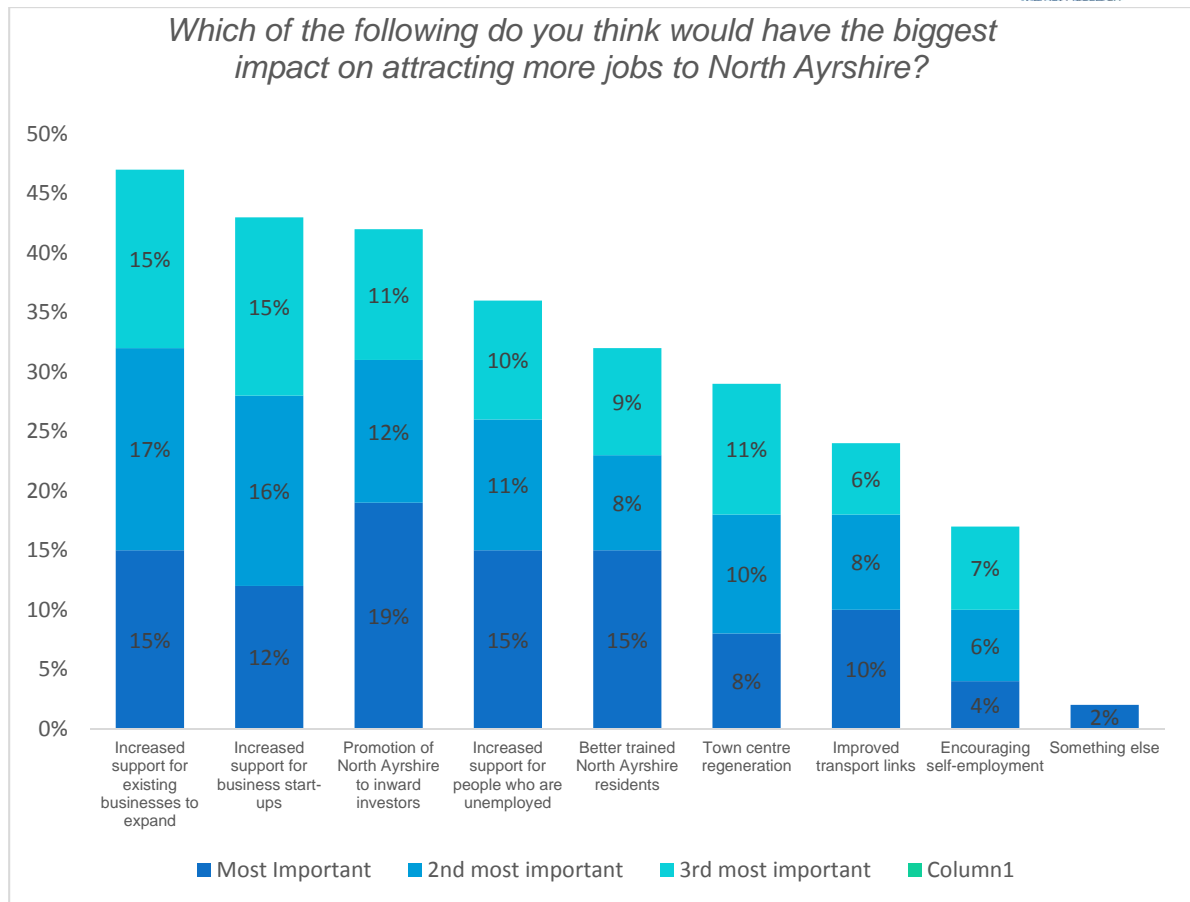


Base: 1317

2.2 Similarly, respondents were asked to select from a list of options that they felt would have the biggest impact on attracting more jobs to North Ayrshire. Again, respondents were asked to rank these choices from 1 to 3 and this is shown in Figure 2.2.

As the chart below highlights, the measures that respondents were most likely to select as their top three were those of increased support for existing businesses to expand (47%), increased support for business start-ups (43%), the promotion of North Ayrshire to inward investors (42%) and increased support for people who are unemployed (36%). As in section 2.1, the top 3 barriers in the 2015 research are the same as that found in the 2013 research.

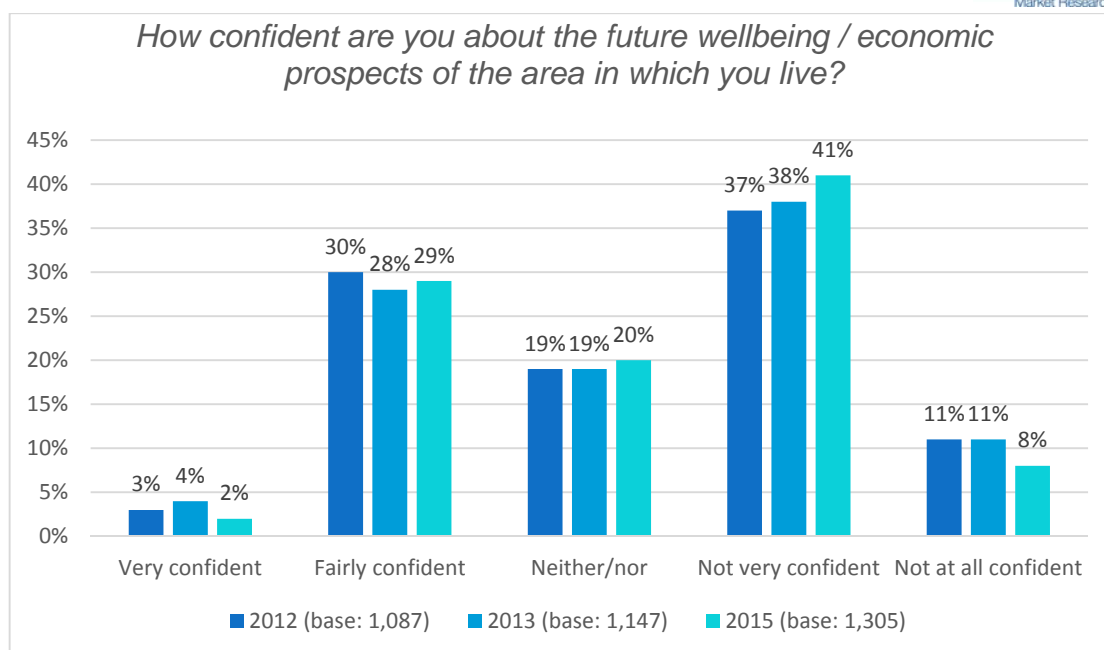
**Figure 2.2: Impact on Attracting Jobs to North Ayrshire**



Base: 1317

2.3 31% percent of all respondents stated that they are either very confident (2%) or fairly confident (29%) about the future wellbeing/economic prospects of the area in which they live. When compared to previous years there has been little change in the proportion of respondents who feel either very or fairly confident in the future wellbeing / economic prospects of the area that they live in (32% in 2013 and 33% in 2012).

**Figure 2.3: Confidence in Future Wellbeing / Economic Prospects**



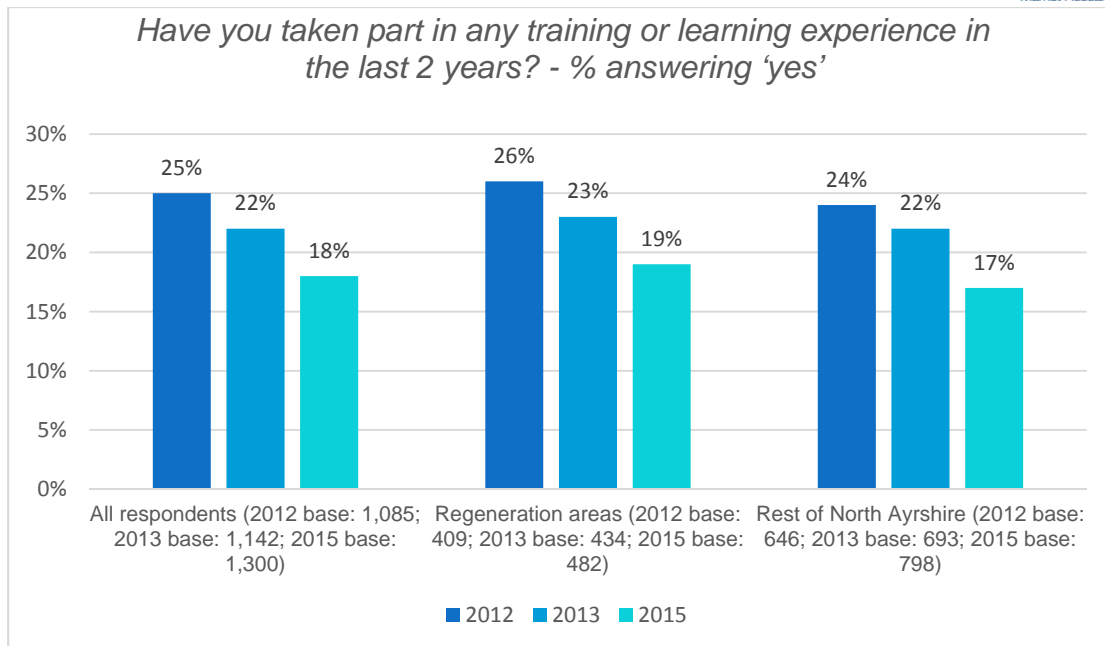
2.4 As shown in Table 2.1, future confidence surrounding the future wellbeing / economic prospects of the area is broadly similar in the regeneration areas and in the other parts of North Ayrshire. Respondents living in the regeneration areas are more inclined to state that they are not confident with 53% of them stating that they are not very or not at all confident compared to 48% of people living in the rest of North Ayrshire.

**Table 2.1:** *How confident are you about the future wellbeing / economic prospects of the area in which you live?*

	Total			Regeneration Area				Rest of North Ayrshire	
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Very confident	3%	4%	2%	4%	5%	2%	3%	4%	1%
Fairly confident	30%	28%	29%	28%	24%	28%	32%	31%	29%
Neither / nor	19%	19%	20%	20%	15%	18%	17%	22%	22%
Not very confident	37%	38%	41%	36%	43%	43%	38%	34%	41%
Not at all confident	11%	11%	8%	12%	13%	10%	10%	8%	7%
<b>Bases:</b>	<b>1,067</b>	<b>1,147</b>	<b>1,305</b>	<b>410</b>	<b>433</b>	<b>481</b>	<b>647</b>	<b>700</b>	<b>804</b>

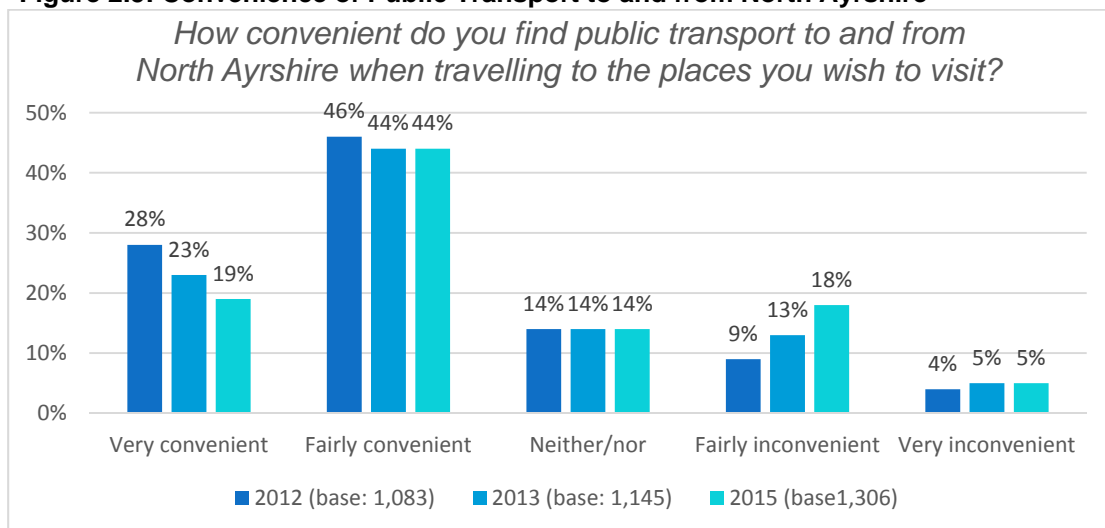
2.5 Eighteen percent of Panel members indicated that they had taken part in any training or learning experiences within the last two years (for example, adult education classes, college courses, SVQs). This figure has declined from 25% in 2012 through 22% in 2013 and exhibited a broadly similar pattern within the regeneration areas and other areas of North Ayrshire.

**Figure 2.4:** Taken Part in Training or Learning in Last Two Years



2.6 Figure 2.5 shows the proportion of respondents who find public transport convenient or otherwise when travelling to the places they wish to visit from North Ayrshire. 63% percent of respondents stated that public transport to and from North Ayrshire was either very or fairly convenient. This is a further decline in the perceived convenience of using public transport from 67% in 2013 and 74% in 2012.

**Figure 2.5: Convenience of Public Transport to and from North Ayrshire**



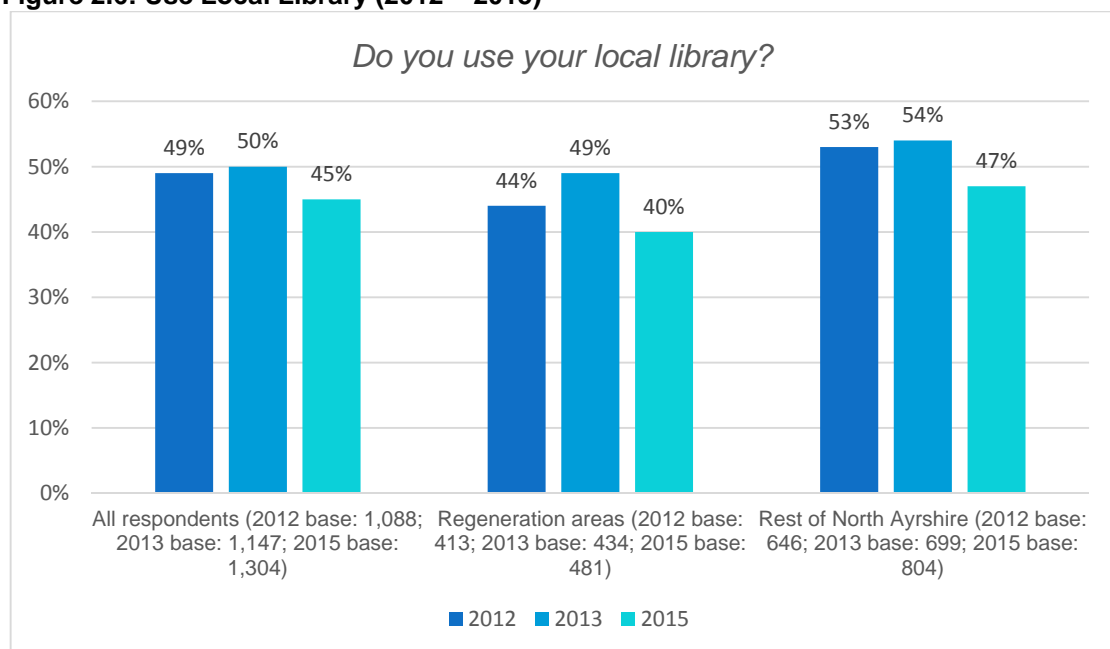
2.7 Table 2.2 further breaks these results down by whether respondents are in regeneration areas or whether they live elsewhere in North Ayrshire. There has been a notable increase in the proportion of respondents who feel that public transport is inconvenient, rising from 13% in 2012 through 18% in 2013 to 23% in 2015.

**Table 2.2: How convenient do you find public transport to and from North Ayrshire when travelling to the places you wish to visit?**

	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Very Convenient	28%	23%	19%	35%	28%	22%	24%	20%	18%
Fairly Convenient	46%	44%	44%	45%	50%	46%	46%	40%	42%
Neither / Nor	14%	14%	14%	12%	11%	12%	15%	17%	14%
Fairly Inconvenient	9%	13%	18%	6%	6%	15%	11%	17%	20%
Very Inconvenient	4%	5%	5%	3%	4%	5%	4%	6%	6%
<b>Bases:</b>	<b>1,083</b>	<b>1,145</b>	<b>1,306</b>	<b>413</b>	<b>432</b>	<b>483</b>	<b>641</b>	<b>700</b>	<b>803</b>

2.8 Figure 2.6 shows that there has been a decline in the proportion of respondents who say that they use their local library, from 49% in 2012 to 45% in 2015. The extent of this decline is more notable in the regeneration areas, down 9% compared to the rest of North Ayrshire down 7%.

**Figure 2.6: Use Local Library (2012 – 2015)**



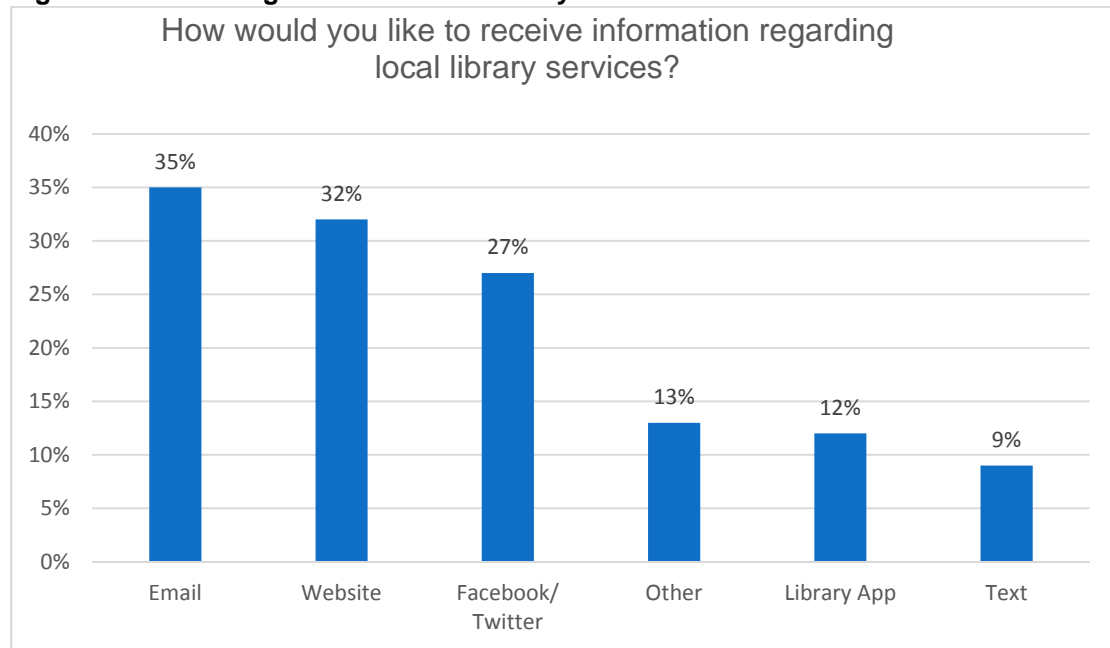
2.9 Respondents to the 2015 survey were asked what they used the library for. A full listing of the comments is included in the appendices. The most common use of a library was either to borrow books or to access books for reference. In addition to this, other uses of the library included;

- Job search, job club
- Using the computers
- Knit and a natter
- Accessing the internet
- Borrowing CD's and DVD's
- Supporting children's learning, homework
- Photocopying
- Local information

2.10 Figure 2.7 summarises the ways in which respondents would like to receive information regarding local library services. The most popular method of receiving information is by email (35%), this is followed by through the website (32%) and through Facebook/ Twitter (27%).

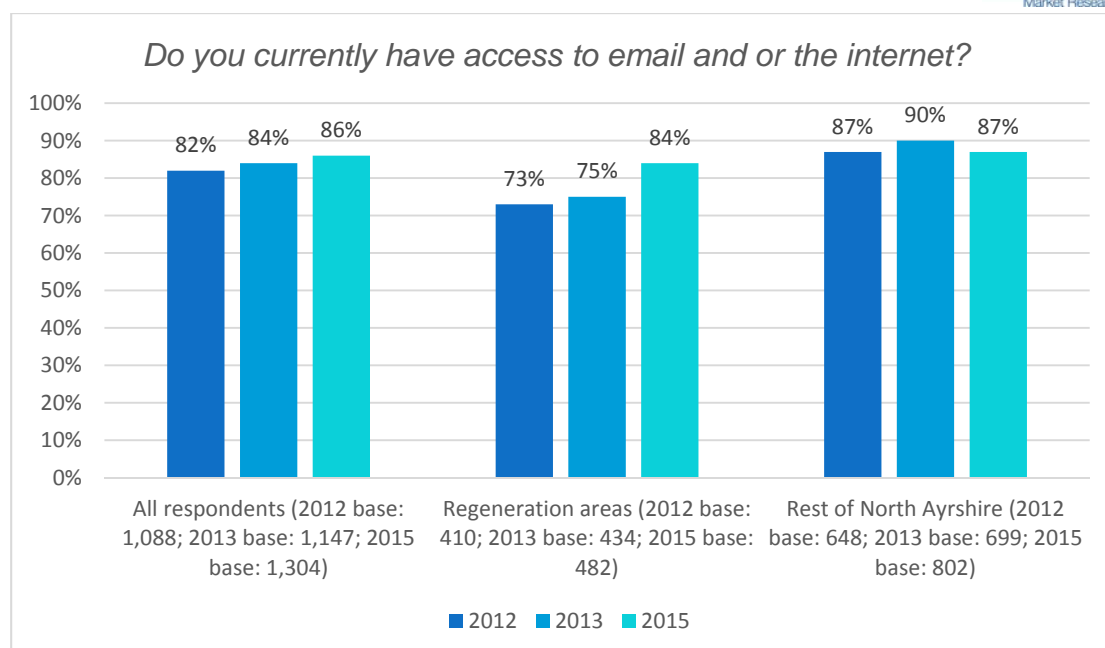
Respondents living in the rest of North Ayrshire (37%) are more likely to select email as a means of receiving information as opposed to respondents living in the regeneration areas (31%).

**Figure 2.7: Receiving Information on Library Services**



2.11 Respondents were asked if they currently have access to email or the internet and the results are shown in Figure 2.7. Overall, 86% of all respondents have access to email or the internet. This has risen from 82% in 2012. This increase has been primarily driven by respondents living in the regeneration areas where the number of people who have access to email or the internet has increased from 73% in 2012 to 84% in 2015.

**Figure 2.7: Access to E-mail / Internet**



2.12 The profile of where people indicate they have internet access is set out in Table 2.8. The vast majority of respondents who currently have access to e-mail / internet indicate they have home access (95%). Just under a third of respondents (31%) have access to e-mail / internet through their workplace and 13% of respondents say they currently access e-mail / internet through their local library.

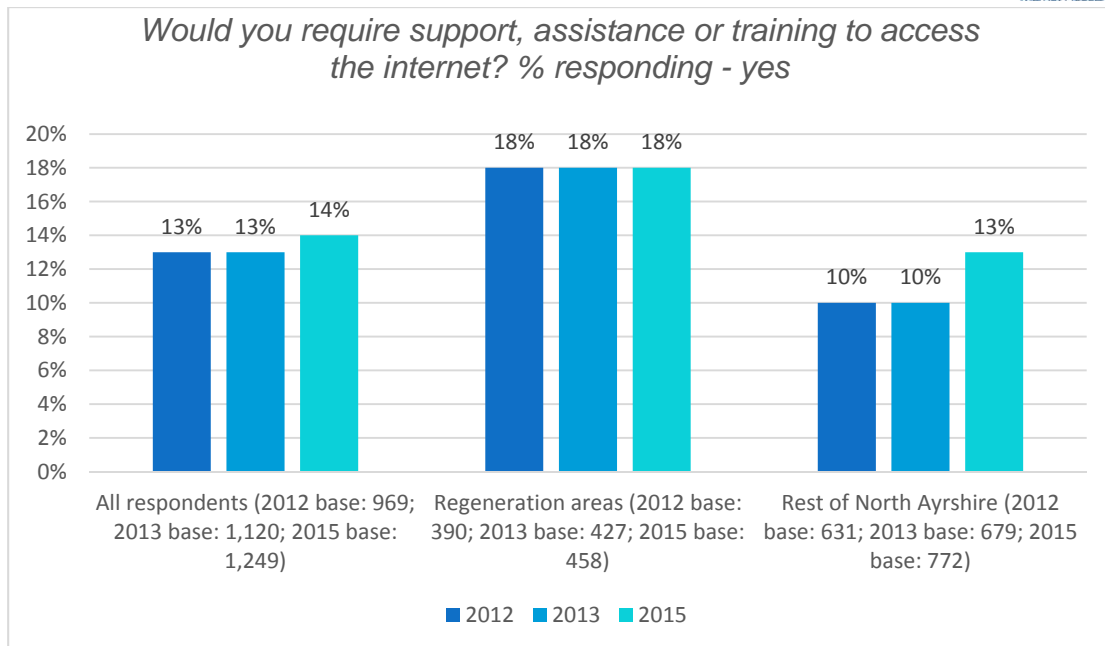
**Table 2.8:** *If yes, where do you have access to E-mail / Internet*

Access to e-mail / internet	2012	2013	2015
From home	95%	93%	95%
Work	36%	35%	31%
Local library	11%	15%	13%
College / university	3%	3%	1%
Community centre	1%	2%	1%
Internet café	1%	2%	1%
School	1%	1%	1%
Community learning centre	1%	1%	1%
Other community facility	1%	1%	1%
Other	5%	5%	3%
<b>Bases:</b>	<b>852</b>	<b>941</b>	<b>1,122</b>

2.13 Fourteen percent of respondents indicated that they would require support assistance or training to access the internet. As shown in Figure 2.8 it continues to be the case that people living in the regeneration areas are more likely than others to say that they would require such assistance.

**Figure 2.8: Would Require Support, Assistance or Training to Access the Internet**





### KEY POINTS

The most important barrier to employment stated by respondents that they or a member of their family faced, was there being no employment opportunities available (appearing in 52% of respondents' top three), followed by the available employment opportunities being unsuitable (36%) and lack of skills and experience (24%).

The measure that respondents thought would have the biggest impact on attracting jobs to North Ayrshire was increased support for existing businesses to expand (47%), followed by increased support for business start-ups (43%) and the promotion of North Ayrshire to inward investors (42%).

Thirty one percent of all respondents stated that they are either very confident (2%) or fairly confident (29%) about the future wellbeing/economic prospects of the area in which they live.

Eighteen percent of Panel members indicated that they had taken part in any training or learning experiences within the last two years. This figure has declined from 25% in 2012, through 22% in 2013.

Sixty three percent of respondents stated that public transport to and from North Ayrshire was either very or fairly convenient. This is a further decline in the perceived convenience of using public transport from 67% in 2013 and 74% in 2012.

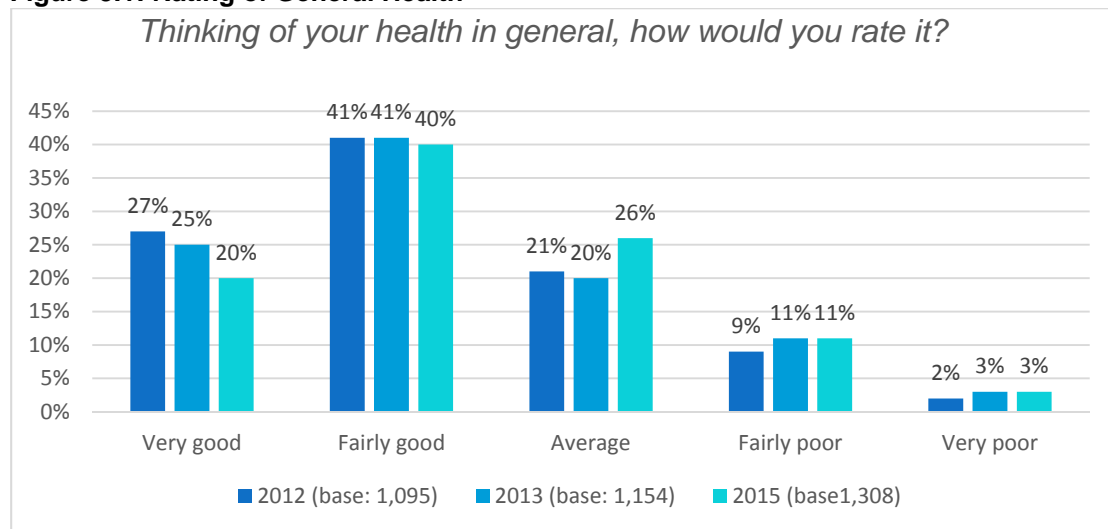
There has been a decline in the proportion of respondents who say that they use their local library, from 49% in 2012 to 45% in 2015. The most popular method of receiving information regarding local library services is by email (35%), this is followed by through the website (32%) and through Facebook/ Twitter (27%).

Overall, 86% of all respondents have access to email or the internet. This has risen from 82% in 2012. This increase has been primarily driven by respondents living in the regeneration areas where the number of people who have access to email or the internet has increased from 73% in 2012 to 84% in 2015.

### 3.0 A HEALTHIER NORTH AYRSHIRE

3.1 60% of respondents stated that their general health was either fairly or very good. As can be seen in Figure 3.1, this has declined from 66% in 2013 and 68% in 2012. There has been a subsequent increase in the proportion of respondents who rate their general health as being average (26%), up from 20% in 2013 and 21% in 2012. The number of respondents who state that their health is poor has remained static between 2013 and 2015.

**Figure 3.1: Rating of General Health**



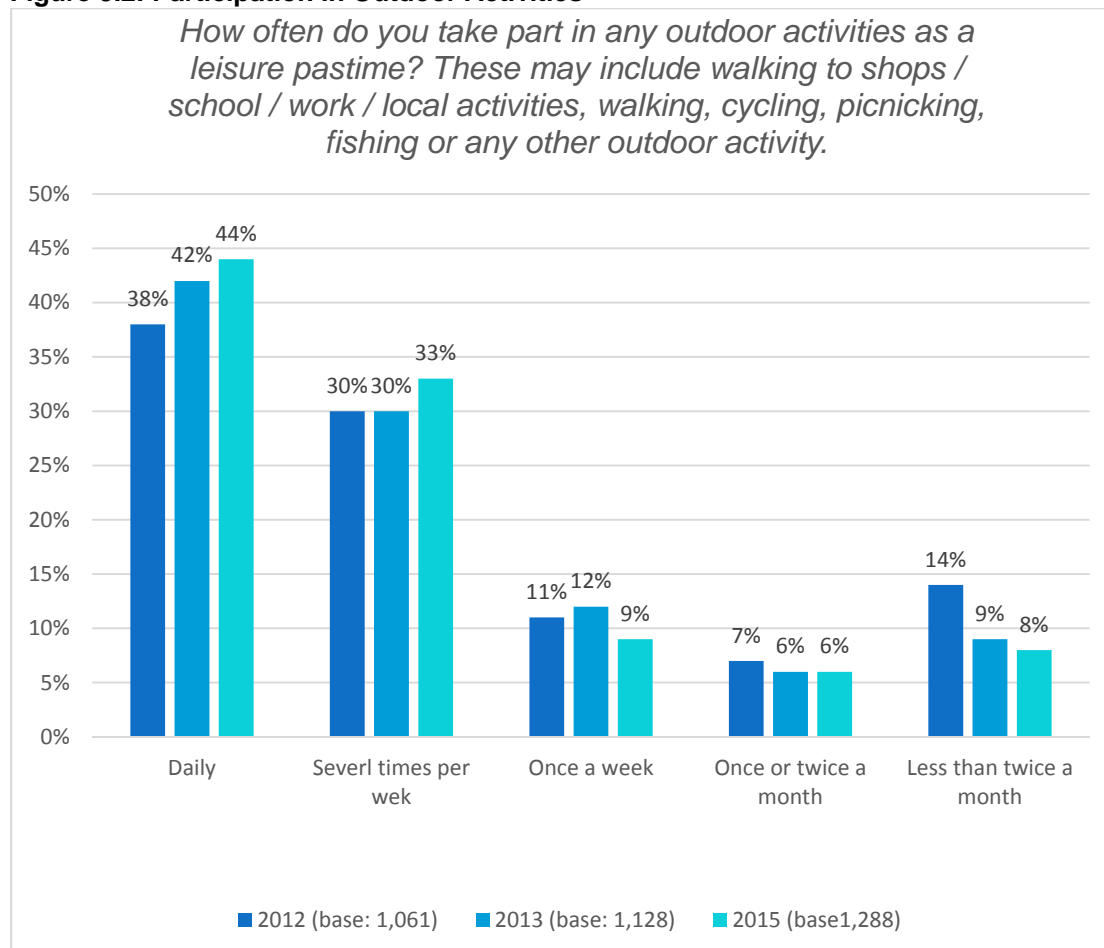
3.2 As shown in Table 3.1 there has been a fall in the proportion of respondents rating their health as fairly or very good in non-regeneration areas dropping from 74% in 2012 to 64% in 2015, whilst in regeneration areas the decline has been smaller dropping from 58% in 2012 to 53% in 2015. The majority of this change can be accounted for due to the increase in the number of people who state that their general health is average.

**Table 3.1: Thinking of your health in general, how would you rate it?**

	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Very Good	27%	25%	20%	19%	20%	17%	32%	29%	22%
Fairly Good	41%	41%	40%	39%	38%	36%	42%	42%	42%
Average	21%	20%	26%	27%	24%	30%	17%	19%	23%
Fairly Poor	9%	11%	11%	12%	13%	13%	8%	9%	10%
Very Poor	2%	3%	3%	4%	5%	3%	2%	1%	3%
<b>Bases:</b>	<b>1,095</b>	<b>1,154</b>	<b>1,308</b>	<b>416</b>	<b>437</b>	<b>483</b>	<b>650</b>	<b>703</b>	<b>805</b>

3.3 The frequency of respondent participation in outdoor activities is illustrated in Figure 3.2. The majority of respondents (77%) take part in outdoor activities daily or several times a week up from 68% in 2012. A notable minority (8%, although this is down from 14% in 2012) still say that they take part in outdoor activities less than once a month.

**Figure 3.2: Participation in Outdoor Activities**



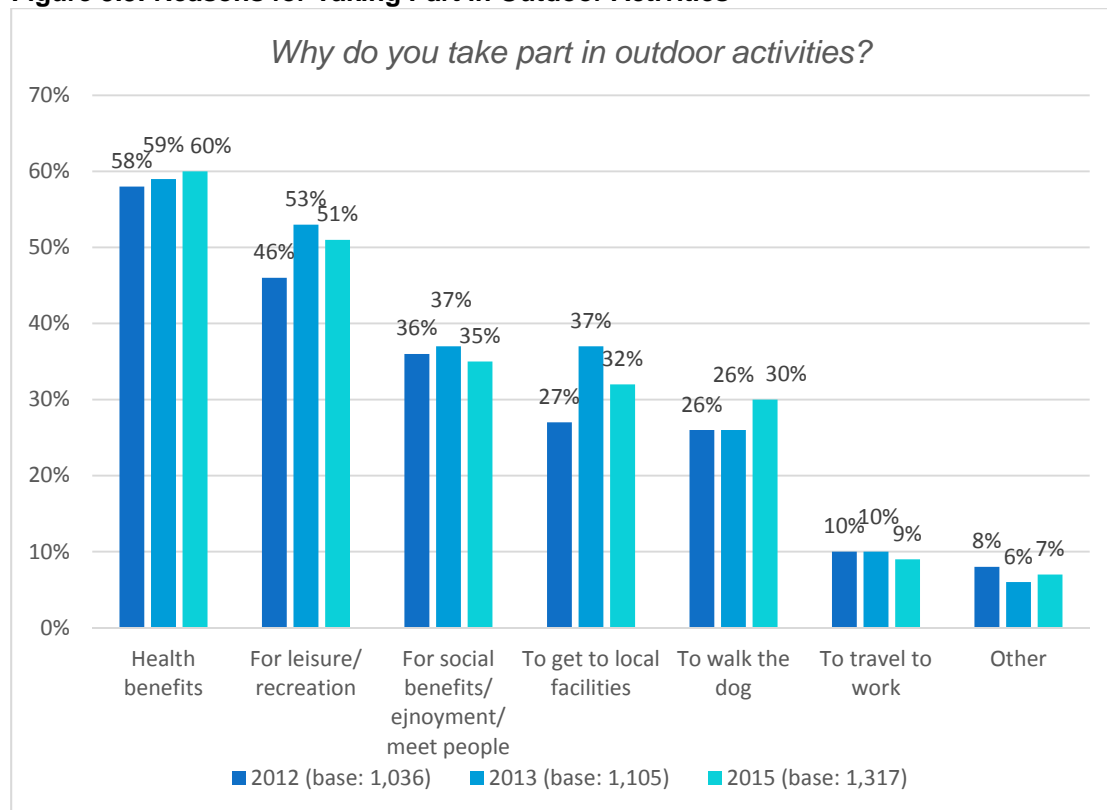
3.4 These results are further analysed by area in Table 3.2. Respondents in the rest of North Ayrshire are more likely to say that they participate in outdoor activities several times a week or more often (49%) than those in the regeneration areas (45%).

**Table 3.2: Participation in Outdoor Activities by Area**

	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Daily	38%	42%	44%	43%	44%	43%	34%	41%	45%
Several times per week	30%	30%	33%	25%	27%	32%	34%	33%	34%
Once a week	11%	12%	9%	8%	11%	10%	13%	13%	8%
Once or twice a month	7%	6%	6%	8%	7%	7%	7%	6%	5%
Less than once a month	14%	9%	8%	17%	11%	8%	12%	7%	8%
<b>Bases:</b>	<b>1,061</b>	<b>1,128</b>	<b>1,288</b>	<b>399</b>	<b>419</b>	<b>475</b>	<b>632</b>	<b>694</b>	<b>793</b>

3.5 The reasons why respondents take part in outdoor activities are shown in Figure 3.3. The majority of respondents (60%) cite health benefits as the main reason for taking part in outdoor activities up from 59% in 2013. This is followed by leisure and recreation (51%) and for social benefits/ enjoyment/ meeting people (35%).

**Figure 3.3: Reasons for Taking Part in Outdoor Activities**



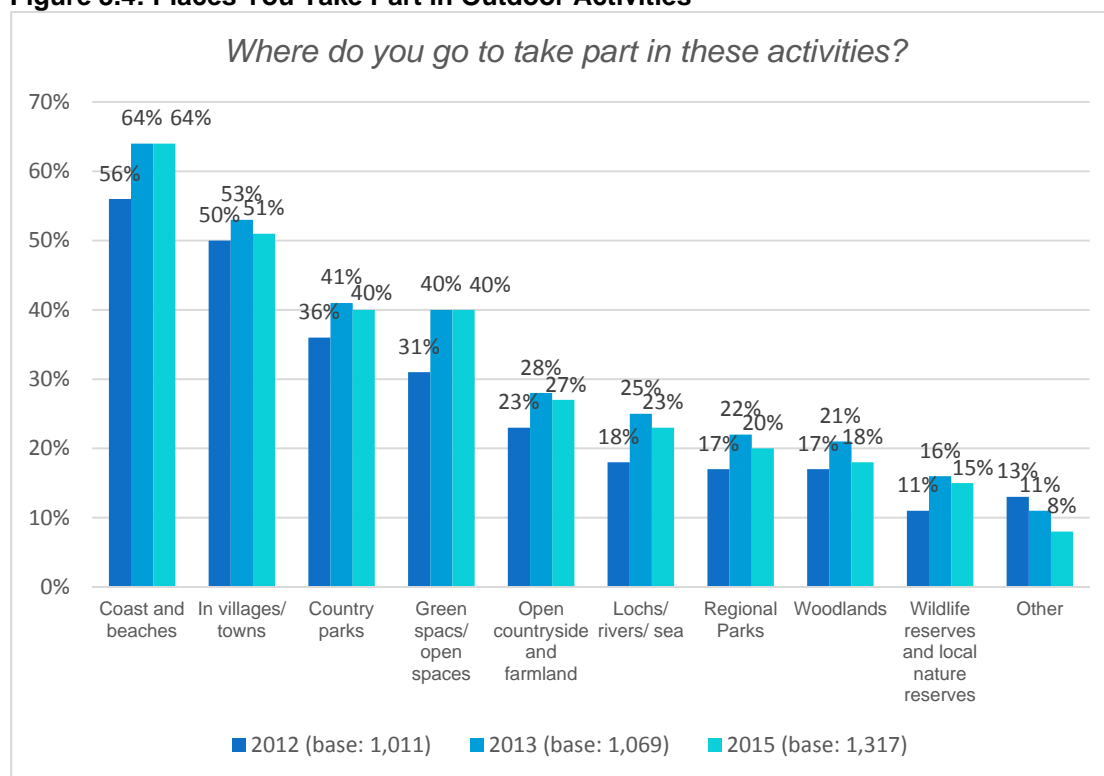
3.6 As outlined in table 3.3 on the following page, respondents in regeneration areas are now less likely than they were previously to cite “to get to local facilities” as a reason for taking part in outdoor activities (32% compared to 44% in 2013), whilst they are more likely to cite “for leisure/recreation” (50% compared to 42% in 2013). In contrast, respondents from the rest of North Ayrshire are less likely to cite “for leisure/recreation” (52% compared to 60% in 2013).

**Table 3.3: Why do you take part in outdoor activities?**

	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Health benefits	58%	59%	60%	57%	53%	56%	59%	63%	62%
For leisure / recreation	46%	53%	51%	38%	42%	50%	51%	60%	52%
For social benefits / enjoyment / meet people	36%	37%	35%	37%	33%	34%	35%	39%	36%
To get to local facilities	27%	37%	32%	28%	44%	32%	26%	33%	32%
To walk the dog	26%	26%	30%	27%	29%	30%	25%	25%	28%
To travel to work	10%	10%	9%	12%	13%	12%	8%	9%	7%
Other	8%	6%	7%	8%	7%	5%	7%	5%	7%
<b>Bases:</b>	<b>1,036</b>	<b>1,105</b>	<b>1,317</b>	<b>383</b>	<b>413</b>	<b>487</b>	<b>623</b>	<b>679</b>	<b>810</b>

3.7 The places where respondents go to take part in outdoor activities are illustrated in Figure 3.4. The most likely places that respondents take part in outdoor activities are at the coast and on beaches (64%), followed by villages and towns (51%) and country parks (40%) and green spaces (40%).

**Figure 3.4: Places You Take Part in Outdoor Activities**



3.8 Table 3.4 shows these results broken down by area and suggests that the general pattern of locations used is similar in the regeneration areas and in other parts of North Ayrshire.

**Table 3.4: Where do you go to take part in these activities?**

	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Coast and beaches	56%	64%	64%	53%	58%	62%	58%	67%	64%
In villages / towns	50%	53%	51%	52%	53%	49%	49%	53%	52%
Country Parks	36%	41%	40%	40%	41%	39%	34%	42%	41%
Green spaces / open spaces	31%	40%	40%	31%	37%	41%	31%	40%	39%
Open countryside and farmland	23%	28%	27%	18%	22%	22%	25%	31%	30%
Lochs / rivers / sea	18%	25%	23%	16%	22%	24%	19%	26%	23%
Regional Parks	17%	22%	20%	16%	23%	18%	17%	22%	21%
Woodlands	17%	21%	18%	13%	17%	15%	19%	24%	19%
Wildlife Reserves and Local Nature Reserves	11%	16%	15%	10%	14%	12%	11%	16%	17%
Other	13%	11%	8%	11%	9%	8%	14%	12%	8%
<b>Bases:</b>	<b>1,011</b>	<b>1,069</b>	<b>1,317</b>	<b>368</b>	<b>391</b>	<b>487</b>	<b>613</b>	<b>665</b>	<b>810</b>

- 3.9 Respondents indicated that the top three factors that would encourage them to take part in outdoor activities more often is better weather (63%), better health or fitness (30%) and more paths (30%). These results are broadly in line with those seen in 2013 and 2012.

**Table 3.5: What would encourage you to participate in outdoor activities more often?**

	2012	2013	2015
Better weather	62%	63%	63%
Better health or fitness	32%	32%	30%
More paths	28%	27%	30%
Cheaper activities	21%	24%	20%
Someone to go with	21%	23%	19%
Small organised groups	10%	18%	16%
More information	10%	14%	14%
Improved public transport	8%	10%	12%
Improved skills or confidence to do it	6%	7%	5%
Instruction in these activities	5%	7%	5%
Coaching	4%	6%	4%
Buddy	4%	5%	7%
Other	12%	8%	7%
<b>Base</b>	<b>1,033</b>	<b>1,060</b>	<b>1,317</b>

- 3.10 These results are further analysed by area in Table 3.6 and, again, the broad pattern of response is similar in both the regeneration areas and other parts of North Ayrshire. As shown below,

better weather continues to be the most common limiting factor for respondents in regeneration areas (65%) and in the rest of North Ayrshire (63%).

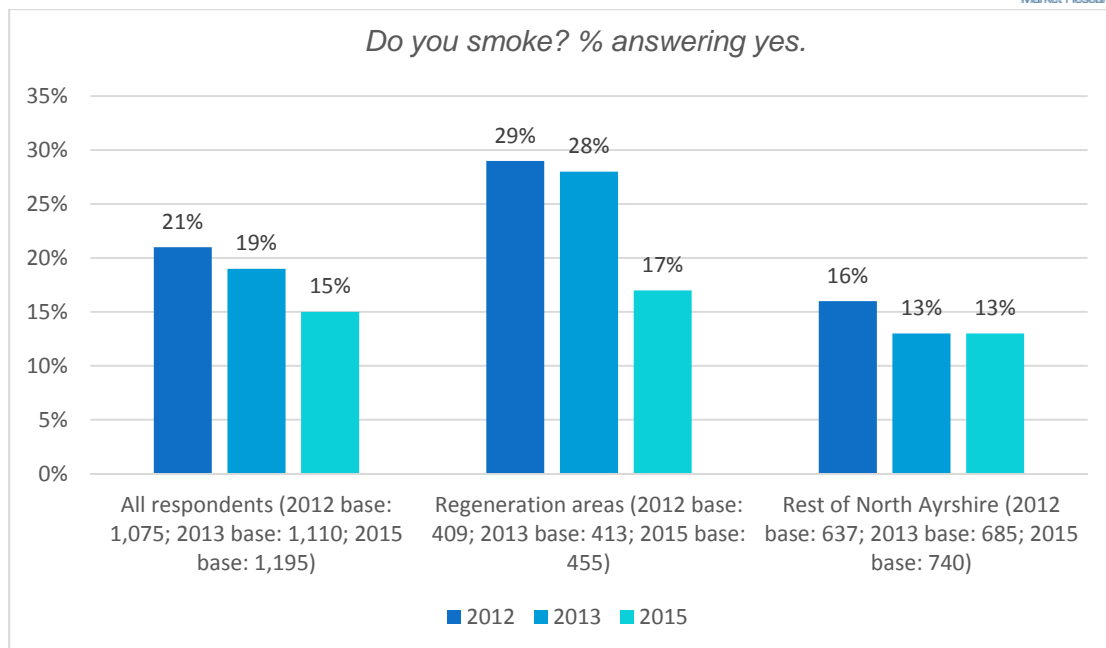
**Table 3.6:** *What would encourage you to participate in outdoor activities more often? – by area*

	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Better weather	62%	63%	63%	63%	61%	65%	62%	64%	63%
Better health or fitness	32%	32%	30%	37%	36%	32%	28%	29%	29%
More paths	28%	27%	30%	22%	20%	26%	31%	31%	32%
Cheaper activities	21%	24%	20%	22%	28%	24%	20%	22%	18%
Someone to go with	21%	23%	19%	21%	26%	18%	20%	21%	20%
Small organised groups	10%	18%	16%	12%	18%	16%	9%	18%	17%
More information	10%	14%	14%	7%	12%	13%	12%	15%	14%
Improved public transport	8%	10%	12%	7%	9%	11%	9%	11%	13%
Improved skills or confidence to do it	6%	7%	5%	7%	9%	4%	5%	6%	4%
Instruction in these activities	5%	7%	5%	6%	8%	5%	4%	6%	5%
Coaching	4%	6%	4%	4%	5%	4%	4%	7%	4%
Buddy	4%	5%	7%	5%	7%	6%	4%	4%	7%
Other	12%	8%	7%	11%	7%	6%	13%	9%	7%
<b>Bases:</b>	<b>1,033</b>	<b>1,060</b>	<b>1,317</b>	<b>390</b>	<b>394</b>	<b>487</b>	<b>614</b>	<b>652</b>	<b>810</b>

- 3.11 As Figure 3.5 illustrates below, the percentage of respondents stating that they smoke has declined significantly to 15% from 21% in 2012. The percentage of respondents living in regeneration areas who state that they smoke has declined from 28% in 2013 to 17% in 2015. They are, however, still more likely to smoke than respondents in the rest of North Ayrshire (13%), although this gap has now narrowed significantly.

**Figure 3.5: Smoking Habits**





3.12 Table 3.7 details the number of times respondents drink alcohol at various times of the week. The most common time for respondents to drink alcohol is Friday, Saturday or Sunday evening. As shown below, respondents are now generally slightly less likely to drink alcohol at any time throughout the week than they were in either 2012 or 2013.

**Table 3.7:** *In a typical week, on how many occasions would you usually drink alcohol?*

	All Respondents														
	2012					2013					2015				
	0	1	2	3	4	0	1	2	3	4	0	1	2	3	4
Monday, Tuesday, Wednesday, Thursday daytime	91%	6%	2%	1%	0%	90%	7%	2%	0%	1%	92%	5%	2%	1%	0%
Monday, Tuesday, Wednesday, Thursday evening	63%	22%	10%	3%	2%	63%	22%	9%	4%	2%	65%	20%	9%	4%	2%
Friday, Saturday, Sunday daytime	80%	13%	5%	1%	1%	76%	15%	7%	1%	1%	82%	13%	3%	1%	0%
Friday, Saturday, Sunday evening	33%	31%	23%	10%	3%	33%	31%	23%	9%	4%	36%	32%	20%	11%	2%

3.13 Table 3.8 below summarises alcohol consumption by whether or not respondents live in regeneration areas and the rest of North Ayrshire.

**Table 3.8:** *In a typical week, on how many occasions would you usually drink alcohol? – by area*

	Regeneration Areas														
	2012					2013					2015				
	0	1	2	3	4	0	1	2	3	4	0	1	2	3	4
Monday, Tuesday, Wednesday, Thursday daytime	90%	7%	2%	1%	0%	90%	6%	2%	1%	1%	93%	3%	3%	1%	0%
Monday, Tuesday, Wednesday, Thursday evening	74%	17%	7%	2%	1%	69%	17%	9%	4%	1%	67%	19%	8%	4%	1%
Friday, Saturday, Sunday daytime	82%	11%	4%	2%	1%	75%	16%	8%	0%	1%	84%	10%	3%	2%	0%
Friday, Saturday, Sunday evening	41%	29%	19%	8%	2%	41%	28%	19%	8%	4%	40%	31%	16%	11%	2%

	Rest of North Ayrshire														
	2012					2013					2015				
	0	1	2	3	4	0	1	2	3	4	0	1	2	3	4
Monday, Tuesday, Wednesday, Thursday daytime	92%	5%	2%	0%	0%	89%	7%	2%	0%	1%	93%	6%	2%	1%	1%
Monday, Tuesday, Wednesday, Thursday evening	57%	26%	11%	3%	3%	59%	25%	9%	4%	2%	63%	21%	9%	4%	3%
Friday, Saturday, Sunday daytime	78%	14%	6%	1%	1%	77%	14%	6%	2%	1%	82%	14%	3%	2%	0%
Friday, Saturday, Sunday evening	28%	32%	26%	11%	5%	28%	33%	25%	10%	3%	33%	32%	22%	11%	2%

3.14 The number of each type of alcohol consumed by respondents is shown in Table 3.9.

**Table 3.9:** *In a typical week, how many of the following types of drink do you consume?*

	All Respondents																	
	2012						2013						2015					
	0	1	2	3	4	5+	0	1	2	3	4	5+	0	1	2	3	4	5+
Pints of beer / lager	86%	3%	3%	1%	2%	5%	86%	3%	4%	1%	2%	5%	85%	3%	2%	2%	2%	6%
Standard cans of beer / lager	92%	2%	2%	0%	2%	2%	93%	1%	2%	0%	1%	3%	91%	1%	2%	1%	1%	4%
Large bottles of beer / lager (50cl)	97%	1%	1%	0%	1%	0%	97%	1%	0%	0%	0%	0%	97%	1%	1%	0%	0%	1%
Smaller bottles of beer / lager (25cl / 33cl)	92%	2%	2%	0%	2%	1%	92%	1%	2%	1%	1%	2%	92%	1%	3%	0%	1%	3%
Pints of Guinness / cider	95%	2%	1%	1%	0%	1%	94%	2%	2%	0%	0%	1%	94%	2%	1%	1%	1%	1%
Alcopops	99%	0%	0%	-	0%	0%	99%	0%	1%	0%	0%	0%	97%	0%	1%	0%	0%	2%
Small glasses of wine (125ml)	81%	6%	5%	2%	2%	4%	78%	8%	6%	1%	3%	5%	79%	4%	6%	3%	4%	4%
Large glasses of wine (175ml)	77%	3%	7%	3%	4%	7%	78%	3%	6%	4%	3%	6%	74%	3%	6%	4%	5%	8%
Standard pub measures of spirits such as whisky or vodka	71%	6%	7%	2%	4%	10%	71%	6%	7%	3%	4%	10%	79%	4%	6%	3%	5%	3%
Other alcoholic drinks	96%	2%	1%	0%	0%	1%	96%	2%	1%	0%	0%	1%	96%	2%	1%	0%	0%	1%

3.15 These results are further analysed by whether or not respondents live in regeneration areas and in the rest of North Ayrshire in Table 3.10.

**Table 3.10:** *In a typical week, how many of the following types of drink do you consume? – by area*

	Regeneration Areas																	
	2012						2013						2015					
	0	1	2	3	4	5+	0	1	2	3	4	5+	0	1	2	3	4	5+
Pints of beer / lager	86%	1%	3%	1%	4%	4%	87%	1%	4%	1%	2%	5%	87%	2%	1%	2%	2%	6%
Standard cans of beer / lager	90%	2%	1%	1%	3%	3%	93%	0%	2%	0%	1%	4%	93%	0%	2%	1%	1%	3%
Large bottles of beer / lager (50cl)	98%	1%	1%	0%	1%	-	97%	1%	0%	1%	1%	1%	97%	0%	1%	0%	0%	2%
Smaller bottles of beer / lager (25cl / 33cl)	96%	0%	1%	-	3%	1%	94%	0%	2%	0%	1%	2%	94%	1%	2%	1%	1%	1%
Pints of Guinness / cider	94%	2%	1%	1%	1%	2%	94%	1%	2%	0%	1%	1%	95%	2%	1%	1%	1%	0%
Alcopops	99%	1%	-	-	-	-	98%	0%	0%	1%	0%	1%	97%	0%	2%	0%	0%	1%
Small glasses of wine (125ml)	88%	3%	4%	1%	2%	3%	85%	5%	4%	1%	2%	3%	84%	4%	4%	2%	3%	3%
Large glasses of wine (175ml)	83%	2%	6%	2%	3%	4%	83%	2%	5%	4%	2%	3%	80%	1%	4%	3%	5%	7%
Standard pub measures of spirits such as whisky or vodka	73%	4%	6%	2%	4%	10%	74%	5%	5%	2%	4%	10%	72%	4%	6%	3%	5%	10%
Other alcoholic drinks	96%	2%	1%	0%	0%	1%	97%	1%	1%	0%	0%	2%	97%	1%	1%	0%	0%	1%

	Rest of North Ayrshire																	
	2012						2013						2015					
	0	1	2	3	4	5+	0	1	2	3	4	5+	0	1	2	3	4	5+
Pints of beer / lager	86%	4%	3%	1%	1%	4%	85%	3%	4%	1%	2%	4%	84%	3%	2%	2%	2%	7%
Standard cans of beer / lager	93%	2%	2%	0%	1%	2%	93%	1%	2%	0%	1%	2%	91%	2%	2%	0%	1%	4%
Large bottles of beer / lager (50cl)	96%	1%	0%	1%	1%	1%	98%	1%	1%	0%	0%	0%	96%	1%	1%	0%	1%	1%
Smaller bottles of beer / lager (25cl / 33cl)	90%	3%	2%	1%	2%	2%	91%	2%	3%	1%	1%	2%	91%	2%	3%	0%	1%	3%
Pints of Guinness / cider	94%	2%	1%	1%	0%	1%	94%	3%	1%	1%	0%	1%	94%	2%	1%	1%	1%	1%
Alcopops	100%	-	0%	-	0%	0%	99%	0%	1%	0%	0%	0%	98%	0%	1%	0%	1%	0%
Small glasses of wine (125ml)	76%	8%	6%	2%	2%	5%	73%	9%	6%	2%	3%	6%	76%	4%	7%	3%	4%	6%
Large glasses of wine (175ml)	73%	4%	7%	3%	4%	8%	74%	4%	7%	4%	3%	8%	70%	3%	7%	5%	5%	10%
Standard pub measures of spirits such as whisky or vodka	69%	6%	7%	2%	5%	10%	69%	6%	7%	3%	4%	10%	72%	4%	6%	3%	5%	10%
Other alcoholic drinks	96%	2%	1%	0%	0%	1%	95%	2%	1%	0%	0%	1%	95%	2%	2%	1%	0%	0%

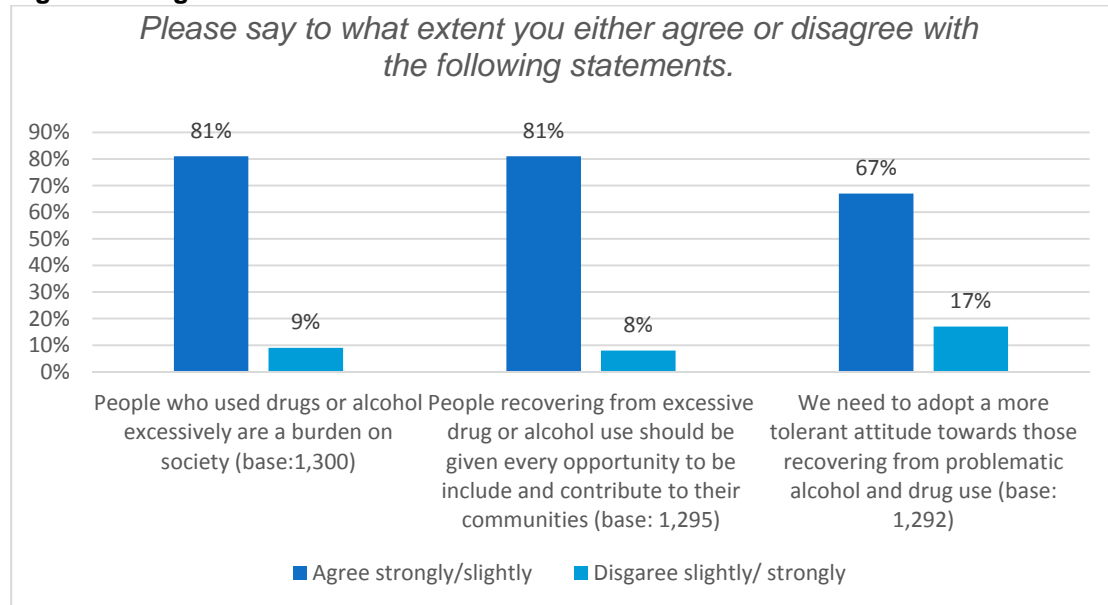
3.16 In Table 3.11, the frequency with which alcohol is purchased from a number of different outlets is detailed, with the most commonly used outlets being supermarkets (42% of respondents purchasing alcohol at least once or twice a month), pubs (20%), restaurants and cinemas etc. (14%) and convenience stores (13%).

**Table 3.11:** *How commonly would you say that you purchase alcohol from each of the following sources?*

	All Respondents							
	Almost every day	3-4 days a week	1-2 times a week	1-2 times a month	Once every couple of months	1-2 times in last 12 months	Not at all in last 12 months	Do not buy alcohol
Pub	0%	2%	8%	10%	9%	11%	7%	53%
Restaurant / cinema etc.	0%	0%	2%	12%	10%	9%	8%	59%
Nightclub	0%	0%	0%	0%	1%	3%	23%	72%
Members club	0%	1%	4%	2%	3%	3%	21%	66%
Convenience (local) store	0%	0%	6%	7%	6%	5%	14%	63%
Garage	0%	0%	0%	0%	1%	0%	24%	75%
Supermarket	1%	2%	17%	22%	14%	6%	2%	37%
Wine merchant	0%	0%	0%	2%	3%	3%	21%	71%
Online internet sales	0%	0%	0%	1%	1%	3%	21%	74%

3.17 Figure 3.6 on the following page outlines the extent to which respondents agreed or disagreed with a number of statements regarding the excessive usage of drugs or alcohol.. The highest levels of agreement were found to be with regard to people who use drugs or alcohol excessively being a burden on society (81% agreeing slightly or strongly) and that people recovering from excessive drug or alcohol use should be given every opportunity to be included and contribute to their communities (81% agreement). However, agreement was lower with needing to adopt a more tolerant attitude towards those recovering from problematic alcohol or drug use (67% agreement).

**Figure 3.6: Agreement with Statements**



**Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS)**

3.18 In order to assess and monitor the mental wellbeing of the North Ayrshire population, the Community Planning Partnership utilises the Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) which is used to measure mental wellbeing.

The WEMWBS consists of a series of fourteen statements which are put to respondents, and they in turn are asked to state the frequency with which they had experienced these feelings and thoughts over the past two weeks.

3.19 Five potential responses were provided and a score assigned to each:

- 'None of the time' = 1
- 'Rarely' = 2
- 'Some of the time' = 3
- 'Often' = 4
- 'All of the time' = 5.

To achieve an overall score, each individual score was aggregated to give a potential score out of 70, with a minimum score of 14. The higher the score achieved the more positive and individuals' mental wellbeing.

3.20 Table 3.12 below details the average scores by year and by area and also compares these results to the national average for Scotland as a whole.

**Table 3.12: WEMWBS Average Scores by Area**

Please tick the box that best describes your experience of each over the last 2 weeks.

Scottish Population (2014) <sup>1</sup>	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
50.0	50.47	51.03	50.76	48.56	48.65	50.06	51.62	52.54	51.09

The average score for panel members is broadly in line with the national average figures for Scotland as a whole and has shown an improvement on scores achieved in 2012 (50.76, up from 50.47 in 2012). This improvement has been driven by respondents living in regeneration areas rising from 48.56 in 2012 to 50.06 in 2015. However, respondents living in regeneration areas achieve a lower average score than those in the rest of North Ayrshire (50.06 compared to 51.09).

- 3.21 Table 3.13 below details the average scores by gender and age group. There are no significant differences in these mental wellbeing scores between men and women. In terms of age, there is a general (though sometime irregular) pattern whereby scores improve with age.

**Table 3.13: WEMWBS Average Scores by Gender and Age by Area**

Please tick the box that best describes your experience of each over the last 2 weeks.

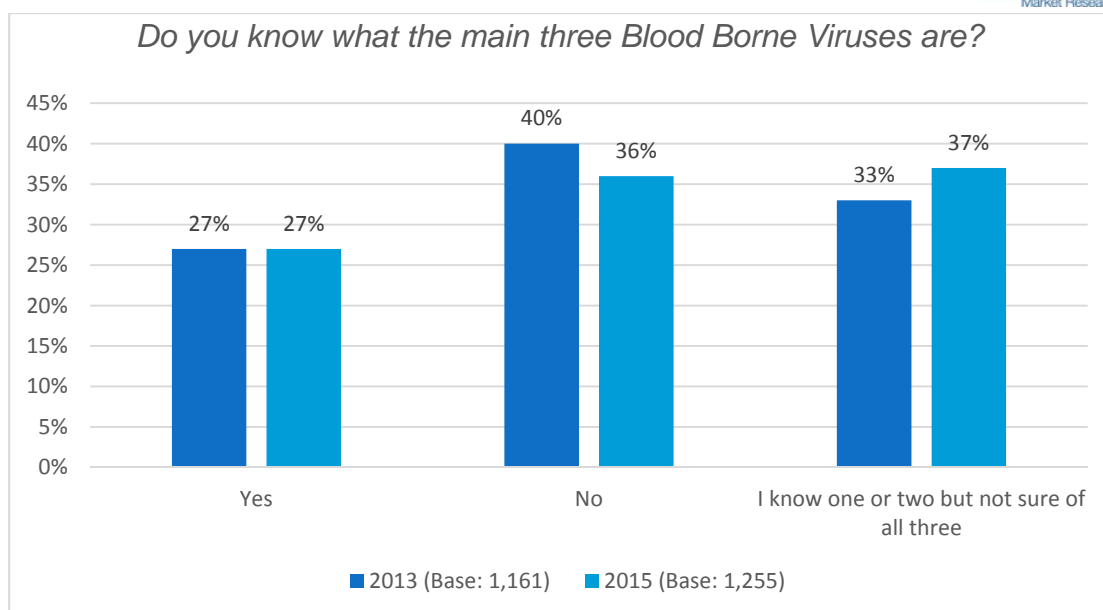
Gender	Scottish Population (2014)	Total			Regeneration Area			Rest of North Ayrshire		
		2012	2013	2015	2012	2013	2015	2012	2013	2015
Male	50.1	50.50	50.95	50.65	47.75	48.45	50.44	52.13	52.26	50.78
Female	49.9	50.37	51.15	50.78	49.20	48.79	49.70	51.16	52.80	51.39
<b>Age</b>										
16-24 years	49.5	51.57	51.27	47.84	47.81	46.88	46.87	56.58	56.29	48.90
25-34 years	50.5	53.19	49.81	49.57	54.00	46.99	49.05	52.66	53.43	50.12
35-44 years	50.0	49.87	50.13	50.73	47.81	48.46	49.04	51.62	50.91	51.89
45-54 years	49.2	48.19	50.00	49.47	48.72	47.83	48.58	47.83	51.78	49.95
55-64 years	50.3	50.48	51.53	51.99	47.64	49.20	52.70	52.58	53.14	51.61
65-74 years	50.8	52.42	52.11	51.24	49.68	50.96	51.39	53.34	52.53	51.19
75+ years	49.9	51.48	53.16	51.72	48.55	48.23	49.84	52.45	54.94	52.72
<b>Overall</b>	<b>50.0</b>	<b>50.47</b>	<b>51.03</b>	<b>50.76</b>	<b>48.56</b>	<b>48.65</b>	<b>50.06</b>	<b>51.62</b>	<b>52.64</b>	<b>51.09</b>

- 3.22 The three main Blood Borne Viruses that are of cause for concern in Scotland are HIV, Hepatitis B and Hepatitis C. In Figure 3.8, the proportion of respondents who were able to identify all, some or none of these viruses is shown. 27% of respondents stated they knew all three, 37% knew one or two but were not sure of the third and 36% were not able to say they knew any.

**Figure 3.8: Knowing the Three Main Blood Borne Viruses**

<sup>1</sup> The Scottish Health Survey 2014 edition





3.23 To conclude this section, respondents were asked by which ways they thought that Blood Borne Viruses could be transmitted (as shown in Table 3.14). The most commonly cited ways in which such viruses could be transmitted were sharing injecting equipment (95%), having unprotected sexual intercourse (83%), blood transfusions (77%), sharing tattoos (66%) and razor blades and toothbrushes (65%).

**Table 3.14:** Which of the following would you say were ways by which Blood Borne Viruses could be transmitted?

	Yes	No	Not Sure	Base
Sharing injecting equipment	95%	1%	4%	1,287
Having unprotected sexual intercourse	83%	8%	9%	1,285
Blood transfusions	77%	10%	13%	1,279
Tattoos	66%	15%	20%	1,281
Sharing razor blades and toothbrushes	65%	17%	18%	1,280
Kissing	10%	75%	15%	1,276
Sharing cooking and eating utensils	9%	75%	16%	1,269
Holding hands	4%	90%	6%	1,277

**KEY POINTS**

60% of respondents stated that their general health was either fairly or very good. This has declined from 66% in 2013 and 68% in 2012. There has been a subsequent increase in the proportion of respondents who rate their general health as being average (26%), up from 20% in 2013 and 21% in 2012. The number of respondents who state that their health is poor has remained static between 2013 and 2015.

The majority of respondents (77%) take part in outdoor activities daily or several times a week up from 68% in 2012. A notable minority (8%, although this is down from 14% in 2012) still say that they take part in outdoor activities less than once a month. The majority of respondents (62%) cite health benefits as the main reason for taking part in outdoor activities, followed by leisure and

recreation (52%) and for social benefits/ enjoyment/ meeting people (36%). The most likely places that respondents take part in outdoor activities are at the coast and on beaches (64%), followed by villages and towns (51%), country parks (40%) and green spaces (40%). The top three factors that would encourage respondents to take part in outdoor activities more often is better weather (63%), better health or fitness (30%) and more paths (30%).

The percentage of respondents stating that they smoke has declined significantly to 15% from 21% in 2012. The percentage of respondents living in regeneration areas who state that they smoke has declined from 28% in 2013 to 17% in 2015.

Respondents are now slightly less likely to drink alcohol at any time throughout the week than they were in either 2012 or 2013.

Respondents were asked to consider a number of statements regarding the excessive usage of drugs or alcohol. The highest levels of agreement were to be found with regard to people who use drugs or alcohol excessively being a burden on society (81% agreeing slightly or strongly) and that people recovering from excessive drug or alcohol use should be given every opportunity to be included and contribute to their communities (81% agreement). Agreement was lower, however, with needing to adopt a more tolerant attitude towards those recovering from problematic alcohol or drug use (67% agreement).

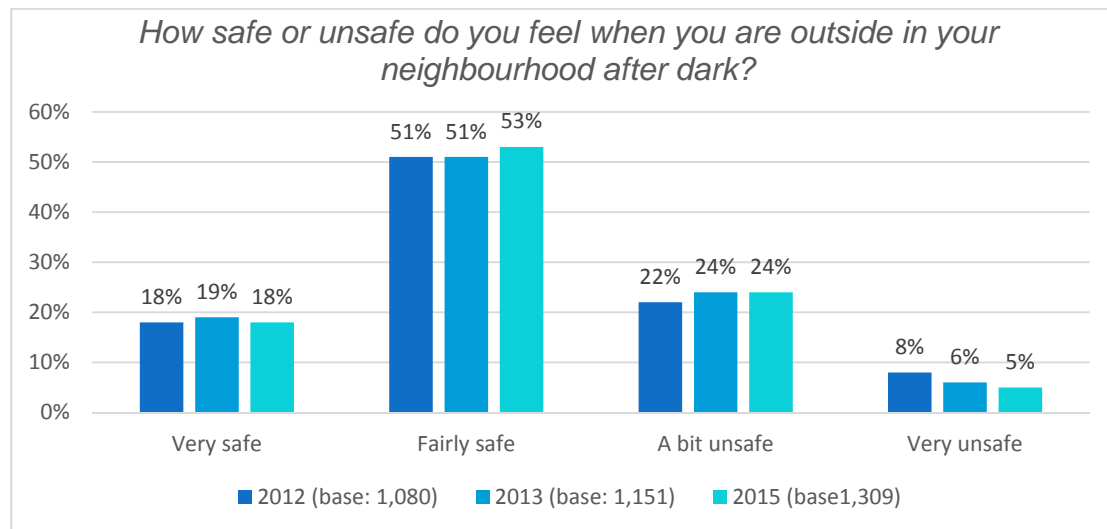
The Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) is a measure of the mental health and wellbeing of the population, with the maximum score on this scale being 70. The average score for panel members is broadly in line with the national average figures for Scotland as a whole and has shown an improvement on scores achieved in 2012 (50.76, up from 50.47 in 2012). This improvement has been driven by respondents living in regeneration areas rising from 48.56 in 2012 to 50.06 in 2015. However, respondents living in regeneration areas achieve a lower average score than those in other areas (50.06 compared to 51.09).

The three main Blood Borne Viruses that are of cause for concern in Scotland are HIV, Hepatitis B and Hepatitis C. 27% of respondents stated they knew all three, 37% knew one or two, with 36% not able to say they knew any.

#### 4.0 A SAFE AND SECURE NORTH AYRSHIRE

4.1 Figure 4.1 profiles the extent to which people say that they feel safe when they are outside in their neighbourhood after dark. These ratings have not changed significantly since 2012 with 71% of respondents stating that they feel safe when outside in their neighbourhood after dark and a corresponding 29% indicating that they feel unsafe in these circumstances compared to 30% in 2012.

**Figure 4.1: Feeling of Safety in Neighbourhood after Dark**



4.2 As shown in Table 4.1, people who live in the regeneration areas are still much more likely to feel unsafe when outside in their neighbourhood after dark (35% compared to 26% of people in the rest of North Ayrshire). This gap has narrowed since 2012.

**Table 4.1: How safe or unsafe do you feel when you are outside in your neighbourhood after dark? – by area**

	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Very safe	18%	19%	18%	10%	12%	16%	23%	24%	18%
Fairly safe	51%	51%	53%	52%	51%	49%	51%	51%	55%
A bit unsafe	22%	24%	24%	28%	28%	28%	19%	20%	22%
Very unsafe	8%	6%	5%	11%	8%	7%	7%	4%	4%
<b>Bases:</b>	<b>1,080</b>	<b>1,151</b>	<b>1,309</b>	<b>410</b>	<b>440</b>	<b>486</b>	<b>640</b>	<b>697</b>	<b>803</b>

4.3 Respondents who felt unsafe outside in their neighbourhood after dark were asked to say why they felt this way. A full listing of verbatim comments can be found in the appendices but a number of common themes are apparent in these findings: standard of lighting, people hanging around, concerns about drug dealing and drugs misuse, drunkenness and perceived lack of visible policing. The broad thrust of these comments was similar in both 2012 and 2013.

4.4 Respondents were then asked to indicate how much of an issue various things were in their neighbourhood and the results for 2015 are set out in Table 4.2. Dog fouling is the single biggest

issue identified by respondents but with concerns over rubbish or litter lying in the street, people using or dealing drugs, young people hanging around on the street and vandalism, graffiti or other deliberate damage to property also being fairly prominent.

**Table 4.2:** *In your neighbourhood, how much of an issue are each of the following?*

Issue	Very big issue	Fairly big issue	A minor issue	Not an issue	Base
Dog fouling	24%	26%	34%	15%	1,265
Rubbish or litter lying in the street	17%	18%	36%	28%	1,272
People using or dealing drugs	14%	16%	23%	48%	1,262
Vandalism, graffiti or other deliberate damage to property	8%	12%	34%	46%	1,259
Antisocial residents	8%	8%	24%	60%	1,253
Young people hanging around on the street	7%	14%	35%	45%	1,255
People being attacked or harassed	7%	11%	23%	59%	1,254
People drinking in the street	6%	8%	29%	56%	1,258
Aggressive dogs	5%	8%	26%	61%	1,253
Discarded needles	4%	5%	18%	73%	1,248
Noisy neighbours or loud parties	4%	7%	28%	61%	1,254
Adults hanging around on the street	3%	7%	26%	65%	1,258
Grass / bin fires	3%	4%	16%	77%	1,254
Abandoned or burnt out cars	2%	1%	12%	85%	1,248

4.5 Table 4.3 compares results for this question for 2012, 2013 and 2015, based on the proportion of respondents indicating that something was either a very or fairly big issue. Since 2012, there have been notable increases in the proportion of respondents citing people being attacked or harassed and antisocial residents as being a 'big issue', with declines noted in young people hanging around on the street, people drinking in the street and adults hanging around on the street.

**Table 4.3:** *In your neighbourhood, how much of an issue are each of the following?*

Issue	% stating very or fairly big issue
-------	------------------------------------

	2012	2013	2015	% Change
Dog fouling	52%	54%	50%	-2%
Rubbish or litter lying in the street	35%	38%	35%	=
People using or dealing drugs	29%	29%	30%	+1%
Young people hanging around on the street	27%	24%	21%	-6%
Vandalism, graffiti or other deliberate damage to property	21%	23%	20%	-1%
People drinking in the street	17%	17%	14%	-3%
People being attacked or harassed	13%	16%	18%	+5%
Aggressive dogs	11%	16%	13%	+2%
Antisocial residents	11%	14%	16%	+5%
Adults hanging around on the street	13%	12%	10%	-3%
Discarded needles	8%	9%	9%	+1%
Grass / bin fires	6%	8%	7%	+1%
Noisy neighbours or loud parties	7%	7%	11%	+4%
Abandoned or burnt out cars	3%	5%	3%	=
<b>Bases:</b>	<b>994-1,052</b>	<b>1,093-1,116</b>	<b>1,248-1,272</b>	

4.6 The extent of these issues in terms of regeneration areas and other areas is detailed in Table 4.4. In every instance these issues continue to be most commonly seen in the regeneration areas and sometimes significantly so.

**Table 4.4:** *In your neighbourhood, how much of an issue are each of the following? – by area.*

	% stating very or fairly big issue								
	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Dog fouling	52%	54%	50%	60%	64%	55%	45%	48%	48%
Rubbish or litter lying in the street	35%	38%	35%	44%	52%	43%	29%	30%	30%
People using or dealing drugs	29%	29%	30%	40%	42%	35%	20%	21%	27%
Young people hanging around on the street	27%	24%	21%	36%	32%	25%	21%	17%	18%
Vandalism, graffiti or other deliberate damage to property	21%	23%	20%	28%	32%	25%	17%	17%	17%
People drinking in the street	17%	17%	14%	26%	27%	20%	11%	10%	12%
People being attacked or harassed	13%	16%	18%	19%	24%	25%	10%	11%	17%
Aggressive dogs	11%	16%	13%	13%	21%	15%	10%	12%	12%
Antisocial residents	11%	14%	16%	17%	21%	19%	9%	10%	14%
Adults hanging around on the street	13%	12%	10%	21%	17%	13%	8%	6%	8%
Discarded needles	8%	9%	9%	14%	14%	11%	4%	6%	8%
Grass / bin fires	6%	8%	7%	10%	12%	10%	4%	5%	6%
Noisy neighbours or loud parties	7%	7%	11%	11%	11%	13%	6%	5%	9%
Abandoned or burnt out cars	3%	5%	3%	4%	7%	5%	2%	3%	3%

4.7 The full list of ‘other’ neighbourhood issues is set out in the appendices. As with previous years, it is possible to discern some common themes which have not changed greatly: street lighting, other dog-related issues, noise complaints, poorly maintained gardens, and traffic issues. These were mostly unchanged from previous years.

4.8 Respondents were asked from a prompted list to indicate what would make them feel safer in their neighbourhood, ranking their choices 1, 2, and 3 with 1 being the most important. The results of this are set out in Table 4.5 for 2015. The key issues to emerge are high profile police patrols (appearing in 49% of respondents top three choices), more facilities for young people (37%), improved lighting on streets, back courts etc. (36%) and neighbourhood watch schemes (26%).

**Table 4.5:** *Which of the following would help make you feel safer in your neighbourhood?*

Safety Measure	Rank 1	Rank 2	Rank 3	Total Rank in Top 3
High profile police patrols	25%	15%	9%	49%

More facilities for young people	15%	13%	9%	37%
Improved lighting on streets, back courts etc.	20%	7%	9%	36%
Neighbourhood watch schemes	10%	9%	7%	26%
More Closed Circuit TV (CCTV)	8%	10%	8%	26%
Traffic calming measures	7%	5%	5%	17%
Security devices in the home	6%	4%	5%	15%
Improvements to play areas	4%	5%	6%	15%
Improved path networks	3%	3%	6%	12%
Better public transport	4%	3%	3%	10%
Design safer buildings and public areas	3%	2%	4%	9%
Personal alarms	2%	2%	3%	7%
<b>Base:</b>	<b>1,317</b>			

4.9 Table 4.6 compares the current results to the 2012 and 2013 figures, based on the proportion of respondents ranking a measure in their top three in terms of importance. More people now rank neighbourhood watch schemes and the design of safer buildings and public areas in their top three choices. In contrast to this, significantly less people selected more facilities for young people.

**Table 4.6:** Which of the following would help make you feel safer in your neighbourhood?

Safety Measure	2012	2013	2015	% Change
High profile police patrols	54%	53%	49%	-5%
More facilities for young people	47%	43%	37%	-10%
Improved lighting on streets, back courts etc.	38%	39%	36%	-2%
Neighbourhood watch schemes	21%	30%	26%	+5%
More Closed Circuit TV (CCTV)	26%	23%	26%	=
Security devices in the home	13%	15%	17%	+4%
Traffic calming measures	19%	15%	15%	-4%
Improvements to play areas	11%	9%	15%	+4%
Improved path networks	14%	14%	12%	-2%
Better public transport	9%	9%	10%	+1%
Design safer buildings and public areas	4%	6%	9%	+5%
Personal alarms	5%	6%	7%	+2%
<b>Bases:</b>	<b>614</b>	<b>924</b>	<b>1,317</b>	

4.10 Respondents were also provided with a prompted list of possible community policing priorities and were again asked to rank these 1, 2 and 3 with 1 being the most important. The profile of results for 2015 is set out in Table 4.7. By some distance, drug dealing / drug use emerges as the top priority for the Community Policing team to address, with housebreaking and other theft, assault / violent crime, speeding motorists and drunk or disorderly behaviour being the other issues most likely to be seen as priorities.

**Table 4.7:** Which three of the following do you want your local Community Policing Team to adopt as priorities?

Priorities	Rank 1	Rank 2	Rank 3	Total Rank in Top 3
Drug dealing / drug use	28%	18%	14%	60%
Housebreaking and other theft	15%	20%	15%	50%
Assault / violent crime	19%	14%	12%	45%
Speeding motorists	17%	9%	10%	36%
Drunk or disorderly behaviour (including vandalism and graffiti)	8%	12%	14%	34%
Bogus caller crime	8%	9%	6%	23%
Car crime	2%	3%	5%	10%
Racist crime	2%	2%	4%	8%
Fraud	1%	2%	4%	7%
Wilful fire raising	0%	1%	2%	3%
<b>Base:</b>	<b>1,317</b>			

- 4.11 Table 4.8 profiles results for 2012, 2013 and 2015 based on the proportion of people placing each priority in their top three in terms of importance. Since 2012, the main decrease in priorities are with regard to drunk and disorderly behaviour (-12% since 2012) and drug dealing / drug use (-6% since 2012). In contrast, more people are likely to prioritise bogus caller crime and racist crime.

**Table 4.8:** Which three of the following do you want your local Community Policing Team to adopt as priorities?

Priorities	2012	2013	2015	% Change
Drug dealing / drug use	66%	68%	60%	-6%
Housebreaking and other theft	47%	53%	50%	+3%
Assault / violent crime	47%	47%	45%	-2%
Speeding motorists	43%	37%	36%	-7%
Drunk or disorderly behaviour (including vandalism and graffiti)	46%	34%	34%	-12%
Bogus caller crime	16%	26%	23%	+7%
Car crime	10%	13%	10%	=
Racist crime	3%	6%	8%	+5%
Fraud	5%	5%	7%	+2%
Wilful fire raising	5%	3%	3%	-2%
<b>Bases:</b>	<b>764</b>	<b>1,022</b>	<b>1,317</b>	

- 4.12 These results are analysed below according to whether people lived in regeneration areas or other areas. Comparatively few differences are apparent although people in non-regeneration areas are somewhat more likely to see housebreaking and other theft and assault/violent crime as a priority and those in regeneration areas are notably more likely than people in other areas to see drug dealing / drug use as a priority.

**Table 4.9: Most Important Local Community Policing Priorities by Area**

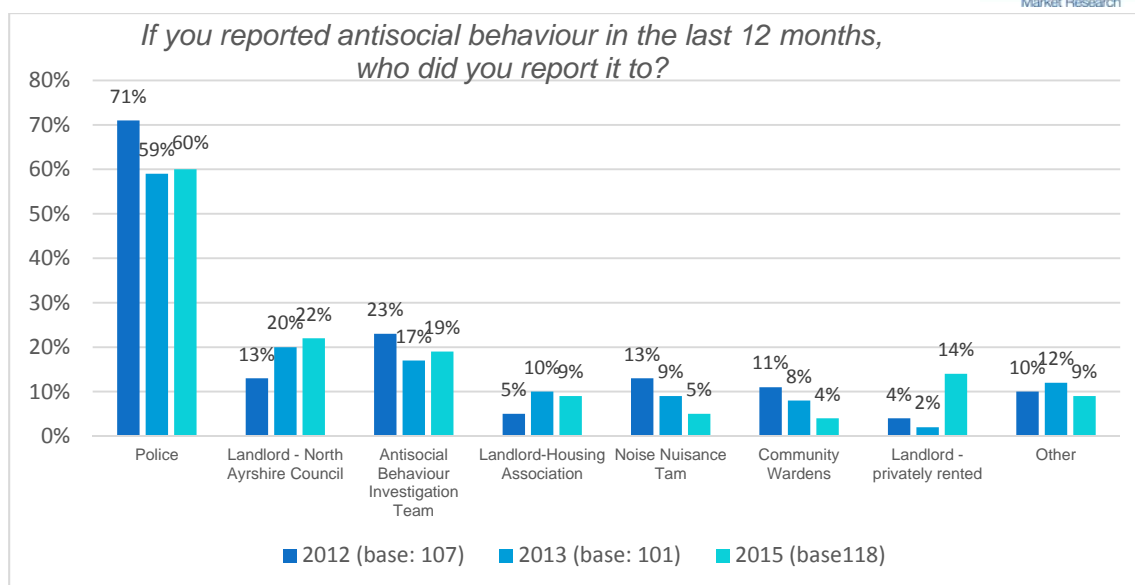
	% ranking 1,2, or 3
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	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Drug dealing / drug use	66%	68%	60%	76%	76%	62%	60%	64%	58%
Housebreaking and other theft	47%	53%	50%	40%	49%	47%	53%	53%	51%
Assault / violent crime	47%	47%	45%	49%	50%	42%	45%	46%	47%
Speeding motorists	43%	37%	36%	45%	35%	38%	41%	36%	35%
Drunk or disorderly behaviour (including vandalism and graffiti)	46%	34%	34%	50%	35%	33%	42%	34%	34%
Bogus caller crime	16%	26%	23%	14%	22%	25%	17%	28%	23%
Car crime	10%	13%	10%	9%	13%	9%	13%	14%	10%
Racist crime	3%	6%	8%	2%	5%	7%	3%	6%	7%
Fraud	5%	5%	7%	5%	5%	9%	6%	5%	6%
Wilful fire raising	5%	3%	3%	5%	4%	4%	5%	3%	3%

- 4.13 59% of respondents overall said that they knew that there are a range of agencies to whom they could report anti-social behaviour, this is similar to the 60% in 2013. In the regeneration areas the figure is 58% and 59% in the rest of North Ayrshire).
- 4.14 118 respondents (9% of respondents; also 9% in 2013) indicated that they had reported antisocial behaviour within the past 12 months. This figure was highest in the regeneration areas at 19% and was lower in the rest of North Ayrshire at 2% (these figures were 12% and 7% respectively in 2013).
- 4.15 Respondents were given the opportunity to describe the nature of their antisocial behaviour complaint and a full listing of their responses is provided in the appendices. Typical examples included:
- *“Drug dealing”*
  - *“Dog barking for 3-4 hours next door”*
  - *“Neighbour upstairs making noise after 10pm”*
  - *“Neighbour burning carpet in back garden”*
- 4.16 Figure 4.2 below shows where respondents reported antisocial behaviour to. (it should be noted that multiple responses were allowed). Most commonly, such complaints were addressed to the Police although this has fallen since 2012, with more complaints being made to landlords (both North Ayrshire Council and privately rented landlords).

**Figure 4.2: Reports of Antisocial Behaviour**



4.17 Respondents were then asked to comment on how their antisocial behaviour complaint was handled and the results are set out in Table 4.10. These ratings are sometimes relatively poor, particularly with regard to the outcome of the complaint and also how people were kept informed of progress.

**Table 4.10: Handling of Antisocial Behaviour Complaints**

*Thinking of the last antisocial behaviour complaint you reported, how would you rate each of the following on a scale of 1 to 5 where 1 is very poor and 5 is very good?*

	2012					2013					2015				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Ease of reporting	15%	7%	23%	20%	35%	9%	6%	23%	15%	47%	8%	12%	28%	18%	33%
The way the complaint was dealt with	28%	10%	18%	14%	30%	23%	9%	21%	18%	30%	32%	16%	9%	9%	33%
How you were kept informed of progress	40%	17%	13%	1%	17%	38%	12%	13%	10%	27%	53%	14%	10%	9%	14%
Achieving a satisfactory outcome to the complaint	43%	16%	12%	11%	19%	36%	9%	17%	8%	29%	47%	11%	7%	12%	24%

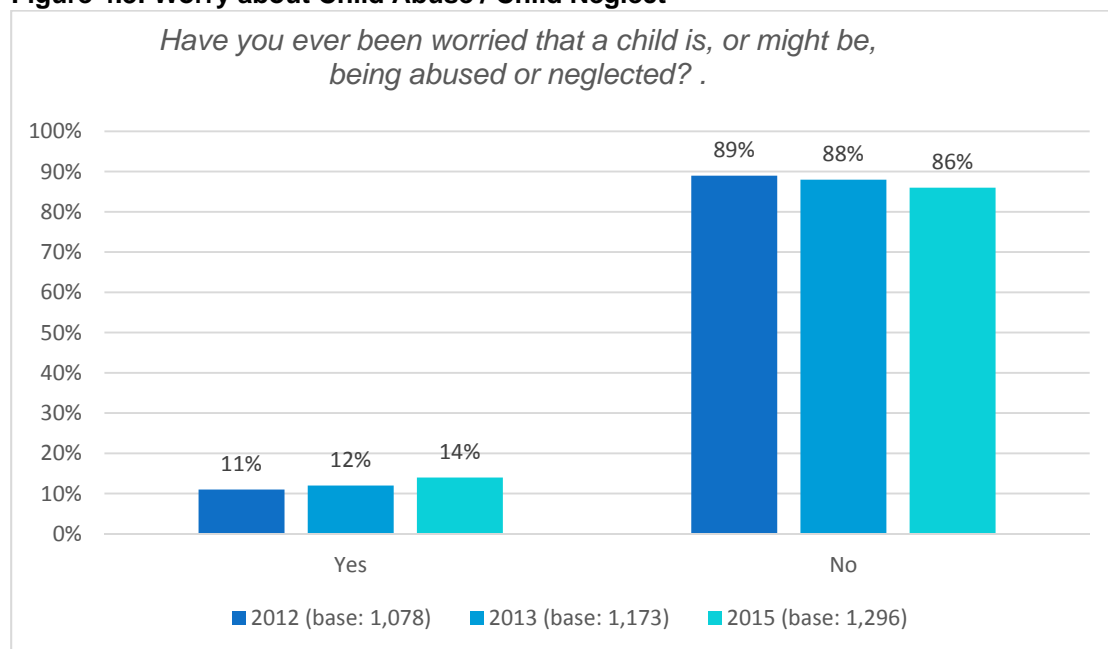
4.18 When respondents gave a poor or very poor rating they were asked about the reasons for this and their responses are detailed in full in the appendices. Typical comments included:

- “No-one bothered to reply”
- “Woman on ASBO team came out once and never again”
- “Dog still barks, worse when I am on night shift”
- “Felt like my call was a hindrance. Don’t even think anyone investigated”
- “The agencies only wanted to call at my home to discuss during the day (Mon-Fri). I work in Glasgow 8am to 5pm”

4.19 As shown in Figure 4.3 below, 14% of people now say that they have been worried that a child is, or might be, being abused or neglected. This has shown an upward trend since 2012 (11%) through 12% in 2013.

The prevalence of this varies a little according to whether people live in regeneration areas or not (13% in regeneration areas; 14% in other parts of North Ayrshire).

**Figure 4.3: Worry about Child Abuse / Child Neglect**



4.20 A new question in the 2013 survey asked whether respondents had ever been worried that a vulnerable adult was, or might be, being abused or neglected. In 2013 6% of respondents stated that they had been worried about an adult. This has risen to 8% in 2015. It did not vary between regeneration and non-regeneration areas (both 8%).

4.21 Twenty four percent of respondents who have ever been worried that a child is, or might be, being abused or neglected did not report this to anyone or any organisation (20% in 2013 and 30% in 2012). Twenty percent did not report their concern regarding a vulnerable adult (25% in 2013).

Those that had ever had such a concern and reported it were asked who they reported this to and the results of this are profiled in Table 4.11 for 2012, 2013 and 2015. The small base number of responses should be noted and results treated with appropriate caution.

**Table 4.11: If you did report the concern, who did you report it to?**

Organisation	2012	2013 (Child)	2013 (Adult)	2015 (Child)	2015 (Adult)
Social Services	63%	67%	61%	43%	39%
Police	23%	29%	29%	19%	8%
School	23%	26%	5%	21%	2%
Family / friends	24%	25%	41%	7%	16%
GP / Doctor	4%	8%	22%	4%	14%
MP / Local Councillor	3%	2%	2%	0%	10%
Housing Department	3%	1%	7%	3%	2%
Priest / Minister	3%	0%	2%	0%	0%
Other	14%	5%	2%	4%	5%
<b>Bases:</b>	<b>70</b>	<b>92</b>	<b>41</b>	<b>137</b>	<b>88</b>

4.22 Table 4.12 profiles the reasons why some people did not report such concerns, incorporating the results for 2012, 2013 and 2015. The relatively small base number of responses should again be noted and the results treated with appropriate caution.

**Table 4.12:** *Why did you not report the concern?*

Reason	2012	2013 (Child)	2013 (Adult)	2015 (Child)	2015 (Adult)
Fear I Would not remain anonymous	--	--	--	23%	33%
Fear of being wrong	77%	71%	82%	43%	50%
Fear of retaliation	33%	47%	36%	10%	4%
Didn't know who to contact	18%	24%	18%	11%	8%
Didn't want to get involved	18%	18%	9%	20%	4%
Felt it was none of my business	12%	12%	9%	21%	29%
Worried that the child might be taken into care	18%	6%	--	7%	--
Other	1%	0%	9%	3%	4%
<b>Bases:</b>	<b>33</b>	<b>17</b>	<b>11</b>	<b>44</b>	<b>22</b>

4.23 A new question was inserted in 2015 "Did you know that there is a special law (The Adult Support and Protection Act) that entitles vulnerable adults to support and protection from abuse and neglect?". Forty one percent of respondents stated that they knew of this law.

4.24 Still within the theme of Community Safety, respondents were asked to say what their main priorities would be in dealing with crimes and sentencing offenders and the results of this are set out in Table 4.13. Protection of the community is most commonly seen in respondents' top three priorities although punishment of offenders is most likely to be seen as the single top priority. Rehabilitation is least likely to be seen as a priority.

**Table 4.13:** *When dealing with crimes and sentencing offenders, what do you think the main priorities should be?*

Priorities	Rank 1	Rank 2	Rank 3	Total Rank in Top 3
Protecting the community	35%	27%	12%	74%
Punishing offenders for their crimes	41%	15%	8%	64%
Detering the individual from committing crimes in the future	13%	26%	25%	64%
Detering others from committing crimes	3%	11%	28%	42%
Rehabilitating offenders	7%	13%	17%	37%
<b>Base:</b>	<b>1,317</b>			

4.25 Table 4.14 compares these results for 2012, 2013 and 2015 based only on respondents' top priority; these results show a decrease in the proportion of respondents who see punishment as the top priority and a slight increase in all of the other means of dealing with crimes and sentencing offenders.

**Table 4.14:** *When dealing with crimes and sentencing offenders, what do you think the main priorities should be? – Top Priority.*

Priorities	2012	2013	2015	% Change
Punishing offenders for their crimes	47%	49%	41%	-6%
Protecting the community	34%	32%	35%	+1%
Detering the individual from committing crimes in the future	11%	11%	13%	+2%
Rehabilitating offenders	6%	6%	7%	+1%
Detering others from committing crimes	2%	2%	3%	+1%
<b>Base</b>	<b>871</b>	<b>1,037</b>	<b>1,317</b>	

4.26 Respondents were then asked to comment on how likely or unlikely certain types of sentences would be to make an offender less likely to commit a crime in the future. The results of this are detailed in Table 4.15. Prison is seen as the most likely deterrent with 69% of those that expressed a view stating that it would be fairly or very likely to make an offender less likely to commit a crime in the future. Opinions are divided about the deterrent effect of a range of other sentences (such as electronic tagging and various types of orders) and there is scepticism as to whether fines and, especially, deferred sentences would have the desired effect.

**Table 4.15:** *How likely or unlikely do you think it is that the following types of sentence would make an offender less likely to commit a crime in the future?*

Deterrent	Very Likely	Fairly Likely	Fairly Unlikely	Very Unlikely	Haven't heard of it	Base
Prison	33%	36%	20%	11%	0%	1,206
Drug Treatment and Testing Order	13%	33%	31%	20%	3%	1,187
Compensation Order	13%	28%	30%	22%	8%	1,192
Electronic Tagging	14%	33%	35%	18%	0%	1,193
Community Payback Order	12%	29%	25%	27%	6%	1,197
Fine	11%	28%	36%	26%	0%	1,188
Deferred Sentence	4%	17%	30%	48%	2%	1,163

4.27 A comparison of responses to this question between 2012 and 2015 is set out in Table 4.16. In general there is a small level of increase in the likelihood of these sentences acting as a deterrent to future crime. The only sentence to show a decline in the number of respondents stating that they are very or fairly likely to be a deterrent is a compensation order which drops by 2%.

**Table 4.16:** *How likely or unlikely do you think it is that the following types of sentence would make an offender less likely to commit a crime in the future?*

Deterrent	% stating very or fairly likely			
	2012	2013	2015	% Change
Prison	66%	69%	69%	+3%
Electronic Tagging	45%	49%	47%	+2%
Drug Treatment and Testing Order	45%	50%	46%	+1%
Community Payback Order	41%	46%	41%	=
Compensation Order	43%	49%	41%	-2%
Fine	37%	40%	39%	+2%
Deferred Sentence	18%	20%	21%	+3%
<b>Bases:</b>	<b>866-1,027</b>	<b>920-1,071</b>	<b>1,163-1,206</b>	

4.28 Respondents were then asked what they thought the main priorities for working with offenders in the community should be, ranking their priorities from 1 to 3 with 1 being the most important. The results of this for 2015 are tabulated in Table 4.17. In this context, respondents were likely to place considerable emphasis on tackling the underlying causes of crime (such as drugs and alcohol) although, little emphasis is placed on “providing stability for offenders”.

**Table 4.17:** *What do you think the main priorities for working with offenders in the community should be?*

Priorities	Rank 1	Rank 2	Rank 3	Total Rank in Top 3
Tackling the underlying causes of crime, such as drugs and alcohol	45%	18%	12%	75%
Working with offenders so they can understand the impact of their crime on victims	22%	26%	19%	67%
Ensuring that offenders carry out unpaid work of value to the community in order to pay something back	17%	15%	18%	50%
Finding offenders meaningful training or employment opportunities	8%	18%	22%	48%
Providing stability for offenders by addressing issues such as homelessness	5%	13%	17%	35%
<b>Base:</b>	<b>1,317</b>			

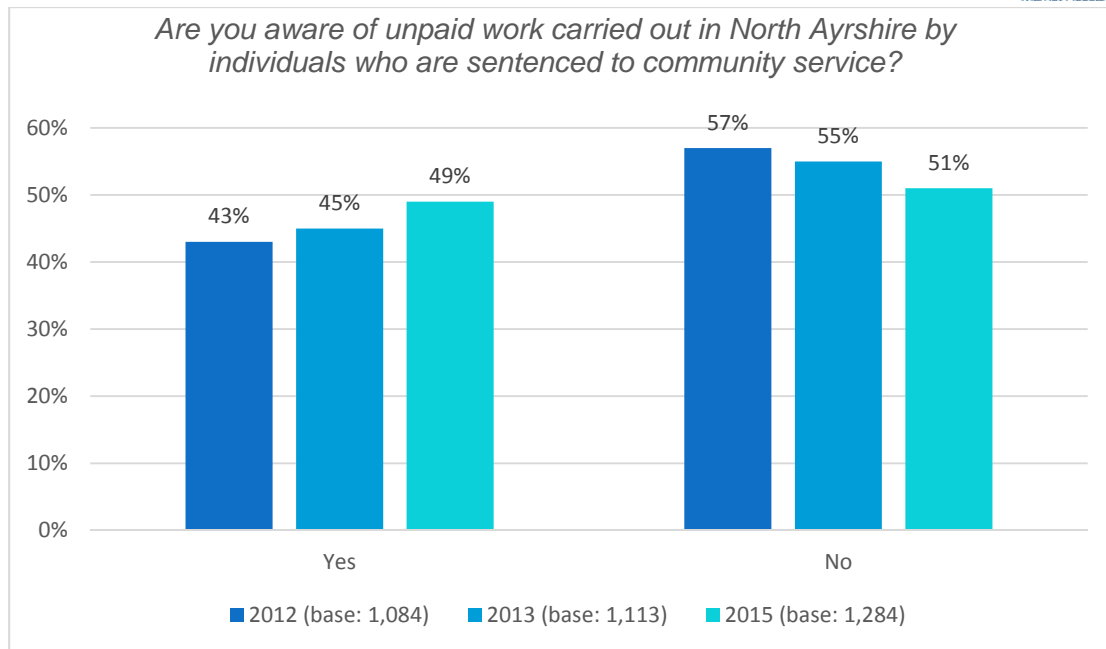
- 4.29 Two notable differences in opinion between 2012 and 2015 (in terms of respondents' top priority) were the 9% drop in the percentage of respondents who would prioritise the tackling of underlying causes and an 8% increase in those who would prioritise working with offenders so they understand the impact on victims. These are shown in Table 4.18.

**Table 4.18:** *What do you think the main priorities for working with offenders in the community should be? - Top Priority*

Priorities	2012	2013	2015	% Change
Tackling the underlying causes of crime, such as drugs and alcohol	54%	48%	45%	-9%
Working with offenders so they can understand the impact of their crime on victims	14%	21%	22%	+8%
Ensuring that offenders carry out unpaid work of value to the community in order to pay something back	20%	19%	17%	-3%
Finding offenders meaningful training or employment opportunities	9%	8%	8%	-1%
Providing stability for offenders by addressing issues such as homelessness	4%	4%	5%	+1%
<b>Base</b>	<b>861</b>	<b>1,027</b>	<b>1,317</b>	

- 4.30 As shown in Figure 4.4, 49% of respondents indicated that they were aware of unpaid work carried out in North Ayrshire by individuals sentenced to community service. This is up from 43% in 2012.

**Figure 4.4: Awareness of Community Service Work Carried Out**



4.31 As shown in Table 4.19, people that lived in the regeneration areas were significantly more likely than respondents living in the rest of North Ayrshire (56% compared to 44%) to be aware of such work.

**Table 4.19:** *Are you aware of unpaid work carried out in North Ayrshire by individuals who are sentenced to community service?*

Answer	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Yes	43%	45%	49%	49%	50%	56%	39%	41%	44%
No	57%	55%	51%	51%	50%	44%	61%	59%	56%
<b>Bases:</b>	<b>1,084</b>	<b>1,113</b>	<b>1,284</b>	<b>411</b>	<b>419</b>	<b>479</b>	<b>644</b>	<b>679</b>	<b>788</b>

4.32 The priorities that respondents saw for work of this nature are set out in Table 4.20. Large-scale environmental work, gardening / landscaping and litter-picking are respondents' top priorities, some distance ahead of the other options that were put to people. A full listing of the "other" options is contained in the appendices.

**Table 4.20:** *What do you think the main priorities should be for the type of unpaid work carried out by offenders? (% selecting as 1, 2 or 3)*



Priorities	Rank 1	Rank 2	Rank 3	Total Rank in Top 3
Large-scale environmental work	30%	27%	15%	72%
Gardening / landscaping	19%	19%	34%	72%
Litter-picking	33%	29%	9%	71%
Painting / decorating	6%	6%	8%	20%
Joinery and building work	5%	5%	8%	18%
Helping with removals	1%	1%	6%	8%
Other	3%	1%	3%	7%
<b>Base:</b>	<b>1,317</b>			

4.33 There have been few changes in opinion between 2012 and 2015 with regards to respondents' top priority. A lower proportion named large-scale environmental work as a top priority.

**Table 4.21:** What do you think the main priorities should be for the type of unpaid work carried out by offenders? -Top Priority

Priorities	2012	2013	2015	% Change
Litter-picking	32%	35%	33%	+1%
Large-scale environmental work	33%	33%	30%	-3%
Gardening / landscaping	18%	17%	19%	+1%
Painting / decorating	6%	5%	6%	=
Joinery and building work	5%	4%	5%	=
Helping with removals	1%	1%	1%	=
Other	4%	4%	3%	-1%
<b>Bases:</b>	<b>861</b>	<b>1,010</b>	<b>1,317</b>	

#### KEY POINTS

71% percent of respondents say that they feel safe when they are outside in their neighbourhood after dark, with a corresponding 29% indicating that they feel unsafe in these circumstances compared to 30% in 2012. People who live in the regeneration areas are still much more likely to feel unsafe when outside in their neighbourhood after dark (35% compared to 26% of people in other parts of North Ayrshire). This gap has narrowed since 2012.

Dog fouling is the single biggest issue identified by respondents. In addition to this, concerns over rubbish or litter lying in the street, people using or dealing drugs, young people hanging around on the street and vandalism, graffiti or other deliberate damage to property are also fairly prominent.

The key issues that would make respondents feel safer in their neighbourhood are high profile police patrols (49%), more facilities for young people (37%), improved lighting on streets, back courts etc. (36%) and neighbourhood watch schemes (26%).

With regards to community policing priorities, drug dealing / drug use emerges as the top priority for the Community Policing team to address. Housebreaking and other theft, assault / violent

crime, speeding motorists and drunk or disorderly behaviour were the other issues most likely to be seen as priorities.

59% of respondents overall said that they knew that there are a range of agencies to whom they could report anti-social behaviour. 9% of respondents indicated they had reported antisocial behaviour within the past 12 months.

14% of people say that they have been worried that a child is, or might be, being abused or neglected. This has shown an upward trend since 2012 (11% through 12% in 2013). A similar question was asked as to whether respondents have ever been worried that a vulnerable adult was, or might be, being abused or neglected. 8% of respondents stated that they had been worried about an adult.

Forty one percent of respondents stated that they know there is a special law (The Adult Support and Protection Act) that entitles vulnerable adults to support and protection from abuse and neglect.

When dealing with crimes and sentencing offenders, respondents felt the main priority should be punishing offenders for their crimes (41% stating this as their top priority) and protecting the community (35% stating this as their top priority). Prison is still seen as the most likely deterrent to criminals.

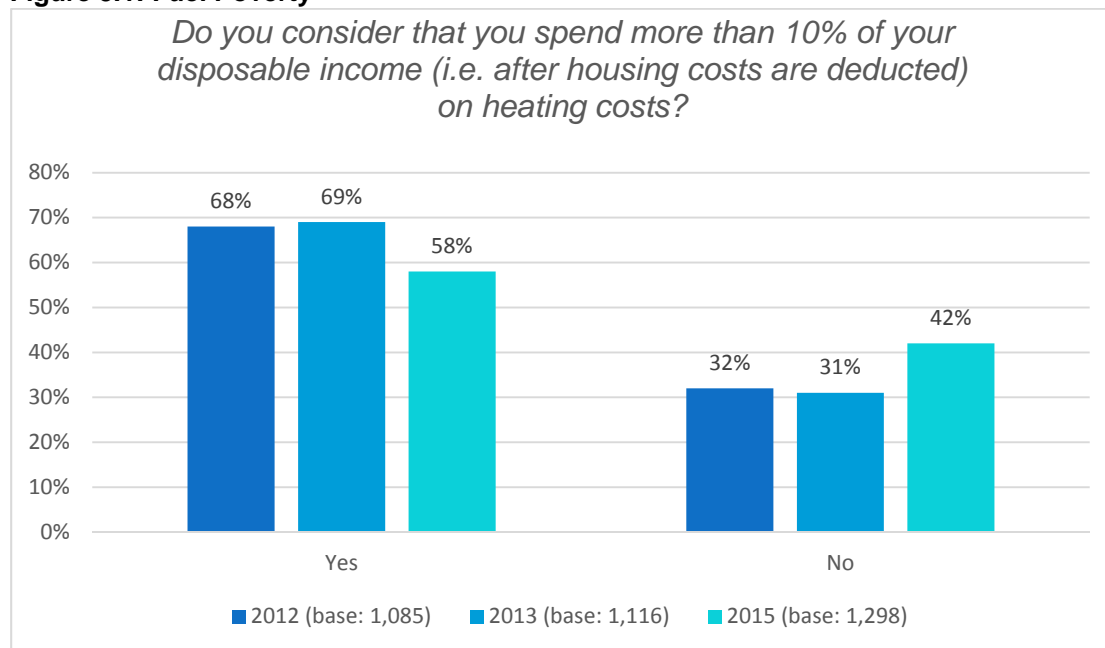
With regards to working with offenders in the community, respondents are likely to place considerable emphasis on tackling the underlying causes of crime (such as drugs and alcohol).

49% of respondents indicated that they were aware of unpaid work carried out in North Ayrshire by individuals sentenced to community service, up from 43% in 2012. The priorities that respondents saw for work of this nature included large-scale environmental work, gardening / landscaping and litter-picking.

## 5.0 YOUR HOME AND NEIGHBOURHOOD

5.1 Under the theme of “Your Home and Neighbourhood”, respondents were asked whether they spent more than 10% of their disposable income on heating costs. This was defined in the questionnaire as income after housing costs were deducted. This is a proxy measure for fuel poverty). A similar question was asked in 2012 and 2013. From 2012 there has been a 10% drop in the number of respondents who say they are spending more than 10% of their disposable income on heating costs, dropping from 68% to 58%<sup>2</sup> in 2015.

**Figure 5.1: Fuel Poverty**



5.2 When these figures are broken down by area it is apparent that this is even more evident in the regeneration areas, where 65% of people (compared to 54% in the rest of North Ayrshire) indicated that they spend more than 10% of income on heating costs.

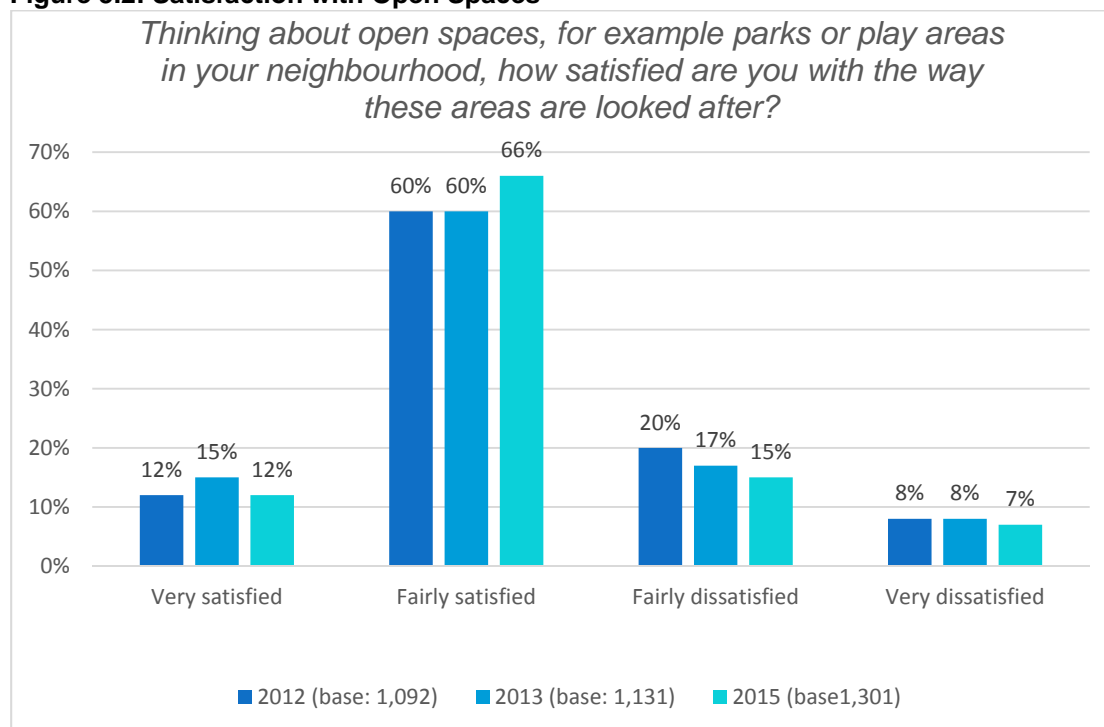
**Table 5.1: Do you consider that you spend more than 10% of your disposable income (i.e. after housing costs are deducted) on heating costs?**

Answer	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Yes	68%	69%	58%	74%	79%	65%	65%	63%	54%
No	32%	31%	42%	26%	21%	35%	35%	37%	46%
<b>Bases:</b>	<b>1,085</b>	<b>1,116</b>	<b>1,298</b>	<b>411</b>	<b>424</b>	<b>482</b>	<b>644</b>	<b>678</b>	<b>799</b>

5.3 There has been a modest increase in satisfaction with open spaces between 2012 and 2015 with 78% of people now being satisfied compared to 72% in 2012.

<sup>2</sup> This figure had increased sharply from 45% to 72% between 2010 and 2011.

**Figure 5.2: Satisfaction with Open Spaces**



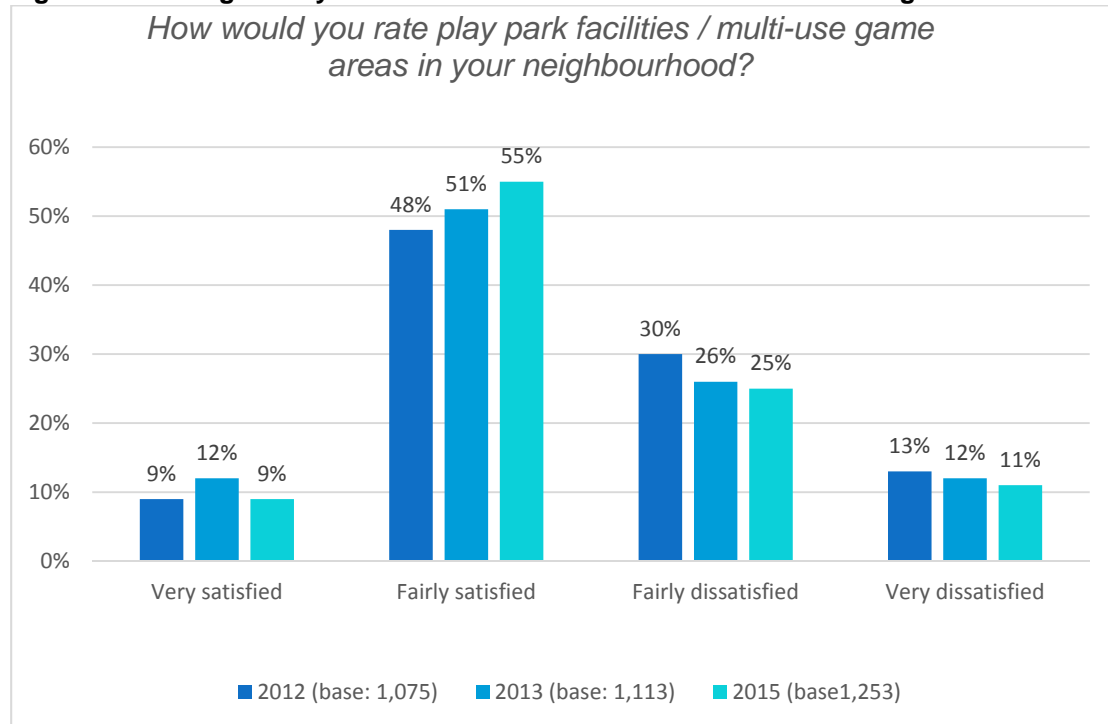
5.4 Ratings for maintenance of open spaces are slightly poorer in the regeneration areas than in the rest of North Ayrshire as shown in Table 5.2. 74% are now either fairly or very satisfied compared to 80% in the rest of North Ayrshire.

**Table 5.2:** *Thinking about open spaces, for example parks or play areas in your neighbourhood, how satisfied are you with the way these areas are looked after?*

Rating	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Very Satisfied	12%	15%	12%	10%	13%	11%	14%	17%	13%
Fairly Satisfied	60%	60%	66%	57%	55%	63%	61%	63%	67%
Fairly Dissatisfied	20%	17%	15%	22%	20%	16%	18%	15%	14%
Very Dissatisfied	8%	8%	7%	11%	13%	9%	7%	5%	6%
<b>Bases:</b>	<b>1,092</b>	<b>1,131</b>	<b>1,301</b>	<b>413</b>	<b>432</b>	<b>479</b>	<b>619</b>	<b>685</b>	<b>805</b>

5.5 Ratings for play park facilities / multi-use games facilities have also increased as shown in Figure 5.3. 64% of respondents are now satisfied with these compared to 57% in 2012.

**Figure 5.3: Rating of Play Park Facilities / Multi-use Game Areas in Neighbourhood**



5.6 Respondents living in the regeneration areas are now more likely to state that the play park facilities/multi use game areas are very good (62% compared to 50% in 2012). The gap between the regeneration areas and the rest of North Ayrshire has decreased considerably, with 64% of respondents from the rest of North Ayrshire stating that these facilities are either fairly or very good.

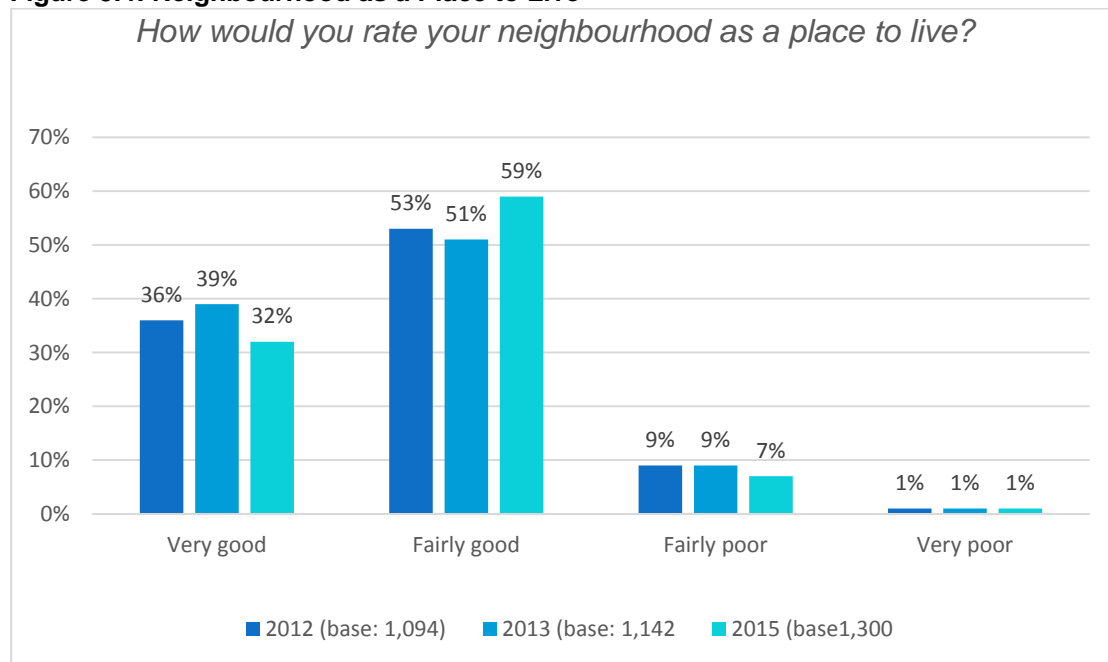
**Table 5.3: How would you rate play park facilities / multi-use game areas in your neighbourhood?**

Rating	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Very good	9%	12%	9%	7%	11%	9%	11%	12%	8%
Fairly good	48%	51%	55%	43%	45%	53%	51%	54%	56%
Fairly poor	30%	26%	25%	35%	28%	25%	27%	25%	25%
Very poor	13%	12%	11%	16%	17%	13%	11%	9%	10%
<b>Bases:</b>	<b>1,075</b>	<b>1,113</b>	<b>1,253</b>	<b>409</b>	<b>423</b>	<b>462</b>	<b>637</b>	<b>676</b>	<b>774</b>

5.7 As shown in Figure 5.4, 91% of people rate their neighbourhood as either a very good or fairly good place to live. This figure has increased from 89% 2012 and 90% in 2013. The proportion of

respondents who stated that their neighbourhood is very good has declined to 32% with a corresponding increase in the number stating fairly good at 59%.

**Figure 5.4: Neighbourhood as a Place to Live**



5.8 There has been an increase in neighbourhood satisfaction since 2012 amongst people that live in regeneration areas. 89% of those in regeneration areas give a very good or fairly good rating compared to 84% that did so in 2012. With regards to people living in the rest of North Ayrshire, satisfaction levels have remained fairly static.

**Table 5.4: How would you rate your neighbourhood as a place to live?**

Rating	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Very good	36%	39%	32%	19%	22%	27%	47%	49%	36%
Fairly good	53%	51%	59%	65%	60%	62%	46%	45%	58%
Fairly poor	9%	9%	7%	13%	15%	9%	6%	5%	6%
Very poor	1%	1%	1%	3%	3%	2%	1%	1%	1%
<b>Bases:</b>	<b>1,094</b>	<b>1,142</b>	<b>1,300</b>	<b>412</b>	<b>435</b>	<b>482</b>	<b>652</b>	<b>694</b>	<b>801</b>

**KEY POINTS**

58% of respondents say they are spending more than 10% of their disposable income on heating costs, dropping from 68% in 2013.

There has been a modest increase in satisfaction with open spaces between 2012 and 2015 with 78% of people now being satisfied with this compared to 72% in 2012.

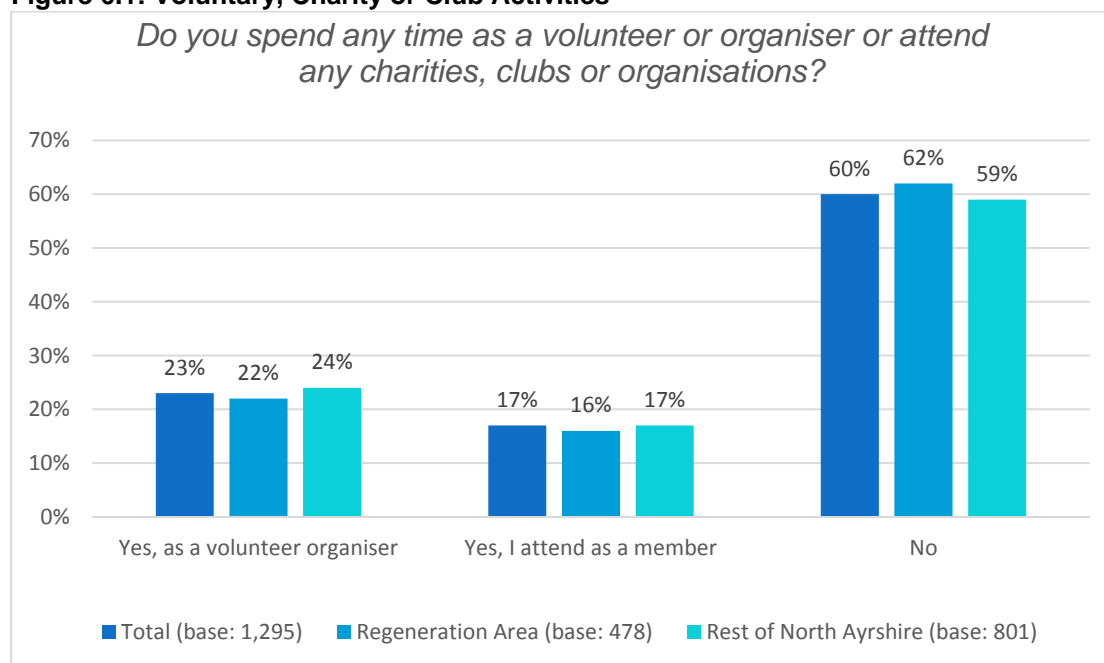
Ratings for play park facilities / multi-use games facilities has increased, 64% of respondents are now satisfied with these compared to 57% in 2012.

91% of people rate their neighbourhood as either a very good or fairly good place to live. This figure has increased from 89% 2012 and 90% in 2013. There has been an increase in neighbourhood satisfaction since 2012 amongst people that live in regeneration areas. 89% of those in regeneration areas give a very good or fairly good rating compared to 84% that did so in 2012.

## 6.0 WORKING TOGETHER

6.1 As shown in Figure 6.1 below, 23% of respondents indicated that they spend time as a volunteer / organiser with charities, clubs or other organisations and 17% indicated that they attend as a member.

**Figure 6.1: Voluntary, Charity or Club Activities**



6.2 As outlined in the table below, the proportion of respondents living in the regeneration areas (22%) who spend time as a volunteer or organiser is slightly lower than for people living in the rest of North Ayrshire (24%). This gap has however narrowed since 2012, when the corresponding figures were 17% and 26%.

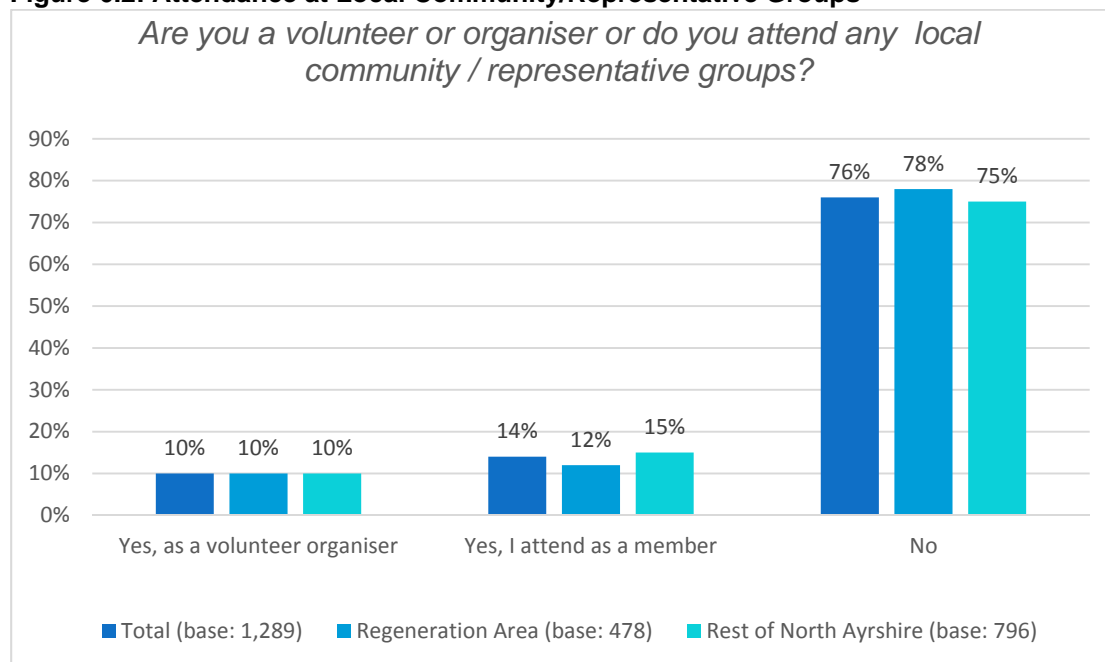
**Table 6.1: Do you spend any time as a volunteer or organiser or attend any charities, clubs or organisations?**

	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Yes, as a volunteer / organiser	22%	25%	23%	17%	20%	22%	26%	28%	24%
Yes, attend as a member	15%	18%	17%	13%	16%	16%	17%	20%	17%
No	63%	62%	60%	71%	69%	62%	58%	57%	59%
<b>Bases:</b>	<b>1,057</b>	<b>1,130</b>	<b>1,295</b>	<b>407</b>	<b>431</b>	<b>478</b>	<b>622</b>	<b>685</b>	<b>801</b>



6.3 A similar question was asked regarding volunteering and / or organising at local community / representative groups as shown in Figure 6.2. 10% indicate that they attend as a volunteer / organiser and 14% as a member.

**Figure 6.2: Attendance at Local Community/Representative Groups**



6.4 The percentage of respondents who state that they either volunteer or attend local community/ representative groups as a member remains fairly similar between 2012 and 2015 in both the regeneration areas and the rest of North Ayrshire. Again, the extent of volunteering and / or attendance is lower, within the regeneration areas (22% compared to 25% in the rest of North Ayrshire).

**Table 6.2: Are you a volunteer or organiser or do you attend any local community/representative groups?**

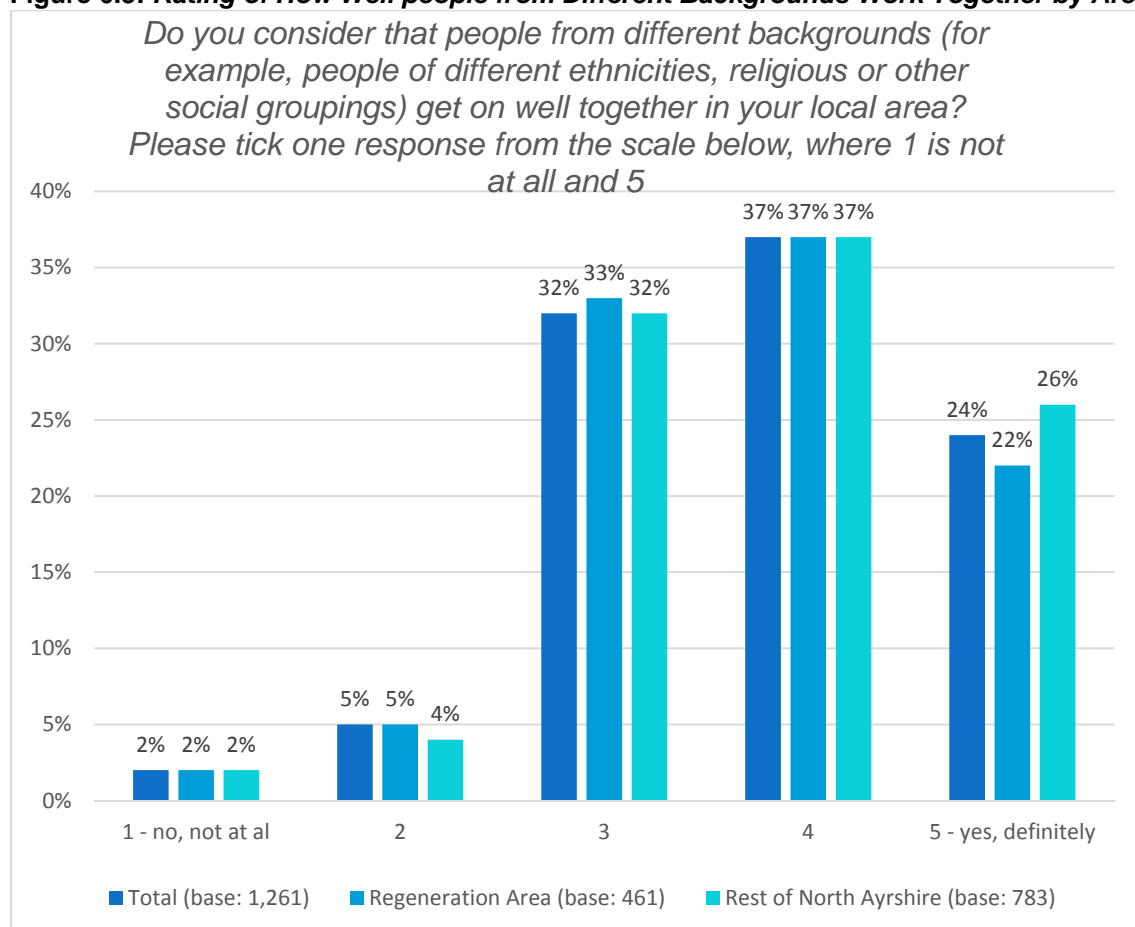
	Total			Regeneration Area			Rest of North Ayrshire		
	2012	2013	2015	2012	2013	2015	2012	2013	2015
Yes, as a volunteer / organiser	11%	13%	10%	9%	12%	10%	12%	14%	10%
Yes, attend as a member	12%	12%	14%	12%	12%	12%	12%	11%	15%
No	77%	78%	76%	79%	79%	78%	76%	77%	75%
<b>Bases:</b>	<b>1,067</b>	<b>1,124</b>	<b>1,289</b>	<b>405</b>	<b>428</b>	<b>476</b>	<b>633</b>	<b>683</b>	<b>796</b>

The main reasons people gave for not volunteering or attending community groups was lack of time due to work, family and other commitments, age and health issues.

6.5 A question was put to respondents regarding the extent to which they considered that people from different backgrounds get on well together in their local area. This was on a scale from 1 to 5 (where 1 was “not at all” and 5 was “definitely”). The results of this question for 2015 are profiled in Figure 6.3.

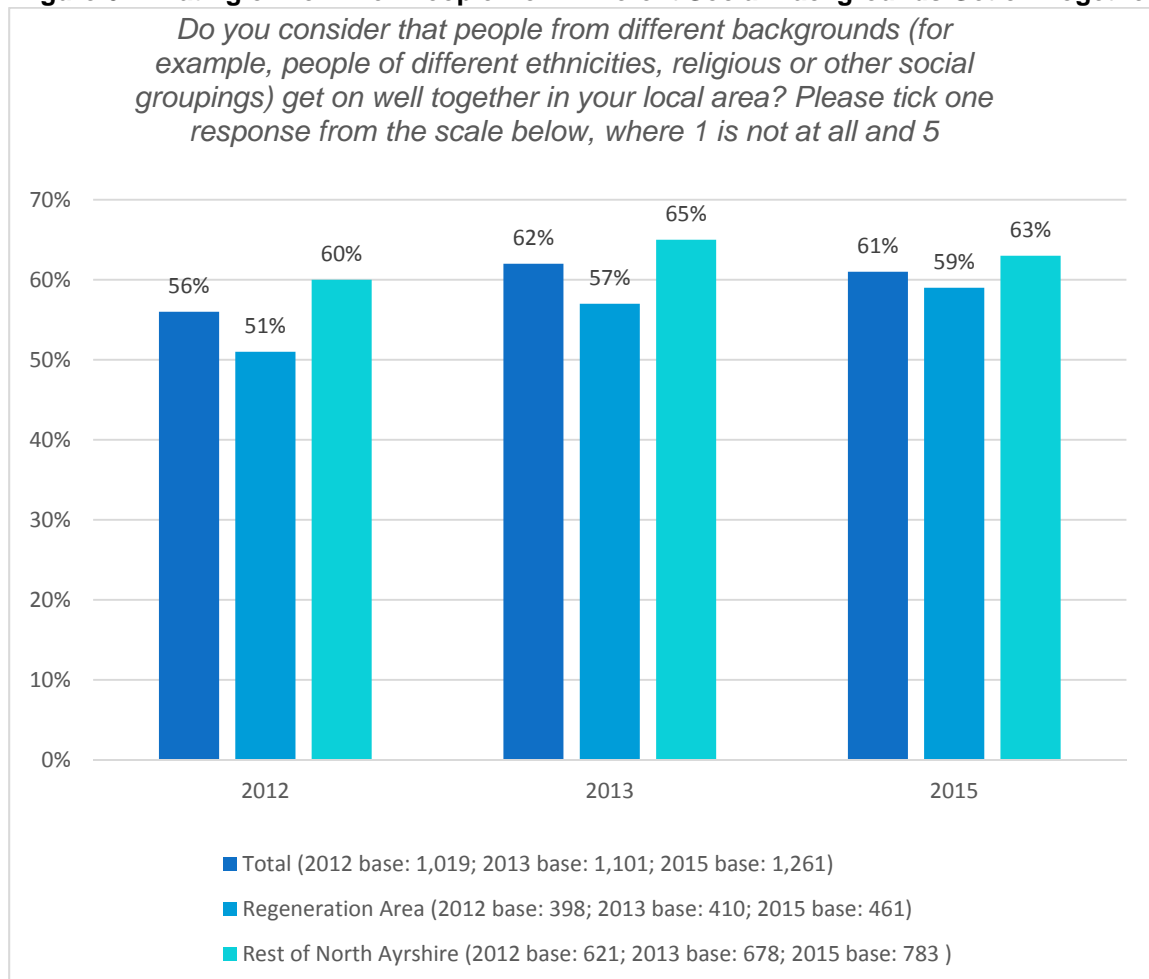
It is encouraging to note that 93% of respondents overall (and 82% of respondents from regeneration areas) gave a rating of 3 or above with 61% and 59% respectively giving a rating of 4 or above; those that provide the most positive ratings are from the non-regeneration areas. The median rating was 4.

**Figure 6.3: Rating of How Well people from Different Backgrounds Work Together by Area.**



6.6 A comparison of these figures between 2012 and 2015 is set out in Figure 6.4, based on the proportion of those that responded who provided a score of 4 or 5 on this 5-point scale. The figures generally show a positive upwards trend from the 2012 figures.

**Figure 6.4: Rating of How Well People from Different Social Backgrounds Get on Together**



6.7 Respondents that expressed a negative view (1 or 2 on the 5-point scale) were asked about the reasons for this and their comments are listed in full in the appendices. Many of these comments related to sectarianism. Examples of the types of comments received included;

*“Underlying sectarianism typical of west of Scotland”*

*“Recent independence referendum created division”*

*“I do not think there is a mix between locals and other ethnicities”*

*“The media talk about racism where I feel in current times the issue is religion”*

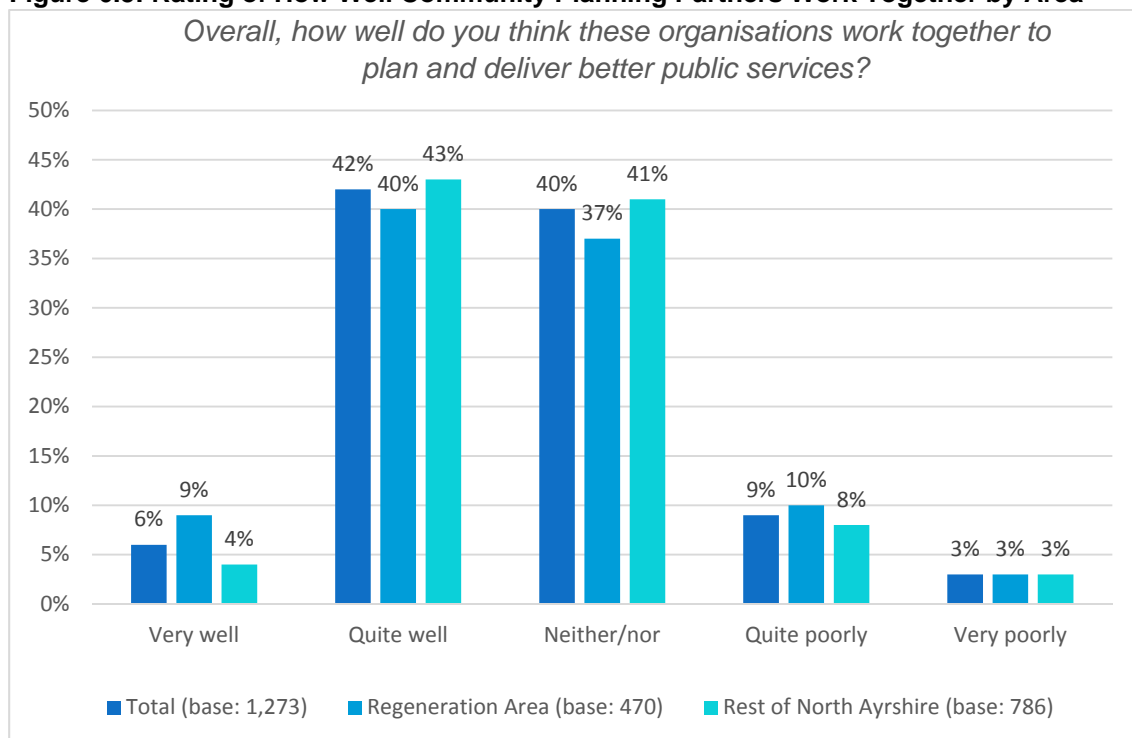
6.8 The questionnaire set out the following broad description of Community Planning:

*“Community Planning is about working together to plan and deliver better services. The Partnership comprises North Ayrshire Council, Jobcentre Plus, NHS Ayrshire and Arran, Scottish Enterprise, Skills Development Scotland, Scottish Fire & Rescue, Strathclyde Partnership for Transport, Police Scotland, Irvine Bay Regeneration Company, KA Leisure, Ayrshire College and representatives of the community and voluntary sector.”*

Respondents were asked how well they felt that these organisations worked together to plan and deliver better public services and the results are set in Figure 6.5.

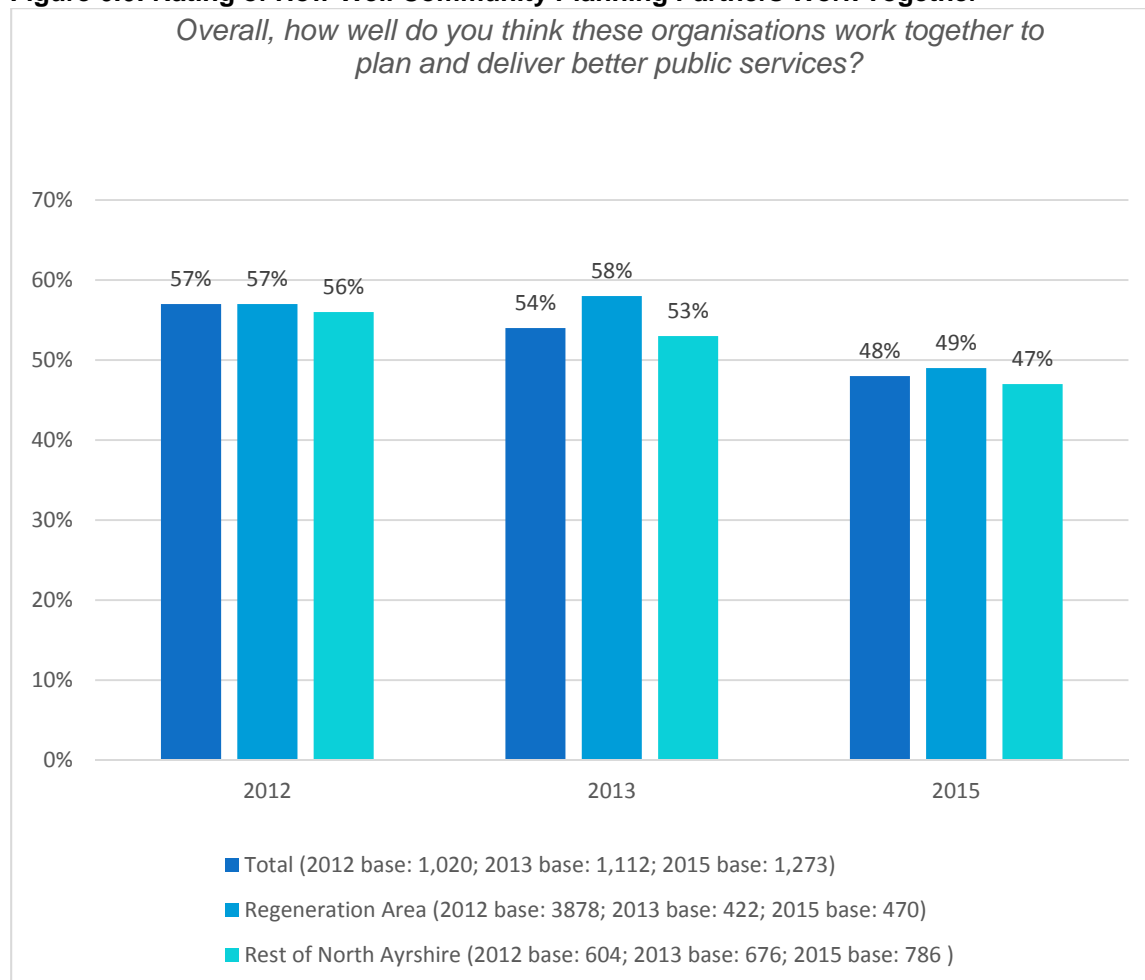
Forty eight percent of respondents said that the community planning partners work well together, with 12% saying they work together poorly. The remaining 40% say the community planning partners work neither well nor poorly. A similar pattern can be seen within the regeneration areas and in the rest of North Ayrshire.

**Figure 6.5: Rating of How Well Community Planning Partners Work Together by Area**



6.9 A comparison of these figures between 2012 and 2015 is set out below, based on the proportion of those that responded who provided a rating of “very well” or “quite well” on this scale. The results show a decrease in this proportion over the past year this is primarily accounted for by non-regeneration area respondents.

**Figure 6.6: Rating of How Well Community Planning Partners Work Together**



6.10 Respondents were then asked to give brief reasons for their answers to the above question. A full listing of verbatim comments can be found in the appendices. Examples of the types of comments received included;

- *“I cannot describe anything that they have done that has impacted my life”*
- *“In my opinion the public/community services often appear to be concerned with themselves and their own career (at senior level particularly) and not with serving the public”*
- *“They seem to work to their agendas. What they see as their priorities. More local consultation required, door step visits”*

6.11 Respondents were informed that – North Ayrshire Community Planning partners are currently devising a plan for partnership work over future years. To help target actions towards the issues that are a priority to local people, respondents were asked to rate the following aims in order of importance for North Ayrshire. They were asked to select their top 5 aims and rank their importance by placing a “1” next to the most important, a “2” next to the second etc up to “5”.

The aim selected by the greatest number of respondents as one of their top 5 and also most likely to be selected as the most important was “we live our lives safe from crime, disorder and danger”. 47% of respondents selected it as one of their top 5 aims and 24% selected it as their most important aim. The top 5 aims selected by respondents were as follows;

	% respondents selecting as top 5 aim
• We live our lives safe from crime, disorder and danger	47%
• Our young people are successful learners, confident individuals, effective contributors and responsible citizens	40%
• We realise our full economic potential with more and better employment opportunities for our people	37%
• We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others	36%
• Our children have the best start in life and are ready to succeed	32%

**Table 6.3:** Please rate the following aims in order of importance for North Ayrshire.

	<b>1 – most important</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Not Selected</b>
We live our lives safe from crime, disorder and danger	24%	8%	6%	5%	4%	53%
Our young people are successful learners, confident individuals, effective contributors and responsible citizens	6%	10%	1%	7%	4%	60%
We realise our full economic potential with more and better employment opportunities for our people	11%	11%	5%	5%	4%	63%
We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others	6%	8%	9%	6%	7%	64%
Our children have the best start in life and are ready to succeed	5%	7%	9%	5%	5%	68%
Our public services are high quality, continually improving, efficient and responsive to local people's needs	5%	5%	5%	7%	10%	68%
We live in well-designed, sustainable places where we are able to access the amenities and services we need	6%	8%	6%	6%	4%	71%
We have improved the life chances for children, young people and families at risk	3%	5%	6%	6%	7%	74%
We live in an area that is the most attractive place for doing business in Scotland	12%	4%	3%	4%	4%	74%
We value and enjoy our built and natural environment and protect it and enhance it for future generations	2%	3%	7%	8%	5%	75%
We live longer, healthier lives	4%	4%	5%	5%	7%	75%
We are better educated, more skilled and more successful, renowned for our research and innovation	1%	6%	7%	3%	4%	78%
We take pride in a strong, fair and inclusive national identity	4%	3%	2%	4%	5%	82%
We have tackled the significant inequalities in our society	2%	2%	3%	3%	3%	87%
We reduce the local and global environmental impact of our consumption and production	1%	1%	2%	3%	4%	89%

### **KEY POINTS**

23% of respondents indicate that they spend time as a volunteer / organiser with charities, clubs or other organisations and 17% indicate that they attend as a member.

93% of respondents overall considered that people from different backgrounds get on well together in their local area, that is selected a rating of 3, 4 or 5 from a 5 point scale.

Forty eight percent of respondents said that the community planning partners work well together, with 12% saying they work together poorly. The remaining 40% say the community planning partners work neither well nor poorly.

The aim selected by the greatest number of respondents as one of their top 5 and also most likely to be selected as the most important was “we live our lives safe from crime, disorder and danger”. 47% of respondents selected it as one of their top 5 aims and 24% selected it as their most important aim.



## 7.0 ABOUT NORTH AYRSHIRE COUNCIL

7.1 Just over half (54%) of all respondents indicated that they were either fairly or very satisfied with how the council keeps them informed about the services it provides. This rises to 57% among respondents in the rest of North Ayrshire and drops to 51% in the regeneration areas.

**Table 7.1:** How satisfied are you that the council keeps you informed about the services it provides?

	Total	Regeneration Areas	Rest of North Ayrshire
Very satisfied	9%	11%	8%
Fairly satisfied	45%	40%	49%
Neither/nor	31%	33%	30%
Fairly dissatisfied	10%	11%	9%
Very dissatisfied	4%	5%	3%
<b>Base:</b>	<b>1,286</b>	<b>478</b>	<b>791</b>

7.2 The top 5 most common means by which respondents contacted or got information from the council were as follows;

- Telephone 48%
- Website 34%
- Leaflets / newsletters 33%
- Email 31%
- Face-to-face at local office 25%

**Table 7.2:** Which of these methods of contacting or getting information from the council have you used in the past year?

	Total	Regeneration Areas	Rest of North Ayrshire	Base
Telephone	48%	47%	49%	634
Website	34%	31%	35%	445
leaflets / newsletters	33%	35%	31%	431
Email	31%	27%	32%	403
face-to-face at local office	25%	23%	25%	324
Letter	23%	24%	22%	306
Facebook	8%	8%	7%	104
Text	4%	4%	4%	58
Twitter	3%	3%	3%	38
Other	2%	0%	2%	25

7.3 Satisfaction with the main methods of receiving information or contacting the council was generally good. As the bullet point list below highlights, satisfaction is highest when dealing with council staff either through face to face or telephone contact. This is followed by contact through the website and email.

	<b>% stating 1-very good or 2-fairly good</b>
• Face-to-face at local office	75%
• Telephone	67%
• Website	65%
• Email	65%
• Leaflets / newsletters	61%

**Table 7.3:** Please rank your level of satisfaction with each method on a five point scale: 1 = very good, through 5 = very poor.

	1 – very good	2	3	4	5 – very poor	Base
face-to-face at local office	40%	35%	17%	7%	1%	308
telephone	32%	35%	19%	8%	5%	598
email	29%	36%	18%	10%	7%	395
facebook	28%	23%	26%	10%	13%	98
twitter	27%	43%	19%	0%	11%	37
letter	24%	33%	26%	9%	8%	267
website	23%	42%	24%	8%	2%	417
leaflets / newsletters	21%	40%	31%	5%	2%	402
text	20%	27%	27%	18%	7%	44
other	0%	25%	63%	0%	13%	8

7.4 When asked about how they would rate North Ayrshire Council for keeping them informed about its performance, respondents are quite evenly split between good and poor. Twenty nine percent of respondents said that North Ayrshire Council was either very or fairly good, whilst 24% said they were either fairly or very poor. The remaining 46% were neutral.

**Table 7.4:** How would you rate North Ayrshire Council for keeping you informed about its performance on a scale of 1-5 where 1 is very poor and 5 is very good?

	Total	Regeneration Areas	Rest of North Ayrshire
1 – very poor	9%	9%	9%
2	15%	18%	14%
3	46%	43%	49%
4	19%	17%	21%
5 – very good	10%	13%	7%
<b>Base:</b>	<b>1,272</b>	<b>472</b>	<b>783</b>

7.5 Just under two thirds of all respondents (62%) said that they were aware that the council publishes an annual report.

**Table 7.5:** Are you aware that the council publishes and annual report?

	Total	Regeneration Areas	Rest of North Ayrshire
Yes	62%	64%	61%
No	38%	36%	39%
<b>Base:</b>	<b>1,284</b>	<b>477</b>	<b>790</b>

7.6 The top three topics that respondents would like to receive information about regarding the performance of North Ayrshire Council are as follows;

- Plans to improve services 73%
- Financial information (How well is the council spending money and using resources) 63%
- Information on the councils partners such as police and health services 56%

**Table 7.6:** What type of information would you like to receive regarding the performance of North Ayrshire Council?

	Total	Regeneration Areas	Rest of North Ayrshire
Plans to improve services	73%	72%	73%
Financial information (How well is the council spending money and using resources)	63%	62%	63%
Information on the councils partners such as police and health services	56%	59%	54%
Specific service targets and progress on meeting these targets	43%	43%	44%
How well is the council performing against the national average	41%	41%	42%
How well the council is performing against other councils	35%	36%	34%
Information about specific services	11%	11%	10%
<b>Base:</b>	<b>1,317</b>	<b>487</b>	<b>810</b>

7.7 The top 3 preferred methods by which respondents would like to receive information about North Ayrshire Council are By email (42%), From pages of information contained in local newspaper (42%), and Council website (34%).

**Table 7.7:** What would be your preferred method of receiving information about North Ayrshire Council?

	Total	Regeneration Areas	Rest of North Ayrshire
By email	42%	37%	44%
From pages of information contained in local newspaper	42%	44%	42%
Council website	34%	33%	35%
Leaflets and posters in council offices	25%	26%	24%
Facebook	8%	9%	7%
By text	6%	5%	6%
Twitter	2%	2%	2%
Base:	1,317	487	810

#### KEY POINTS

Just over half (54%) of all respondents indicated that they were either fairly or very satisfied with how the council keeps them informed about the services it provides. This rises to 57% among respondents in the rest of North Ayrshire and drops to 51% in the regeneration areas.

The top 3 means by which respondents contacted or got information from the council were; Telephone (48%), Website (34%) and Leaflets / newsletters (33%).

Satisfaction with the main methods of receiving information or contacting the council was generally good. Satisfaction is highest when dealing with council staff either through face to face (75%) or telephone contact (67%).

Twenty nine percent of respondents said that North Ayrshire Council was either very or fairly good at keeping them informed about its performance, whilst 24% said they were either fairly or very poor. The remaining 46% were neutral.

Just under two thirds of all respondents (62%) said that they were aware that the council publishes an annual report. The top three topics that respondents would like to receive regarding the performance of North Ayrshire Council are; Plans to improve services (73%), Financial information (63%) and Information on the councils partners such as police and health services (56%).

The top 3 preferred methods by which respondents would like to receive information about North Ayrshire Council are By email (42%), From pages of information contained in local newspaper (42%), and Council website (34%).

## 8.0 RESPONDENT PROFILE

8.1 Table 8.1 below outlines the profile of respondents by whether or not they are in a Regeneration Area.

**Table 8.1: Area**

	2012	2013	2015
Regeneration Area	38%	38%	37
Rest of North Ayrshire	59%	61%	61
No Data	3%	1%	2
<b>Base:</b>	<b>1,002</b>	<b>1,105</b>	<b>1,317</b>

8.2 The gender profile of respondents is illustrated in Table 8.2 below. Female respondents are very slightly more likely to respond although this pattern of response is common in surveys of this nature.

**Table 8.2: Gender**

	2012	2013	2015
Female	52%	53%	51%
Male	46%	46%	47%
No data	3%	1%	2%
<b>Base:</b>	<b>1,002</b>	<b>1,105</b>	<b>1,317</b>

8.3 The age of respondents is somewhat skewed towards older individuals, although there remains a good degree of representation from younger age groups. This is common in Citizens' Panel research and other research of this nature,

**Table 8.3: Age**

	2012	2013	2015
16-24	3%	3%	4%
25-34	5%	6%	7%
35-44	16%	15%	17%
45-54	21%	21%	21%
55-64	26%	26%	25%
65-74	20%	21%	19%
75+	7%	7%	5%
No data	3%	1%	2%
<b>Base:</b>	<b>1,002</b>	<b>1,105</b>	<b>1,317</b>

8.4 Respondents' current employment status is outlined in Table 8.4 below. Almost half of the Panel are working and a significant proportion of Panel members are retired.

**Table 8.4: Employment Status**

	2012	2013	2015
Working	46%	46%	49%
Student/training	2%	2%	2%
Unemployed	5%	5%	6%
Not working due to ill health/ disability	5%	5%	5%
Looking after home and family	3%	4%	4%
Retired	34%	35%	31%
Other	1%	1%	1%
No data	3%	2%	2%
<b>Base:</b>	<b>1,002</b>	<b>1,105</b>	<b>1,317</b>

8.5 The type of property that respondents live in is profiled in Table 8.5.

**Table 8.5: Property Type**

	2012	2013	2015
Flat	17%	15%	19%
Maisonette/terraced house	20%	22%	22%
Detached house/ bungalow/ cottage	26%	28%	27%
Semi detached house/ bungalow	22%	23%	24%
Other	5%	5%	2%
No data	10%	7%	6%
<b>Base:</b>	<b>1,002</b>	<b>1,105</b>	<b>1,317</b>

8.6 As shown below in Table 8.6 the majority of respondents own their own home although there is representation from a range of other housing tenures.

**Table 8.6: Tenure**

	2012	2013	2015
Owner occupier	68%	70%	69%
Rent from Council	12%	12%	13%
Rent from housing association	3%	4%	5%
Rent privately	3%	3%	4%
Live with family	3%	3%	3%
Other	1%	1%	0%
No data	10%	7%	6%
<b>Base:</b>	<b>1,002</b>	<b>1,105</b>	<b>1,317</b>

8.7 Overall, the profile of respondents has changed little between 2012, 2013 and 2015 and any marginal differences in the profile will not have a material impact on the overall results.