



North Ayrshire
Community Planning Partnership

Locality Profile

Three Towns

September 2017

Map Version 1.2

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Locality Profile

Three Towns

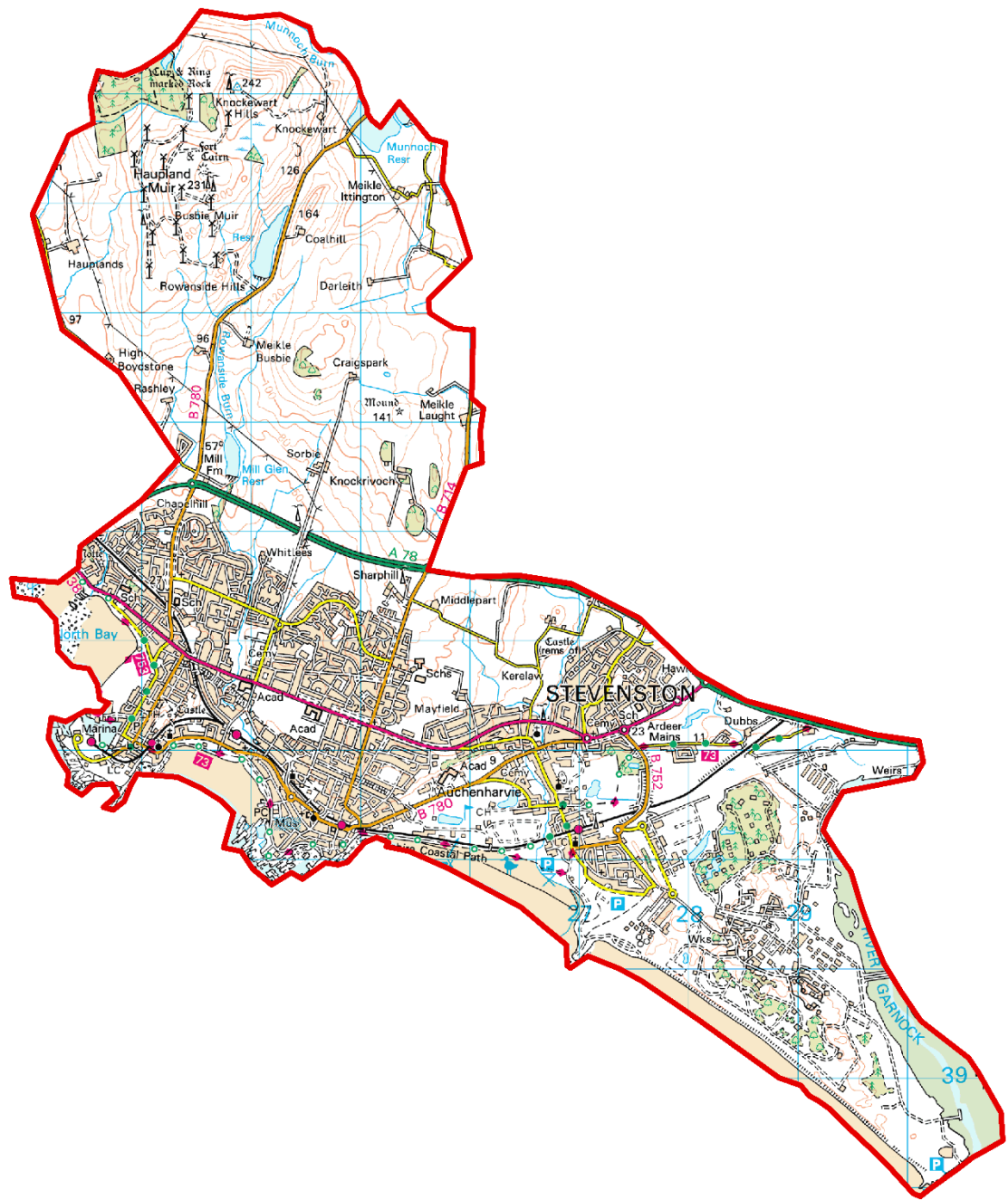
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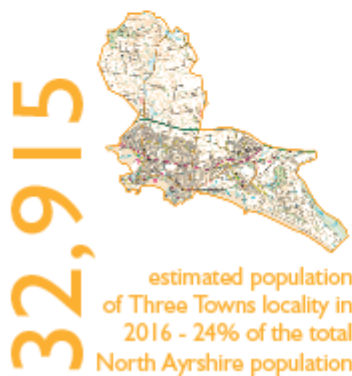
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North Ayrshire
Community Planning Partnership

Three Towns



Female life expectancy is the lowest of all six localities compared with North Ayrshire at 80.7yrs



79yrs

19 of the Three Towns' 44 datazones (43.2%) fall in the top 15% most health deprived in Scotland - the highest rate for any locality



43%

81yrs 
MALE LIFE EXPECTANCY

Life expectancy for males born in Ardrossan North West today - over four years above the national average

The Three Towns locality unemployment claimant rate was 5.1% as of March 2017 - the highest in North Ayrshire



5.1%

50%

Median gross household income in over half of all Three Towns postcodes (50.4%) falls below the North Ayrshire median of £24K



ACCESS¹

The Three Towns locality has the best access to services of all localities, with no datazones identified as access deprived in the 2016 SIMD



103 per 1,000



Three Towns had the joint highest crime rate in 2015/16 at 103 incidents per 1,000 population. This compares with a rate of 82 per 1,000 across North Ayrshire

41%

Over 41% of the Three Towns' population live in areas falling in the top 15% most multiply deprived in Scotland (North Ayrshire 27.4%)



¹ Access measures private vehicle & public transport drive times to GP surgeries, Post Offices, retail centres, schools & petrol stations

Executive Summary

Purpose & Scope

This profile forms part of a complete set of profiles covering all six localities within North Ayrshire presented to the Locality Partnerships in summer 2017. While the structure and themes are consistent across the set, the key findings are brought forward to the front of each document to highlight both the uniqueness and the many differences between localities.

The original Areas of Family Resilience (AFR) report in 2013/14 brought together a range of key statistics to build a detailed socio-economic profile of North Ayrshire communities at locality level and below for the first time. Following on from this, the socioeconomic themes covered in this set of profiles remain largely intact, but with the addition of analysis from the ACORN dataset and a much more expanded analysis at locality level, including additional data for housing and community safety.

The profiles also continue a strong approach to assembling spatial evidence in order to analyse, understand and identify strengths and need more accurately at small area level. This is reflected in the much expanded thematic mapping output, both at the North Ayrshire geography and including more detailed lower scale locality map extracts. This allows the reader to quickly identify the relative strengths and challenges across local neighbourhoods

Evidence within the locality profiles will be used by the Locality Partnerships to support the assessment of priorities for each locality in the Local Outcomes Improvement Plan (LOIP). Furthermore, to improve access to the analysis for the wider community, the mapping output will be converted to web maps for interactive use via the Locality Partnerships website.

Key Findings

The Three Towns population has been relatively stable since 2001 with an estimate of just over 32,900 for 2016, accounting for approximately a quarter of North Ayrshire's population. The majority of the Three Towns population is concentrated in the main settlements of Ardrossan (10,930), Saltcoats (12,800) and Stevenston (9,290), with one in five of the locality's population aged 18 years or under.

However, since the last Census in 2011, the locality has experienced a small drop in the proportion of residents aged 18 years and under (-6%) and a contrasting increase in the proportion of residents aged 65 years and over (+11%). This age cohort are also projected to increase to account for one-quarter of the Three Towns population by 2026. This compares with a projected decrease of -11% over the same period for the under 18s age group. Nonetheless, the current ratio of older and younger residents to working age residents in the Three Towns is one of the lowest rates in North Ayrshire.

In terms of local health, median male life expectancy in the Three Towns is the second lowest locality rate in North Ayrshire at 75 years, or 1.6 years below the national life expectancy

rate. Similarly, female life expectancy in the Three Towns is the lowest of all six localities at 79 years, while the lowest North Ayrshire rate occurs in Saltcoats North East at 75.5yrs. This compares with a female life expectancy rate of 80.7 years for North Ayrshire as a whole.

Nineteen of the Three Towns 44 datazones fall in the top 15% most health deprived datazones in Scotland. This is a local share of over 43% - the largest of any locality and almost 16% higher than the North Ayrshire local share.

The Three Towns unemployment rates have been consistently higher compared with the other five localities. The locality claimant count in March 2017 accounted for 31% of the North Ayrshire total at 1,060 claimants and at 5.1% is the highest rate of all localities. Similarly, the unemployment claimant rate for young people aged 16 to 24 years in the Three Towns locality is 0.8% above the North Ayrshire rate and is the highest of all six localities at 6.1%. The neighbourhood of Ardrossan Central ranks the highest for both adult (9%) and youth (11%) unemployment.

Median household income in North Ayrshire in 2016 was £24,926. The equivalent median household income in the Three Towns locality was £21,806. Across the 44 Three Towns datazones this ranged from £51,288 in Saltcoats North West to £14,771 in Ardrossan North East. Just over thirty percent of households have incomes between £10K and £20, while twelve percent of households have incomes of £50K or more compared with a North Ayrshire rate of 15.5%.

The last Scottish Index of Multiple Deprivation in 2016 throws further light on socio-economic conditions within the Three Towns. Of the 44 datazones in the locality, eighteen fall within the top 15% rankings of the most multiply deprived areas in Scotland, six of these fall within the more acute top 5% of national rankings. Nonetheless, this represents a slight fall in the local share from 46% to 41% of its datazones falling within the top 15% category.

These conditions are also reflected in the local housing market where house prices have fluctuated in the last five years significantly from locality to locality. Median house prices have also fluctuated since 2010 in the Three Towns locality with values reaching a peak of £89K in 2010 and falling to a low of £72,250 in 2012. While the median house price for North Ayrshire in 2016 was £90,000, the equivalent median for the Three Towns was less than £73,000. Using median household income as a guide, the locality the second most affordable area in which to purchase property in 2016 after Kilwinning.

Assessing strengths and challenges overall

On balance, the Three Towns locality has a net surplus of challenges over strengths across the selected range of socio-economic indicators assessed in the profile. This recent survey of findings confirms that while the challenges are not exclusive to the locality, there are clear concentrated pockets of need which potentially could benefit from well-planned multi-agency interventions. The current Locality Partnership structure provides an excellent framework for both intervention and accountability at various levels. Improving both male and female life expectancy will remain a key challenge, as will the need for sustained strategies around tackling youth and adult unemployment in both Ardrossan and Saltcoats.

Three Towns Locality

Key Strengths	Key Challenges
<p>A stable population</p> <p>Between 2011 and 2015 the total North Ayrshire population fell by -1.4% (approximately -200 residents). However, the Three Towns locality fell by only -0.7% since the last Census in 2011 – and remains the second most populated locality.</p> <p>A younger population</p> <p>Over a fifth of the Three Towns locality population (20.2%) are age 18yrs or under. The third highest proportion after the Irvine & Kilwinning localities and higher than the North Ayrshire rate of 19.4%.</p> <hr/> <p>Lower Dependency Ratio</p> <p>The Three Towns locality has a relatively younger working age population. For every ten workers in the Three Towns locality there are less than six residents (0.57) not economically active. This rate is higher for North Ayrshire (0.60) and compares with 0.77 and 0.81 for the North Coast and Arran localities.</p> <hr/> <p>Improving Life expectancy</p> <p>Some of the Three Towns neighbourhood have seen improvements in terms of increasing life expectancy in the last five years. For females this includes Ardrossan North West (up by over 5 years), Stevenston Ardeer (up 3.2 years), and Saltcoats Central (up 2.7 years). For males, highest movers include Stevenston Ardeer (up 6 years), Stevenston Hayocks (up 5.3 years) and Ardrossan Central (up 4 years).</p>	<p>Ageing residents</p> <p>Since the last Census, the Over 65s age group increased by 10.3% compared with 10.6% across North Ayrshire. Although a slower rate, sub-national projections indicate that by 2026, residents aged 65yrs & over will account for 25% (2026) of the local population – up from 18% in 2012.</p> <hr/> <p>General Health</p> <p>In a recent People's Panel survey, 16% of Three Towns respondents rated their general health as 'Poor' or 'Very Poor', compared with 14% of all North Ayrshire respondents.</p> <p>SIMD 2016 Health Domain</p> <p>The Three Towns has 19 of its 44 datazones falling in the top 15% most health deprived datazones in Scotland – a local share of 43% and the highest of any locality</p> <p>Lowest Life Expectancy</p> <p>Both male and female residents in the Three Towns locality have amongst the lowest life expectancy in Scotland. Median male life expectancy in the Three Towns remains 1.6 years below the national life expectancy rate. Male life expectancy in the Stevenston North West neighbourhood (70.5yrs) remains over six years below the national average. Female life expectancy in Saltcoats North East is the lowest in North Ayrshire at 75.5yrs</p>

Key Strengths	Key Challenges
<p>Housing</p> <p>The Three Towns housing market has recovered slowly in recent years with 540 sales transactions in 2016 – up from 480 in 2014.</p> <p>The median house price in the Three Towns in 2016 was £72,750 – making it the most affordable locality housing market based on North Ayrshire wide affordability. In terms of affordability for local residents the local median house price is 3.34 times the local median household income, compared with a ratio of 3.70 for North Ayrshire.</p>	<p>Higher unemployment</p> <p>The Three Towns has the highest unemployment claimant rates in North Ayrshire. As of March 2017 the claimant rate was 5.1% compared with a North Ayrshire rate of 4.1%. Male unemployment at 7.5% was almost two percent higher than the North Ayrshire rate (5.7%).</p> <p>Youth Unemployment</p> <p>The Three Towns has the highest youth unemployment claimant rates in North Ayrshire. As of March 2017 the claimant rate for residents aged 16 to 24yrs was 6.3% compared with a North Ayrshire rate of 5.5%. Unemployment among young females (16-24yrs) at 7.6% was more than double the North Ayrshire rate of 3.4%.</p> <hr/> <p>Multiple deprivation</p> <p>More than four out of every ten (40.9%) of the Three Towns locality datazones fall within the top 15% most multiply deprived rankings of the 2016 Scottish Index of Multiple Deprivation. The Three Towns locality has six datazones falling in the top 5% most multiply deprived areas in Scotland</p> <hr/> <p>Higher crime rates</p> <p>Between 2014/15 and 2015/16 total crime in the Three Towns, North Coast and Kilwinning localities increased within the overall North Ayrshire total. Nonetheless, these were marginal increases of 5.6%, 2.4% and 0.3% respectively and the overall trend is expected to continue to fall.</p>

Comparing the six localities on selected key indicators

	Arran	Irvine	Kilwinning	Three Towns	Garnock Valley	North Coast	North Ayrshire
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Population¹

2015 Estimate	4,562	39,517	16,181	32,915	20,128	22,827	136,130
Proportion of NA population (%)	3.4	29.0	11.9	24.2	14.8	16.8	100.0
% aged under 5yrs	3.5	5.6	5.6	5.5	5.1	3.6	5.1
% aged under 16yrs	12.5	17.9	18.8	17.9	17.0	14.0	17.0
% aged 16-24yrs	8.2	11.6	11.8	11.4	10.5	8.3	10.7
% Working Age (16-64yrs)	54.9	63.6	63.4	63.1	63.1	55.9	61.8
% aged 65yrs & Over	32.6	18.5	17.8	19.1	19.9	30.0	21.2
% aged 85yrs & Over	4.2	1.7	1.6	2.0	1.8	3.8	2.2
Dependency Ratio ²	0.81	0.55	0.56	0.57	0.57	0.77	0.60

General Health³

Male life expectancy	80.9	72.7	76.1	75.0	75.6	79.7	76.0
Female life expectancy	83.3	80.7	80.8	79.0	82.0	85.5	80.7
% Datazones in Top 15% most health deprived	0.0	40.0	18.2	43.2	14.8	6.5	27.4
% local population in Top 15% health deprived DZs	0.0	40.4	20.2	42.8	15.6	6.3	27.8

Economic Activity⁴

Unemployment claimant count (%)	1.0	4.5	3.8	5.1	4.4	2.2	4.1
Youth claimant count - Age 16-24 years (%)	1.3	6.1	5.2	6.3	5.5	3.4	5.5

¹Source: National Records of Scotland (NRS)

² Dependency ratio is the proportion of economically active residents to economically inactive

³ Source: Scottish Public Health Observatory (ScotPHO)

⁴ Sources: NOMIS and CACI Paycheck.

	Arran	Irvine	Kilwinning	Three Towns	Garnock Valley	North Coast	North Ayrshire
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% household gross income £50K +	20.4	13.4	16.5	12.0	14.5	23.4	15.5
% postcode medians below NA median (£22K)	13.0	37.1	44.7	50.4	38.6	19.1	35.8

Education

% Datazones in Top 15% most Education deprived	0.0	25.5	13.6	15.9	14.8	0.0	15.1
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Local Need⁵

% Datazones in top 15% of SIMD16	0.0	34.5	27.3	40.9	25.9	3.2	27.4
% postcodes categorised as 'Affluent Achievers'	30.6	13.5	15.7	10.4	16.3	49.6	20.9
% postcodes categorised as 'Urban Adversity'	0.0	20.0	18.6	32.0	15.8	10.1	19.0

Housing

Median House Price 2016 ⁶	195,000	86,000	77,000	72,750	75,000	110,000	90,000
Affordability ratio ⁷	6.24	3.71	3.12	3.34	3.21	3.66	3.70

Access to Services

% datazones in Top 15% most access deprived	42.9	9.1	13.6	0.0	7.4	22.6	10.8
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Community Safety

Number of crimes (2016)	119	4,058	1,148	3,387	1,236	1,111	11,102
Crime rate per 1000 population	26.1	102.7	70.9	102.9	61.4	48.6	81.6

⁵ Sources: SIMD 2016 / Household ACORN (CACI Ltd)

⁶ Source: Register of Sasines (NRS) 2017

⁷ Affordability ratio is expressed as median house price to median gross household income



1. Introduction

1. Introduction

Locality Planning in North Ayrshire

- 1.1 In 2016, six new representative bodies formed as Locality Partnerships within the existing framework of the North Ayrshire Community Planning Partnership. These new bodies will act as locally accountable forums with powers to influence how public services are designed, configured and delivered to locality areas. The development of Locality Plans will also provide a platform to deliver many of the provisions of the 2015 Community Empowerment Act and the recommendations in the 2011 Christie Commission on the delivery of public services in Scotland.

Purpose of the Profile

- 1.2 The purpose of this profile is to provide a concise range of baseline statistics across common community planning themes for the Three Towns Locality Partnership. These will focus on the relative strengths and needs across the locality and where relevant provide some spatial understanding of this distribution.

Three Towns Locality

- 1.3 The Three Towns locality has the longest coast line in North Ayrshire and enjoys uninterrupted views of Arran and the Firth of Clyde from its hinterland locations (e.g. Chapelhill). Travelling south east from Chapelhill, the northern boundary is delineated by the A78 which bypasses the three main towns, passing Pennyburn, and finally turning south at the junction with the River Garnock and tracing this until it finishes at the Garnock estuary at the back of the Ardeer peninsula.
- 1.4 As a wildlife site the Garnock estuary has been designated a site of national importance and as a feeding ground for particular bird species including migrating birds during spring and autumn. As the only major estuary between the Solway and Inner Clyde it has been described as one of the best examples of a bar-built estuary in the UK.
- 1.5 Extending north west from the confluence of the River Irvine and the River Garnock, the southern boundary is the Three Towns coastline through Stevenston, Saltcoats and Ardrossan until it winds north past High Boydstone and finishes north of Haupland Muir above Ardrossan.
- 1.6 Ardrossan, Saltcoats and Stevenston are the three settlements making up the 'Three Towns' and each have their own distinctive histories. From Saltcoats popularity as a West Coast seaside destination in the 20th Century, Ardrossan's long association with its harbour as a trading port, to Stevenston's industrial heritage and the legacy of the former ICI/Nobel Industries plant.
- 1.7 The Arran Ferry terminal at Ardrossan Harbour remains a key mainstay of the local economy. This was recently highlighted in 2016/17, where the crossing between Ardrossan and Brodick harbours was sustained in a Transportation Review by the Scottish Government. As well as being the gateway to Arran, the harbour has undergone development in recent years, with new housing, office space, a restaurant and a yacht marina.



2. Local Resident Priorities

2. Local resident priorities

Results from the People's Panel

2016

People's
Panel

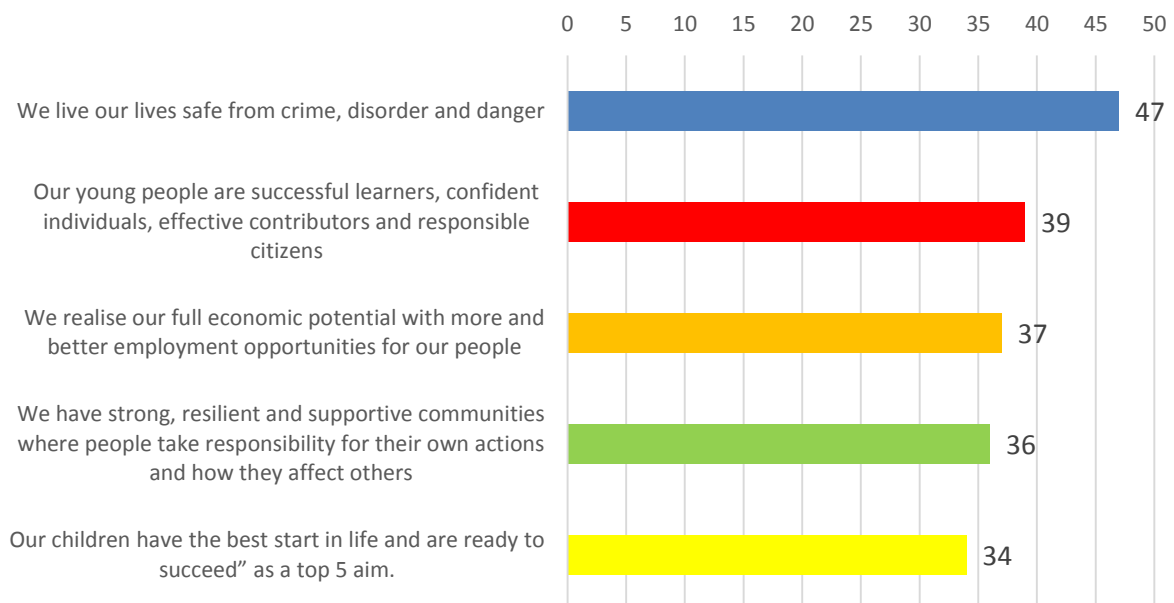
2.1 Every two years as part of the local People's Panel, two thousand North Ayrshire residents are surveyed on a range of Partnership themes and quality of life issues. Residents also take part in follow-up focus groups, with one third of the Panel refreshed every two years to make representation as robust as possible.

49%

*"We live our lives
safe from crime,
disorder and
danger"*

2.2 In the last survey respondents were asked to rank *"What are the most important aims for partnership working in North Ayrshire"* out of 15 aims. **Figure 2.1.** below summarises the level of support for each aim. The most frequent response was *"We live our lives safe from crime, disorder and danger"* was selected as one of the top 5 priorities. It was also most likely to be selected as the most important priority. This was also the case for both North Ayrshire as a whole and for respondents within the Three Towns Locality. In the Three Towns, 47% of respondents selected it as one of their top 5 aims.

Percentage of Three Towns respondents
selecting priority as a Top 5 aim



Feedback from the locality workshops

153

Locality
Workshop
participants

- 2.3 North Ayrshire Council completed a third series of community based consultations in November/December 2015 on the new Locality Partnership structures. A total of 943 comments were collected from 153 participants across six sessions based in local venues in each locality.

943

comments

- 2.4 This series of workshops discussed governance arrangements for the new bodies, including membership & representation, core functions, outline responsibilities and their role in developing a Locality Plan for localities.

*'A focus on Local
Priorities'*
was the most
popular priority

- 2.5 Workshop feedback highlighted some of the more important factors that will generate confidence in the functions, procedures and responsibilities of Locality Partnerships. 'A focus on Local Priorities' was the priority with the highest frequency (80 comments) followed by:

'Effective Communication' (62 comments)

'Practical Support' (52 comments)

'Support for Community Councils' (50 comments)

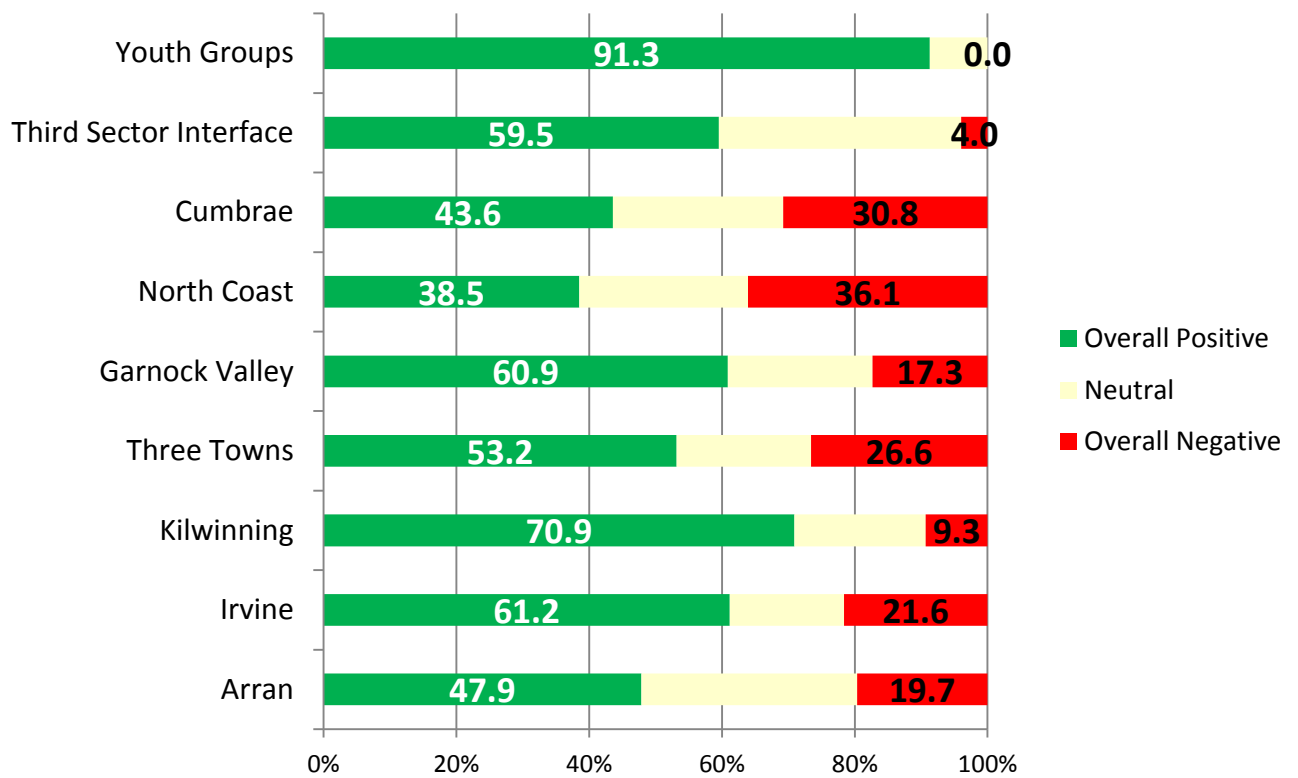
There was broad agreement that a coherent Locality Plan reflecting real concerns and priorities for each area is more likely to be widely endorsed and supported by the community.

38%

of comments in
the Three Towns
were positive

- 2.6 All workshops comments received were categorised into one of six categories including two positive and two negative categories. Well over half (56%) of all comments across all workshops were categorised as overall positive. **Figure 2.2** shows that over 53% were categorised as overall positive in the Three Towns.
- 2.7 Approximately a quarter of all the comments in the Three Towns workshop were classified as overall negative (26.6%), compared with an average of 19% for consultations across all localities. Excluding Cumbrae, this was the second highest rate of negative comments (after North Coast).
- 2.8 Participants from both the Cumbrae and North Coast workshops had the most comments in relation to the proposed remit and functions for the Locality Partnerships with almost 40% of all comments received.

Fig 2.2 Distribution of comments by Locality & Outlook





3. Population in the Three Towns locality

3. Population in the Three Towns

Overall population estimates

135,890
estimated
population
of North
Ayrshire¹

- 3.1 Population changes very slowly and the Three Towns population has been relatively stable since 2001. The latest population count for North Ayrshire is 135,890⁸ based on 2016 mid-year estimates. The Three Towns population was estimated at 32,915 in 2015, accounting for a 24.2% share of the North Ayrshire total (an increase of 0.2% on the share of 24.0% in the 2011 Census).

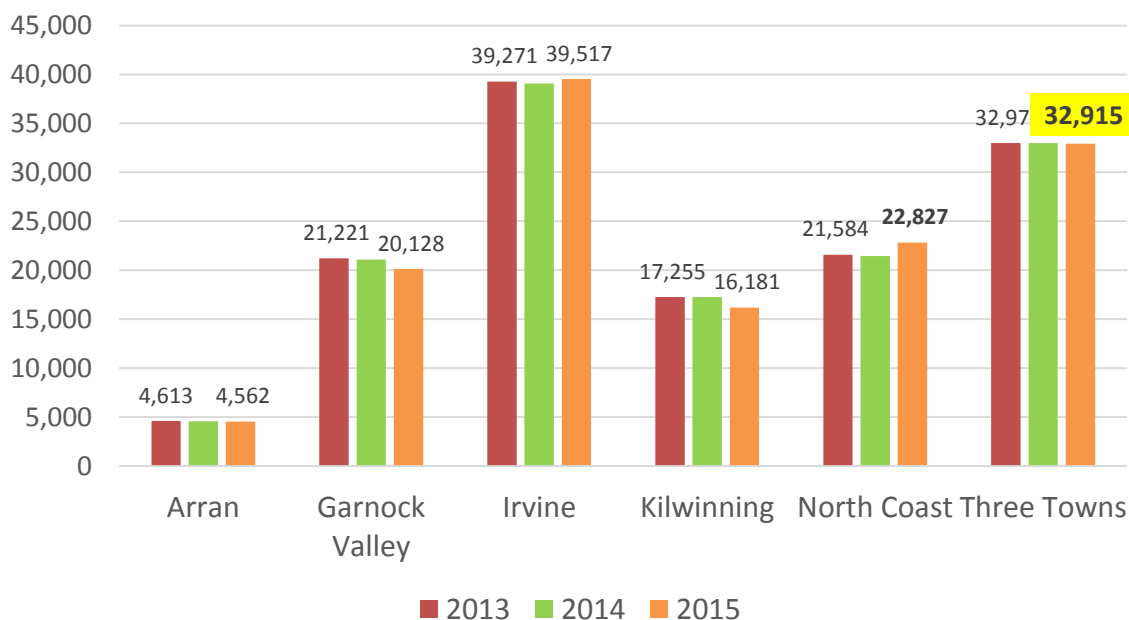
32,915
estimated
population
of Three Towns¹

- 3.2 **Figure 3.1** illustrates that the North Coast is the only locality to record growth in its local population, increasing +5.5% since the last Census in 2011. While the population in the Three Towns has fallen since 2011, (this has only been marginal with a drop of -0.7% overall), the locality nonetheless retains the second highest population of all six localities.

24%
of the North
Ayrshire
population
live in the
Three Towns

- 3.3 The majority of the Three Towns population is concentrated in the main settlements of Ardrossan (10,930), Saltcoats (12,800) and Stevenston (9,290)⁹ When locality boundaries were first drawn they were not constrained by the need to achieve evenly weighted populations like current electoral wards. This allowed boundaries to be determined around characteristics that people and communities recognise such as physical, social and economic factors

Fig 3.1 Locality Population Estimates 2013-2015



⁸ National Records of Scotland - Small Area Population Estimates 2016

⁹ National Records of Scotland – Mid Year Estimates 2012 for Settlements & Localities

Younger population in the Three Towns

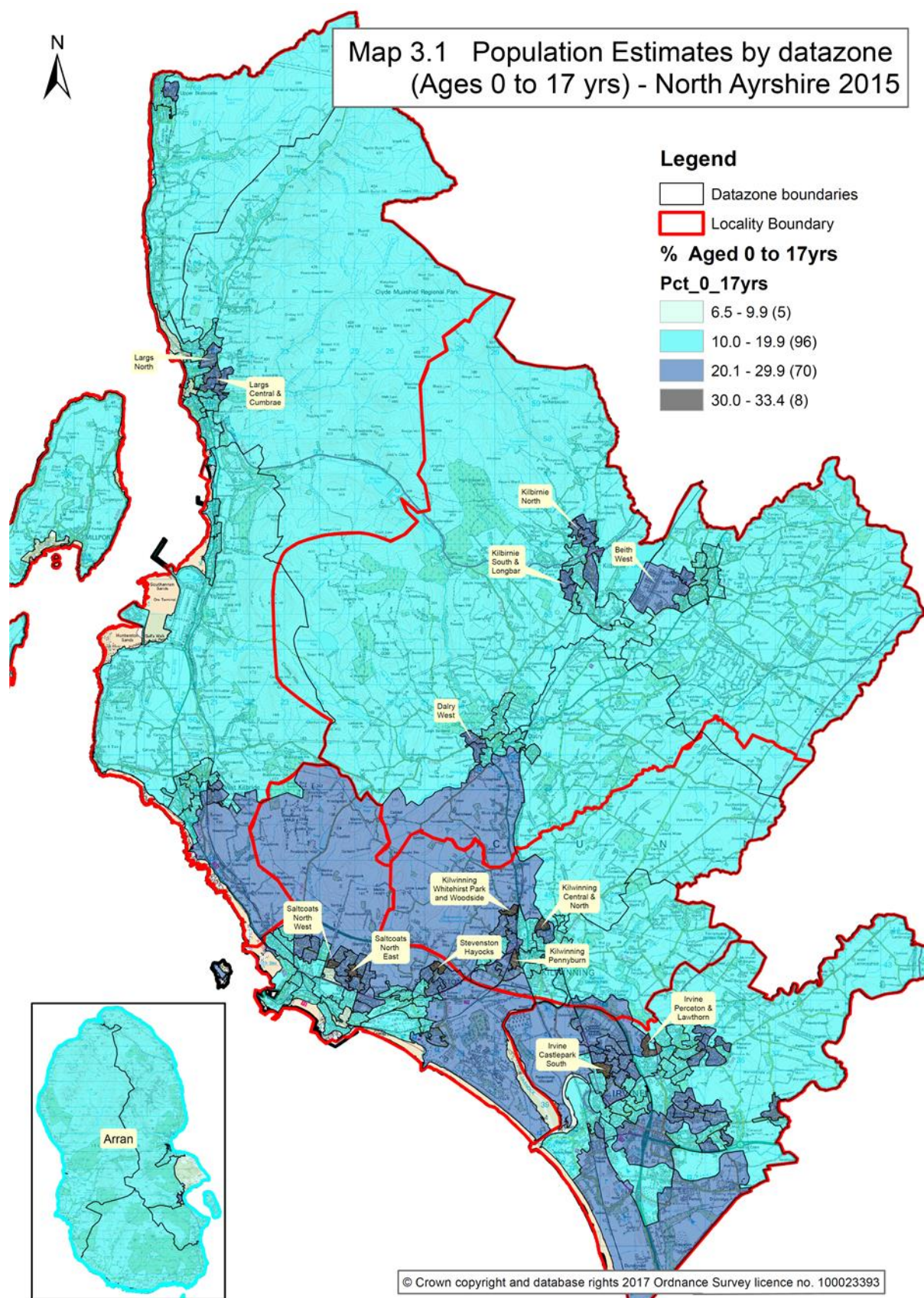
- 3.4 Since the 2011 Census, the population of younger residents has been steadily falling across all of North Ayrshire's localities. The 2015 population estimates indicate an overall -6% drop in the under 18yrs population since 2011 across North Ayrshire. This contrasts with an increase of approximately +11% in the population age 65yrs and over.

Under 18yrs
population
in the Three Towns
has remained
stable since the
last Census

- 3.5 The highest falls for the under 18yrs cohort have occurred in the Garnock Valley, Arran and Kilwinning localities with approximately -10% declines across all three localities. The local proportion of under 18yrs in the Three Towns has by contrast fallen by less than half this rate at -4.6%, and less than the North Ayrshire rate of -6.0 % in this period. This is also the lowest fall for the Under 18yrs cohort since 2011 after the North Coast which remained stable for this age group.

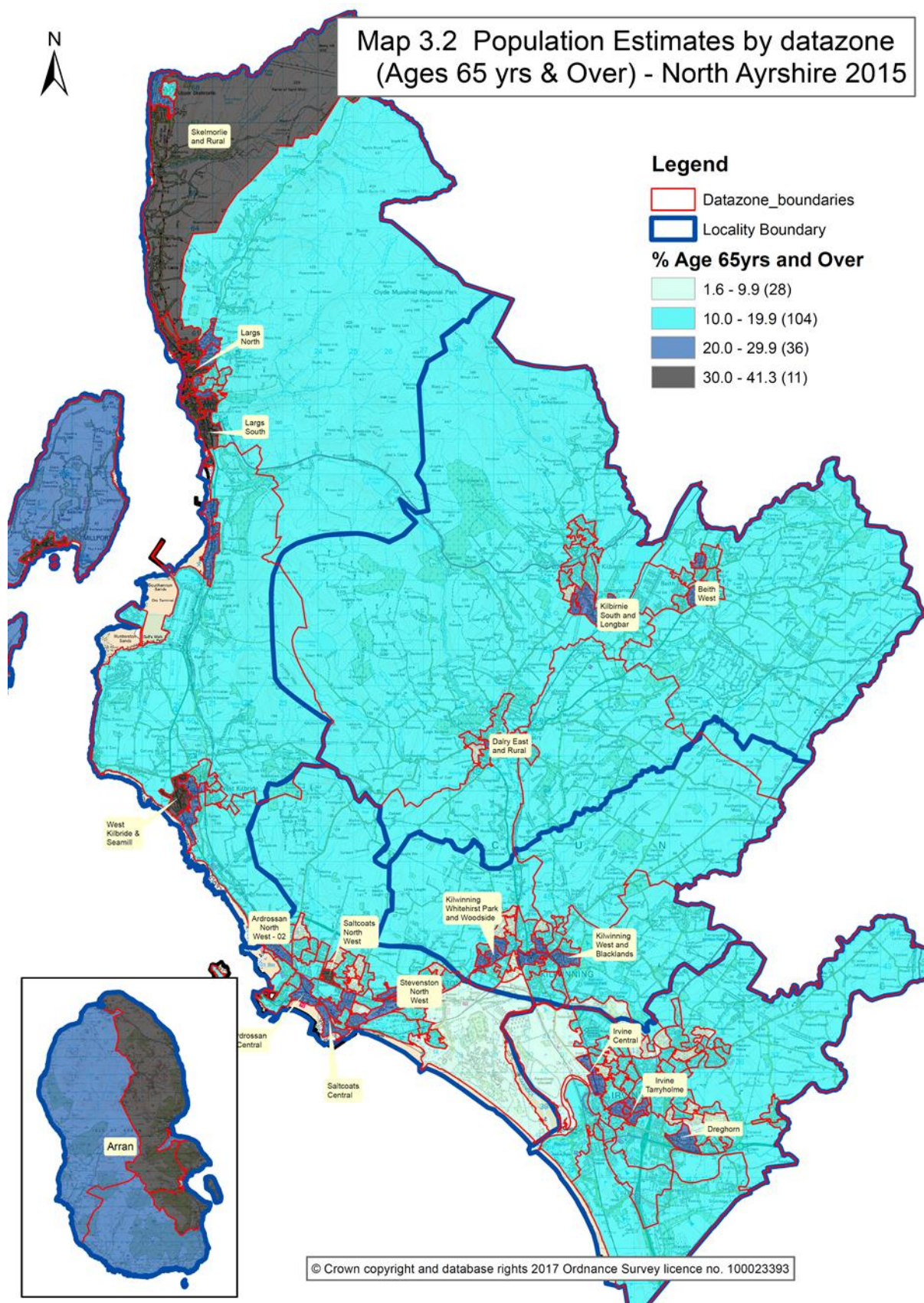
20%
of the Three Towns
population are
under 18yrs old
compared with 19%
for North Ayrshire

- 3.6 The proportion of the Three Towns population aged under 18 years accounts for just over a fifth (20.2%) of the locality population. This compares with a proportional rate of 19.4% for this group across North Ayrshire. Only Irvine has a larger proportion of residents aged under 18 years at 20.4%. However, trends since the 2001 Census indicate a steady decline in this age cohort across all localities, although with the Three Towns stabilising in recent years at just over 20%.
- 3.7 **Map 3.1** below illustrates the distribution of the younger population across Three Towns datazones, placing the locality in North Ayrshire context.



Older population in the Three Towns

- The **Over 65s** have increased by over 10% in the Three Towns since 2011
- 3.8 Scotland has an ageing population like most parts of the UK, presenting future challenges for the delivery of care and support service across localities. Across North Ayrshire, the 65 years and over age cohort has increased steadily since 2011 with an additional 2,754 residents - the only positive growth of 10.6%. By contrast the working age population (18-64yrs) has fallen by just over 3,000 residents or -3.6%
- 3.9 The proportion of residents aged 65 years and over has increased in the Three Towns by 10.3% between 2011 and 2015. The highest increases for the 65 years and over cohort between 2011 and 2015 has been in the North Coast locality at well over 15%, followed by the Irvine locality at 12.9%. As a proportion of the local population, the over 65s in the Three Towns have increased from 17% to 19% in this period.
- 3.10 The proportion of the Three Towns population aged 65 years and over accounts for almost a fifth (19%) of the locality population. Trends since the 2001 Census indicate a steady increase in this age cohort across all localities. However this ranks the locality fourth in terms of the local proportion of 65s and over and is lower than the equivalent North Ayrshire rate of 21%
- 3.11 **Map 3.2** below illustrates the distribution of the older residents population within the Garnock Valley locality and in comparison with the other five localities.



Projecting the population for the Three Towns

3.12 **Figure 3.2** below highlights the projected population to 2026 for the Three Towns locality. This is the first time that sub-local authority population projections have been produced by NRS (National Records for Scotland). Although on an experimental basis these projections show very positive growth for the over 65s across all localities, as well as in the Three Towns over the next 15 years.

Over 65s

projected to increase by 33%
By 2026

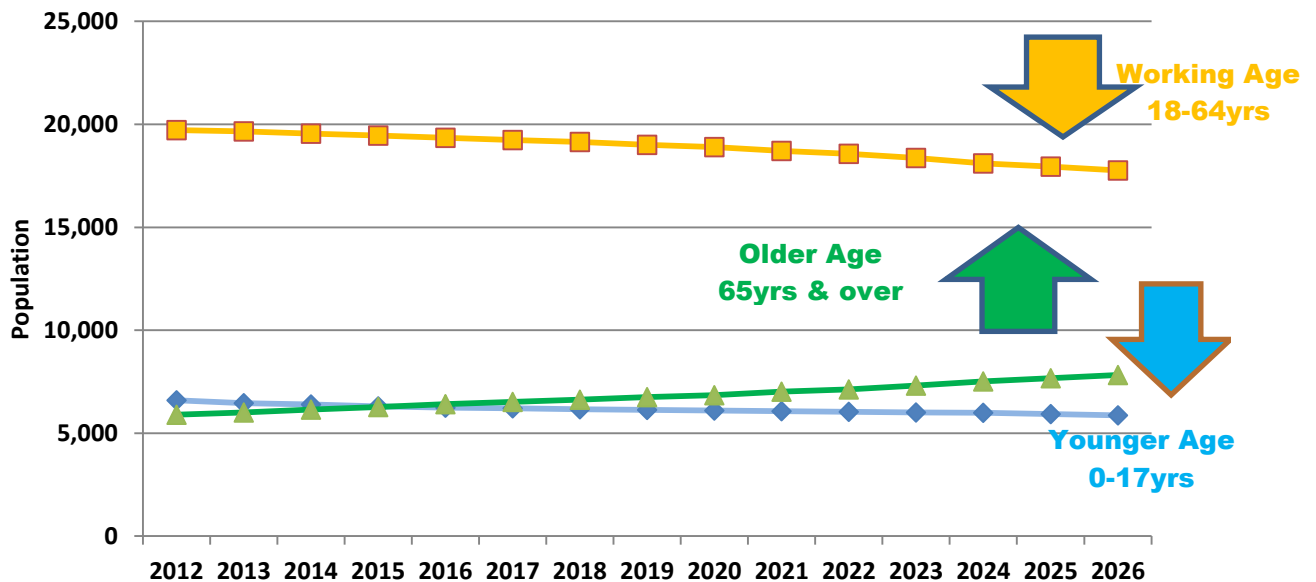
3.13 For example by 2026, although only a marginal -2% decrease is projected for the local population as a whole, the over 65 population by contrast is projected to increase by a third. By 2026, the over 65s age cohort is projected to grow by +33% compared with 31% for North Ayrshire as a whole.

U18s

Under 18 age group is projected to decrease 11%
by 2026

3.14 By contrast, the locality will experience a decrease in the number of residents aged under 18 years (-11%) compared with -9% across North Ayrshire. Nonetheless, the Three Towns will experience the second smallest decline in working age population 18-64yrs (-10%) compared with a North Ayrshire wide fall of -13% for this age group, and a fall of almost half the working age population on Arran (-47%)

Fig 3.2 Three Towns Population Projection 2012-2026



How the local population will look in 2026

18-64yrs

Working age groups projected to decline

3.15 **Figure 3.3** below shows on the left the general split in the three main age groups as calculated for 2012 in the Three Towns, while the chart on the right projects how this distribution will look for these same age groups in 2026.

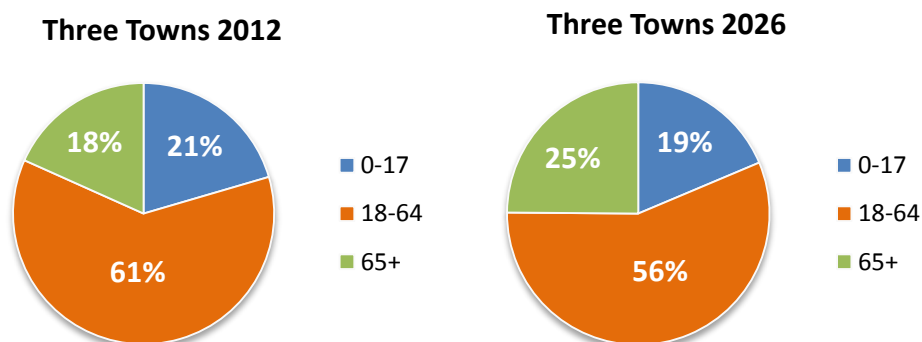
3.16 While the younger age group (0 to 17yrs) will experience a decline in their overall share of the Three Towns population (down 2%), the working age population (18-64yrs) proportion will decline by 5%. This contrasts with the older population (65yrs and over) which will grow by 33%.

Over 65s

will constitute one quarter of the total local population by 2026

3.17 This change in the key age groups indicates that the over 65s will constitute a quarter of the total local population by 2026, while the younger population will fall slightly to under a fifth. However although North Ayrshire as a whole will experience a decline of approximately 9% in the younger population, this age group is projected to decline by -11% overall by 2026 in the Three Towns locality.

Fig 3.3 Change in the key age groups 2012 and 2026 – Three Towns



Source: NRS population projections 2014

Dependency Ratio

Over 65s

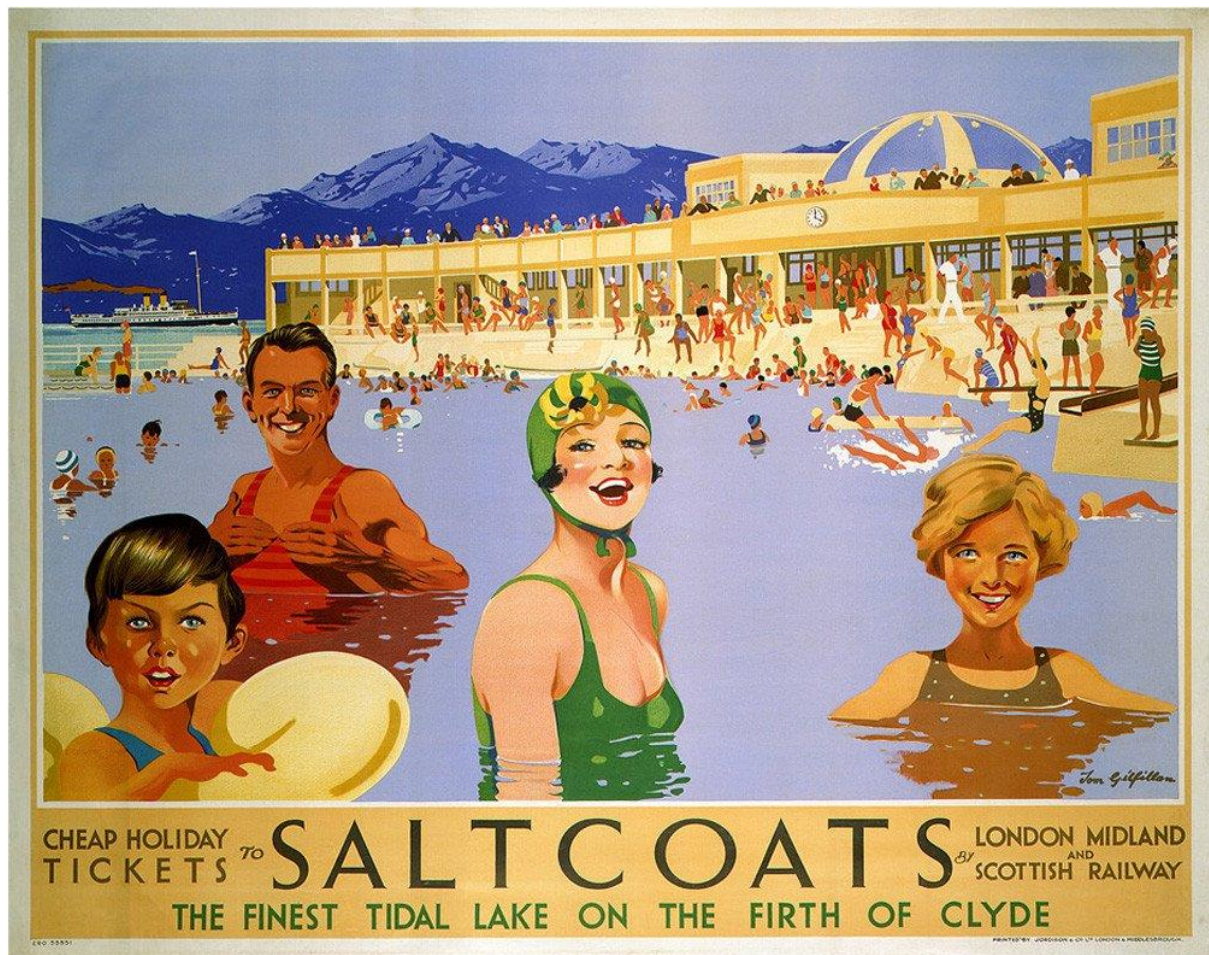
projected to
increase by 33%

- 3.16 Given the ageing demography of the UK and Scotland, the dependency ratio provides an increasingly useful measure of local economic capacity. The ratio aggregates all economically inactive residents – i.e. those aged above and below working age (0 to 14 years) and (65 years and over), and divides them by the economically active population of residents aged 15 to 64 years.
- 3.17 With an ageing population, the number of people aged over 65 increases relative to the population. Therefore, the dependency ratio will rise. In the UK, the dependency ratio is forecast to rise from 0.34 to 0.65 by 2040. An increasing dependency ratio may also imply rising taxation to meet central government spending on health, education and pensions.

0.57

The Three Towns
has a lower
Dependency Ratio
than North Ayrshire
(0.60)

- 3.18 The Three Towns has a dependency ratio of 0.57 compared with a North Ayrshire ratio of 0.60. In wider labour market terms this means that for every 10 workers there are less than six residents not economically active, compared with a rate of six residents across North Ayrshire.



4. General Health in the Three Towns locality

4. General health in the Three Towns

General health indicators

6 out of 10
residents said
their general
health was
“Good” or
“Very Good”

Three Towns
smoking rates
match the rate
across all six
localities

- 4.1 The North Ayrshire Community Planning Partnership carries out a People’s Panel survey every two years using a sample of up to 2000 people of all ages across the local authority area.
- 4.2 The last survey was carried out in 2015 and respondents were asked about their general health. Health ratings tend to decrease as the respondent gets older. Nonetheless, six out of ten respondents indicated that their health was ‘Very Good’ or ‘Fairly Good’ across North Ayrshire.
- 4.3 However 56% of respondents in the Three Towns rated their health in these two categories. Similarly, 14% of all North Ayrshire respondents rated their general health as ‘Poor’ or ‘Very Poor’, while 16% of respondents in the Three Towns described their general health in this way.
- 4.4 Respondents were asked to rank a number of factors that were perceived as a barrier to employment. Across North Ayrshire, health was ranked by 11% of all respondents as the most important barrier with 83% not ranking health. In the Three Towns 12% ranked this as a barrier whereas 82% did not.
- 4.5 General health indicators also highlighted that smoking prevalence in the Three Towns was 15%, the same as the rate across North Ayrshire.

Life Expectancy

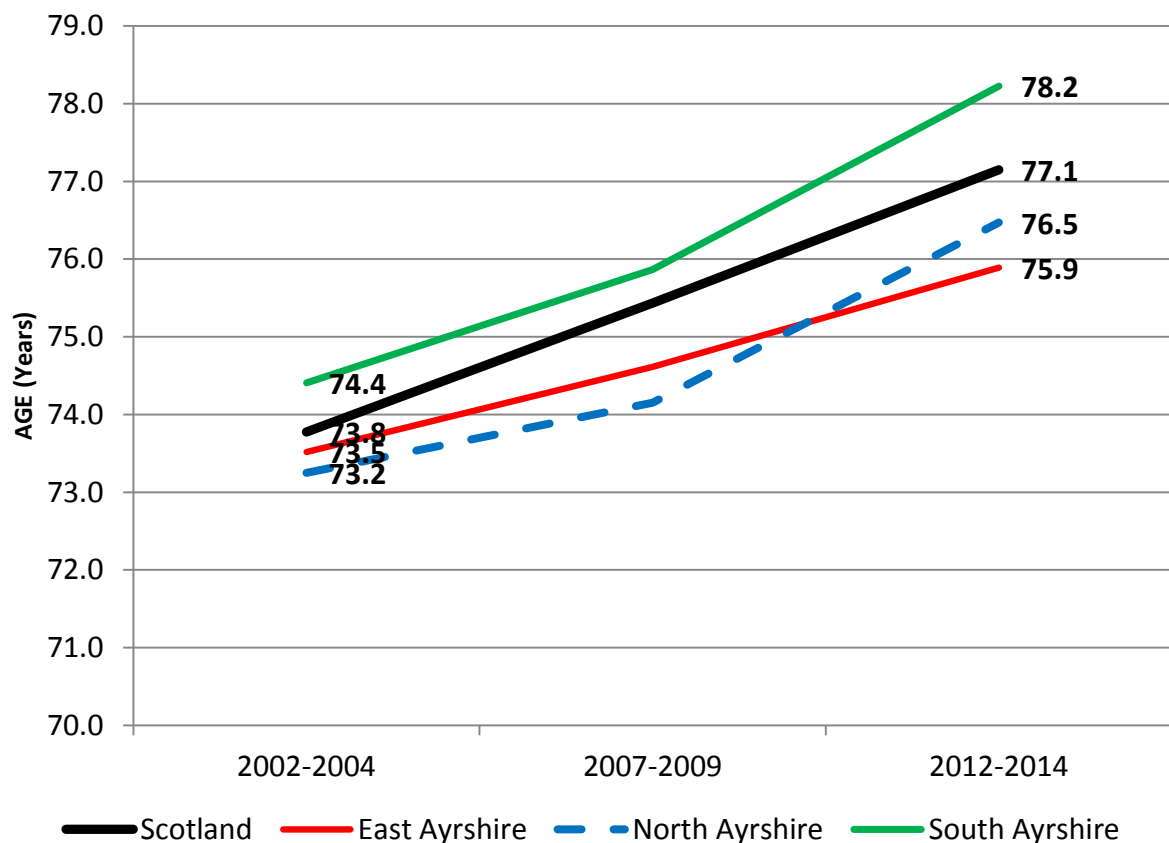
- 4.6 Life expectancy continues to grow in Scotland and North Ayrshire is no exception. Underlying trends in both life expectancy and healthy life expectancy at birth show a general improvement in Scotland over recent years. The most recent annual estimates for Scotland are for boys born in 2014 to live to 77.4 years on average, 60.3 of these in a 'healthy' state. Girls born in 2014 would be expected to live 81.4 years on average, 62.6 of these years being 'healthy'.

4.7 **Figure 4.1** below indicates a steady growth in North Ayrshire's overall life expectancy of three and a half years within a ten year period from just over 73 years to well over 76 years. The blue dotted line indicates that North Ayrshire's steady increase in overall life expectancy between 2002 and 2014 has reflected the national and regional trend.

76.5 yrs
Average Life
Expectancy in
North Ayrshire
(2012-14)

4.8 Like Scotland and the other Ayrshire authority areas this has shown that life expectancy in 2012-14 increased to **76.5 years** in North Ayrshire, rising just slightly above the East Ayrshire life expectancy of 75.9 years.

Figure 4.1 Life Expectancy - Scotland & Ayrshire 2014



Male life expectancy

Male life

expectancy

in the Three Towns
is the second lowest
in North Ayrshire

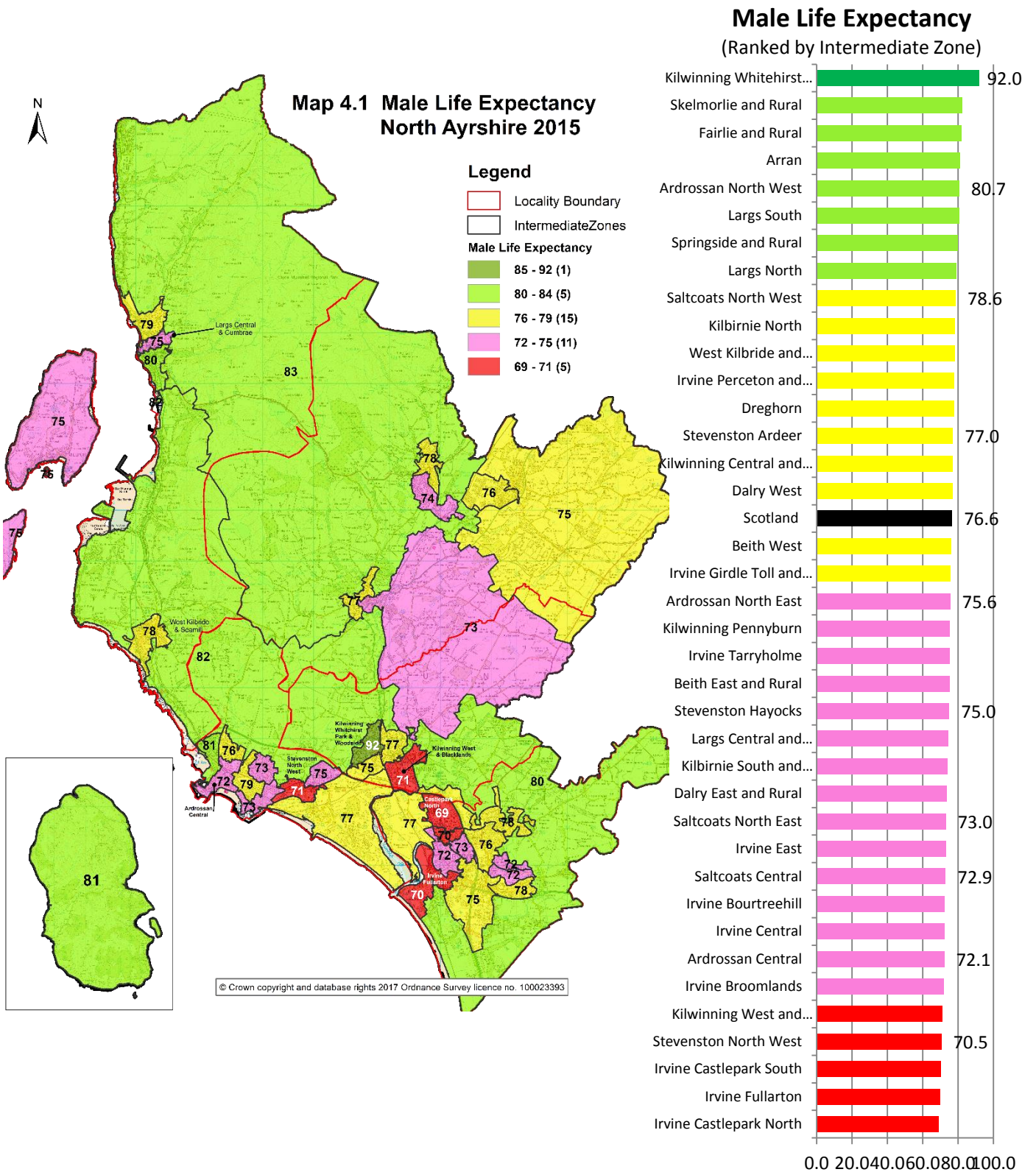
75yrs

Median life
expectancy for males
in the Three Towns
– 1.6 years below
the national average

80.7yrs

Life expectancy
for males born in
Ardrossan North
West today

- 4.9 **Map 4.1** below shows male life expectancy for each of the 38 intermediate zones in North Ayrshire. Data is released retrospectively for each intermediate zone to avoid disclosure as these areas range between 2500 to 6000 population, while figures for small areas are only available up to 2013.
- 4.10 The chart indicates that median male life expectancy in the Three Towns is the second lowest locality rate in North Ayrshire at 75 years. Six out of nine intermediate zones fall below the national average life expectancy of 76.6 years. Nonetheless, there are three intermediate zones that have male life expectancy rates above the national average.
- 4.11 Overall, median male life expectancy in the Three Towns remains 1.6 years below the national life expectancy rate. Male life expectancy in the Stevenston North West neighbourhood remains over six years below the national average.
- 4.12 However, Ardrossan North West, Saltcoats North West and Stevenston Ardeer all remain above the national rate for male life expectancy. Males born in Ardrossan North West today can expect to live to 80.7 years – over four years above the national average.



Most improved areas (males)

Male life expectancy has improved most in **Stevenston Ardeer** - up five years to 80 years

- 4.13 These life expectancy results are aggregated over a 5 year period for intermediate zones with 2011 as the mid-point year. There been some notable improvements since the last life expectancy tables were released. Areas in the Three Towns include Stevenston Ardeer – up 6 years from 71 years to above the national average at 77 years (rank 27 to rank 14); and Stevenston Hayocks – up 5.3 years to 75 years.
- 4.14 Other areas in the Three Towns include Ardrossan Central – up almost 4 years to over 72 years; Saltcoats Central – up 3.8 years to 72.9 years; Saltcoats North East – up 3.4 years to 73 years.

Female life expectancy

Female life expectancy is lowest in the Three Towns locality

82yrs

Females in Ardrossan North West can expect to live to 82 years – almost six years above the Scottish average

79yrs

Median female life expectancy in the Three Towns is the lowest of all six localities at 79yrs

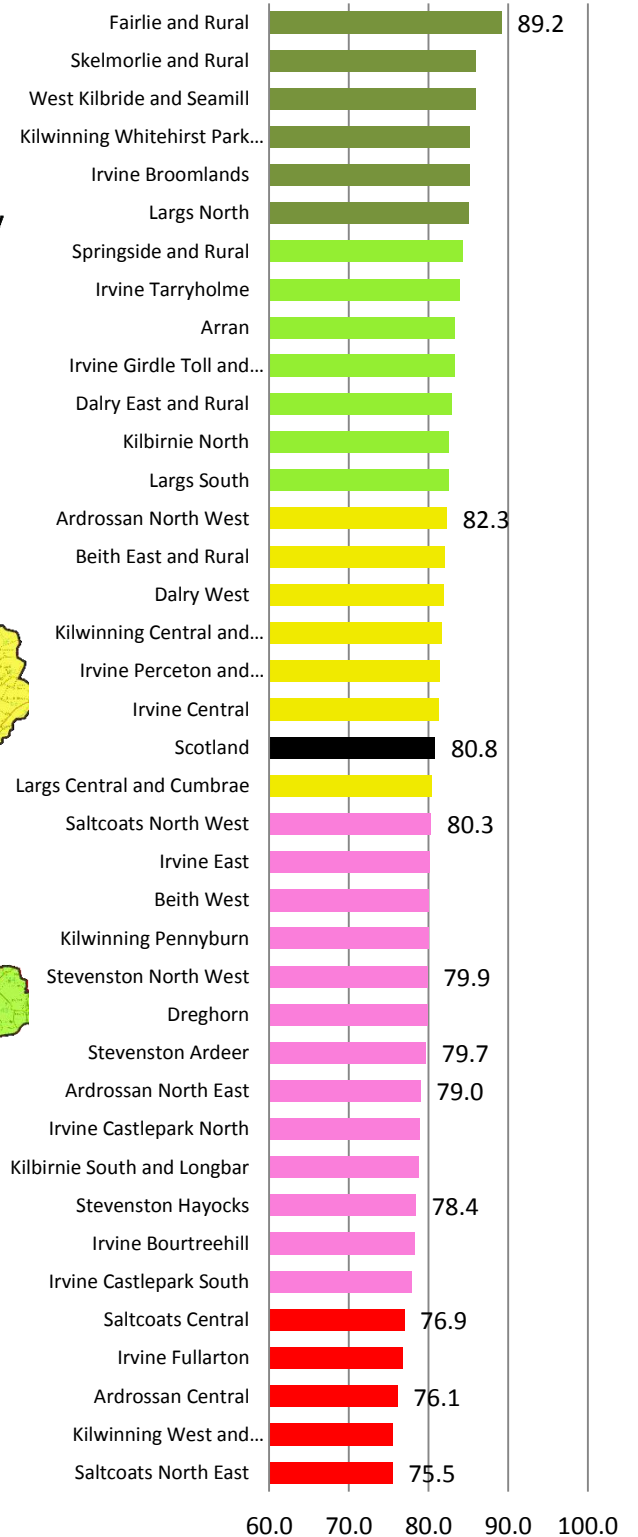
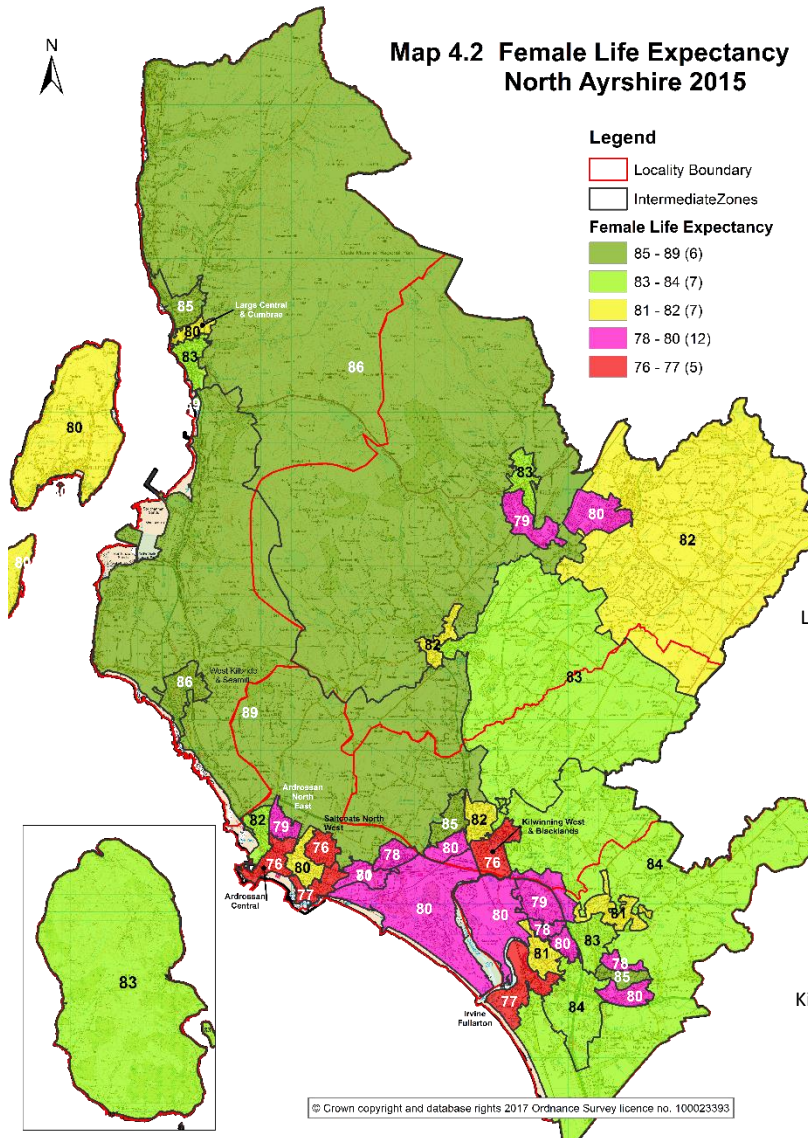
- 4.15 **Map 4.2** below indicates that median female life expectancy in the Three Towns is the lowest of all six localities in North Ayrshire. Only one of the Three Towns nine intermediate zones (Ardrossan North West) has a female life expectancy value above the national average.
- 4.16 The three top ranked areas for female life expectancy in the Three Towns are Ardrossan North West, Saltcoats North West, and Stevenston North West. Females in Ardrossan North West can expect to live to over 82 years which is 1.5 years above the national and average for females. Although both Saltcoats North West and Stevenston North west fall below the national average on 80.3 and 79.7yrs.
- 4.17 Three out of the five lowest female life expectancy rates in North Ayrshire are in the Three Towns neighbourhoods of Saltcoats North East, Saltcoats Central and Ardrossan Central. Female life expectancy in Saltcoats North East is the lowest in North Ayrshire at 75.5yrs. Overall, the median rate for female life expectancy in the Three Towns is 79 years. This is the lowest female life expectancy of all six localities, and compares with 80.7 years for North Ayrshire as a whole.

Most improved areas (females)

Female life expectancy has improved most in **Ardrossan North West** up 5.2 years to 82.3 years

- 4.18 Improvements since the last female life expectancy tables were released is most notable for Ardrossan North West, moving from a rank of thirtieth (at 77.1 years) to a rank of 14th out of 38 intermediate zones at 82.3yrs years.
- 4.19 Although among the bottom five lowest recorded female life expectancy in 2015, Saltcoats Central has improved – up 2.7yrs to 76.9yrs. Stevenston Ardeer has also risen in the rankings by increasing its female life expectancy by 3.2yrs to 79.7yrs. By contrast, female life expectancy in Saltcoats North West has fallen by from 81.1yrs in 2009 to 80.3yrs by 2015.

Female Life Expectancy (Intermediate Zones)



SIMD 2016 – Health Domain

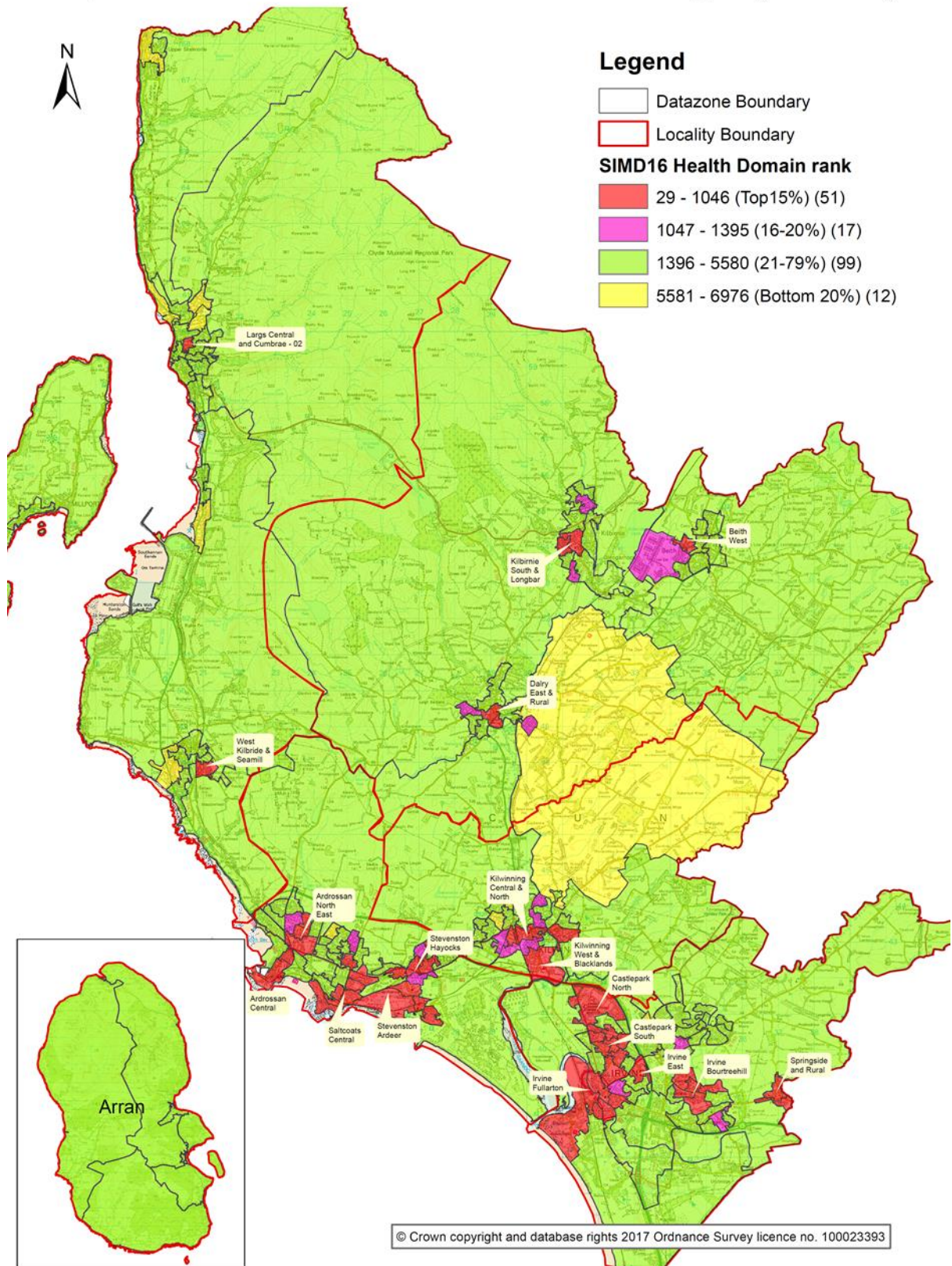
- 4.20 The SIMD 2016 is made up of seven domains, one of which ranks all 6,796 datazones in Scotland according to scores on population Health. Along with the Education domain, this index carries a weighting of 14% when combined with other domains to calculate the overall SIMD score.
- 4.21 As well as standardised mortality ratios the domain also uses a range of indicators including a comparative illness factor, emergency stays in hospital, stays related to drug and alcohol misuse, and the proportion of live births of low weight to single mothers. The domain also includes an estimate of the proportion of population being prescribed drugs for anxiety, depression or psychosis.
- 4.22 The 2012 SIMD Health domain had 53 datazones out of 179 falling in the top 15% most health deprived datazones in Scotland. This is a proportion of 29.6% of North Ayrshire's datazones, also known as the 'local share'. These 53 datazones were also a significant increase of 15 datazones from the 2009 SIMD Health domain, and were the highest rise of any local authority in Scotland.
- 4.23 Results for the 2016 SIMD health domain indicate that North Ayrshire has stabilised with 51 datazones now falling in the top 15% most health deprived in Scotland. This is a local share of 27.4% - a fall of 2.2% on the SIMD 2012 results.
- 4.24 Nineteen of the Three Towns 44 datazones fall in the top 15% most health deprived datazones in Scotland. This is a local share of over 43% - the largest of any locality and almost 16% higher than the North Ayrshire local share.
- 4.25 When we compare this to the same results in the 2012 SIMD Health domain we can see that there has been little change in terms of the local share. In the 2012 SIMD, the Three Towns had 18 out of 41 datazones – or 43.9% of its datazones falling in the top 15% most health deprived in Scotland.
- 4.26 **Map 4.3** below illustrates the distribution of the health rankings for datazones across all the localities.

51 out of North Ayrshire's **186** datazones fall in the top 15% most health deprived datazones in Scotland

19 out of 44
The Three Towns has 19 of its 44 datazones falling in the top 15% most health deprived datazones in Scotland

The **local share** of Three Towns datazones falling in the top 15% most health deprived has increased to **43.2%**

Map 4.3 SIMD 2016 - Health Domain Rankings by Locality





5. Economic Activity

5. Economic Activity

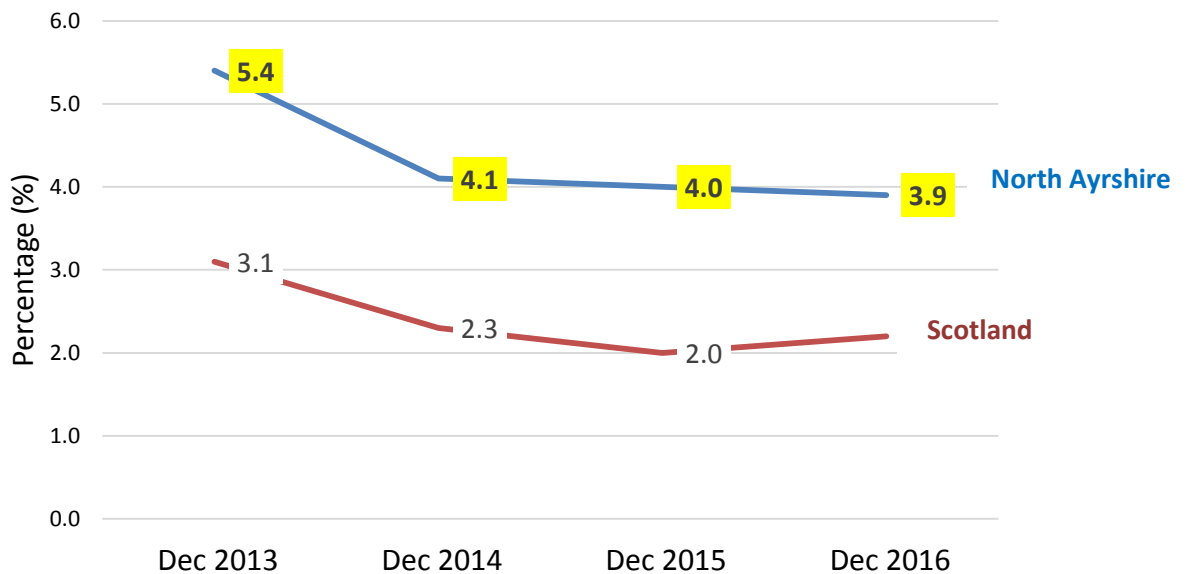
Unemployment & Youth Unemployment

3.9%

The unemployment claimant count for North Ayrshire was 3.9% - the **highest rate** of all 32 Scottish local authorities in December 2016

- 5.1 Scotland's unemployment rate in November 2016 was 4.7% of the economically active population - slightly lower than the UK rate of 4.8%. This represented a fall of 0.5 percentage points on the previous year or approximately 11,000 people in the labour force.¹⁰
- 5.2 Since April 2015, the unemployment claimant count has included all out of work Universal Credit claimants required to seek and be available for work, as well as all Job Seeker Allowance (JSA) claimants. Figure 5.1 below indicates that the North Ayrshire claimant rate as a proportion of all aged 16 years and over has been falling in recent years.
- 5.3 As of December 2016, the unemployment claimant count for North Ayrshire was 3.9% of the working age population. This is a significant fall of -1.5% on the claimant count for December 2013. However, remains a marginal fall of 0.1% on the claimant rate for December 2015.

**Fig 5.1 Claimant Rate (Ages 16+)
North Ayrshire & Scotland 2013 -2016**



¹⁰ Economically active population includes all employed and unemployed residents

- 5.4 Although this represents a fall from July 2016 of 0.4%, it nonetheless ranked North Ayrshire the highest out of all 32 local authorities for unemployment during December 2016. While the claimant count rate of 4% in December 2015 was twice the equivalent rate for Scotland, that gap now appears to be narrowing in December 2016.

Unemployment in the Three Towns locality

5.1%

The Three Towns has the **highest** unemployment rate of all six localities at 5.1%

- 5.5 The total unemployment claimant count for March 2017 in the Three Towns locality was 1,060. **Table 5.1** below compares the unemployment claimant rates for all six localities by gender. The Three Towns locality claimant count in March 2017 accounted for 31% of the North Ayrshire total at 1,060 claimants and at 5.1% is the highest rate of all localities.

2:1

There were more than twice as many male as female claimants in the Three Towns during March 2017

- 5.6 The unemployment claimant count for males at 7.5% during March 2017 was more than twice that for females at 3.0%. In the Three Towns locality there were 330 female claimants compared with 740 males. This translates into 2.2 times more male than female claimants, which is higher than the male/female ratio for North Ayrshire at 1.96.

Table 5.1: Unemployment claimant rates (Mar 2017)*

	Male		Female		Total	
	Count	Rate	Count	Rate	Count	Rate
Arran	20	1.6	5	0.4	25	1.0
Irvine	715	6.0	395	3.0	1125	4.5
Kilwinning	270	5.5	110	2.0	385	3.8
Three Towns	740	7.5	330	3.0	1060	5.1
Garnock Valley	355	5.7	205	3.2	555	4.4
North Coast	170	2.8	110	1.7	280	2.2
North Ayrshire	2270	5.7	1155	2.6	3430	4.1

*All data are rounded to the nearest 5 and may not precisely add to the sum of the number of people claiming JSA and the number of out-of-work people published on Nomis

5.7 **Figure 5.2** below summarises the change over the last four years. By comparison, the chart shows the total unemployment claimant count for December 2013 in the Three Towns locality was 1610, dropping significantly to approximately 1,050 claimants which has remained stable since then. The December 2016 count however represents a fall of a third (34%) in the number of claimants since December 2013.

Three Towns unemployment rates have been consistently **higher** compared with the other five localities

5.8 Using small area population estimates **Figure 5.3** below ranks all 38 intermediate zones in North Ayrshire in terms of overall unemployment claimant rates. The chart details that Three Towns locality settlements are generally in the upper quartile, with some of the highest unemployment claimant rates across North Ayrshire. **Map 5.1** below illustrates the distribution of higher and lower concentrations of unemployment claimant rates across North Ayrshire.

Fig 5.2 Unemployment Claimant Count 2013-16 by Locality

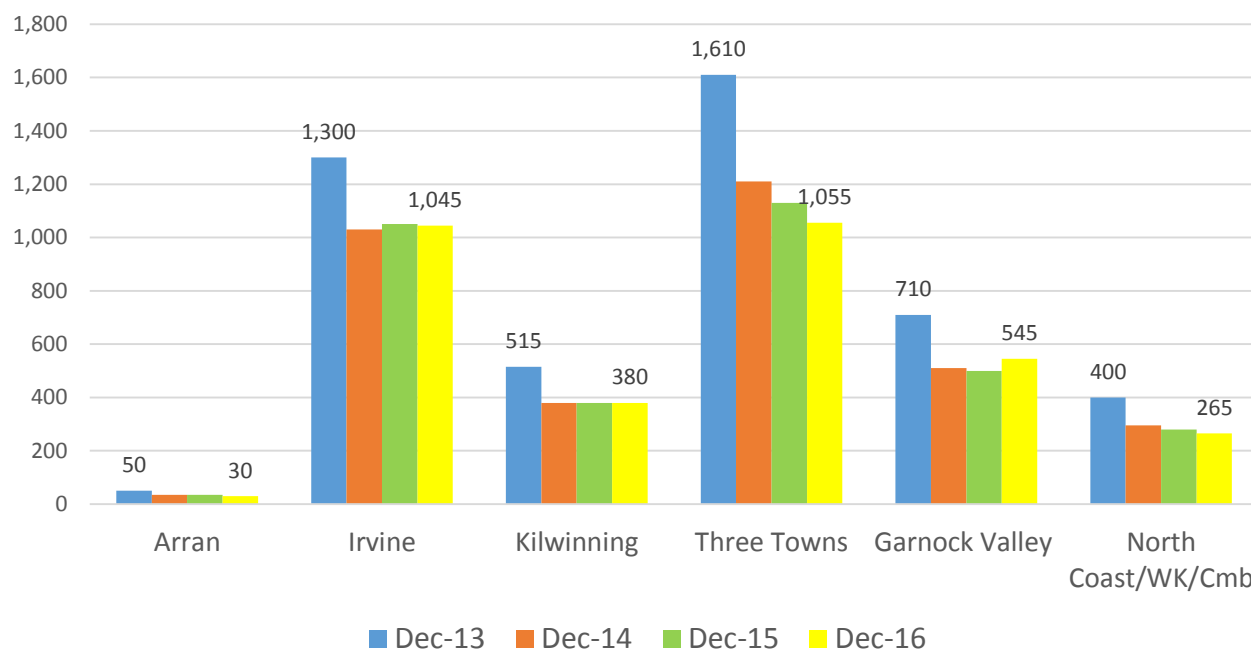
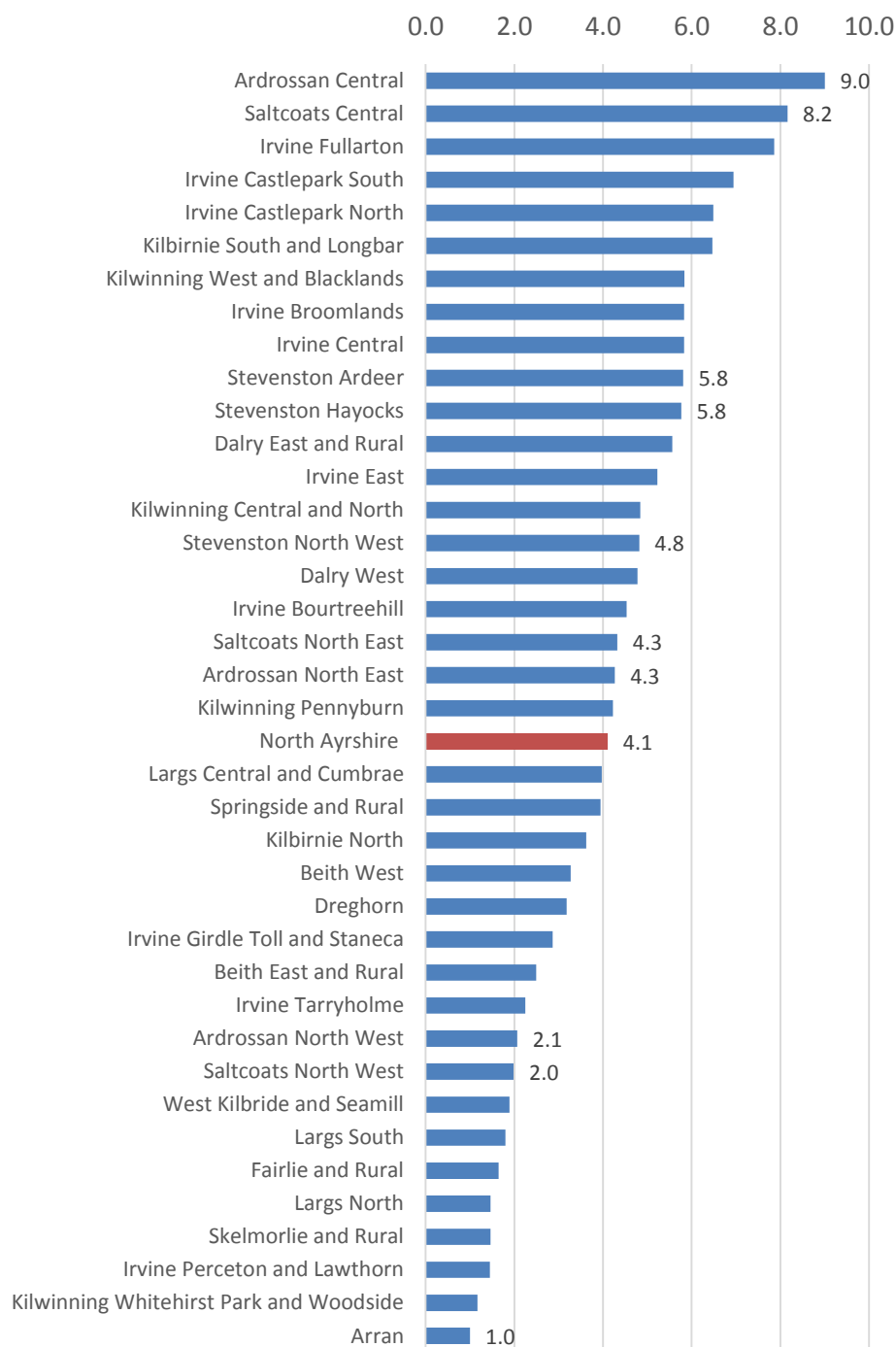
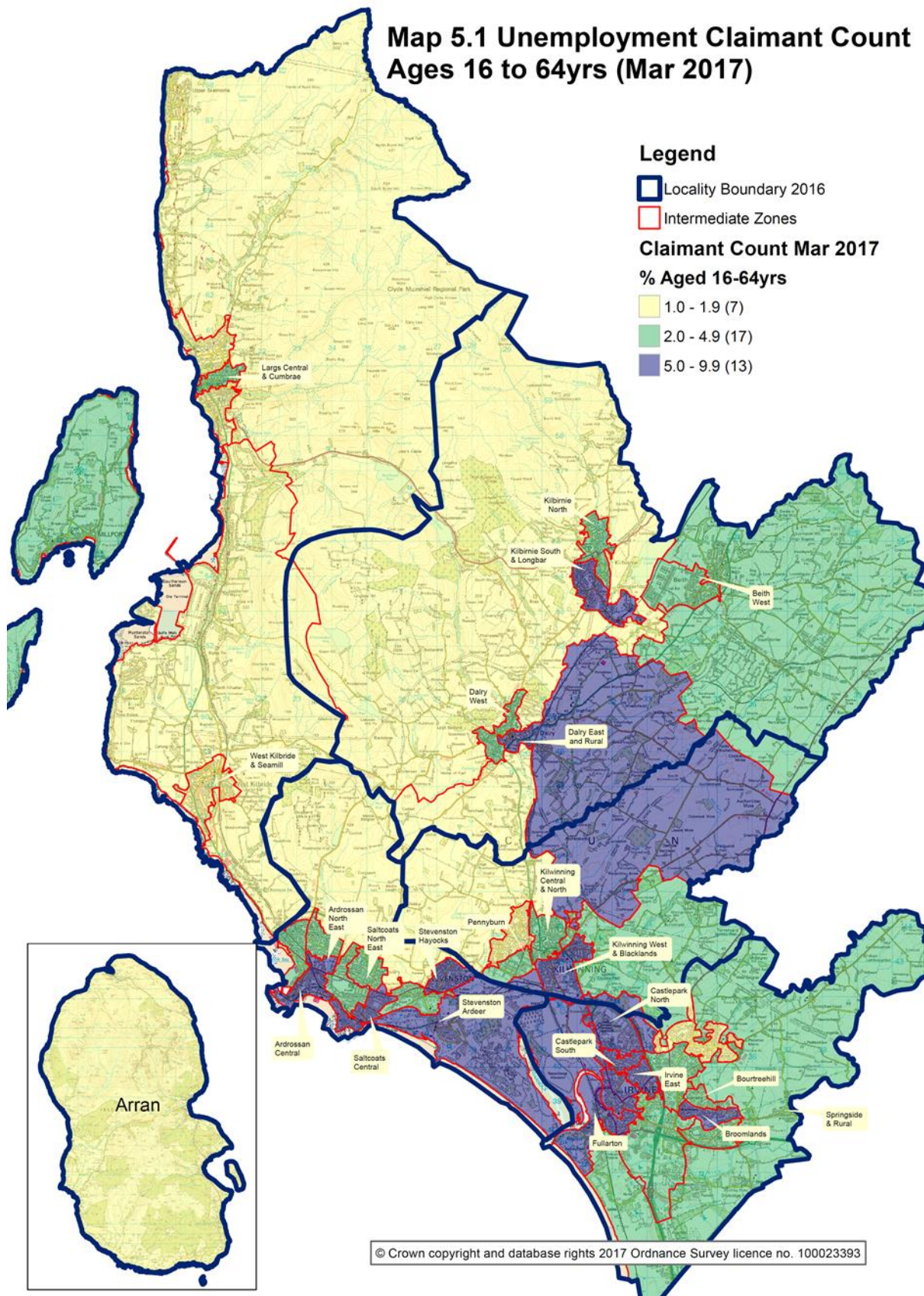


Fig 5.3 Unemployment Claimant Rate (%)
Aged 16-64yrs (Mar 2017)



**Map 5.1 Unemployment Claimant Count
Ages 16 to 64yrs (Mar 2017)**



Youth Unemployment

Youth unemployment
in Scotland has been falling steadily since 2013

5.9 Both the UK and Scotland's youth unemployment has been falling steadily since 2013 with Scottish rates falling below the UK overall during that period. Recent figures published by the Scottish Government and based on results from the Labour Force Survey and Annual Population Survey have indicated that between July/Sept 2009 to July/Sept 2016, Scotland has performed marginally better than the rest of the UK.

5.5%
The unemployment claimant rate for North Ayrshire's young people aged 16-24yrs (March 2017)

5.10 Nonetheless, youth unemployment rates in North Ayrshire have remained high compared with the overall Scotland rates and other local authority areas. The North Ayrshire claimant count among those aged 16-24 years for March 2017 was 800 or 5.5% of residents of this age group. **Table 5.2** below indicates that youth unemployment was higher among males at 7.3% compared with 3.4% for females.

Table 5.2: Youth unemployment claimant rates (March 2017)*

	Male		Female		Total	
	Count	Rate	Count	Rate	Count	Rate
Arran	5	2.5	0	0.0	5	1.3
Irvine	195	8.3	85	3.8	280	6.1
Kilwinning	70	7.1	30	3.2	100	5.2
Three Towns	165	8.8	70	7.6	235	6.3
Garnock Valley	80	7.2	40	4.0	115	5.5
North Coast	35	3.6	20	1.1	65	3.4
North Ayrshire	550	7.3	245	3.4	800	5.5

*All data are rounded to the nearest 5 and may not precisely add to the sum of the number of people claiming JSA and the number of out-of-work people published on Nomis,

6.3%
The unemployment claimant rate for young people in the Three Towns (March 2017)

5.11 The unemployment claimant rate for young people aged 16 to 24 years in the Three Towns locality is 0.8% above the North Ayrshire rate and is the highest of all six localities at 6.1%. However this can vary significantly at neighbourhood level with a rate of 1.3% in Saltcoats North West to over 11% in the Ardrossan Central neighbourhood.

7 out of 9

Three Towns intermediate zones have amongst the highest youth unemployment in North Ayrshire

Saltcoats

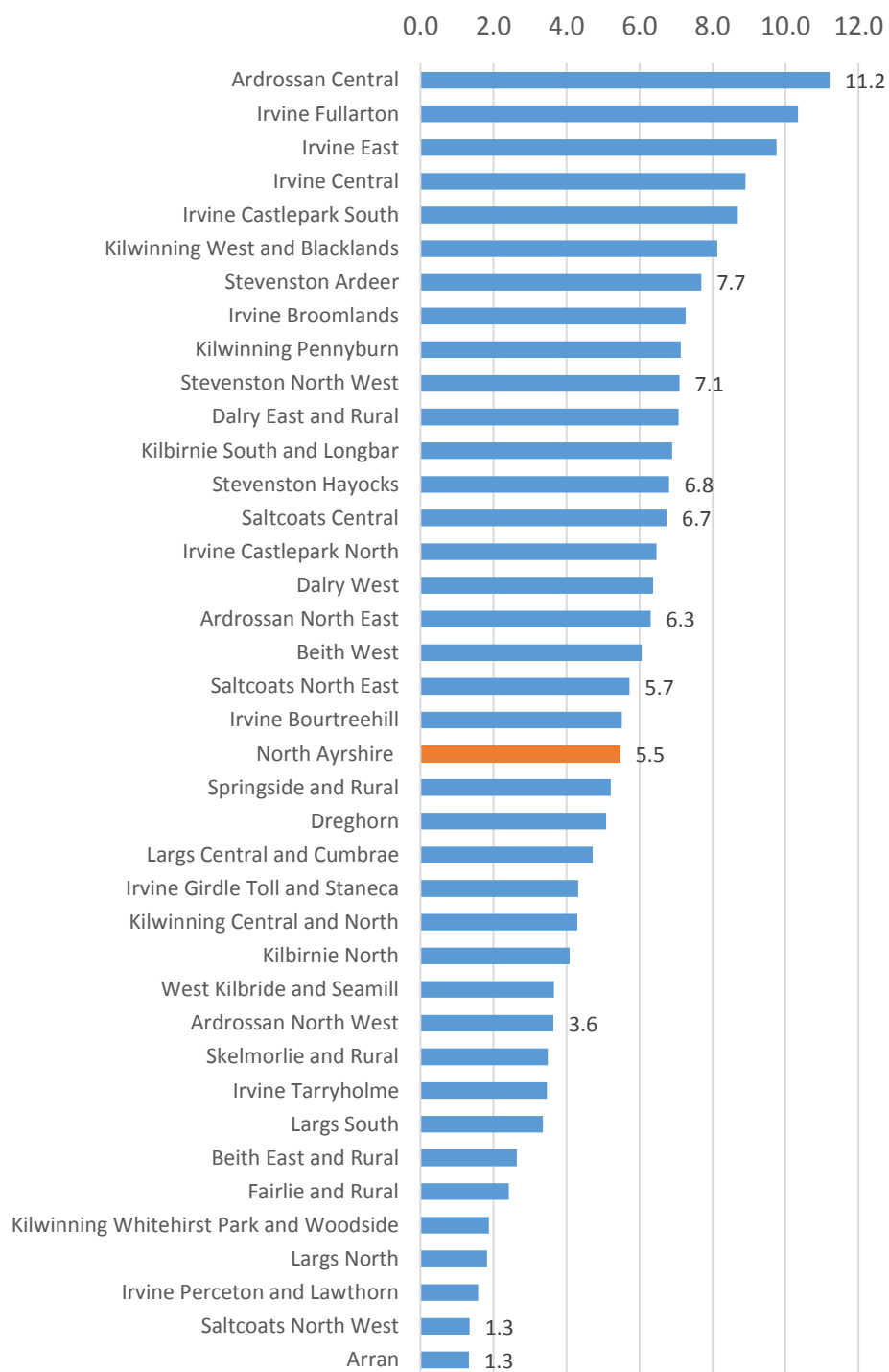
Saltcoats North West rate is the second lowest youth unemployment ranking.

Ardrossan

The neighbourhood of Ardrossan Central ranks the highest for both adult (9%) and youth (11%) unemployment

- 5.12 **Figure 5.3** below indicates that youth unemployment claimant rates in the Three Towns locality fell mainly in the upper two quartiles, ranging from 5.7% in Saltcoats North East to 11.2% in Ardrossan Central. Nonetheless, only the Three Towns' Ardrossan Central area falls in the top five ranked, with the Irvine locality accounting for 4 out of the top 5 ranked areas for youth unemployment.
- 5.13 Only two out of nine Three Towns intermediate zones have lower claimant rates than the North Ayrshire youth claimant rate of 5.5%. These are Ardrossan North West (3.6%) and Saltcoats North West (1.3%). The Saltcoats North West rate is the second lowest youth unemployment ranking out of 38 intermediate zones in North Ayrshire.
- 5.14 Ardrossan Central has the primary ranking of all intermediate zones with the both the highest adult unemployment rate in North Ayrshire at 9.0% and the highest youth unemployment at 11.2%. The youth claimant rate in Ardrossan Central is almost seven times higher than the equivalent rate in Largs South.

Fig 5.3 Youth Unemployment Claimant rate (%)
Aged 16-24yrs (Mar 2017)



Household Income

- 5.15 Estimates of household income can be constructed from a range of sources, however at small area level these are not available from Census returns. This was because an income question was considered to be too invasive to a level which may have had a negative impact on return rates.
- 5.16 However, alternative sources such as the CACI PayCheck dataset combine DWP claimant data, wider Census indicators and incomes data collected from lifestyle surveys to provide estimates of median household income at postcode level.

£24,926

Median household income in North Ayrshire

- 5.17 A few exceptionally low or high household income values can skew averages. The median is the middle value of a range of values and is a more reliable indicator of a typical household income for a neighbourhood or locality. Income estimates can also be cross-referenced with a range of other datasets including life expectancy, educational attainment, community safety and housing.
- 5.18 The distribution of local incomes is a complex landscape and identifying spatial patterns can provide additional insight. Incomes can be a valuable index for addressing social exclusion, health inequalities, rural deprivation, affordable housing, anti-social behaviour and youth unemployment among other issues.

£21,806

Median household income in Three Towns

- 5.19 Median household income in the Three Towns locality is £21,806 compared with a North Ayrshire median of £24,356. Across the 44 Three Towns datazones this ranged from £51,288 in Saltcoats North West to £14,771 in Ardrossan North East.

14 out of 44

Fourteen datazones in the Three Towns have household incomes above the North Ayrshire median

- 5.20 **Table 5.1** below shows 8 out of the 44 datazones within the Three Towns locality with both the highest and lowest median household incomes. One datazone within Saltcoats North West is ranked fourth out of 186 datazones with a median household income of £51,288 while 13 other datazones have median household incomes above the North Ayrshire average of £24,356

Table 5.3 Median income by highest / lowest datazones - Three Towns 2017

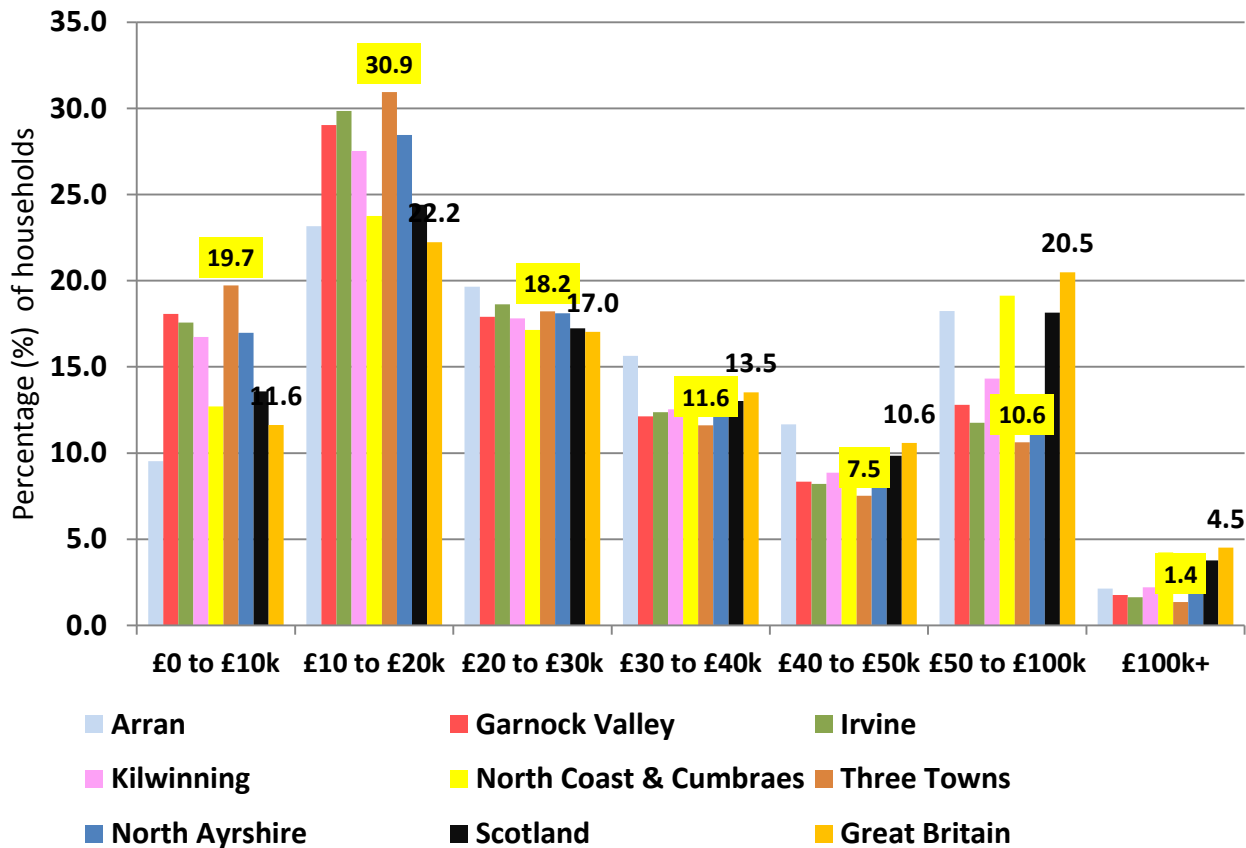
	Datazone	Total Households	Mean Income (£)	Median Income (£)	Rank
Highest	Saltcoats North West - 01	275	57,287	51,288	4
	Saltcoats North West - 02	178	51,031	45,415	10
	Saltcoats North West - 03	191	43,630	38,077	28
	Ardrossan North East - 05	334	43,019	37,926	30
Lowest	Ardrossan Central - 03	442	20,282	16,495	174
	Saltcoats Central - 02	317	19,770	16,250	177
	Ardrossan Central - 02	577	20,265	16,213	178
	Ardrossan North East - 04	384	18,092	14,771	184
	North Ayrshire	63,289	31,227	24,356	n/a
	NA (Highest)	195	65,198	58,841	1
	NA (Lowest)	496	15,691	13,134	186

Source: CACI Paycheck 2016

5.21 By contrast, one datazone falling in Ardrossan North East 04 has a median income of under £15K, falling well below the North Ayrshire median of £24,303. This is ranked 184th out of 186 datazones. With only one other Three Towns datazone (Ardrossan Central 02) ranked 178th, all remaining Three Towns datazones fall outside of the bottom quartile of 38 intermediate zone rankings.

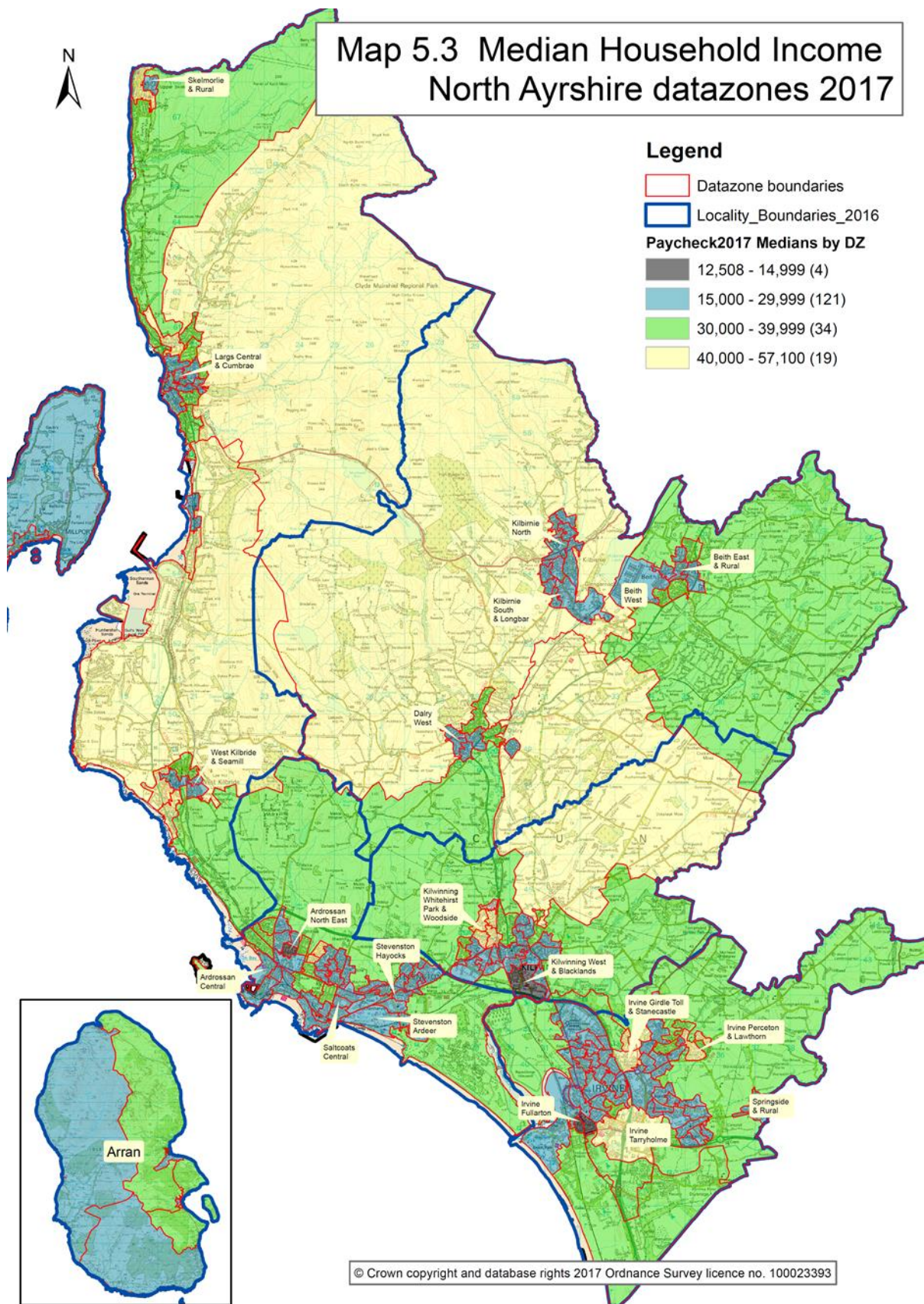
5.22 **Figure 5.4** below indicates the distribution of household incomes by £10K bandings from 2016 Paycheck data. The Three Towns locality (brown bars) indicates that just over 30% of households have incomes between £10K and £20, while 12% of households have incomes of £50K or more compared with a North Ayrshire rate of 15.5%.

Chart 5.4 Gross Household Income 2016
(% of households by Locality)



5.23 **Map 5.3** below indicates the distribution of household income by all North Ayrshire datazones. Just over two-thirds (126) of North Ayrshire's 186 datazones have a household income of less than £30K per annum. Two per cent of North Ayrshire households are estimated as having an income of between £12K and £15K per annum.

5.24 By comparison, over three-quarters, or 34 of the 44 datazones in the Three Towns locality have a median household income falling below £30K. Twenty datazones in the Three Towns have median household incomes of £20K or less per annum, while the lowest household incomes are concentrated in the Ardrossan and Saltcoats area.





6. Education

6. Education

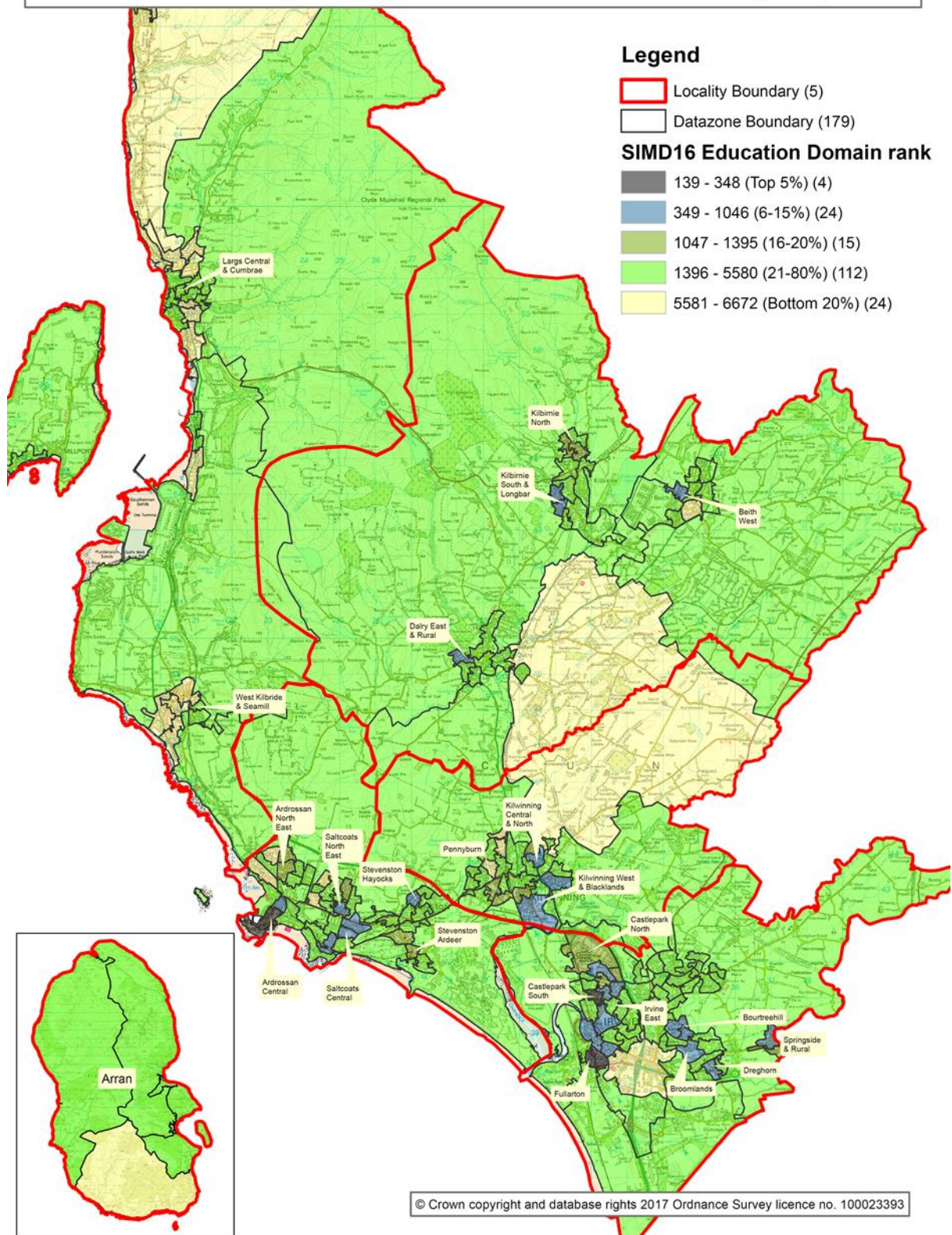
SIMD 2012 – Education, Skills & Training Domain

- 6.11 The Education, Skills & Training Index is a key domain within the SIMD 2016 sharing a similar weighting to Health of 14% in terms of the calculation of the overall SIMD scores for the 6,979 individual datazones in Scotland.
- 6.12 The Education domain is composed of a range of indicators including school pupil attendance, attainment of school leavers, working age people with no qualifications, 17 to 21 year olds enrolling into higher education, and people aged 16 to 19 not in full time education, employment or training.
- 6.13 The number of North Ayrshire's datazones falling in the 15% most educationally deprived in Scotland has fluctuated in recent releases of the SIMD. While the number increased significantly from xxx in SIMD 2006 to 38 in SIMD 2009, between SIMD 2009 and SIMD 2012 the number fell from 38 to 25. This was the largest percentage decrease of all local authorities across Scotland between 2009 and 2012 (from 21.2% to 14.0% of local datazones).
- 6.14 The most recent 2016 SIMD Education domain records 28 datazones out of 186 falling in the top 15% most educationally deprived datazones in Scotland. This is slightly more than for SIMD 2012 but can be partly accounted for by the expansion in the total number of North Ayrshire datazones to 186 from 179. Most of these top 15% North Ayrshire datazones fall in the Irvine (14) and Three Towns (7) localities, with Garnock Valley and Kilwinning recording four and three datazones respectively.
- 6.15 Seven out of 44 Three Towns datazones fell in the top 15% most deprived datazones of the SIMD Education Domain. Although approximately 16% of datazones, and matching the North Ayrshire rate (15.1%), this is the second highest proportion of datazones after Irvine locality.
- 6.16 **Map 6.1** below indicates how the Education rankings for the Three Towns locality in the SIMD 2016 is distributed across the area and in context with the other localities.

15%

28 out of 186 North Ayrshire datazones fell in the top 15% most educationally deprived datazones nationally

Map 6.1 SIMD 2016 (Education Domain) - North Ayrshire datazones falling in Top 15% most Educationally deprived





7. Identifying Local Need

7. Identifying local need

Scottish Index of Multiple Deprivation – 2016 Scores

51 out of 186

North Ayrshire datazones fell within the top 15% rankings of the most deprived areas in Scotland

7.1 The Scottish Index of Multiple Deprivation (SIMD) is the approved index used extensively by public sector agencies for identifying deprivation across small areas in Scotland. The fifth index was released in August 2016 and results indicated that 51 out of North Ayrshire's 186 datazones fell within the rankings of the most acutely deprived (top 15%) areas in Scotland.

18 / 44

Four out of ten of the Three Towns datazones fell within the top 15% rankings of the most multiply deprived areas in Scotland

7.2 Each datazone has an average population of 760 people, and the area is given an overall score which is then ranked among the 6,979 datazones across Scotland. The Three Towns locality has 44 datazones in total. The map below highlights that the Largs Central and Cumbrae (04) datazone now falls within the top 15% most multiply deprived rankings of the 2016 Scottish index.

7.3 In terms of change since the last SIMD 2012, **Table 7.1** below shows the number of Three Towns datazones in the top 15% has decreased from 19 to 18. This means the local share within the Three Towns has decreased from 46% percent to 41%.

Table 7.1 % Local Share of datazones falling in top 15% most multiply deprived by Locality

	SIMD 2012			SIMD 2016		
	Total datazones (2012)	Datazones in top 15% most multiply deprived	% local share of locality	Total datazones (2016)	Datazones in top 15% most multiply deprived	% local share of locality
Arran	7	0	0.0%	7	0	0.0%
Irvine	53	16	30.2%	55	19	34.5%
Kilwinning	21	5	23.8%	22	6	27.3%
Three Towns	41	19	46.3%	44	18	40.9%
Garnock Valley	27	6	22.2%	27	7	25.9%
North Coast	30	0	0.0%	31	1	3.2%
North Ayrshire	179	46	25.7%	186	51	27.4%

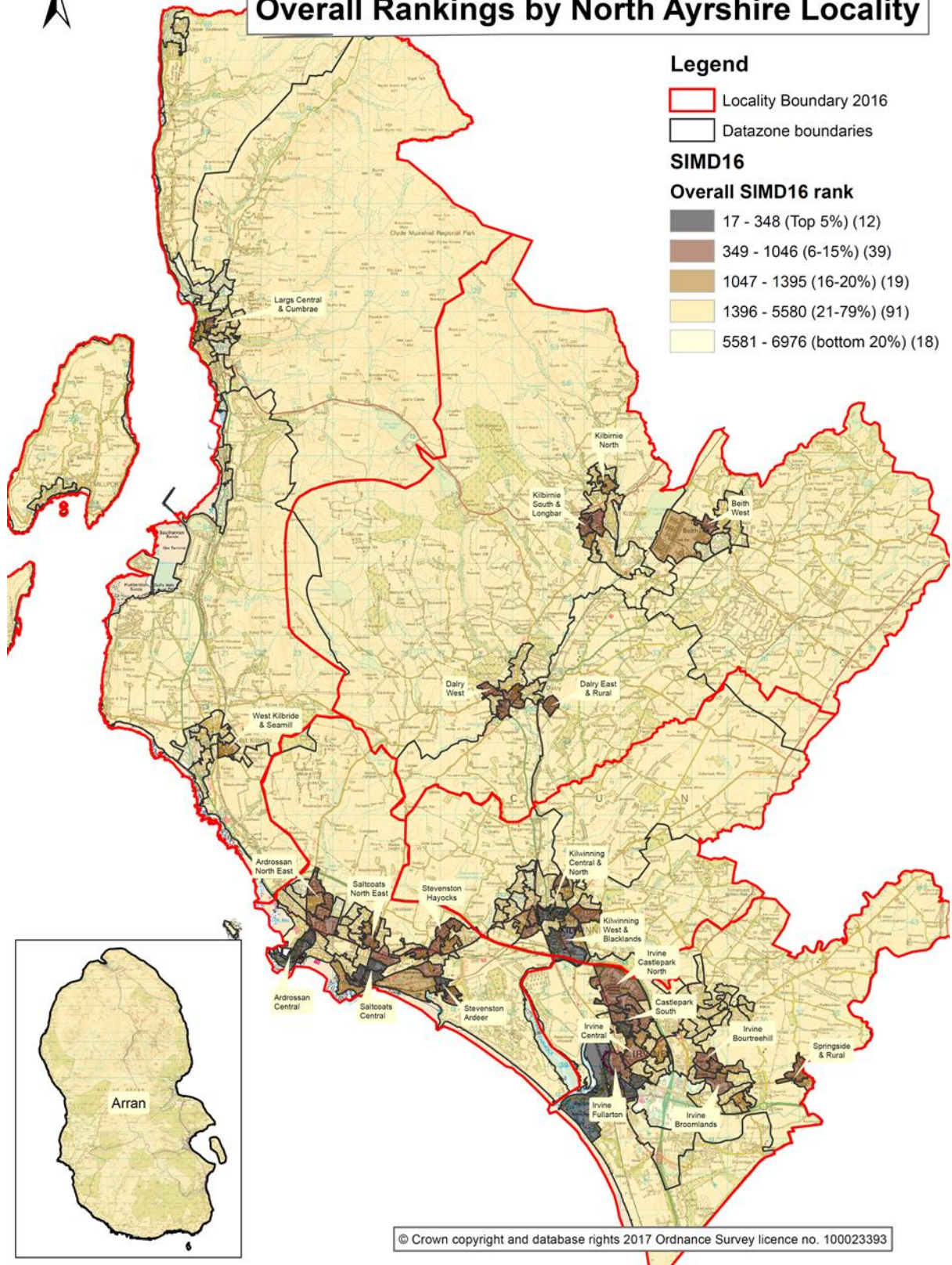
Top 5%

The Three Towns locality has six datazones falling in the top 5% most multiply deprived areas in Scotland

7.4 The SIMD is made up of seven individual domains including income, employment, health, education, housing, crime and access to services. Datazone boundaries were revised in 2015, which means that we cannot make precise comparisons between the SIMD 2016 and SIMD 2012. However, **Map 7.1** below illustrates the distribution of datazones across North Ayrshire falling in the respective bandings of the SIMD 2016.



Map 7.1 SIMD 2016 - Overall Rankings by North Ayrshire Locality



Geodemographics

Geo-demographics

combine demography, geography and sociology to understand characteristics and behaviours of consumer groups

- 7.9 The Community Planning Partnership aims to understand the characteristics and patterns of need across communities in order to improve the design and targeting of services to the optimum locations.
- 7.10 Geodemography is the combination of demographic, geographic and sociological evidence to understand the characteristics & behaviours of human groupings based on their location. As a social science, its core focus is built around the integrated dynamic of population movements, environmental factors, physical & economic resources (e.g. housing, schools, employment) and social attitudes within human settlements, to generate measures and classifications for predictive analysis.
- 7.11 Apart from academic applications, the modelling of probable characteristics and behaviours of people based on the pooled profile of all people living within a postcode or Census district, also provides insight for businesses, town planners and public policy makers.
- 7.12 One of the earliest geodemographic exercises to influence public policy was that undertaken by the Victorian social reformer Charles Booth in his multivariate classification of the 1891 UK Census data to create a social index and map of London's streets and districts. Much of his pioneering work helped to identify the real extent and geography of deprivation in late 19th Century London, and influence the introduction of free school meals and old age pensions in early 20th Century Britain.

Understanding need using ACORN groupings

- 7.13 While academic institutions (e.g. University of Leeds) continue to develop improved geodemographic databases to map UK postcodes and Census output areas, public & private sector organisations will deploy commercial datasets such as Experian or ACORN (CACI Ltd) to gain improved insight on their customer bases.
- 7.14 The move towards a more open data culture has helped to strengthen commercial datasets, as well as improved computational power and more accurate multiple algorithms (self-contained sequence of actions in data processing). Although in use commercially by UK organisations since the 1970s, the most recent version of CACI's ACORN was launched in March 2014 with notable improvements in methodology and sources.
- 7.15 As one of the most popular, modern day applications of geodemographics, the ACORN dataset classifies the UK population into demographic types. This classification segments households, postcodes and neighbourhoods into 6 categories, 18

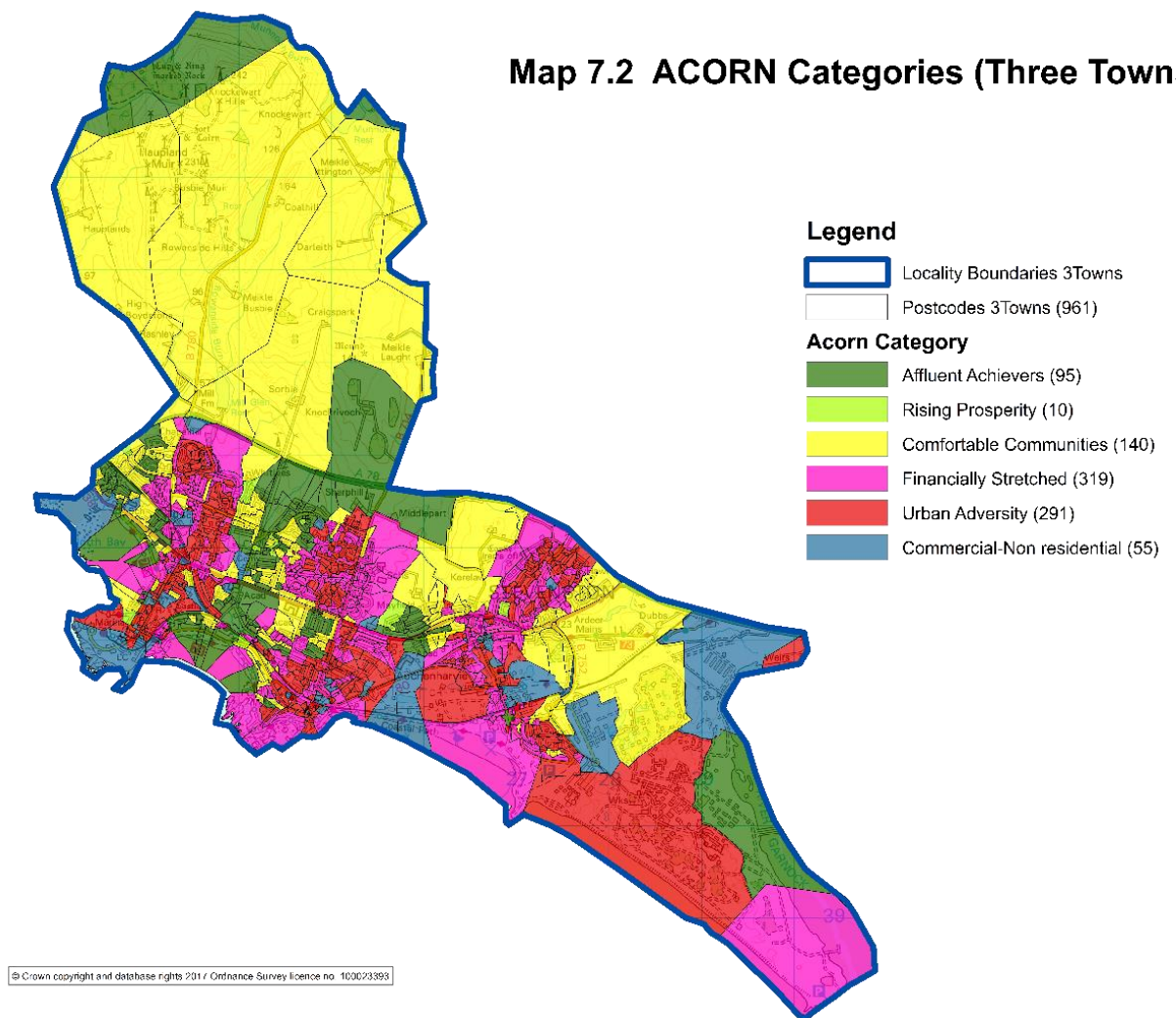
groups and 62 types, to enable users to understand the kind of people living in their area, buying their goods, or using their services

- 7.16 The dataset is built using a range of data sources including UK Census, Registers of Scotland, Land Registry (England & Wales), DWP Benefits data, Social Housing Lists, Private Rental data, Care Homes data, Housing in Multiple Occupation, Student accommodation, as well as other sources. Additional analyses of significant social factors and population behaviour provides precise information to generate a more robust understanding of the different types of people and communities across the UK.

ACORN groupings for the Three Towns

- 7.17 **Map 7.2** below illustrates the distribution of the five main category household types by postcode across the Three Towns locality. A strong concentration of lower income households (Urban Adversity category) is evident around central corridors running from Ardrossan Central to Ardrossan North East, Saltcoats Central to Saltcoats North East, and Stevenston Ardeer to Hayocks.
- 7.18 More affluent and comfortable postcodes are concentrated to the north west intermediate zones such as Ardrossan North West and Saltcoats North West having a larger proportion of households with higher incomes.

Map 7.2 ACORN Categories (Three Towns)





8. Housing

8. Housing

Local Housing market

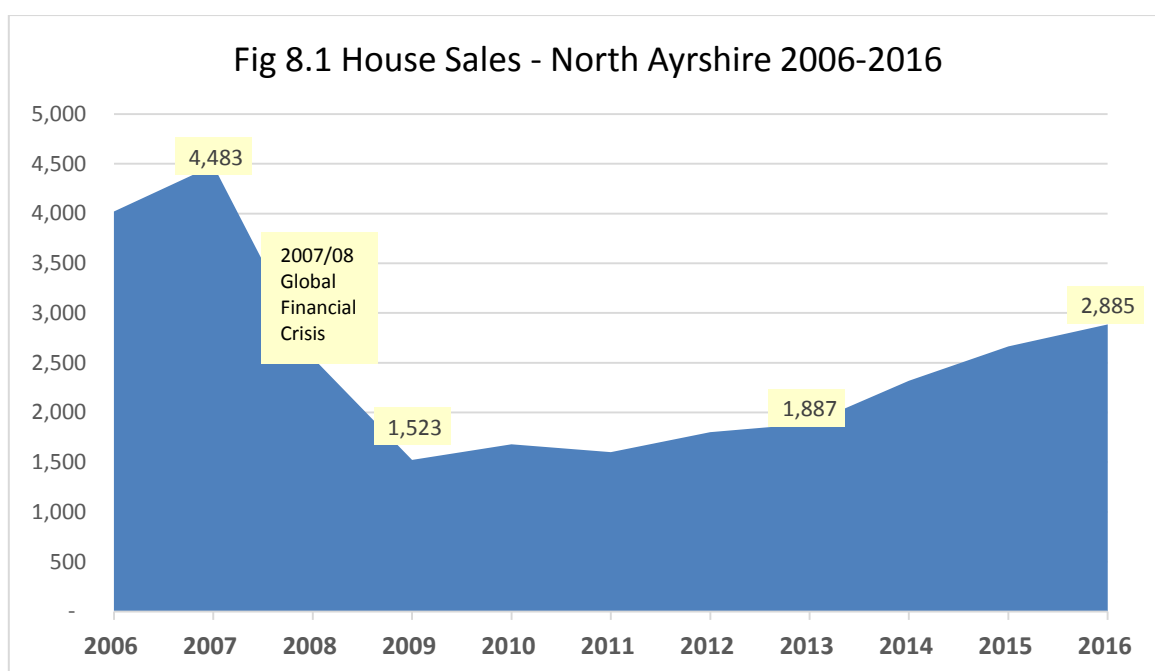
- 8.1 In 2015 the Commission on Housing & Wellbeing published its findings into the role and conditions of the Scottish housing market. The report builds a framework for wellbeing which puts good quality housing in quality environments as central to communities, along with good standards of income, employment, health, education, neighbourhood and engagement. Among the 47 recommendations are a number of themes which reinforce the importance of safe, affordable and accessible housing for all to create viable settlements and sustain local economies for Scotland's people.
- 8.2 North Ayrshire Council facilitates the growth of a quality local housing market via a number of strategies and development policies. The Local Development Plan sets out a ten year vision for growth, identifying an adequate supply of land for delivering new homes across all tenures. The Plan recognises that good quality housing is key to the local economy in attracting and retaining skilled labour, supporting employment, investment and the regeneration of neighbourhoods.
- 8.3 The most recent Housing Need & Demand Assessment found that, given past average completion rates, there has been a balance between the demand and supply of market housing. The report projects a newly arising demand rate of approximately 240 units per annum. This concludes no shortfall in market housing for both the future demands of the existing population as well as demand arising from in migration. By contrast, with the exception of the Garnock Valley, a surplus of market housing is anticipated within the next 15 years.
- 8.4 The Local Housing Strategy aims to ensure that new and existing housing stock has the capability to meet the needs of future generations. This includes all tenure types, in order to ensure that housing needs are met as widely as possible. As a social landlord, North Ayrshire Council maintains good quality housing with well over 98% of its stock meeting the Scottish Housing Quality Standard, while encouraging private sector landlords to meet minimum standards within the private rented market.

Housing Need & Demand

Assessment projects
a newly arising
demand rate of
approximately 240
units per annum

House Sales across North Ayrshire

- 8.5 House sales in North Ayrshire increased steadily each year from 2001 until their peak of over 5,000 in 2007 when the economic downturn impacted on both transactions and prices. By 2009, sales in North Ayrshire had fallen by over 61% to well under 2,000 sales per annum. Since 2011, house sales have recovered (see Figure 8.1 below), although relatively slowly from 1,523 in 2009 to 2,885 transactions by 2016. However it is not anticipated that the housing market will return to the peak sales of 2007 in the short to medium term.



House Sales across the localities

£90,000

Median house price in North Ayrshire in 2016

- 8.6 In 2016 the median house price in North Ayrshire was £90,000 compared with £72,750 in the Three Towns. Median house prices provide a more accurate picture of local sales prices than averages as they remove exceptional values at either end of the spectrum.

£72,750

Median house price in the Three Towns compared with £90K for North Ayrshire

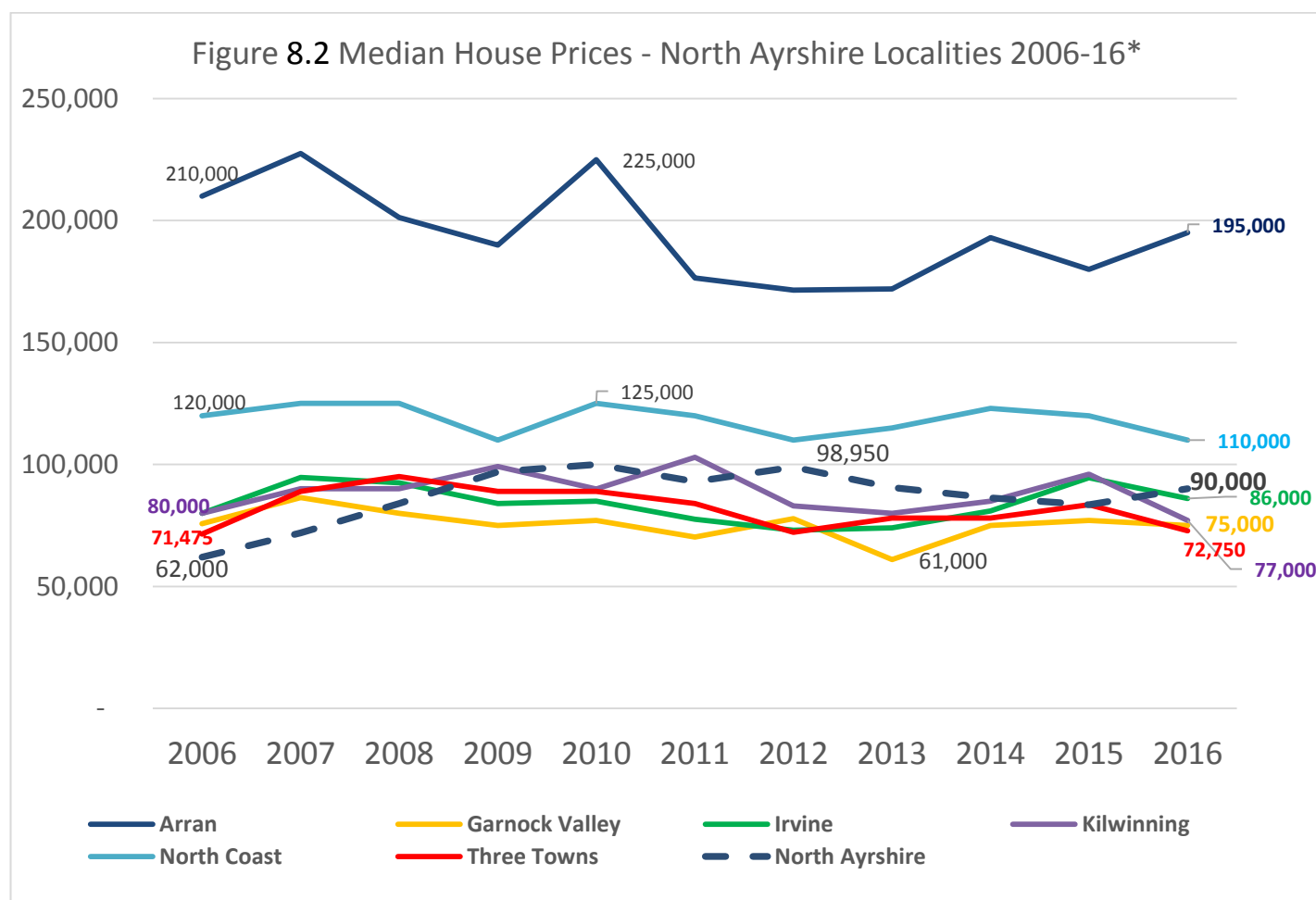
- 8.7 **Table 8.1** below demonstrates how house prices have fluctuated in the last five years significantly by localities. While the median value for North Ayrshire reached a peak of just under £100K in 2010 and again in 2012, prices began to fall again in 2013 reaching below a median of £84K by 2015. However, Register of Sasines entries for 2016 indicate the North Ayrshire market is beginning to recover again with a median price of £90K.

Table 8.1 Median House Prices - North Ayrshire Localities 2012-16*

	2010	2011	2012	2013	2014	2015	2016
Arran	225,000	176,500	171,500	172,000	193,000	180,000	195,000
Garnock Valley	77,000	70,260	77,800	61,000	75,000	77,000	75,000
Irvine	85,000	77,500	73,000	74,000	81,000	94,500	86,000
Kilwinning	89,995	103,000	83,056	80,000	85,000	95,998	77,000
North Coast	125,000	120,000	110,000	115,000	123,000	120,000	110,000
Three Towns	89,000	84,000	72,250	78,000	78,000	83,500	72,750
North Ayrshire	99,995	93,000	98,950	90,500	86,250	83,500	90,000

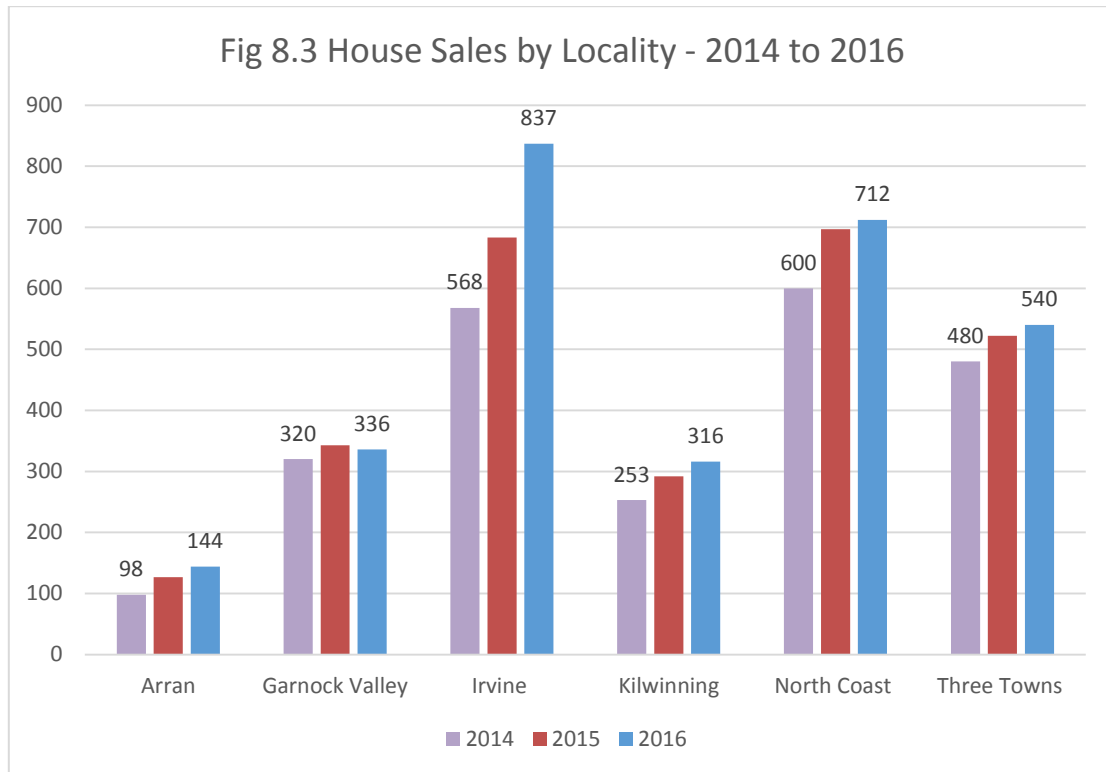
*Excludes all transactions <£20K & >£1M

8.8 **Figure 8.2** below highlights the fluctuations in the housing market across the six localities over the last ten years. The black dotted line represents the movement of the whole North Ayrshire housing market, rising steadily since 2006 to peaks in 2010 and 2012. Both Arran and the North Coast have sustained the highest median values, with Arran peaking in 2010 (£225K), and the Three Towns locality by contrast falling to below £73K in 2016.

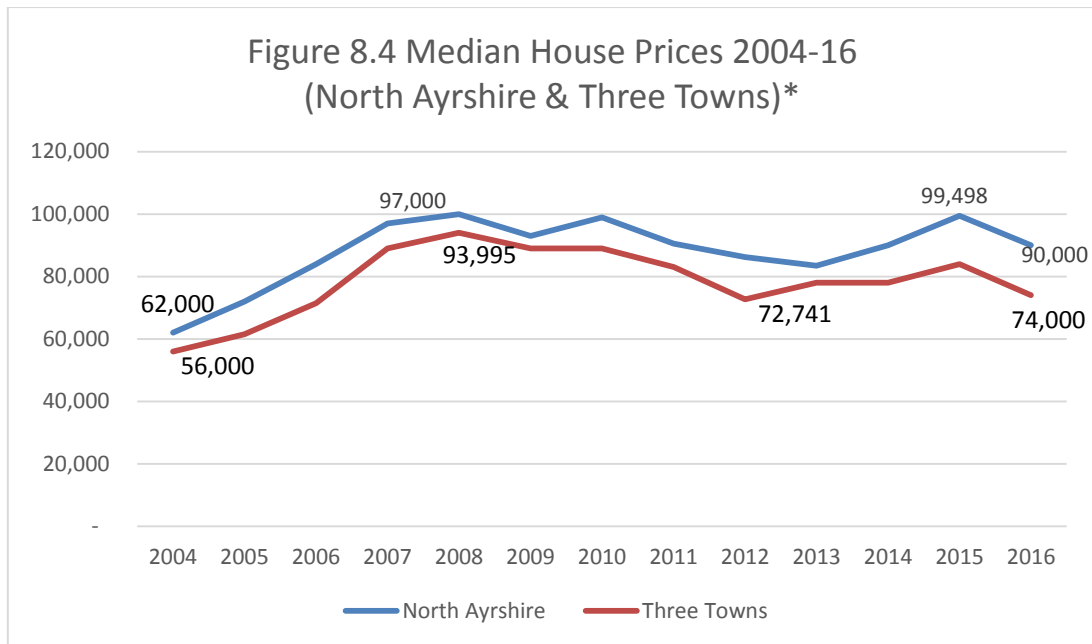


House Sales in the Three Towns Locality

- 8.9 **Figure 8.3** below illustrates the volume of recent house sales by locality. Overall sales have been recovering in the Three Towns since 2014 with well over 500 transactions by 2016, the third highest volume of all localities behind Irvine and the North Coast.



- 8.10 Median house prices have also fluctuated since 2010 in the Three Towns locality with values reaching a peak of £89K in 2010 and falling to a low of £72,250 in 2012. **Figure 8.4** below however illustrates an overall fall towards the 2012 low over a longer 4 year period. The 2016 Three Towns median of £72,750 represents another five year low, which is the lowest price of all localities and 19% lower than the North Ayrshire median price for 2016.



Affordability

- 8.11 The term ‘Affordability’ is commonly used in the context of home ownership or more widely to include the affordability of rental values in social housing and the private rented housing market. Affordability captures the relationship between different measures of housing availability and the financial capacity of a household (single person or family) to afford an average priced house or rental value in the area of their choice.
- 8.12 Average house prices indices are useful comparisons across housing market areas but on their own do not take into account local average earnings. Factoring in household incomes provides a more accurate picture of how much people can afford to pay to buy or rent their own home in an area.
- 8.13 There are few official definitions of what constitutes affordable housing, but recent Scottish Planning Policy guidance describes affordable housing as:
- “...Housing of a reasonable quality that is affordable to people on modest incomes...”*
- 8.14 More specifically, in terms of a household’s financial capacity the Development Trusts Association Scotland describes housing affordability as:
- “...Housing which someone living and working in the community can afford to buy, or housing for rent available at a monthly rent which can be afforded by someone on a local wage.”*

- 8.15 Average local housing prices are based on private housing sales transactions recorded in the national House Price Index (HPI) each quarter by Registers of Scotland in parallel with the monthly UK HPI. While the HPI excludes values of below £20K and above £1m at either end of the sales spectrum to avoid distortion, a more effective measure is to look at median (or exact middle) values to determine affordability.
- 8.16 The Office of National statistics measures the ratio of median house prices to median annual salary to index affordability in the owner occupied sector. By taking the median house price values from their House Price Statistics for Small Areas and dividing them by median total gross annual salary from the (ASHE), an index of affordability ratios can be generated for local authority areas.

Affordability Ratios in North Ayrshire

- 8.17 For the purposes of generating ratios for North Ayrshire localities, the CACI Paycheck dataset provides a similar index of household income which can be used as a denominator against the numerator of median house price as published in the Register of Sasines.
- 8.18 Table 8.2 below shows affordability ratios across the six localities. The table shows that the Three Towns locality had the third lowest ratio of house prices to median household income, where house prices are 3.34 times greater than median household income.

Table 8.2 Affordability Ratios by Locality (2016 medians)

	Median House Price 2016	Median household Income	Affordability Ratio
Arran	195,000	31,254	6.24
Garnock Valley	75,000	23,340	3.21
Irvine	86,000	23,171	3.71
Kilwinning	77,000	24,708	3.12
North Coast	110,000	30,048	3.66
Three Towns	72,750	21,806	3.34
North Ayrshire	90,000	24,356	3.70

Source: Registers of Sasines 2016

Affordability Ratios in Three Towns neighbourhoods

- 8.19 The Three Towns locality is made up of 44 datazones (geographic areas of approximately 800 resident population). **Table 8.3** below details housing affordability by the four highest and four lowest datazones in terms of median household incomes ranked from the CACI Paycheck dataset.
- 8.20 The table indicates low ratios for the four highest datazones ranging from 1.60 in Saltcoats North West (02), to 1.92 in Ardrossan North East (05). With less than 300 households and a median household income of approximately £51,000, the Saltcoats North West (01) datazone records a ratio 2.6 times less than the North Ayrshire ratio.
- 8.21 By contrast, the affordability ratio in the Ardrossan North East (04) datazone at 4.93 is 1.3 times the North Ayrshire rate. Finally the two Ardrossan Central datazones (02/03) and the Saltcoats Central (02) datazone, all have median household incomes well under £17K per annum. Collectively these are the highest affordability ratios in the Three Towns – between and 1.2 and 1.3 times greater than the North Ayrshire ratio.

Table 8.3 Affordability by highest / lowest datazones - Three Towns 2016

	Datzone	Total Households	Median Household Income 2016 (£)	Median House Price 2016	Affordability Ratio
Highest	Saltcoats North West - 01	275	51,288	72,750	1.42
	Saltcoats North West - 02	178	45,415	72,750	1.60
	Saltcoats North West - 03	191	38,077	72,750	1.91
	Ardrossan North East - 05	334	37,926	72,750	1.92
Lowest	Ardrossan Central - 03	442	16,495	72,750	4.41
	Saltcoats Central - 02	317	16,250	72,750	4.48
	Ardrossan Central - 02	577	16,213	72,750	4.49
	Ardrossan North East - 04	384	14,771	72,750	4.93
	North Ayrshire	63,289	24,356	90,000	3.70
	NA (Highest)	195	58,841	90,000	1.53
	NA (Lowest)	496	13,134	90,000	6.58



9. Community Safety

9. Community Safety

Crime by Type

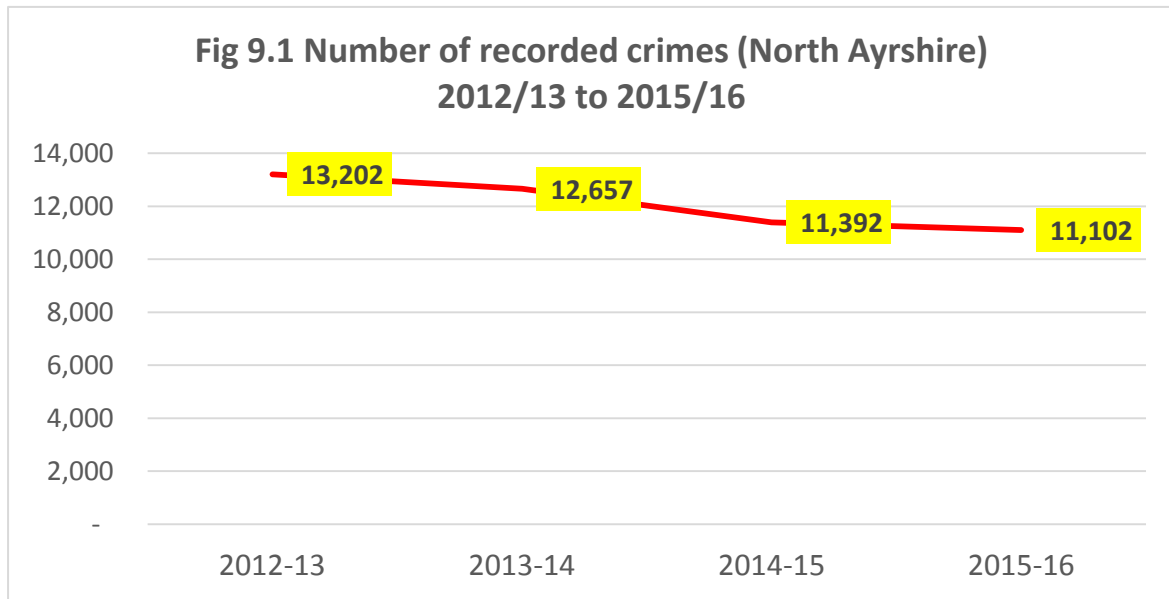
- 9.1 Crime in Scotland is at its lowest level in 40 years. Between 2014/15 and 2015/16 the number of recorded crimes Scotland decreased by 4% from 256,350 to 246,243 - the lowest level of recorded crime since 1974. The most recent statistics indicate that between 2014-15 and 2015-16, recorded crime in North Ayrshire fell by -6%. This compares with a fall of -4% in South Ayrshire -2% in East Ayrshire and -4% across Scotland¹¹
- 9.2 According to the most recent Scottish Crime and Justice Survey (SCJS), the overall risk of being a victim of crime in Scotland has fallen by approximately 6% since 2008/09¹². The survey also highlights that almost three quarters of all crime was property based (73%) with vandalism, personal and household theft making up the majority of reported crimes. Violent crime accounted for the remaining 27%, with minor assault the most reported type.
- 9.3 Certain resident groups are more likely to experience crime than others such as young people aged 16 to 24 years (20.4%) and those living in areas of higher deprivation (21.2%). The SCJS survey highlights that a high proportion of crime is concentrated – with property and violent offences experienced by a relatively small number of people. In 2014/15, 4.4% of adults were estimated to have experienced 58% of all crime.
- 9.4 Nonetheless, the 2016 Ayrshire Policing Survey revealed that public satisfaction in policing across Ayrshire is relatively high with 62.5% satisfied with Police Scotland responses. Within the North Ayrshire area, dedicated Locality Policing Teams work closely with partners to keep people safe and minimise concerns on crime and disorder within communities.

Crime across North Ayrshire

- 9.5 Data Police Scotland allows us to aggregate the total number of crimes to each locality by type. There were just over 11,100 recorded crimes committed in North Ayrshire for the year to March 2016. **Figure 9.1** below illustrates that this represents a fall of 2.5% on the previous year and a fall of 16% since 2012/13.
- 9.6 There are seven main categories of crime types which include assault, indecency, housebreaking, property damage, road traffic offences, theft and crimes of dishonesty. In 2015/16, crimes of dishonesty and miscellaneous offences accounted for over half of the total recorded crime (51.2%)

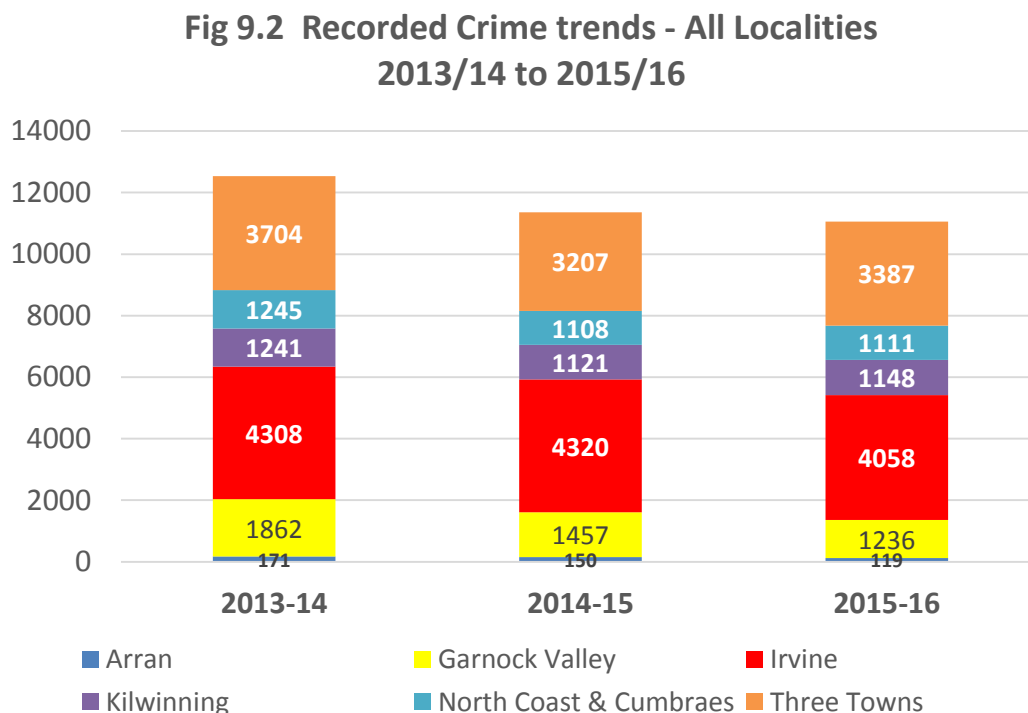
¹¹ Source: Recorded Crime in Scotland 2015-16

¹² Source: Scottish Crime & Justice Survey 2014/15. Based on 11,500 face-to-face interviews with adults (aged 16 or over) living in private households in Scotland.



9.7 While overall crime is falling across North Ayrshire, this is does not apply uniformly across the six localities. **Figure 9.2** below shows the proportion of recorded crime for the last three years falling in the three localities of Arran, Irvine and the Garnock Valley since 2013/14.

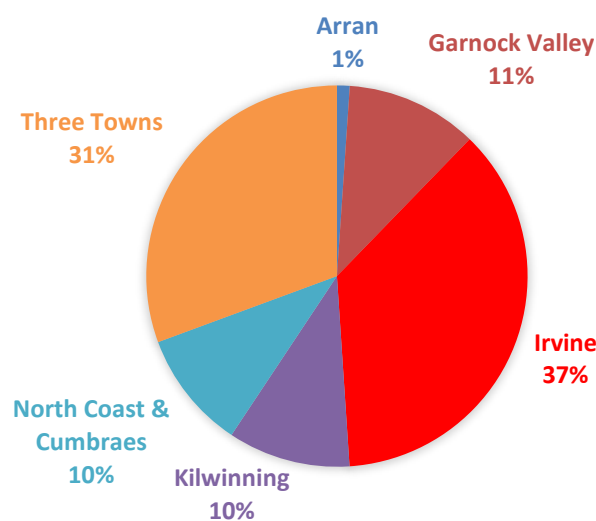
9.8 Between 2014/15 and 2015/16 total crime in the Three Towns, North Coast and Kilwinning localities increased within the overall North Ayrshire total. Nonetheless, these were marginal increases of 5.6%, 2.4% and 0.3% respectively and the overall trend is expected to continue to fall.



Community Safety in the Three Towns

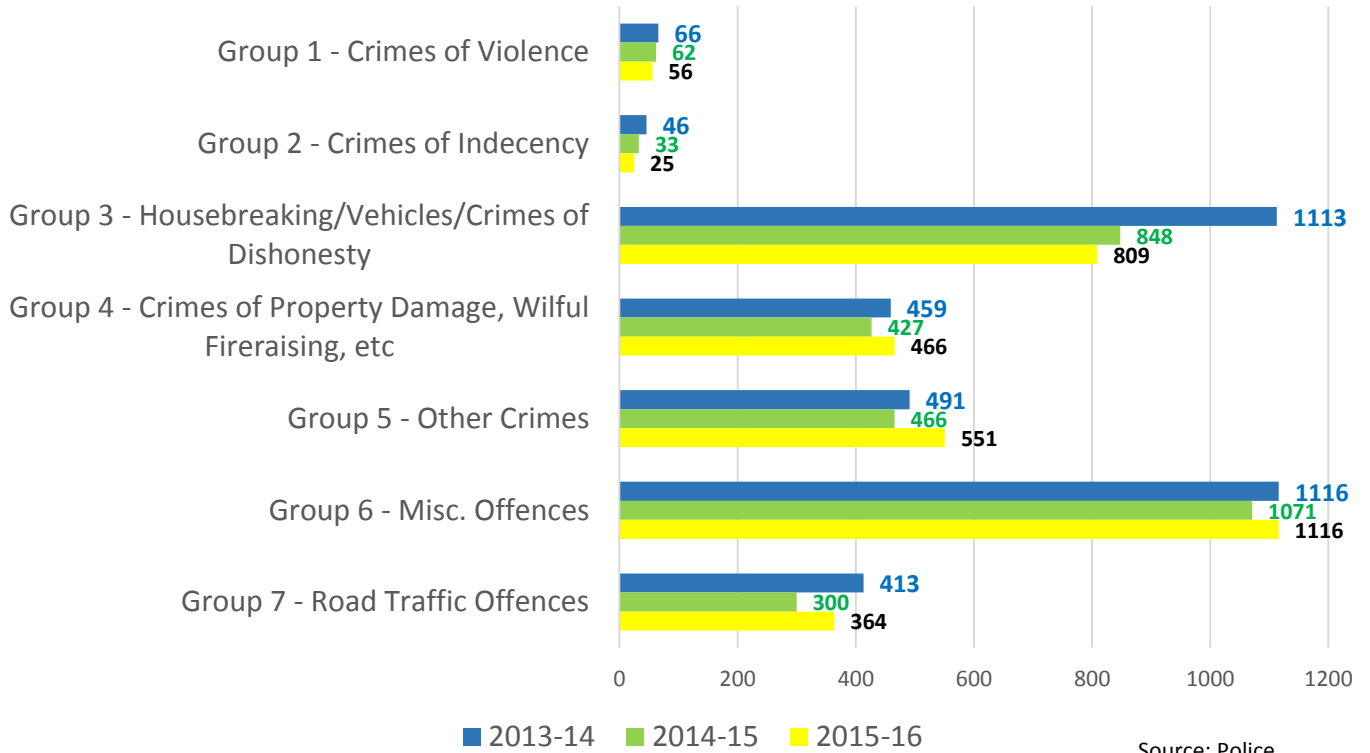
- 9.9 **Figure 9.3** below shows the distribution of recorded crime for 2015/16 across all six localities. Irvine and the Three Towns localities accounted for almost seven out of every ten incidences (68%). The share of overall crime in the North Coast, Kilwinning and the Garnock Valley was approximately 10%, with Arran accounting for 1%.

FIG 9.3 RECORDED CRIME BY LOCALITY (2015/16)



- 9.10 **Figure 9.4** details that within the Three Towns locality, the most common types of crime over the last three reporting years has been miscellaneous offences followed by housebreaking, vehicle crime and crimes of dishonesty. Miscellaneous offence categories accounted for approximately a third of all crime (33%) in 2015/16, followed by housebreaking and crimes of dishonesty offences (24%).

Three Towns - Crime Trends by Type of Offence (2013/14 to 2015/16)

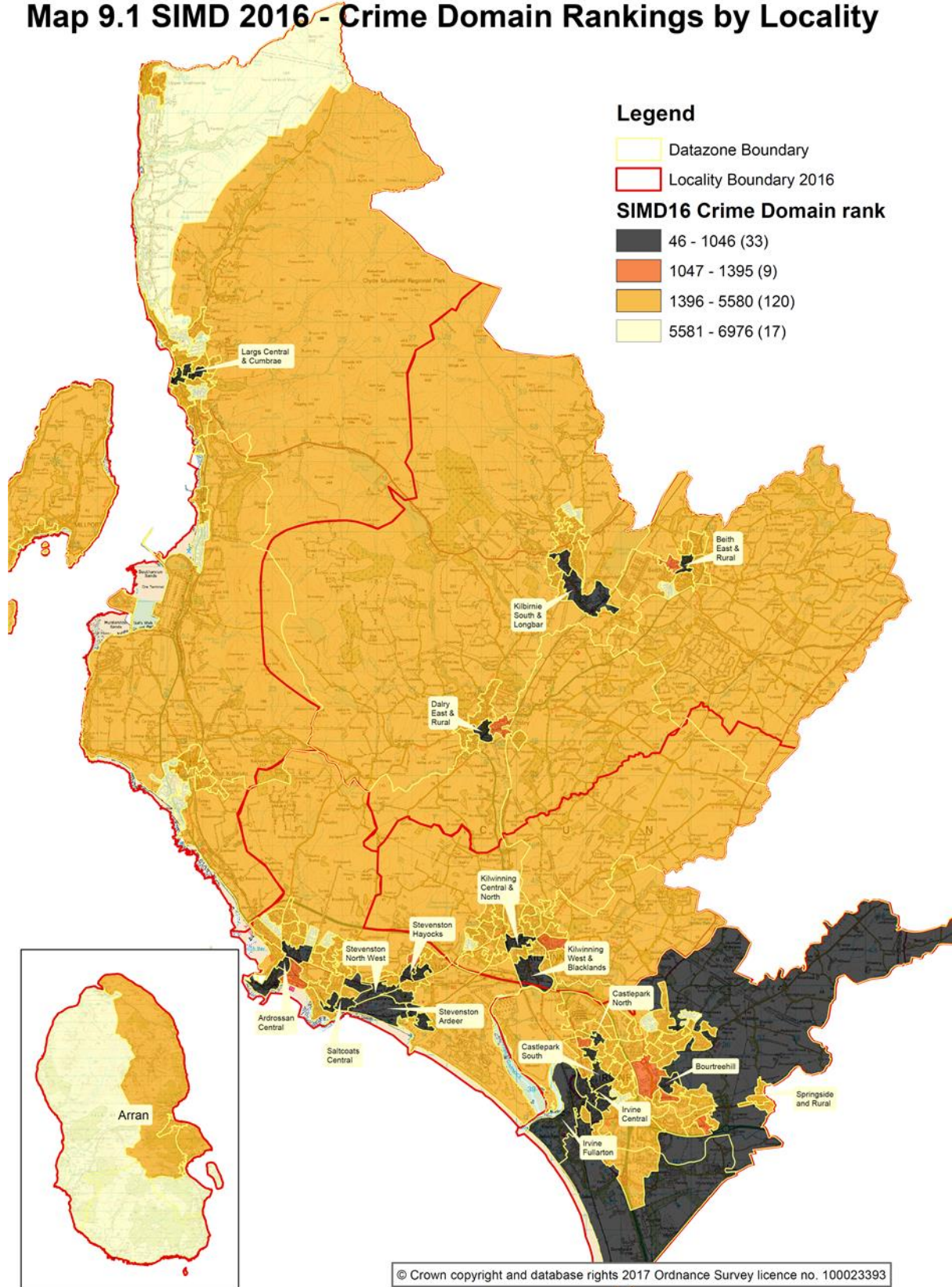


SIMD Crime Domain

- 9.11 The SIMD 2016 Crime Domain is constructed from a count of selected recorded crimes called 'SIMD crimes', which are then divided by the 2014 population estimate. The domain was first introduced as an index in the 2006 SIMD and scoring was continued through the 2009 and 2012 SIMDs. It is shown as a rate of SIMD crimes per 10,000 population rather than a percentage of the population. However it carries a much smaller weighting (5%) compared with the Income or Employment domains (28%) in the calculation of overall scores.
- 9.12 Nonetheless it can be used as a comparator index for gauging general crime levels across datazones. The index measures all recorded crimes of violence, sexual offences, domestic housebreaking, vandalism, drugs offences and common assault.
- 9.13 The results for the North Ayrshire SIMD 2016 Crime Domain indicates a fall in the number of datazones falling in the top 15% most crime deprived rankings from 38 out of 179 in 2012 to 33 out of 186 in the 2016 SIMD. This is a fall in the North Ayrshire local share from 21.2% to 17.7%.
- 9.14 The Three Towns had 13 datazones falling in the top 15% most crime deprived of the SIMD 2016 Crime domain. The number of datazones falling in the top 15% most deprived of the SIMD 2012 Crime domain was eighteen. This represents a significant fall from 44% to 29% of Three Towns datazones (the local share) experiencing crime related deprivation.

Map 9.1 below illustrates the distribution of datazones across the Three Towns locality within the North Ayrshire context.

Map 9.1 SIMD 2016 - Crime Domain Rankings by Locality





10. Conclusion

Conclusion

The Three Towns locality has a relatively stable population, good examples of community cohesion, and one of the lowest dependency ratios in North Ayrshire. Nonetheless there are clear priorities and challenges for the public sector across the locality, set mostly against a background of persistently higher rates of adult and youth unemployment. Lower educational attainment rates and some of the lowest household incomes also compound the challenge for communities resulting in the highest concentration of North Ayrshire's datazones falling in the top 15% most multiply deprived neighbourhoods in Scotland.

While this recent profile indicates a net surplus of challenges over strengths across a selected range of socio-economic indicators, it does not reflect the ongoing work of a range of agencies to improve opportunities, life expectancy and general quality of life in the locality. This includes North Ayrshire's first Employability Hub, opened in Stevenston in 2015, the £3.8 million refurbishment of Saltcoats Town Hall, the new South Beach Medical Centre at Ardrossan Harbour, affordable housing developments in Ardrossan, new office accommodation in Ardrossan and Stevenston, and the upgrading of Countess Street in Saltcoats to stimulate the local economy. Existing facilities, including the Auchenharvie Leisure Centre, adjacent golf club and local walking groups have also provided opportunities for residents to keep fit and stay active for improved health.

List of Sources

Household ACORN (CACI Ltd)

National Records of Scotland (NRS)

NOMIS (National Online Manpower Information System)

Paycheck (CACI Ltd)

Register of Sasines (NRS) 2017

Scottish Index of Multiple Deprivation

Scottish Public Health Observatory (ScotPHO)

