



North Ayrshire  
Community Planning Partnership

# Locality Profile

## Arran

**September 2017**

(Map Version 1.2)

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# Locality Profile

## Arran

(Map version 1.2)

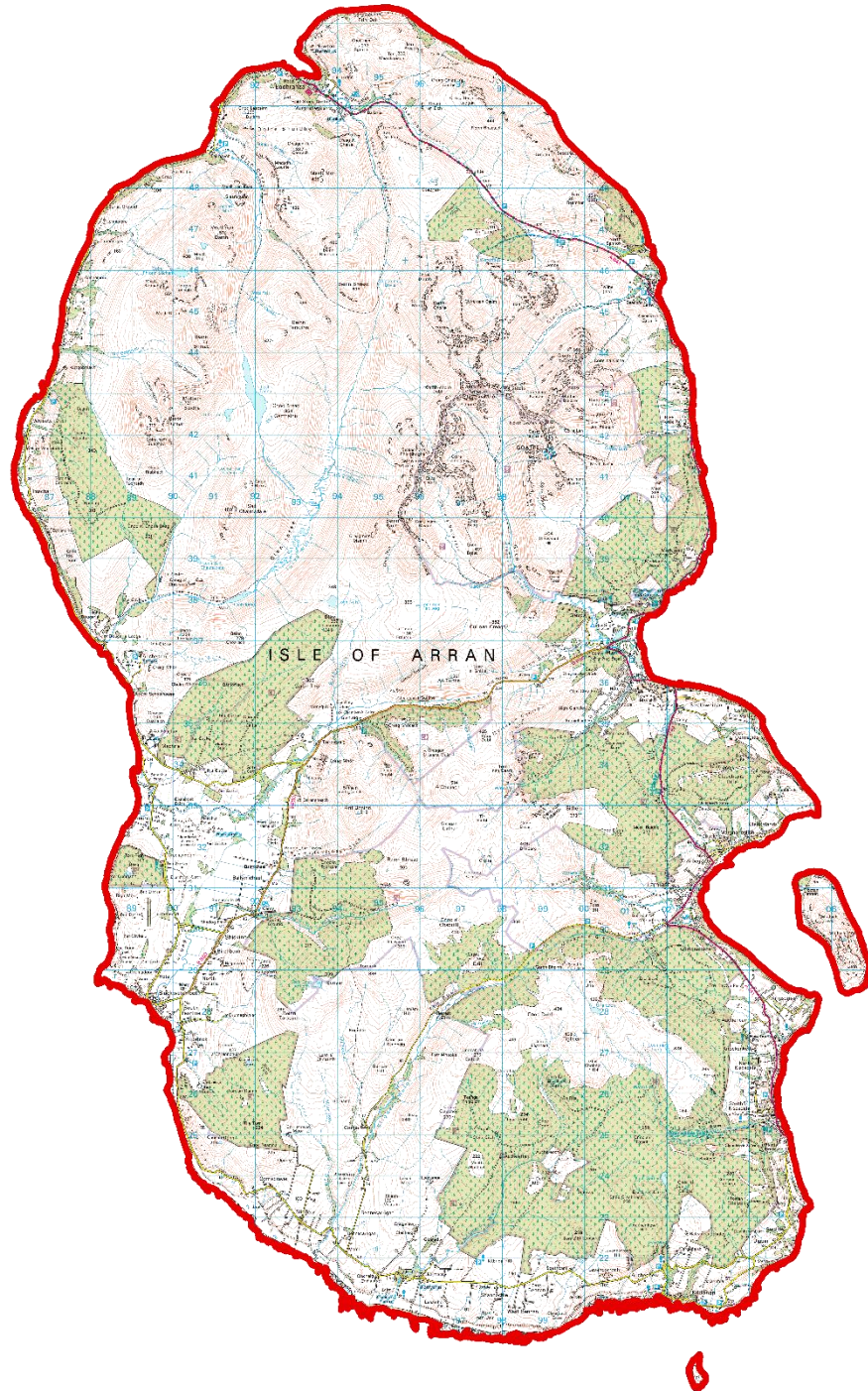
September 2017



# Contents

	<b>Page</b>
Infographic Summary / Executive Summary / Key Strengths & Challenges / Comparative Tables	
<b>1. Introduction</b>	
Locality Planning in North Ayrshire	1
Purpose of the Profile	1
Arran locality	1
<b>2. Local resident priorities</b>	
Results from the People's Panel	4
Feedback from the locality workshops	5
<b>3. Population in the Arran locality</b>	
Overall population estimates	8
Younger population in the Arran locality	9
Older population in the Arran locality	11
Projecting the population for the Arran locality	13
How the local population will look in 2026	14
Dependency ratio	15
<b>4. General Health &amp; Life expectancy</b>	
General health indicators	18
Life expectancy	18
Male life expectancy – most improved areas	20
Female life expectancy – most improved areas	22
SIMD Health Domain	24
<b>5. Economic Activity</b>	
Unemployment & Youth Unemployment	27
Unemployment in the Arran locality	28
Youth Unemployment	32
Household Income	35
<b>6. Education</b>	
SIMD 2016 – Education, Skills & Training domain	41

	<b>Page</b>
7. Identifying Local Need	
Scottish Index of Multiple Deprivation – 2016 Scores	45
Geodemographics	47
Understanding need using ACORN groupings	47
ACORN groupings for the Arran locality	48
8. Housing	
Local Housing market	52
House Sales across North Ayrshire	53
House sales across the localities	53
Arran locality house sales	55
Affordability	57
Affordability ratios in North Ayrshire	58
Affordability ratios in Arran neighbourhoods	59
9. Community Safety	
Crime by type	62
Crime across North Ayrshire	62
Community safety in the Arran locality	64
SIMD Crime Domain	66
10. Conclusion	69
List of Sources	





North Ayrshire  
Community Planning Partnership

## Arran

# 4,562

estimated population of Arran in 2016 – 3.4% of the total North Ayrshire population



Over 65s currently make up one third of the local population - the highest rate of all six localities. By 2026 this will rise to one half of Arran's population



# Over 65s

# WORKING AGE



Residents aged 16-64 yrs are projected to fall by almost half by 2026 to less than 4 in 10 of the local population

# 81 years

## MALE LIFE EXPECTANCY

Arran has the highest median male life expectancy of all six localities



The Arran unemployment claimant count as of March 2017 was 1% - the lowest of all 38 intermediate zones in North Ayrshire

# 1%

# 87%

Estimated gross household income (£31K) is above the North Ayrshire median (£24K) in almost nine out of ten Arran postcodes (87%)



# 26 per 1,000



Arran had the lowest crime rate in 2015/16 at 26 incidents per 1,000 population. This compares with a rate of 82 per 1,000 across North Ayrshire

# ACCESS TO SERVICES

Approximately 44% of Arran's population live in datazones that are in the top 15% most Access deprived in Scotland<sup>1</sup>



# £195,000



The 2016 median house price on Arran was 6.2 times the median household income in the locality

<sup>1</sup> 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***

Arran's unique natural beauty and accessibility continue to make it one of the most popular tourism destinations on the west coast of Scotland, with a distinctive island heritage dating as far back as 6th Century Scotland. As well as higher life expectancy, low unemployment and much lower rates of crime, the locality also offers good schools, active community groups, local festivals, Visitor Centres, a local distillery, and award winning produce. This quality of life was reflected in recent community workshops where residents selected 'Support for Young People' as the top priority above 'Community Safety' which was most popular in the mainland localities.

The resident population of approximately 4,500 has an older age profile, with just under a third aged 65 years and over, the highest proportion of all localities. The proportion of residents aged under 18yrs is the lowest of all localities at less than 15%, and for every ten workers there are over eight residents not economically active. Population projections indicate a significant fall in the working age population (18-64yrs) by almost half by the year 2026. Residents aged 65yrs and over will make up one half of the island's population by 2026.

A recent survey indicated a majority of Arran residents saying that their health was "Good" or "Very Good", while both males and females can expect to live to over 80 and 83 years respectively - amongst the highest averages in North Ayrshire. SIMD health rankings have

remained stable since 2012, while smoking rates at 12% are lower than the North Ayrshire rate of 15%.

Since 2004, Arran's datazones have fallen well outside of the top 15% most multiply deprived of all five Scottish Indices of Multiple Deprivation. While median household incomes do not reach the higher bandings within the North Coast locality, at over £31K they remain well above the North Ayrshire median of approximately £25K. The ACORN geodemographic dataset does identify rural poverty in postcodes where households are 'financially stretched'. Nonetheless, of the 183 Arran postcodes, almost a third are categorised as 'Affluent Achievers' (56), 41% are categorised as 'Comfortable Communities' (76), and no postcodes fall in the lowest category of 'Urban Disadvantage'.

This strong economic advantage is further reflected in Arran's adult and youth unemployment rates, which have been consistently the lowest across all North Ayrshire neighbourhoods. The March 2017 unemployment rate for North Ayrshire was 4.1% for all adults compared with 1.0% for Arran, while the youth unemployment rate was 1.3% compared with 5.5% for North Ayrshire.

Property prices on Arran are more than double the North Ayrshire median price of £90K, keeping housing affordability as an ongoing issue in Arran. With the 2016 median house price of £195K more than six times the local median household income, access to affordable housing for young families and the working households presents a challenge.

### ***Assessing strengths and challenges overall***

On balance, Arran enjoys a net surplus of strengths over challenges across the selected range of socio-economic indicators assessed in the profile. This recent survey of findings confirms Arran's uniqueness as a locality, not just in terms of its island geography, but also its demography, economy and general quality of life for its residents.

Although a much older age profile, Arran has relatively high life expectancy with the highest male life expectancy of all six localities. A higher proportion of residents describe their health as 'very good', while the island enjoys some of the lowest smoking rates across North Ayrshire.

Among the key longer term challenges over the next 10 years will be how the economy responds to the estimated decline in projected working age population. Together with some of the highest housing affordability ratios and dependency ratios in Scotland this presents challenges for both current and future employers in the locality.

Nonetheless, Arran enjoys a strong base of community groups, events and activities, while crime rates have consistently been the lowest of all localities. As a mostly rural local economy, tourism is an important sector providing a range of seasonal employment, while unemployment claimant rates have been consistently the lowest of all localities over recent years. Recent successes, including the Scottish Government Transportation Review maintaining the Ardrossan to Brodick ferry crossing, the introduction of the Road Equivalent Tariff, and the current regeneration of Brodick Harbour and Terminal all contribute to sustaining and reinforcing this vital sector for the island.

## Arran Locality

Key Strengths	Key Challenges
<p><b>Highest male life expectancy</b></p> <p>Arran has the highest median male life expectancy of all six localities. At just under 81 years it is 4.3 years above the national average for males and compares with a North Ayrshire life expectancy average of 76.5 years</p> <p><b>Female life expectancy</b></p> <p>Life expectancy for females has improved by 1.2 years since 2011. Females in Arran can expect to live to over 83 years – 2.5 years above the Scottish average</p> <p><b>General Health</b></p> <p>Three out of ten Arran residents rated their general health as 'Very Good' compared with two out of ten for North Ayrshire. Four out of Arran's seven datazones currently fall in the lower, least deprived quartiles of the 2016 SIMD Health domain.</p> <hr/> <p><b>Low smoking rates</b></p> <p>Smoking prevalence in the Arran locality is the second lowest at 12% compared with a rate of 15% across North Ayrshire</p> <hr/> <p><b>Low unemployment</b></p> <p>The Arran locality has the lowest unemployment rate of all six localities at 1.0%, compared with a North Ayrshire rate of 3.9% (March 2017). Arran also has the lowest youth unemployment rate at 1.3% compared with a North Ayrshire rate of 5.5%</p>	<p><b>Projected population decline</b></p> <p>National Records for Scotland projections indicate a significant fall of -25% in the overall Arran population by 2026.</p> <p><b>Declining younger population</b></p> <p>Less than 15% of the Arran population are under 18yrs old compared with over 19% for North Ayrshire. The Under 18yrs population has fallen by approximately -10% since the last Census compared with -6% across North Ayrshire</p> <p><b>Older demographic</b></p> <p>The proportion of the Arran population aged 65 years and over accounts for just under a third (32.6%) of the locality population. This compares with North Ayrshire where approximately a fifth (21%) are age 65yrs and over. By 2026, residents aged 65yrs and over will make up half the Arran population.</p> <p><b>Working Age residents</b></p> <p>The number of residents of working age residents (18-64yrs) are projected to fall significantly by almost half (-47%) by 2026.</p> <hr/> <p><b>Highest Dependency Ratio</b></p> <p>Arran has the highest dependency ratio of all six localities at 0.81 compared with a North Ayrshire rate of 0.60. This means for every 10 workers there are over eight residents not economically active, compared with a rate of six residents across North Ayrshire.</p>

Key Strengths	Key Challenges
<p><b>Lowest crime rates</b></p> <p>Arran had the lowest crime rate in 2015/16 at 26 incidents per 1,000 population. This compares with a rate of 82 per 1,000 across North Ayrshire. The Whiting Bay and West Coast areas fell in the 97<sup>th</sup> and 98<sup>th</sup> percentile of 6,976 rankings in the 2016 SIMD Crime domain.</p> <hr/> <p><b>Household Income</b></p> <p>Estimated 2016 median household income for the Arran locality is £31,254 – 28% higher than the North Ayrshire median of £24,356.</p> <hr/> <p><b>ACORN</b></p> <p>Arran has 183 postcodes. The ACORN dataset categorises almost a third as 'Affluent Achievers' (56), while 41% are categorised as 'Comfortable Communities' (76). While there are no postcodes falling the 'Urban Adversity' category, there are 26 postcodes (14%) categorised as 'Financially stretched'.</p>	<p><b>Housing affordability</b></p> <p>In 2016 the median house price in the Arran locality was £195,000 compared with £90,000 in North Ayrshire. This is over 117% higher than the North Ayrshire median. The Arran affordability ratio of 6.24 indicates that local house prices are over six times the median household income, compared with a North Ayrshire ratio of 3.70. Local affordability ratios range between 5.51 in Whiting Bay to 7.86 in Lamlash.</p>

## Comparing the six localities on selected key indicators

	Arran	Irvine	Kilwinning	Three Towns	Garnock Valley	North Coast	North Ayrshire
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### Population<sup>1</sup>

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 <sup>2</sup>	0.81	0.55	0.56	0.57	0.57	0.77	0.60

### General Health<sup>3</sup>

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 Activity<sup>4</sup>

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
% 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

<sup>1</sup>Source: National Records of Scotland (NRS)

<sup>2</sup>Dependency ratio is the proportion of economically active residents to economically inactive

<sup>3</sup>Source: Scottish Public Health Observatory (ScotPHO)

<sup>4</sup>Sources: NOMIS and CACI Paycheck.

	Arran	Irvine	Kilwinning	Three Towns	Garnock Valley	North Coast	North Ayrshire
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### 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 Need<sup>5</sup>

% 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 <sup>6</sup>	195,000	86,000	77,000	72,750	75,000	110,000	90,000
Affordability ratio <sup>7</sup>	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

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

<sup>6</sup> Source: Register of Sasines (NRS) 2017

<sup>7</sup> 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.

### *The Arran Locality*

- 1.3 The Island of Arran is the largest island in the Firth of Clyde at 432 square kilometres and is endowed with some of the richest and most diverse geological features of any island in the British Isles. Often referred to as 'Scotland in miniature' it closely reflects the national topography with a lowland southern geography divided by the Highland Boundary Fault with more mountainous and higher altitudes towards the northern part of the island. Surrounded by the valleys of Glen Rosa and Glen Sannox, the most well known of Arran's northern peaks, Goat Fell, at over 2,865 feet, attracts many weekend and holiday hillwalkers.
- 1.4 Farming and Forestry remain key employment sectors within the island economy, with a quarter of the island forested and much of the island self sufficient in dairy products. The attraction of Arran's unique natural beauty, unspoilt flora and fauna, diverse wildlife, good transportation links, and opportunities for outdoor activities (including sailing, cycling, hillwalking etc) have inevitably made tourism a fundamental part of the island economy. Local agencies such as Visit Arran, Taste of Arran etc promote the island to visitors and holidaymakers. The recently successful retention of the Ardrossan to Brodick ferry crossing following a 2016/17 Scottish Government Transportation Review, has also helped to preserve the established pattern of mainland access and commercial traffic flows.
- 1.5 Brodick harbour is currently undergoing a £30m redevelopment due for completion in 2017. Construction of a new pier, a modern passenger terminal, bus stances, parking facilities and increased access lanes for ferry traffic using reclaimed land will provide an economic boost to the island. Together with the phased introduction of the Road Equivalent Tariff for all Scottish ferry crossings throughout 2014/15, these improvements are aimed at bringing significant economic benefit to the island community

- 1.6 North Ayrshire's unique island locality offers a quality of life for those who live, work or holiday on the island. As well as higher life expectancy, low unemployment and much lower rates of crime, the area also offers good schools, active community groups, local festivals, Visitor Centres, a local distillery, award winning food & drink produce, and a distinctive island heritage dating as far back as 6<sup>th</sup> Century Scotland.
- 1.7 As well as local festivals and events promoting the Arran brand (e.g. folk music, agricultural shows, Highland Games, sporting competitions etc), the island also enjoys strong civic engagement which includes an Isle of Arran Community Council, a community forum on Facebook, an established local newspaper (Arran Banner), and a strong base of community groups and organisations throughout the island, including Community of Arran Seabed Trust, Arran Youth Foundations, and Arran Theatre & Arts Trust to name but a few.



## **2. Local Resident Priorities**

## 2. Local resident priorities

### Results from the People's Panel

#### 2016

People's  
Panel

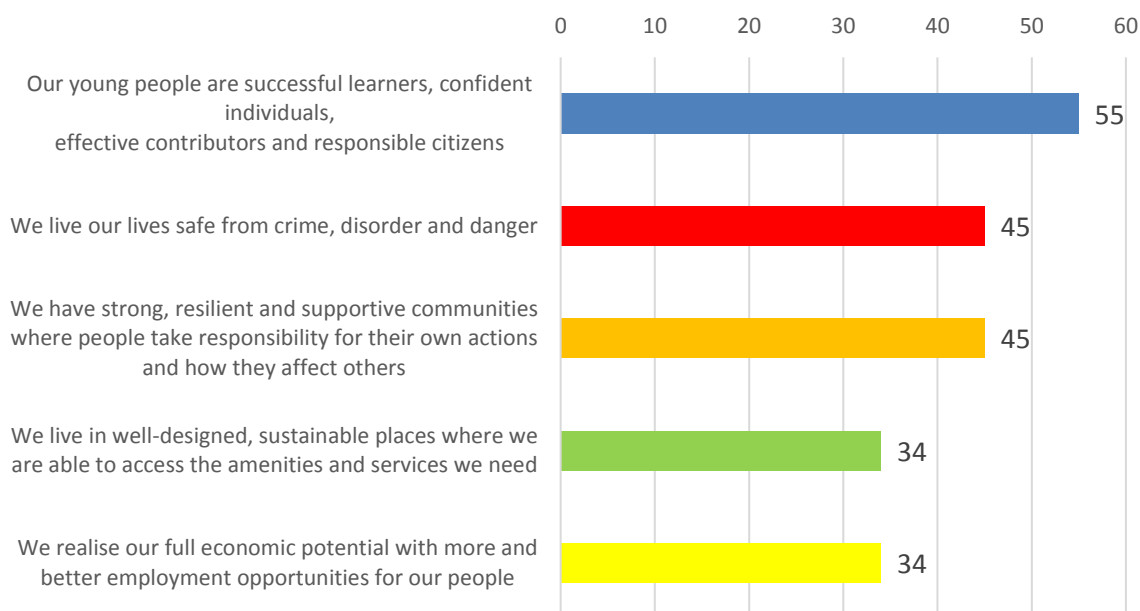
2.1 Every two years as part of the local People's Panel, two thousand North Ayrshire residents are surveyed on a range of Partnership themes and quality of life issues. Residents also take part in follow-up focus groups, with one third of the Panel refreshed every two years to make representation as 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. However respondents within the Arran Locality selected 'support for young people' as their top priority. Around 55% of respondents selected it as one of their top 5 aims.

Percentage of Arran 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.

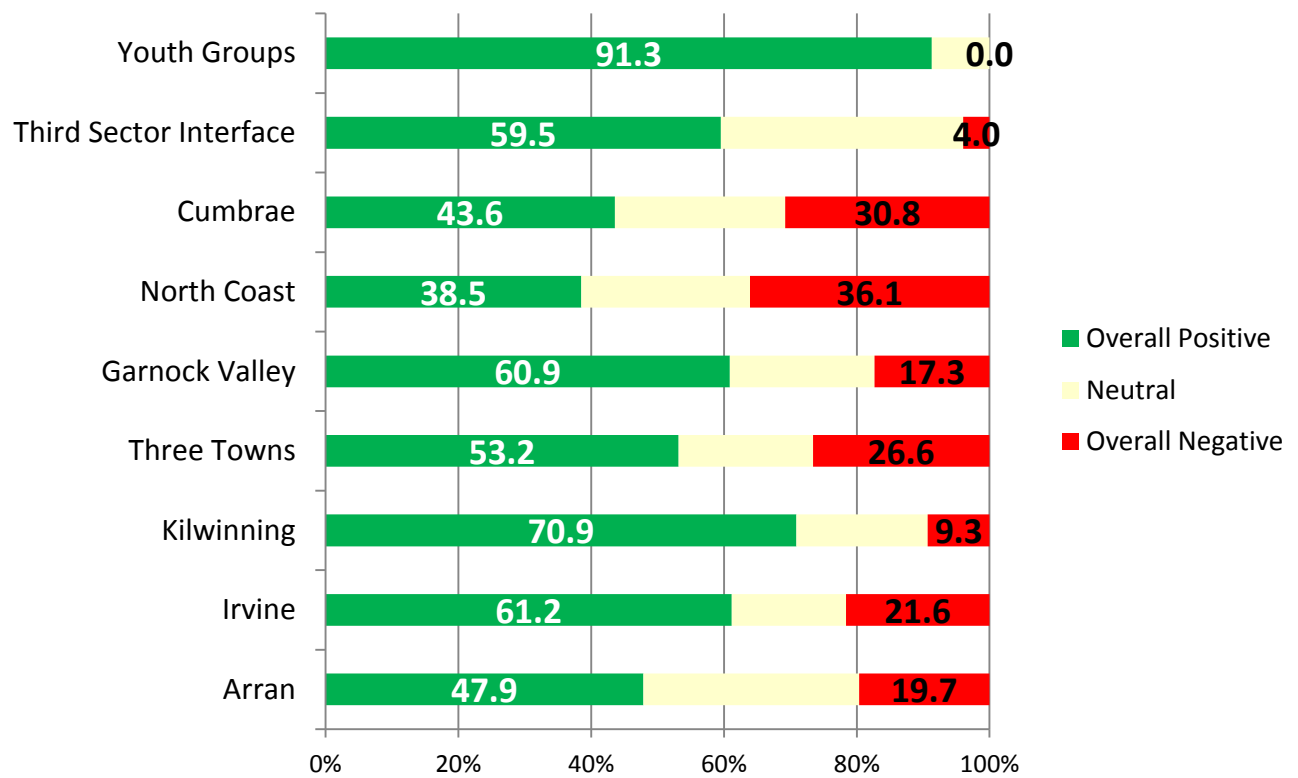
**48%**

of comments in  
the Arran 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 just under 48% were categorised as overall positive in the Arran locality.

Arran had a  
relatively lower  
rate of  
negative  
comments  
compared with  
the average

- 2.7 Less than a fifth of all the comments in the Arran workshop were classified as overall negative (19.7%), compared with an average of 19% for consultations across all localities. Excluding Cumbrae, this was the third lowest rate of negative comments (after Garnock Valley).
- 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 Arran locality**

### 3. Population in the Arran Locality

#### *Overall population estimates*

**135,890**

estimated  
population  
of North  
Ayrshire<sup>1</sup>

- 3.1 Population changes very slowly and the Arran population has been relatively stable since 2001. The latest population count for North Ayrshire is 135,890<sup>8</sup> based on 2016 mid-year estimates. The Arran population was estimated at 4,562 in 2015, accounting for a 3.4% share of the North Ayrshire total. This remains stable on the 2011 Census count which also calculated a 3.4% share of the overall North Ayrshire population.

**4,562**

estimated  
population  
of Arran<sup>1</sup>

- 3.2 **Figure 3.1** illustrates that Arran, like most localities, has recorded a small decline in its local population, decreasing -2.7% since the last Census in 2011. While the population in other localities has fallen by more than twice the Arran rate (e.g. Kilwinning -6.9%, Garnock Valley -6.5%), this fall is nonetheless double the North Ayrshire rate of -1.4% as a whole.

**3.4%**

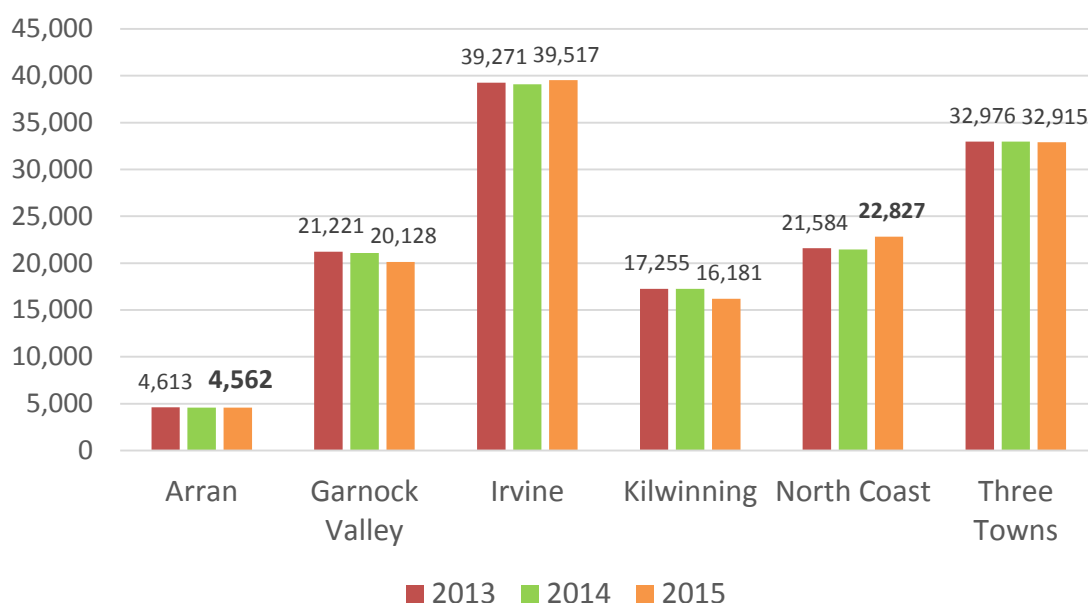
of the North  
Ayrshire  
population  
live in  
Arran

- 3.3 The majority of the island population is concentrated in the main settlements of Brodick (830) and Lamlash (1,030)<sup>9</sup> with villages such as Whiting Bay (126), Kildonan (117), Kilmory (94), Blackwaterfoot (114), Lochranza (61), Sannox (87) and Corrie (109) making up the smaller coastal settlements around the island.
- 3.4 When locality boundaries were first drawn they were not constrained by the need to achieve evenly weighted populations like current electoral wards. This allowed the mainland locality boundaries to be determined around characteristics that people and communities recognise such as physical, social and economic factors. This criteria applies more so for Arran than any other locality, given its unique island geography, and geodemographic contrast with its electoral ward partner settlement of Ardrossan.

<sup>8</sup> National Records of Scotland - Small Area Population Estimates 2016

<sup>9</sup> National Records of Scotland – Mid Year Estimates 2012 for Settlements & Localities



**Fig 3.1 Locality Population Estimates 2013-2015**

### *Younger population in the Arran Locality*

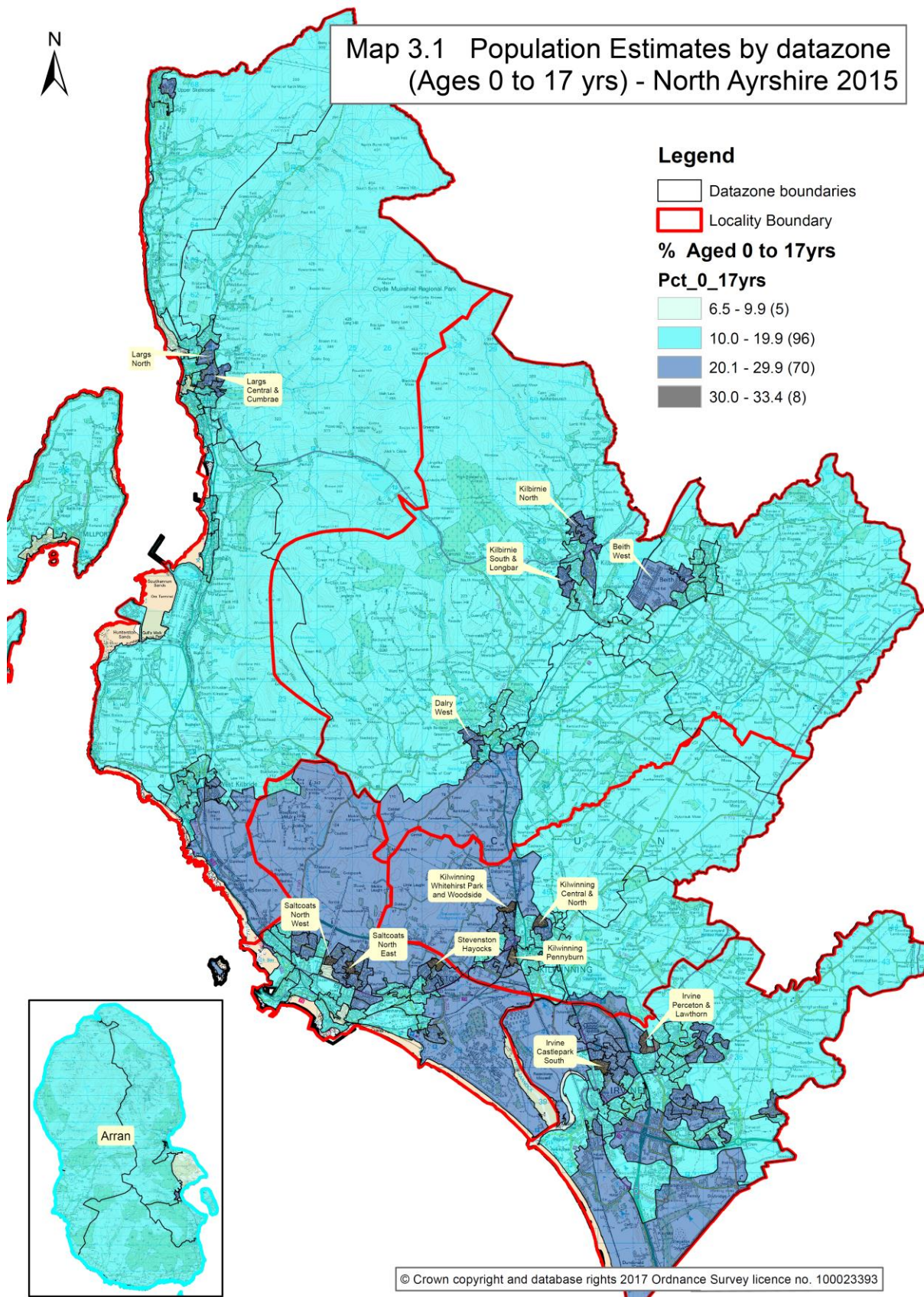
- 3.5 Since the 2011 Census, the population of younger residents has been steadily falling across all of North Ayrshire's localities. The 2015 population estimates indicate an overall -6% drop in the under 18yrs population since 2011 across North Ayrshire. This contrasts with an increase of approximately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

**Under 18yrs**  
population in  
Arran has fallen  
by -10% since  
the last Census

- 3.6 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. Arran's local proportion of under 18yrs has fallen by exactly -9.6%, 3.6% higher than the North Ayrshire rate of -6.0 % in this period. This is also the second highest fall for the Under 18yrs cohort since 2011 after the Garnock Valley locality which fell by over -11% for this age group.

**Less than 15%**  
of the Arran  
population are  
under 18yrs old  
compared with over  
19% for North  
Ayrshire

- 3.7 The proportion of the Arran population aged under 18 years accounts for just over a seventh (14.7%) of the locality population. This compares with a proportional rate of 19.4% for this group across North Ayrshire. This Arran rate for this age cohort has been falling steadily each year from the last Census (15.8%) and now represents the lowest proportion of all six localities.
- 3.8 **Map 3.1** below illustrates the distribution of the younger population across the Arran datazones. There is a higher concentration of younger people in the Arran 05 datazone in Lamlash (approximately Arran High School area) with over 20% of the datazone population. Estimated younger population for the remaining six datazones across the island falls between 12% and 17%, with only Arran 06 datazone (Margnaeglish), falling below 10%.



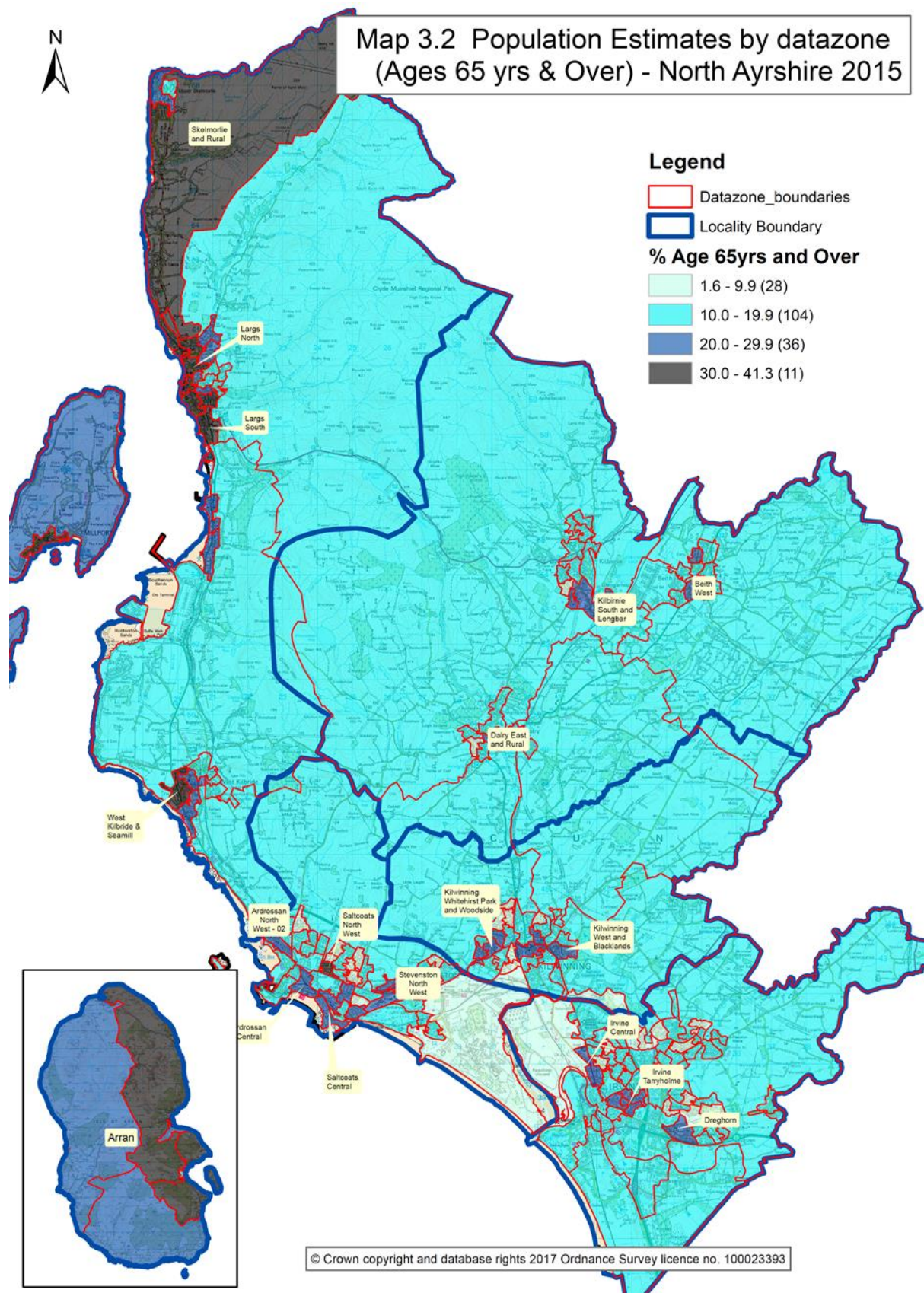
### *Older population in the Arran Locality*

- 3.9 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%

The **Over 65s** have increased by over 4% in the Arran since 2011

- 3.10 The proportion of residents aged 65 years and over has increased in Arran by 4.3% between 2011 and 2015. This compares with a North Ayrshire wide increase of 10.6% overall. 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 Arran have increased from 30.4% to 32.6% in this period.
- 3.11 The proportion of the Arran population aged 65 years and over accounts for just under a third (32.6%) of the locality population. This is over 11% higher than the North Ayrshire proportion (21%). Trends since the 2001 Census indicate a steady increase in this age cohort across all localities. However this represents the highest proportion of over 65s among all localities.
- 3.12 **Map 3.2** below illustrates the distribution of the older residents population within the Arran locality, and compares the locality with the other five localities. The map illustrates that the proportion of over 65s is over 30% in three out of seven datazones.





### *Projecting the population for the Arran locality*

3.13 **Figure 3.2** below highlights the projected population to 2026 for the Arran 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 a significant fall of -25% in the overall Arran population by 2026, which would have wider implications for the Arran economy.

#### **Over 65s**

projected to increase by 15% by 2026

3.14 Within the age cohorts, only the over 65s age group is projected to grow with a 31% increase across North Ayrshire as a whole. This growth is reflected mainly across all the localities, with the exception of Arran, which is projected to have the lowest growth of 15% for this age group.

#### **Working Age**

residents are projected to fall by almost a half (-47%) by 2026

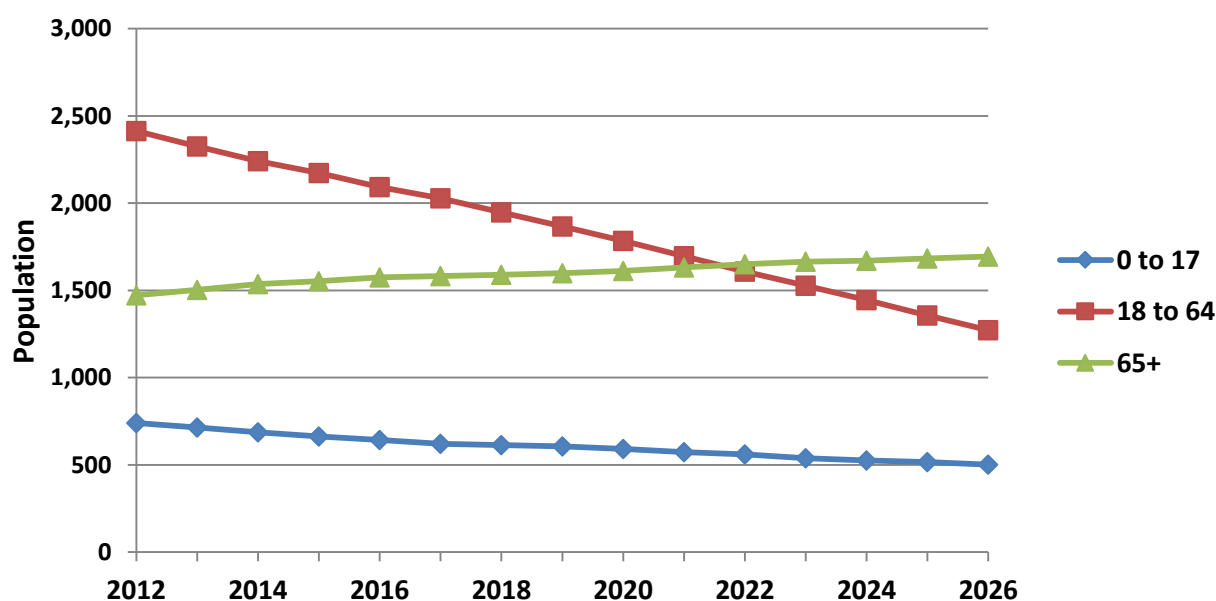
3.15 By contrast, the number of residents of working age residents (18-64yrs) are projected to fall significantly by almost half (-47%) within this time frame within the Arran locality. This projected decrease is almost four times higher than the equivalent rate of -13% for the working age group across North Ayrshire, and over eleven times higher than the same decrease projected for the North Coast (-4%).

#### **U18s**

Under 18 age group is projected to decrease -32% by 2026

3.16 Similarly, those aged under 18yrs are also projected to fall by a third (-32%) by 2026 within Arran. This compares with a North Ayrshire rate of -9%, and a projected increase of +2% in the North Coast locality.

**Fig 3.2 Arran Population Projection 2012-2026**



### *How the local population will look in 2026*

#### **18-64yrs**

Less than 4 out of 10 Arran residents will be of working age in 2026

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

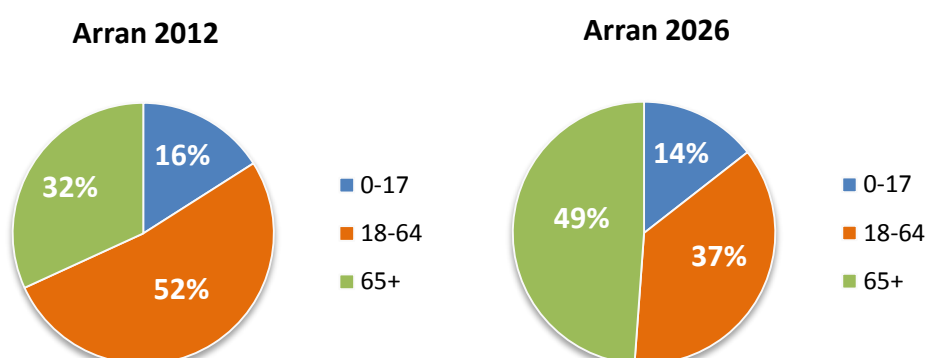
3.18 While the younger age group (0 to 17yrs) will experience a decline in their overall share of the Arran population (down 2%), the working age population (18-64yrs) as a share of the locality population by 2026 will have declined by -15%. This contrasts clearly with the expansion in the proportion of older population (65yrs and over) which will grow from a 32% share to just under half the population 49%

#### **Over 65s**

will constitute **one half** of Arran's total population by 2026

3.19 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. North Ayrshire as a whole will experience a decline of approximately 9% in the younger population by 2026, while this age group is projected to decline by -11% overall in the Arran 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 15% across Scotland by 2026/27

3.20 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.

3.21 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.

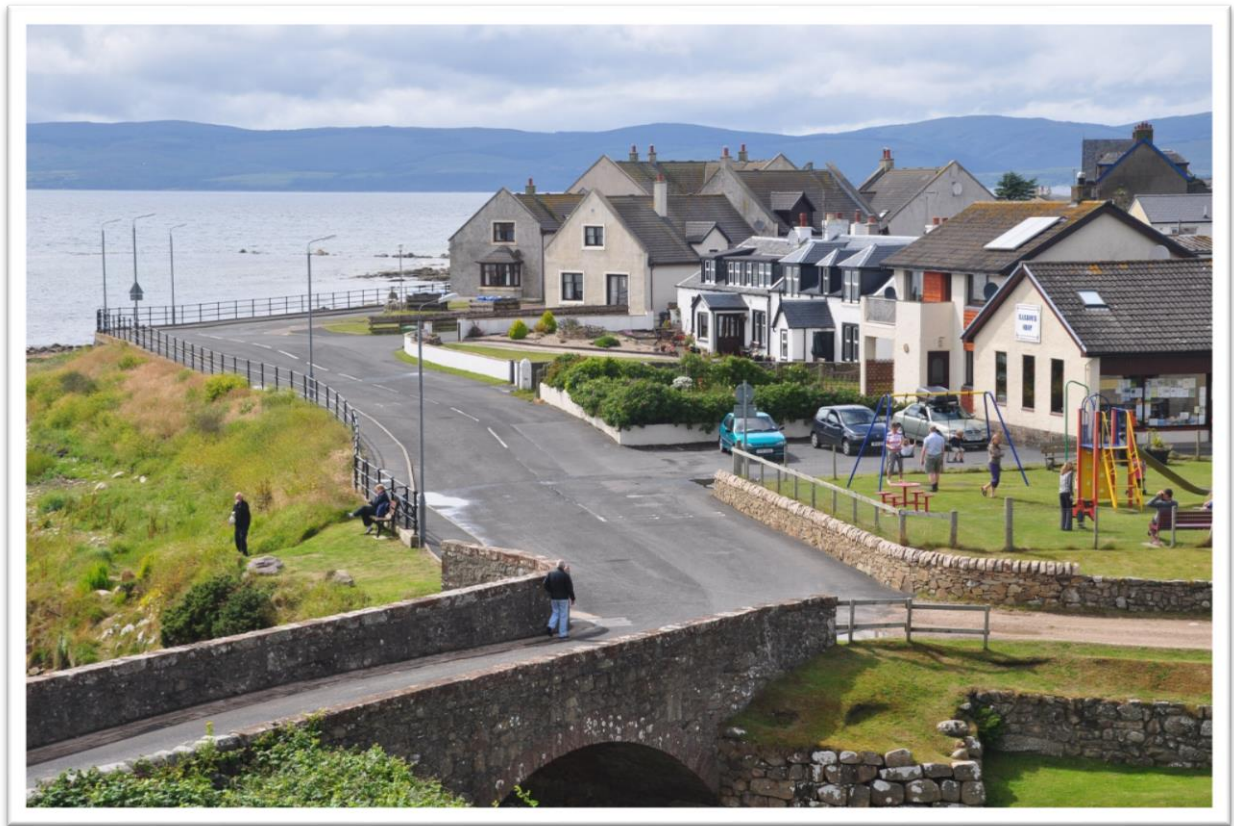
#### **0.57**

The Arran locality has the highest Dependency Ratio in North Ayrshire (0.81)

3.22 The Arran locality has a dependency ratio of 0.81 compared with a North Ayrshire ratio of 0.60. This is the highest dependency ratio of all six localities. In wider labour market terms this means that for every 10 workers there are over eight residents not economically active, compared with a rate of six residents across North Ayrshire.







## **4. General Health in the Arran locality**

## 4. General health in the Arran locality

### *General health indicators*

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

Arran  
**smoking rates**  
are the second  
lowest of 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 In the Arran locality, 61% of respondents rated their health in these two categories. However, while 20% rated their health as ‘Very Good’ across North Ayrshire, in Arran 29% rated their health in this category – the highest return for this category of any locality.
- 4.4 Similarly, 14% of all North Ayrshire respondents rated their general health as ‘Poor’ or ‘Very Poor’, while only 8% of respondents in the Arran 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. Health was ranked by 11% of all respondents as the most important barrier with 83% not ranking health. In the Arran locality only 3% ranked this as their second most important factor, while 92% did not rank health as an issue at all.
- 4.6 General health indicators also highlighted that smoking prevalence was also found to be the second lowest in Arran 12% compared with a rate of 15% across North Ayrshire.

### *Life Expectancy*

- 4.7 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'.

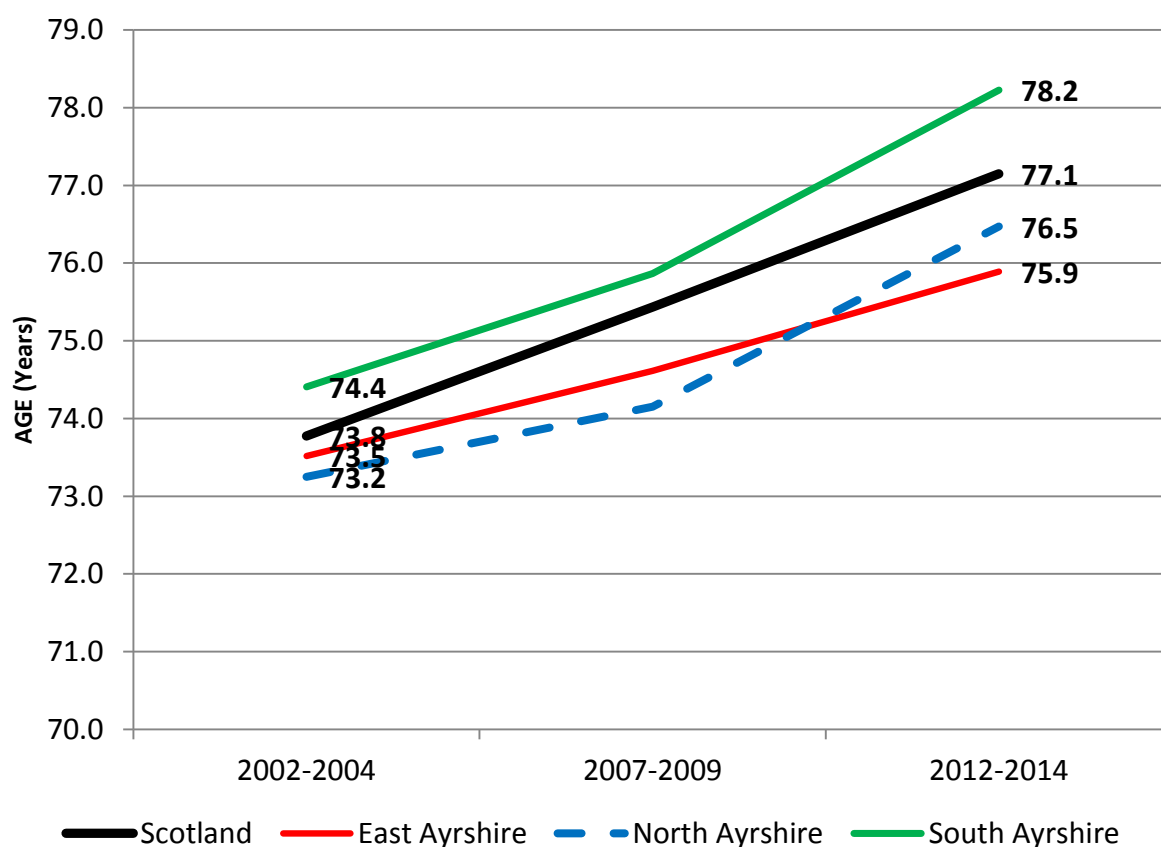
- 4.8 **Figure 4.1** below indicates a steady growth in North Ayrshire's overall life expectancy of three and a half years within a ten year period from just over 73 years to well over 76 years. The blue dotted line indicates that North Ayrshire's steady increase in overall life expectancy between 2002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

### 76.5 yrs

Average Life Expectancy in North Ayrshire (2012-14)

- 4.9 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 Arran is amongst the highest in North Ayrshire

#### **81yrs**

Life expectancy for males born in Arran today

#### **4.3yrs**

Median life expectancy for males in Arran is 4.3 years above the national average

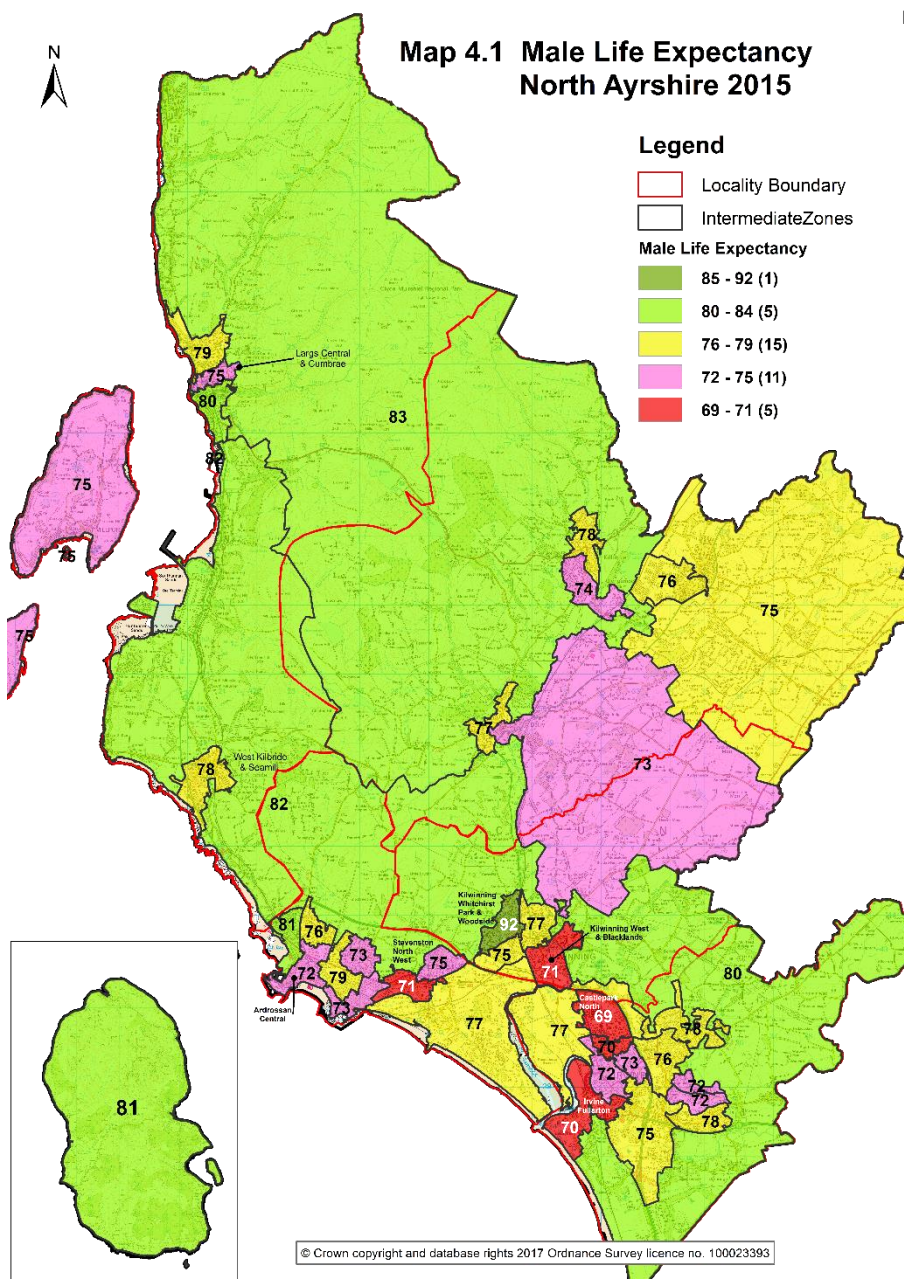
- 4.10 **Figure 4.2** below shows male life expectancy for each of the 38 intermediate zones in North Ayrshire. Data is released retrospectively for each intermediate zone to avoid disclosure as these areas range between 2500 to 6000 population, while figures for small areas are only available up to 2013.
- 4.11 The chart indicates that male life expectancy in the Arran locality is amongst the highest in North Ayrshire. Males can expect to live to over 80 years, ranking Arran fourth highest out of 38 intermediate zones. Only Kilwinning Whitehirst Park, Skelmorlie and Fairlie have higher male life expectancy in North Ayrshire.
- 4.12 Males born in Arran today can expect to live to approximately 81 years – 4.3 years above the national average. The median male life expectancy in Arran is also 4.4 years above the North Ayrshire life expectancy rate of 76.5 years. **Map 4.1** below illustrates the contrasting male life expectancy between Arran and the North Ayrshire mainland.

### *Most improved areas (males)*

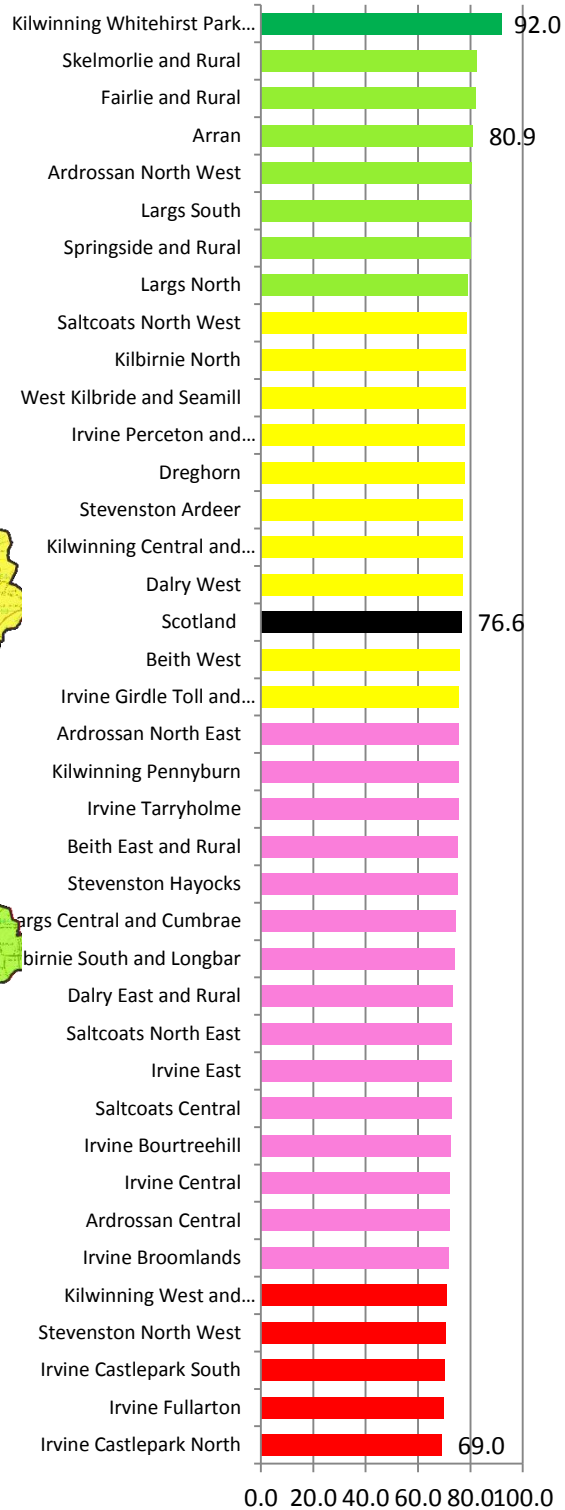
Male life expectancy has improved most in **Springside** - up five years to 80 years

- 4.13 Arran has been in the top quartile for male life expectancy for at least 10 years, moving in recent years from fifth ranking to fourth out of 38 intermediate zones. In 2007, male life expectancy in Arran was 77.8 years. By 2013 this had risen by over three years to 80.9 years.
- 4.14 These life expectancy results are aggregated over a 5 year period for intermediate zones with 2011 as the mid-point year. Improvements since the last life expectancy tables were released (covering the period 2005-2009) is most notable for Springside, moving from a rank of fifteenth (at 75 years) to seventh highest position out of 38 intermediate zones at approximately 80 years.
- 4.15 Other areas of notable improvement include Stevenston Ardeer – up from 71 years to above the national average at 77 years (rank 27 to rank 14) ; Dreghorn – up from 74 years to just under 78 years (rank 18 to 13); Kilbirnie North from 74.6 years to 78.3 years (rank 16 to rank 10).





**Fig 4.2 Male Life Expectancy**  
(Ranked by Intermediate Zone)



### *Female life expectancy*

#### **Female life expectancy**

in Arran is among the highest in North Ayrshire

Females in **Arran** can expect to live to over 83 years – 2.5 years above the Scottish average

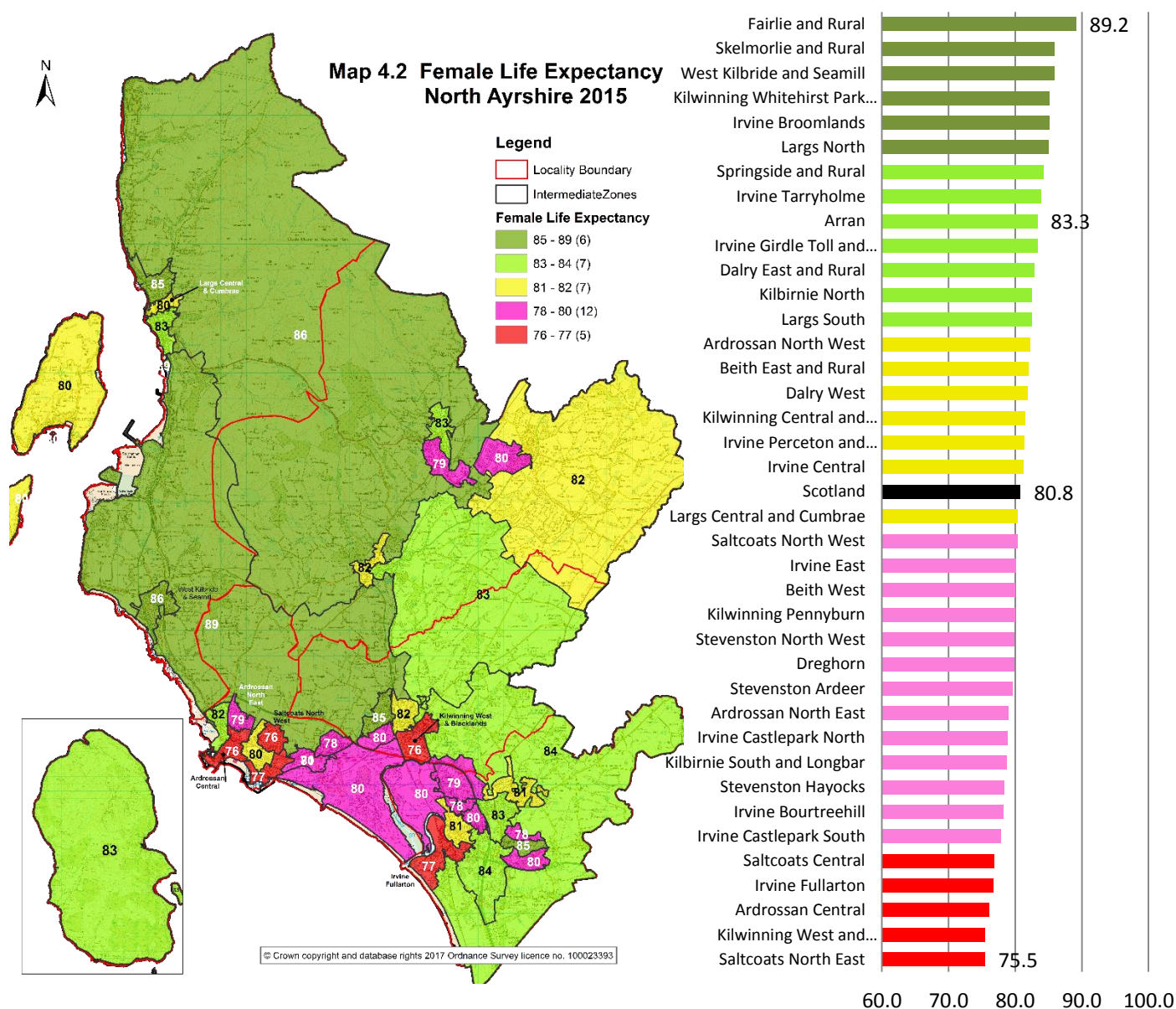
- 4.16 **Figure 4.3** below indicates that female life expectancy in the Arran locality is the among the highest in North Ayrshire. The three top ranked areas for female life expectancy are Fairlie, Skelmorlie, West Kilbride & Seamill.
- 4.17 Females in Arran can expect to live to over 83 years which is two and a half years above the national average and almost seven years above the North Ayrshire all persons life expectancy. This ranks Arran in ninth place out of 38 intermediate zones across North Ayrshire for female life expectancy
- 4.16 Similarly, females in Skelmorlie and West Kilbride can expect to live to 86 years approximately, compared with just under 81 years nationally. **Map 4.2** below illustrates the contrasting female life expectancy between Arran and the North Ayrshire mainland.

### *Most improved areas (females)*

Female life expectancy has improved in **Arran** - up 1.2 years since the measure in 2011

- 4.17 Since the last life expectancy tables were released, female life expectancy on Arran has improved from 82.1 years to 83.3 years. Nonetheless other areas in North Ayrshire have also improved (e.g. Irvine Broomlands, Springside & Rural) making Arran's ranking drop from fifth to ninth position out of 38 intermediate zones.
- 4.18 While West Kilbride and Seamill retains its rank of third highest, other areas such as Largs North and Largs South improve in life expectancy terms but fall in the rankings due to stronger performance from other areas of North Ayrshire such as Irvine Broomlands and Springside & Rural. Largs Central & Cumbræ also drops by three places to a ranking of 20<sup>th</sup> out of 38 zones, being displaced by stronger performance in areas within the Garnock Valley for example.

**Fig 4.3 Female Life Expectancy**  
(Intermediate Zones)



### *SIMD 2016 – Health Domain*

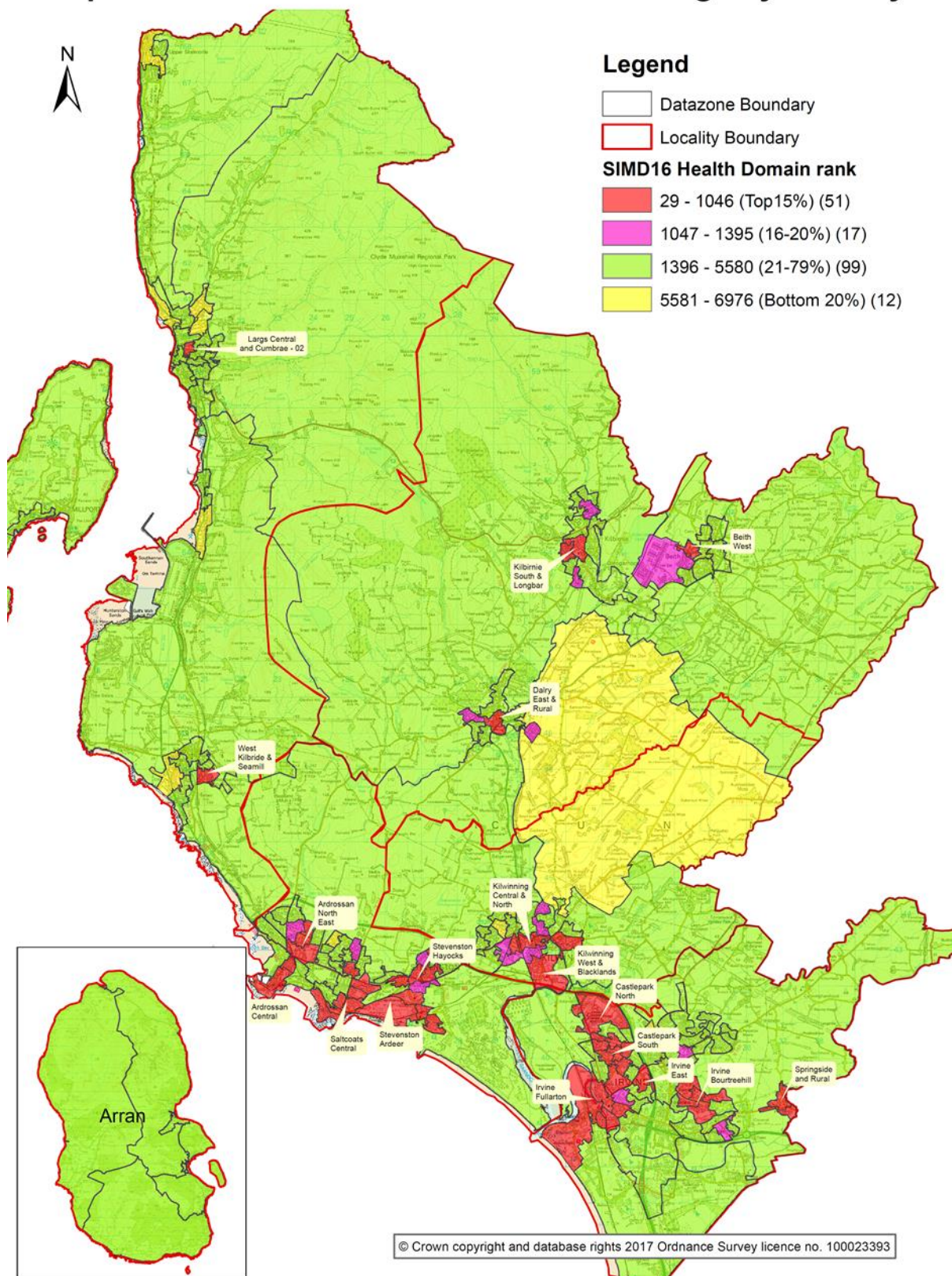
- 4.19 The SIMD 2016 is made up of seven domains, one of which ranks all 6,796 datazones in Scotland according to scores on population Health. Along with the Education domain, this index carries a weighting of 14% when combined with other domains to calculate the overall SIMD score.
- 4.20 As well as 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.
- 4.21 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.
- 4.22 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.
- 4.23 None of the Arran locality's seven datazones fall in the top 15% most health deprived datazones in Scotland. All seven datazones fall outside the top quartile of rankings. Four out of seven currently fall in the lower two quartiles of the Health domain.
- 4.24 Arran's current 2016 rankings range between the 34<sup>th</sup> and the 80<sup>th</sup> percentile. This represents only marginal movement in Arran's health rankings since the previous index released in 2012. In the SIMD Health domain 2012, Arran's rankings ranged between the 35<sup>th</sup> and the 83<sup>rd</sup> percentile.
- 4.25 Map 4.3 below indicates how the health rankings for the Arran locality in the SIMD 2016 compare with the distribution across North Ayrshire.

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

**Arran has no datazones** falling in the top 15% most health deprived datazones in Scotland

The health rankings for **Arran** datazones have remained stable since the last SIMD in 2012



**Map 4.3 SIMD 2016 - Health Domain Rankings by Locality**



## **5. Economic Activity**

## 5. Economic Activity

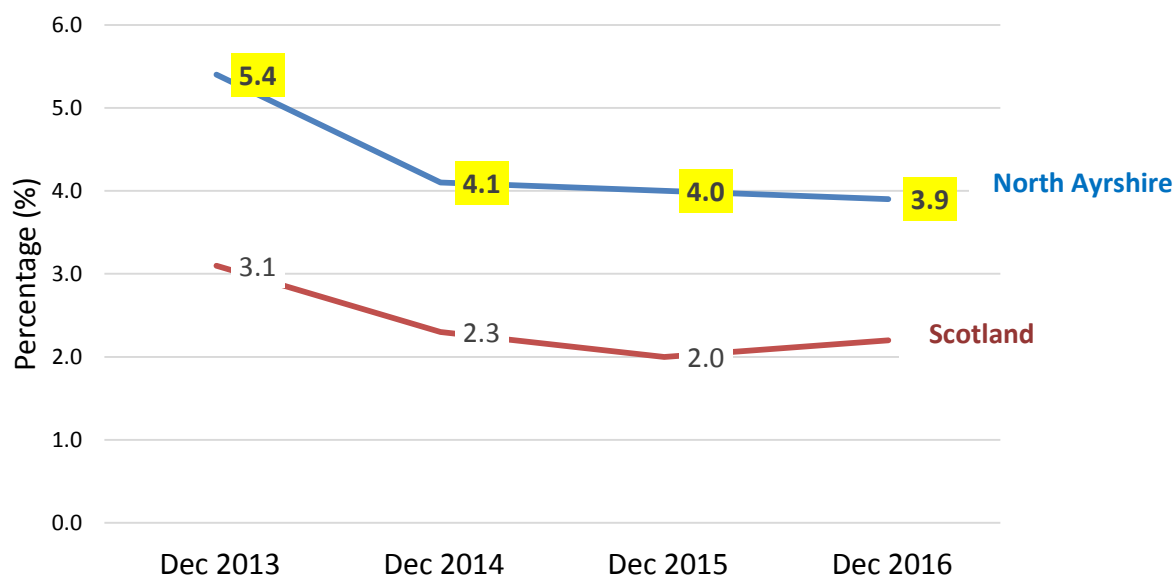
### *Unemployment & Youth Unemployment*

#### **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.<sup>10</sup>
- 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**



<sup>10</sup> 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 Arran locality*

#### **1.0%**

The Arran locality has the **lowest** unemployment rate of all six localities at 1.0%

- 5.5 The most recent data total unemployment claimant count for March 2017 in Arran was 25. **Table 5.1** below compares the unemployment claimant rates for all six localities by gender. The Arran claimant count in March 2017 accounted for less than one percent of the North Ayrshire total at 25 claimants and at 1.0% is the lowest of all six neighbourhoods.

#### **4:1**

There were four times as many male as female claimants in March 2017

- 5.6 The unemployment claimant count for Arran males at 1.6% during March 2017 was four times that for females at 0.4%. In the Arran locality there were 5 female claimants compared with 20 males. Acknowledging the smaller count overall, this is nonetheless the highest ratio of all six localities.

**Table 5.1: Unemployment claimant rates (March 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
<b>North Coast</b>	170	2.8	110	1.7	280	2.2
North Ayrshire	2270	5.7	1155	2.6	3430	4.1

\*Source: NOMIS - 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



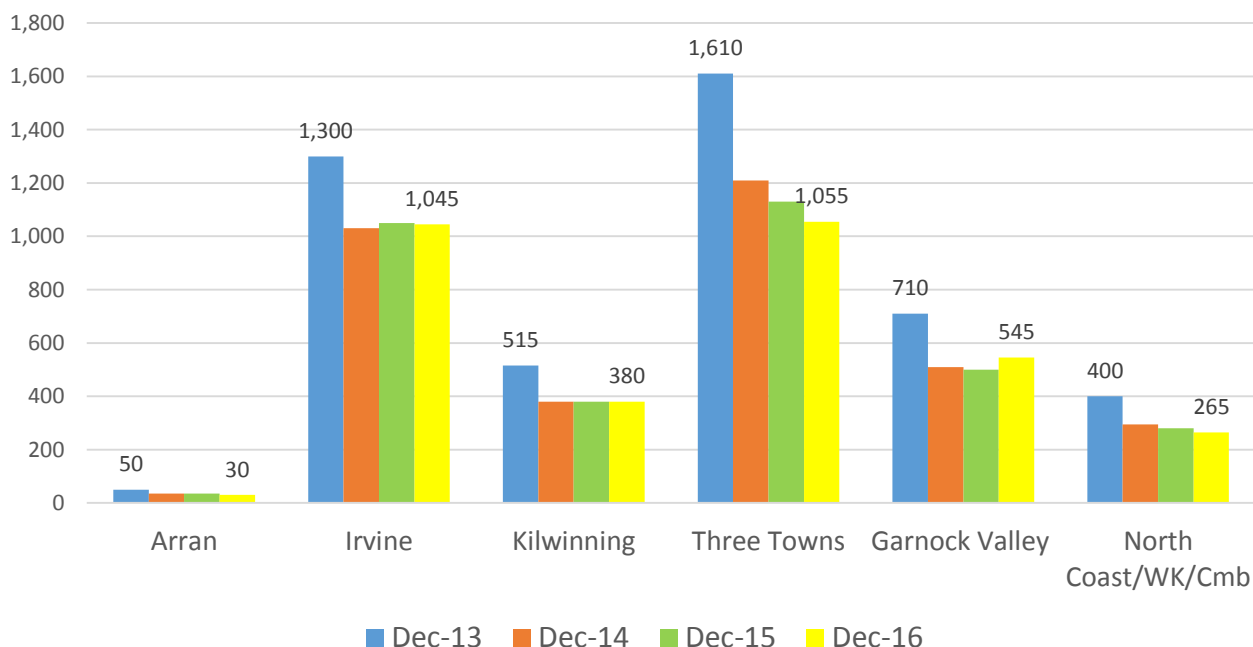
5.7 **Figure 5.2** below summarises the change over the last four years. By comparison, the chart shows the total unemployment claimant count for December 2013 in the Arran locality was 50, dropping significantly to approximately 30 claimants which has stabilised since then. Acknowledging the smaller count overall, this is nonetheless represents a fall of 40% in the number of claimant in this period

### Arran

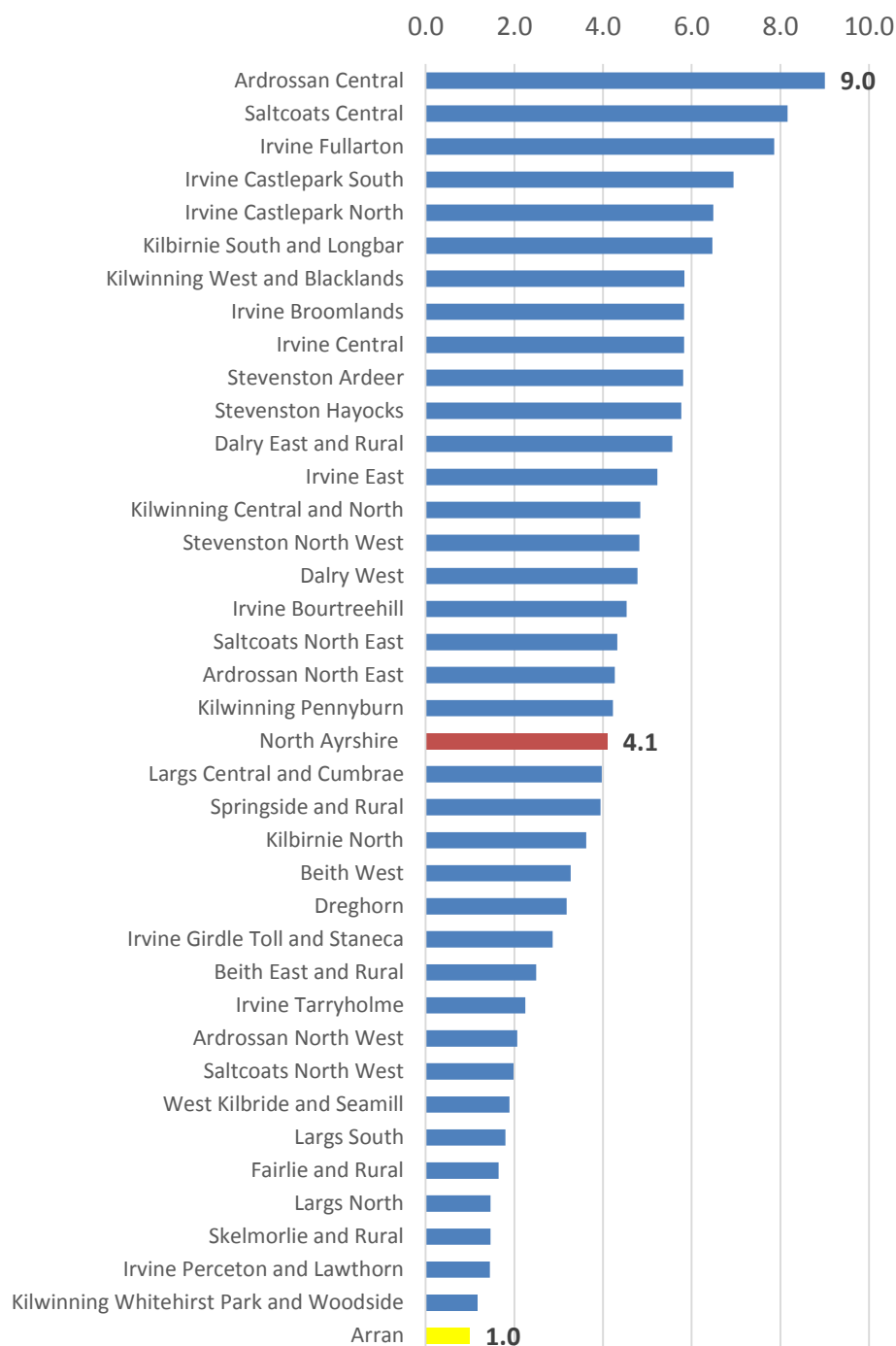
unemployment rates have been consistently the **lowest** of all six localities

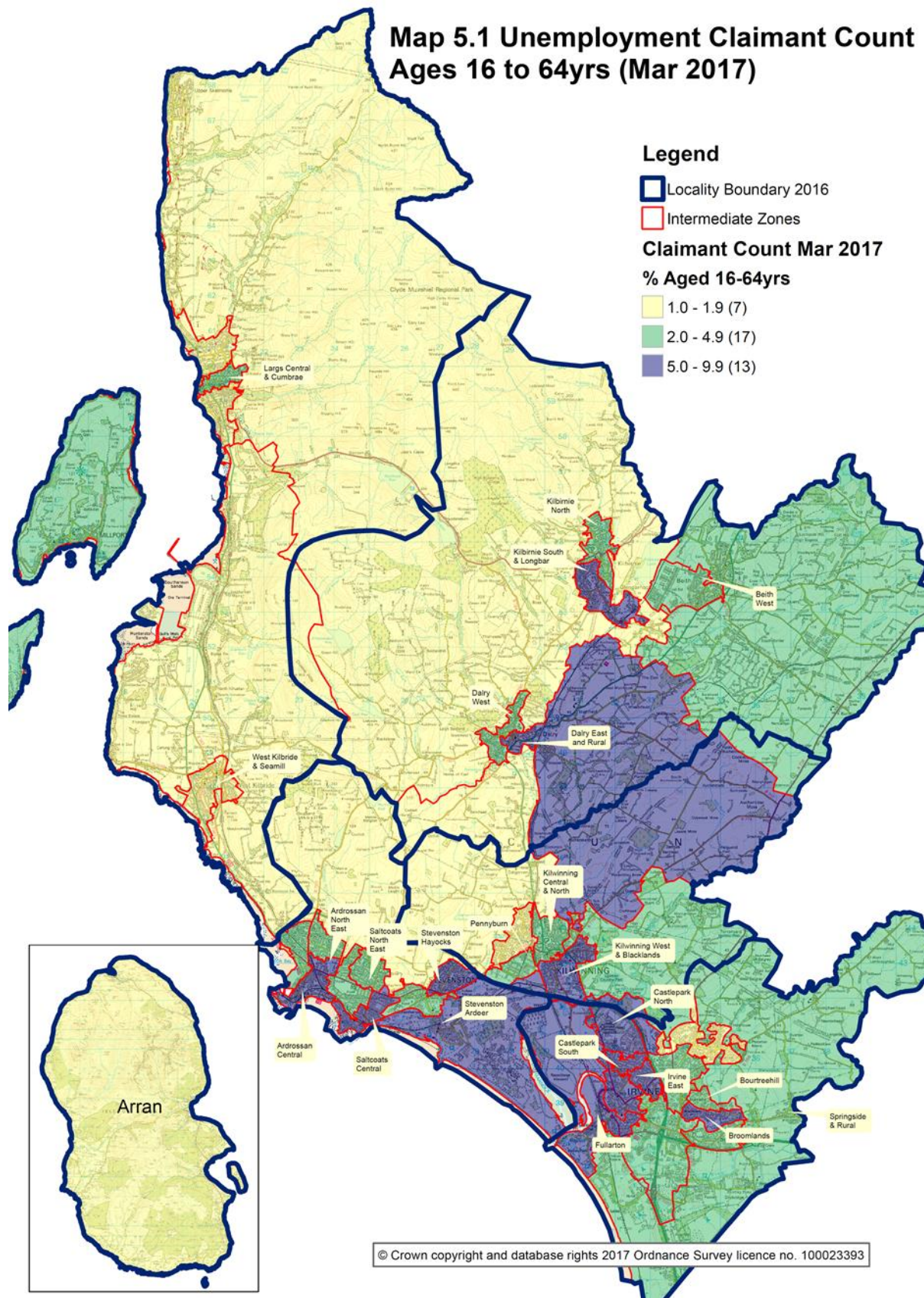
5.8 Using small area population estimates **Figure 5.3** below ranks all 38 intermediate zones in North Ayrshire in terms of overall unemployment claimant rates. The chart details that the Arran locality generally falls in the lowest decile of rankings, with consistently the lowest unemployment claimant rate across North Ayrshire intermediate zones. **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)**





## 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

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
<b>North Coast</b>	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,

**1.3%**

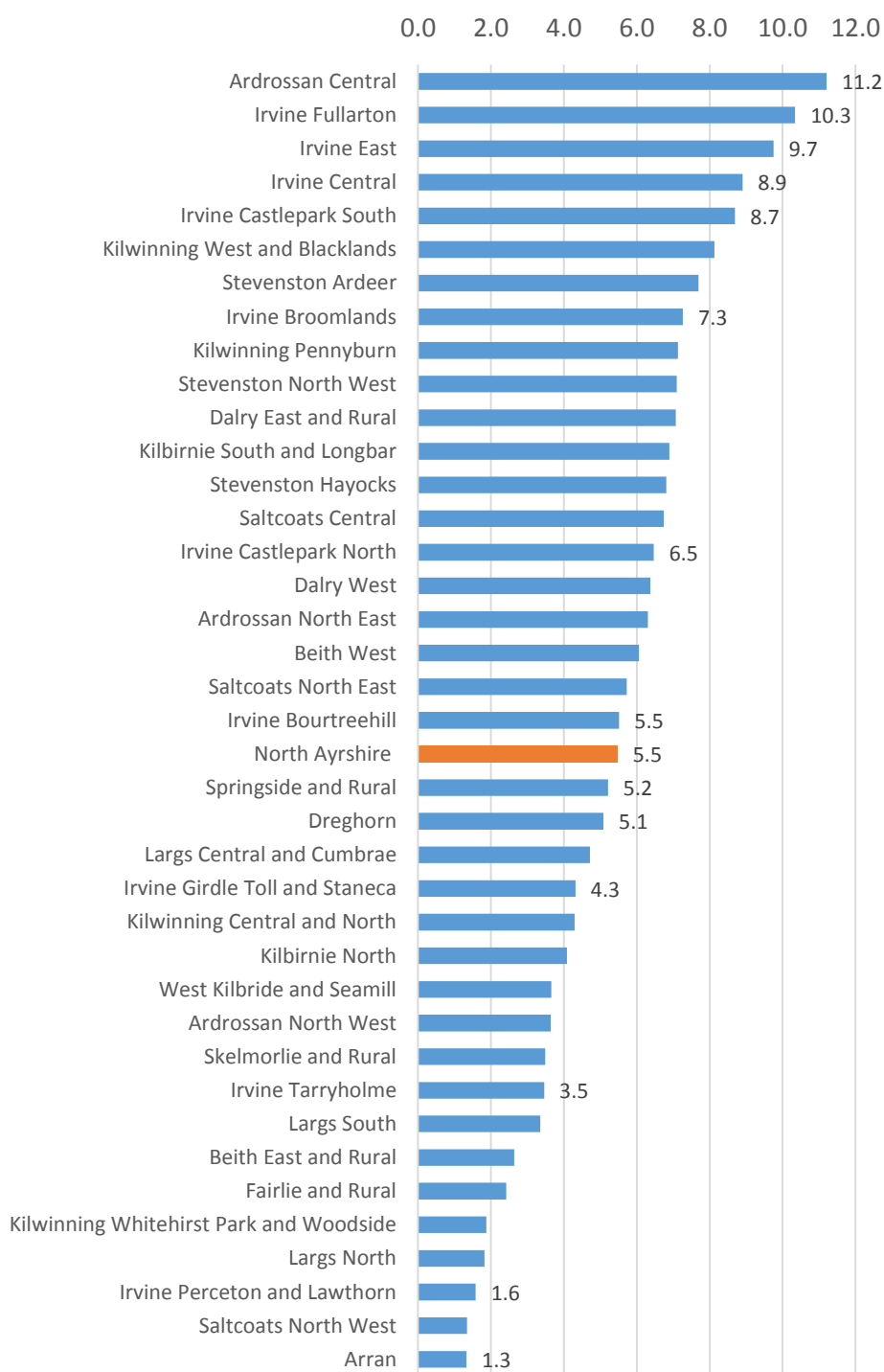
The unemployment claimant rate for young people in the Arran locality

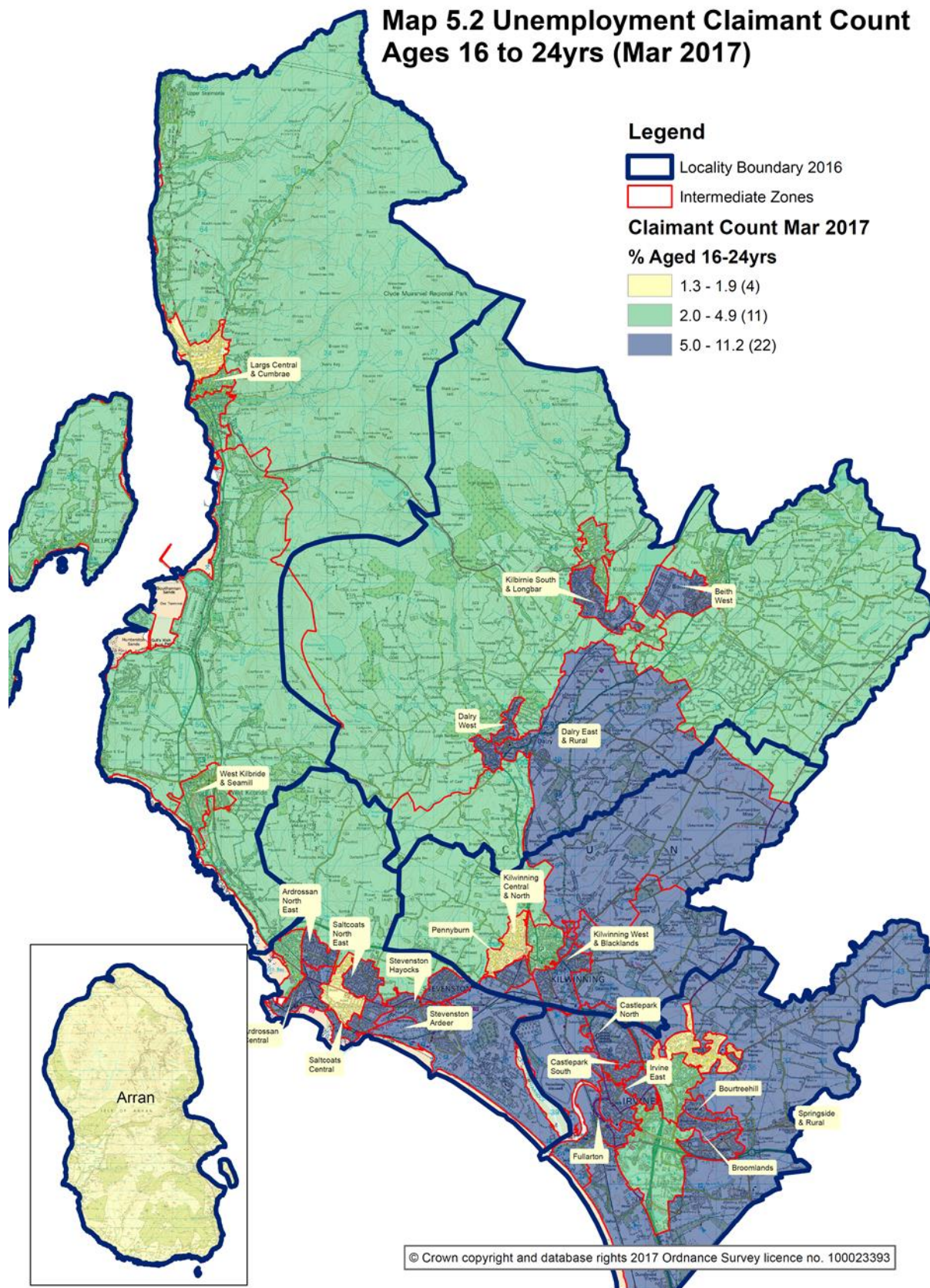
5.11 The unemployment claimant rate for young people aged 16 to 24 years in the Arran locality is over four percent lower than the North Ayrshire rate and is the lowest of all six localities at 1.3%. All five claimants were male and no females aged 16-24 years were registered as unemployed claimants.

5.12 **Figure 5.4** below indicates that youth unemployment claimant rates in the Arran locality was the lowest of all six localities during March 2017 at 1.3%. **Map 5.2** below illustrates the distribution of higher and lower concentrations of youth unemployment claimant rates across North Ayrshire.



**Fig 5.4 Unemployment Claimant rate (%)**  
**Aged 16-24yrs (Mar 2017)**





### *Household Income*

5.13 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.

5.14 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

5.15 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.

5.16 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.

#### **£31,254**

Median household income in Arran locality

5.17 Median household income in the Arran locality is £31,254 compared with a North Ayrshire median of £24,356. The Arran median is over 28% higher than the North Ayrshire median and over 43% higher than the Three Towns median.

#### **All seven**

Arran datazones all in the top two quartiles of North Ayrshire's income rankings

5.18 **Table 5.3** below shows all seven datazones within the Arran locality ranked from the highest to the lowest median household incomes. While none of the datazones fall in the top decile of income rankings, all datazones fall within the top two quartiles, ranging from £24,794 to £35,414 median household income.

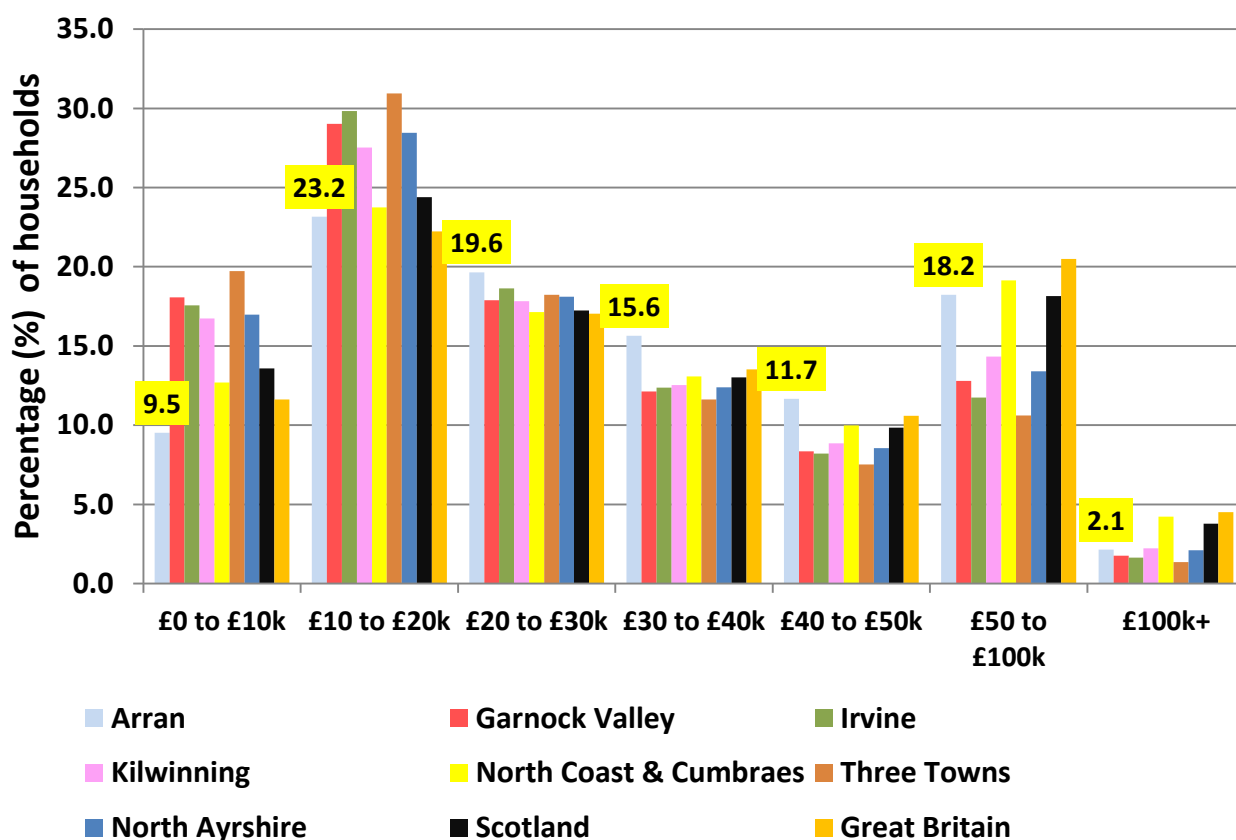
**Table 5.3 Median income by datazone - Arran**

<b>Datazone</b>	<b>Total Households</b>	<b>Mean Income</b>	<b>Median Income</b>	<b>Rank</b>
Arran - 03	229	41,889	35,414	35
Arran - 04	213	39,015	33,249	46
Arran - 06	300	38,406	33,071	48
Arran - 01	378	37,820	32,359	51
Arran - 02	341	36,620	31,040	54
Arran - 07	406	36,394	30,784	57
Arran - 05	298	29,747	24,794	85
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

- 5.19 **Figure 5.4** below indicates the distribution of household incomes by £10K bandings. The Arran locality (light blue bars) has the second highest proportion of households falling in the upper two categories of £50k to £100K and £200K plus after the North Coast (over 20%). The locality also has the lowest proportion of households with median incomes falling below £20K per annum.

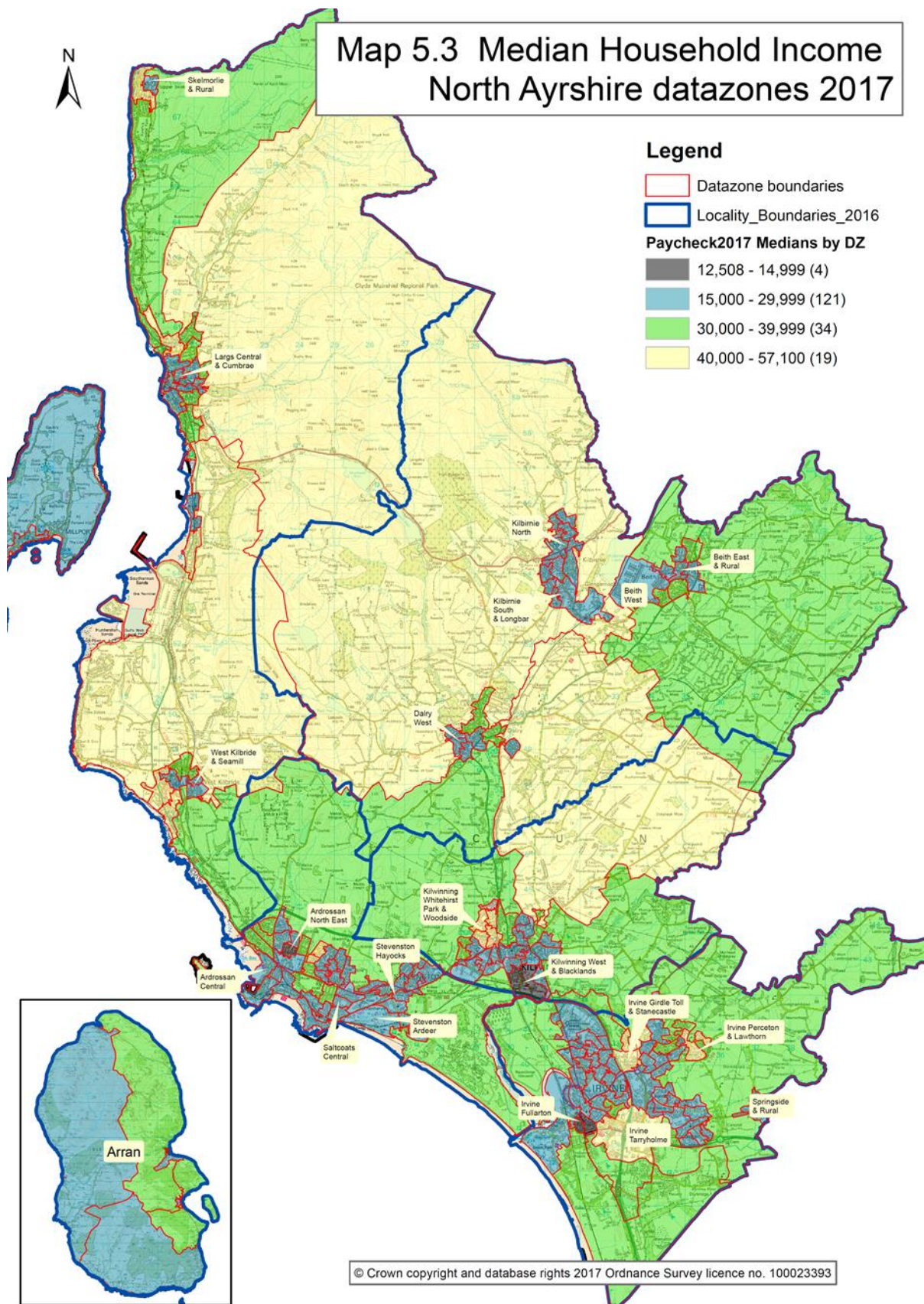
**Fig 5.4 Gross Household Income 2016**  
(% of households by Locality)



5.20 **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.

5.21 By comparison, all seven Arran datazones have a median household income falling in the top two quartiles of the income rankings. All seven datazones have median household income of £24,794 or more per annum. By contrast over 60% (25) of the Three Towns datazones fall in the lower two quartiles of median household income rankings for North Ayrshire.











## 6. Education

## 6. Education

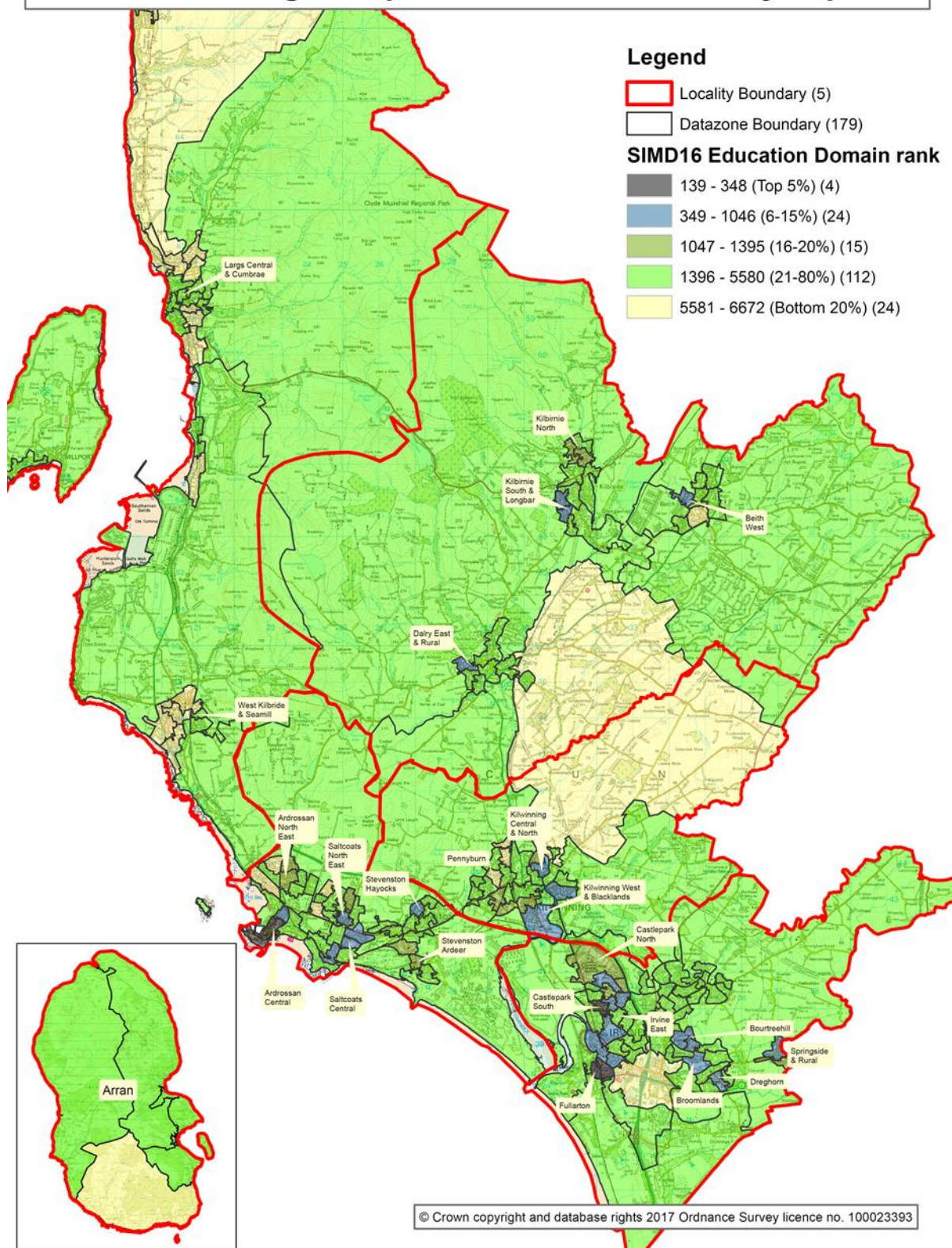
### *SIMD 2012 – Education, Skills & Training Domain*

#### 15%

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

- 6.1 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.
- 6.2 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.
- 6.3 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).
- 6.4 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.
- 6.5 The Arran locality has no datazones falling in the top 15% most deprived datazones of the 2016 SIMD Education Domain. Five out of seven Arran datazones fell below the 75<sup>th</sup> percentile, or the least deprived quartile of rankings.
- 6.6 **Map 6.1** below indicates how the Education rankings for the Arran locality in the SIMD 2016 are distributed across the locality and in context with the other localities.

**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.

The Arran locality has **7 datazones**

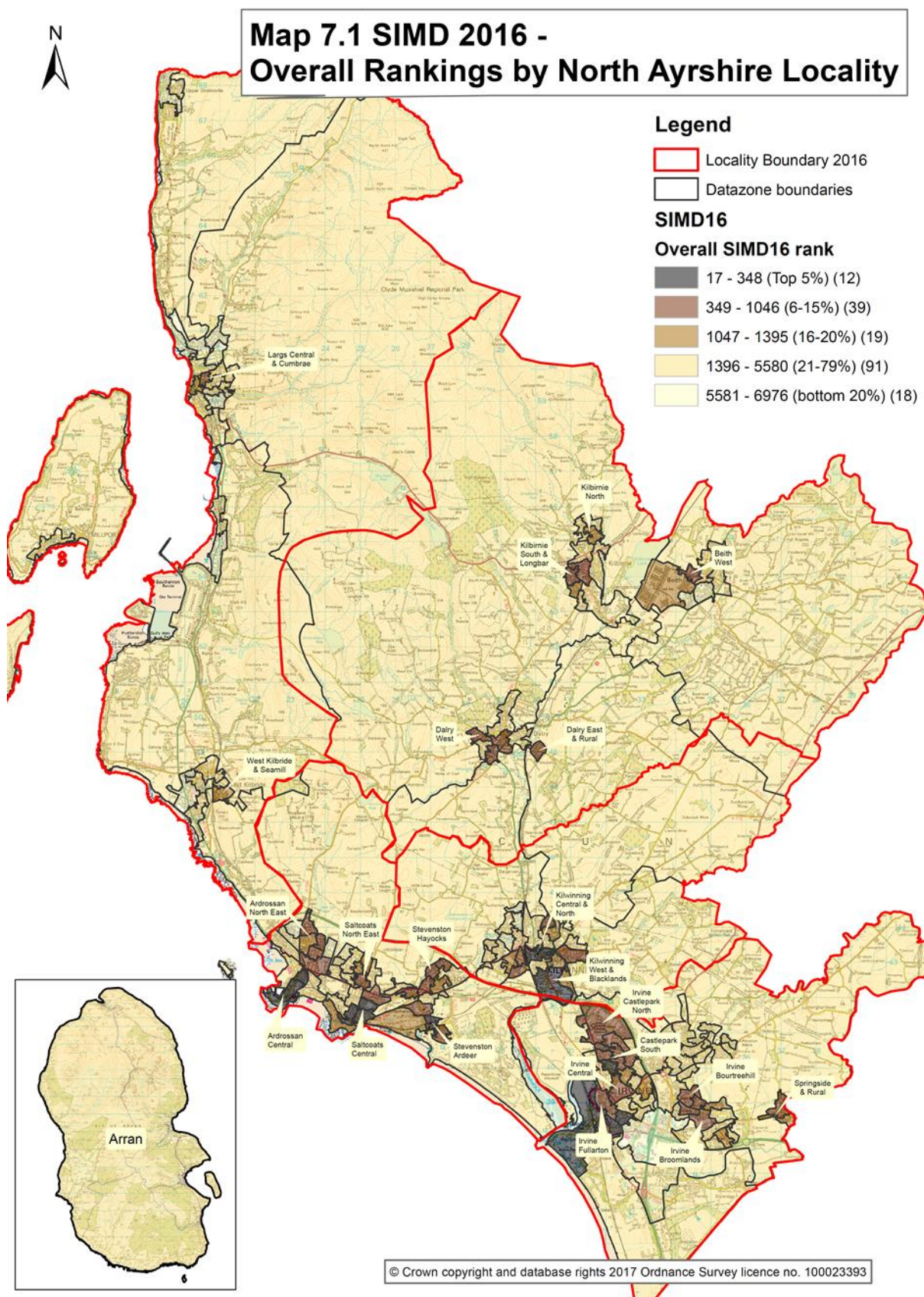
7.2 Each datazone has an average population of 760 people, and the area is given an overall score which is then ranked among the 6,979 datazones across Scotland. The Arran locality has seven datazones in total. The map below highlights that all Arran datazones fall well outside the top 15% most multiply deprived rankings of the 2016 Scottish index.

7.3 In terms of change since the last SIMD 2012, **Table 7.1** shows the number of Arran datazones in the top 15% has remained at zero since the last SIMD in 2012. This means the local share within the Arran locality has remained at 0.0%.

**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%

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.





### *Geodemographics*

#### **Geo-demographics**

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

- 7.5 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.
- 7.6 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.
- 7.7 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.
- 7.8 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*

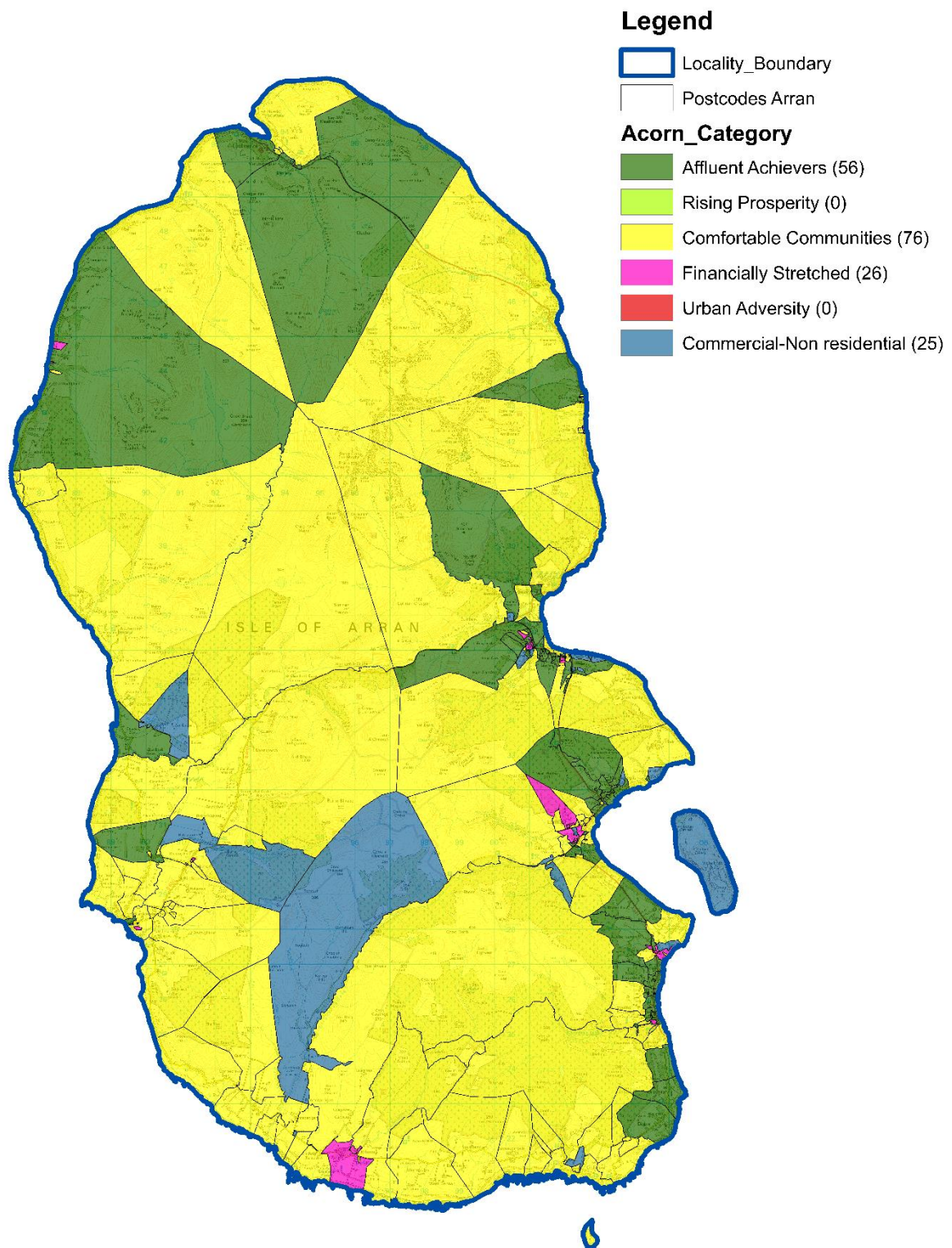
- 7.9 While academic institutions (e.g. University of Leeds) continue to develop improved geodemographic databases to map UK postcodes and Census output areas, public & private sector organisations will deploy commercial datasets such as Experian or ACORN (CACI Ltd) to gain improved insight on their customer bases.
- 7.10 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.

- 7.11 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
- 7.12 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.

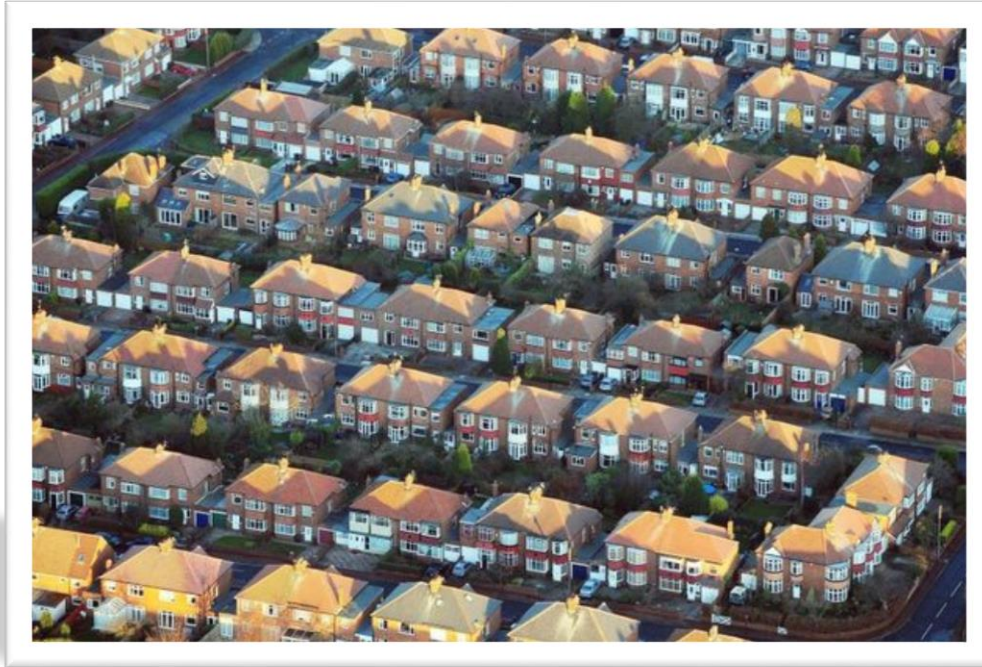
### *ACORN groupings for the Arran locality*

- 7.13 **Map 7.2** below illustrates the distribution of the five main category household types by postcode across the Arran locality. Of the 183 Arran postcodes, almost a third are categorised as 'Affluent Achievers' (56), while 41% are categorised as 'Comfortable Communities' (76). While there are no postcodes falling the 'Urban Adversity' category, there are 26 postcodes (14%) categorised as 'Financially stretched'. These are concentrated mostly in Brodick and Lamlash, including some rural postcodes in the Kilmory area.

## Map 7.2 ACORN Categories (Arran Locality)







## 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.

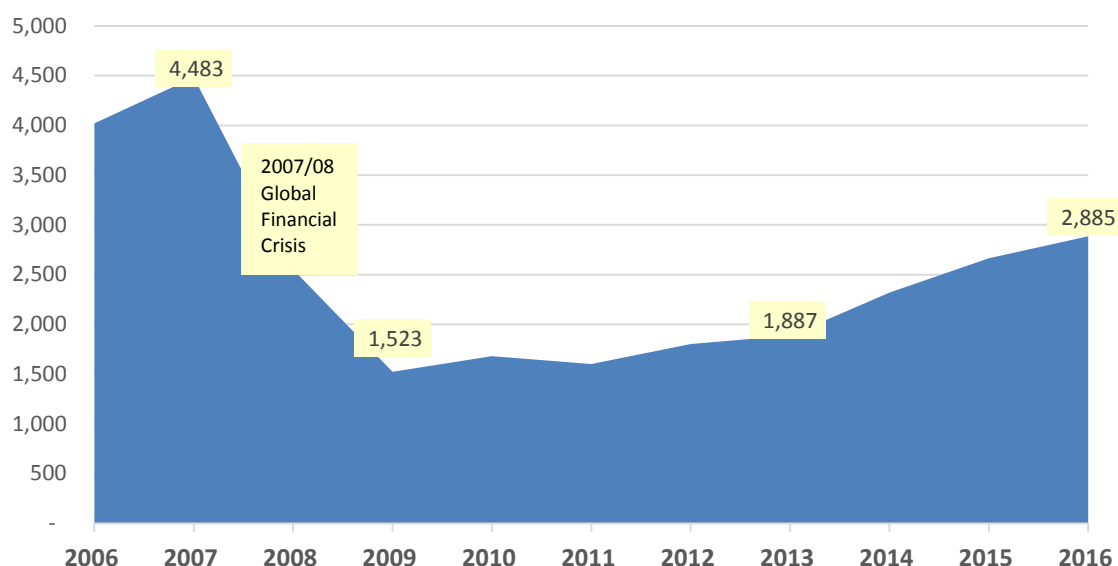
### **Housing Need & Demand**

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.

**Fig 8.1 House Sales - North Ayrshire 2006-2016**



### *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 £195,000 in the Arran locality. 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.

**£195,000**

Median house price in the Arran locality 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.

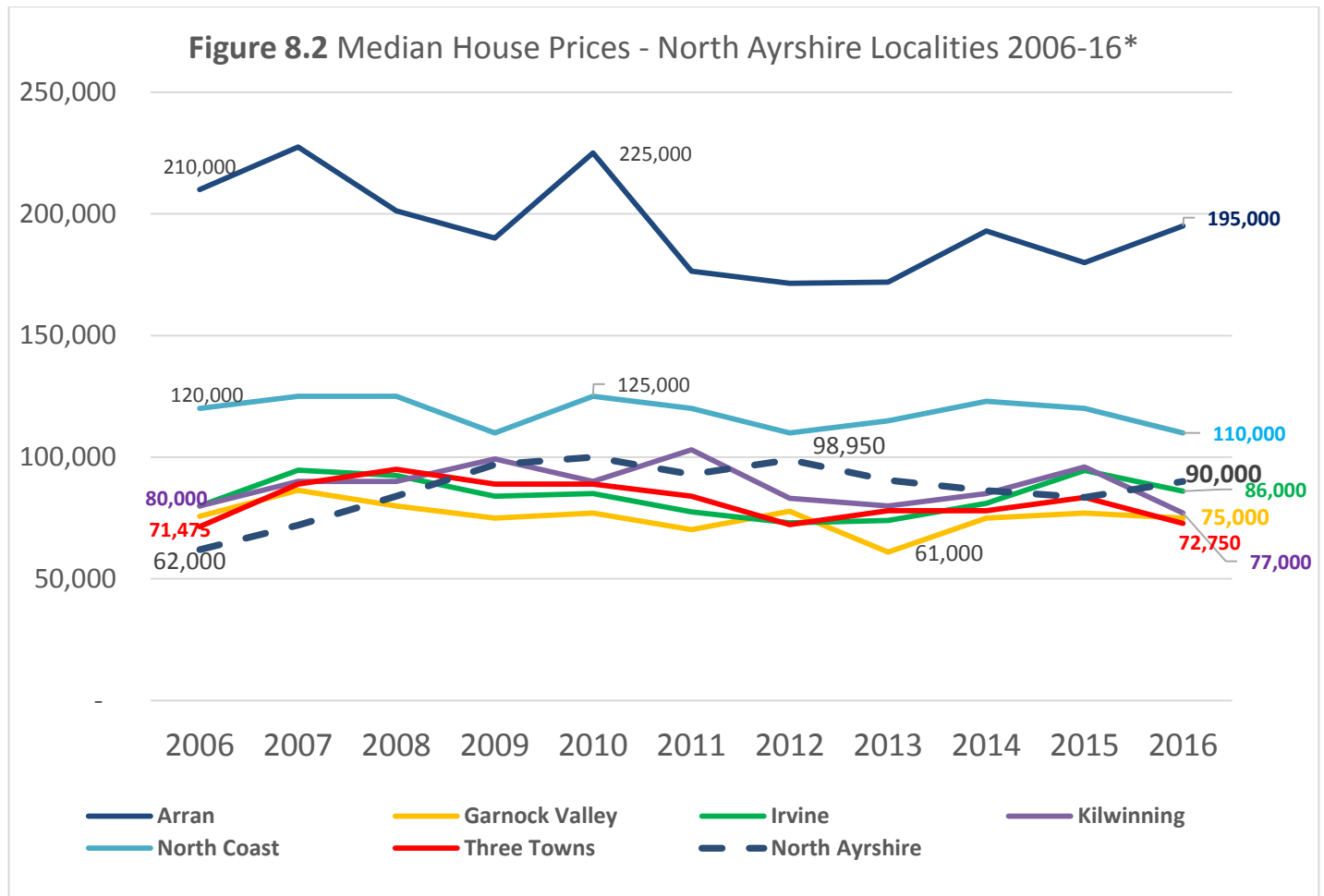


**Table 8.1** Median House Prices - North Ayrshire Localities 2012-16\*

	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

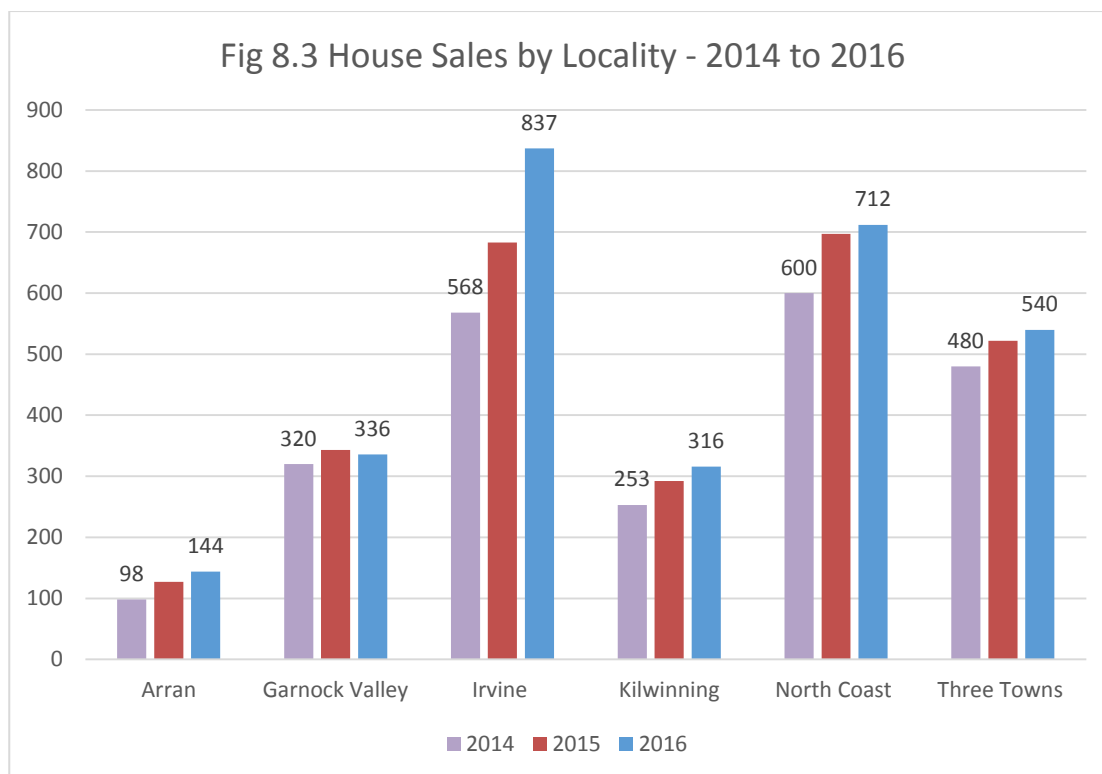
\*Excludes all transactions <£20K & >£1M

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 Garnock Valley by contrast falling to £61K in 2013.

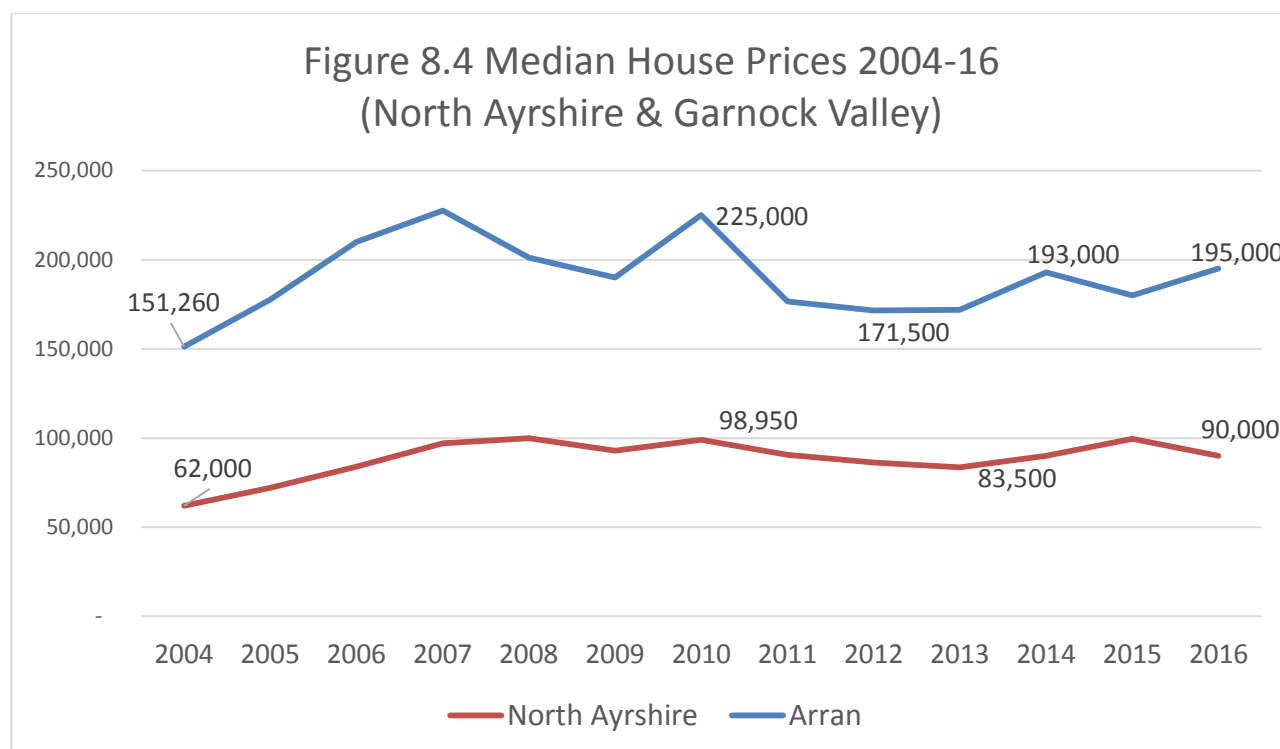


### Arran locality house sales

- 8.9 **Figure 8.3** below illustrates the volume of recent house sales by locality. Overall sales have been recovering significantly in the Arran locality since 2014 with well over 140 transactions by 2016, the highest volume of all localities.



8.10 Median house prices have also fluctuated since 2010 in the Arran locality with values reaching a peak of £225K in 2010 falling to £171K in 2012. Figure 8.4 below however illustrates a strong recovery by 2014 (£193K), with recent values increasing again to £195K in 2016. This is over 117% higher than the North Ayrshire median of £90K, continuing the trend of median property values being consistently the highest of all six localities.



### *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 Arran locality had the highest ratio of house prices to median household income, where house prices are over six 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

*Affordability Ratios in Arran neighbourhoods*

- 8.19 The Arran locality is made up of seven datazones (geographic areas of approximately 800 resident population). **Table 8.3** below details housing affordability by the highest and lowest datazones in terms of median household incomes ranked from the CACI Paycheck dataset.
- 8.20 The table indicates high ratios for the all seven datazones ranging from 5.51 in the Whiting Bay area (Arran 03) to 7.86 in Lamlash (Arran 05). With just under 300 households and a median household income of approximately £25,000, the Lamlash 05 datazone records a ratio more than two times higher than the North Ayrshire ratio of 3.70.
- 8.21 Overall, with the North Ayrshire median house price at £90,000 in 2016, housing is generally affordable with a ratio of 3.7 times the median household income estimated at £24,356. The local housing market on Arran however is the least affordable of all six localities, with median house prices ranging from around six to almost eight times median household incomes across neighbourhoods.

**Table 8.3 Affordability by highest / lowest datazones – Arran locality 2016**

<b>Datazone</b>	<b>Total Households</b>	<b>Median Income (£)</b>	<b>Median House Price (£) Arran</b>	<b>Affordability Ratio</b>
Arran – 05 (Lamlash)	298	24,794	195,000	7.86
Arran – 07 (Brodick)	406	30,784	195,000	6.33
Arran – 02 (South Coast)	341	31,040	195,000	6.28
Arran – 01 (West Coast)	378	32,359	195,000	6.03
Arran – 06 (Clauchland Hills)	300	33,071	195,000	5.90
Arran – 04 (North East Coast)	213	33,249	195,000	5.86
Arran – 03 (Whiting Bay)	229	35,414	195,000	5.51
North Ayrshire	63,289	24,356	90,000	3.70
NA (Highest)	496	13,134	90,000	6.58
NA (Lowest)	195	58,841	90,000	1.53







## **9. Community Safety**

## 9. Community Safety

### *Crime by Type*

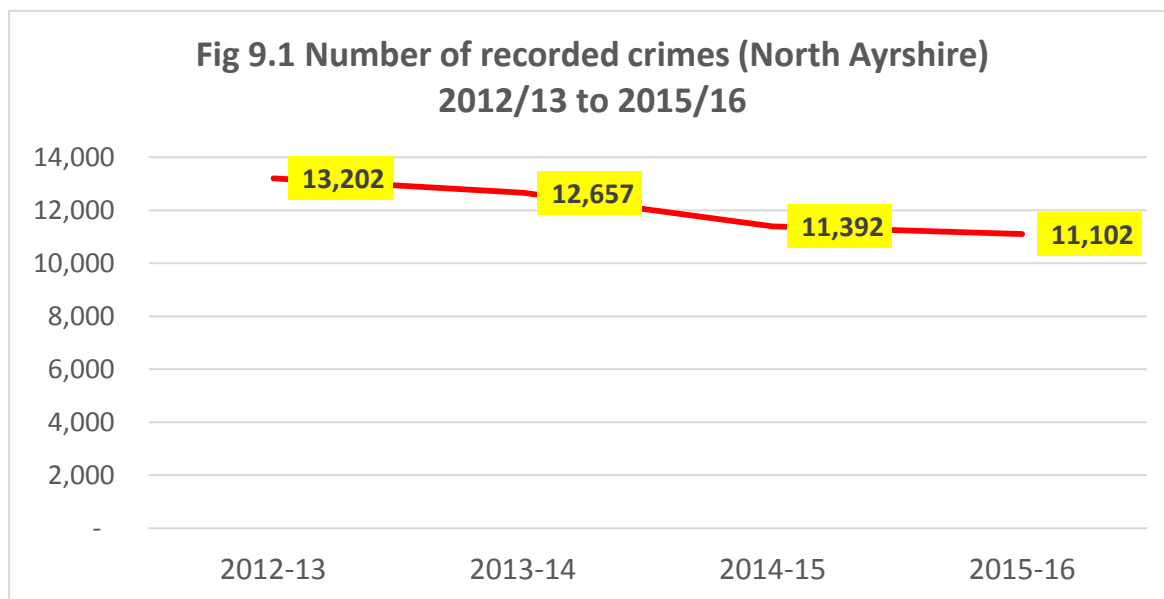
- 9.1 Crime in Scotland is at its lowest level in 40 years. Between 2014/15 and 2015/16 the number of recorded crimes Scotland decreased by 4% from 256,350 to 246,243 - the lowest level of recorded crime since 1974. The most recent statistics indicate that between 2014-15 and 2015-16, recorded crime in North Ayrshire fell by -6%. This compares with a fall of -4% in South Ayrshire -2% in East Ayrshire and -4% across Scotland<sup>11</sup>
- 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 2008/09<sup>12</sup>. 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 from 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%)

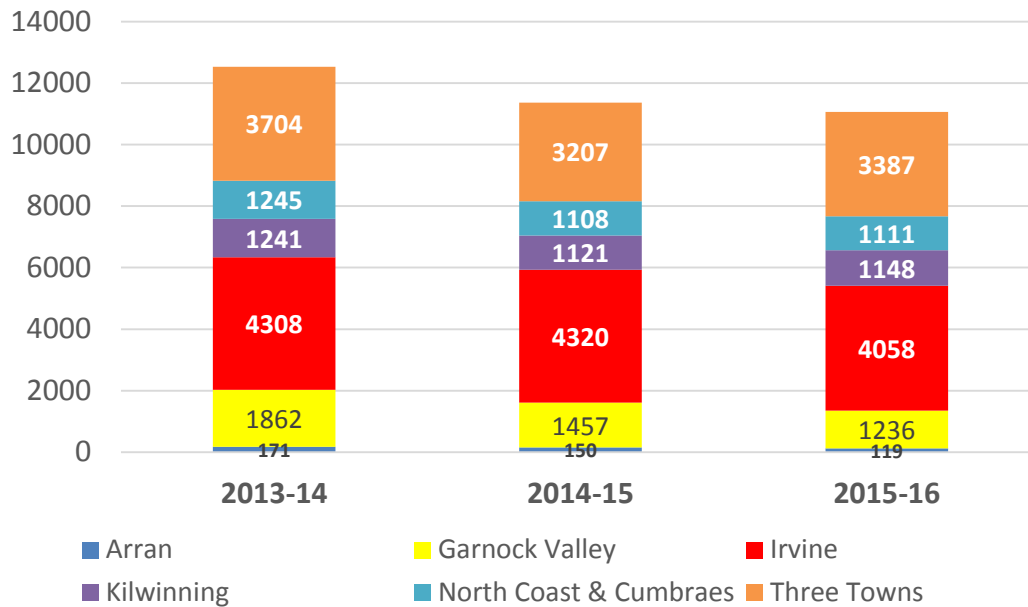
<sup>11</sup> Source: Recorded Crime in Scotland 2015-16

<sup>12</sup> 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.

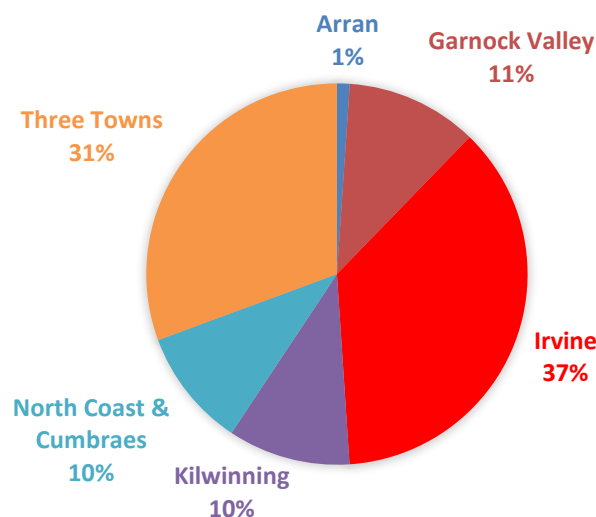
**Fig 9.2 Recorded Crime trends - All Localities  
2013/14 to 2015/16**



### *Community Safety in the Arran locality*

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%.

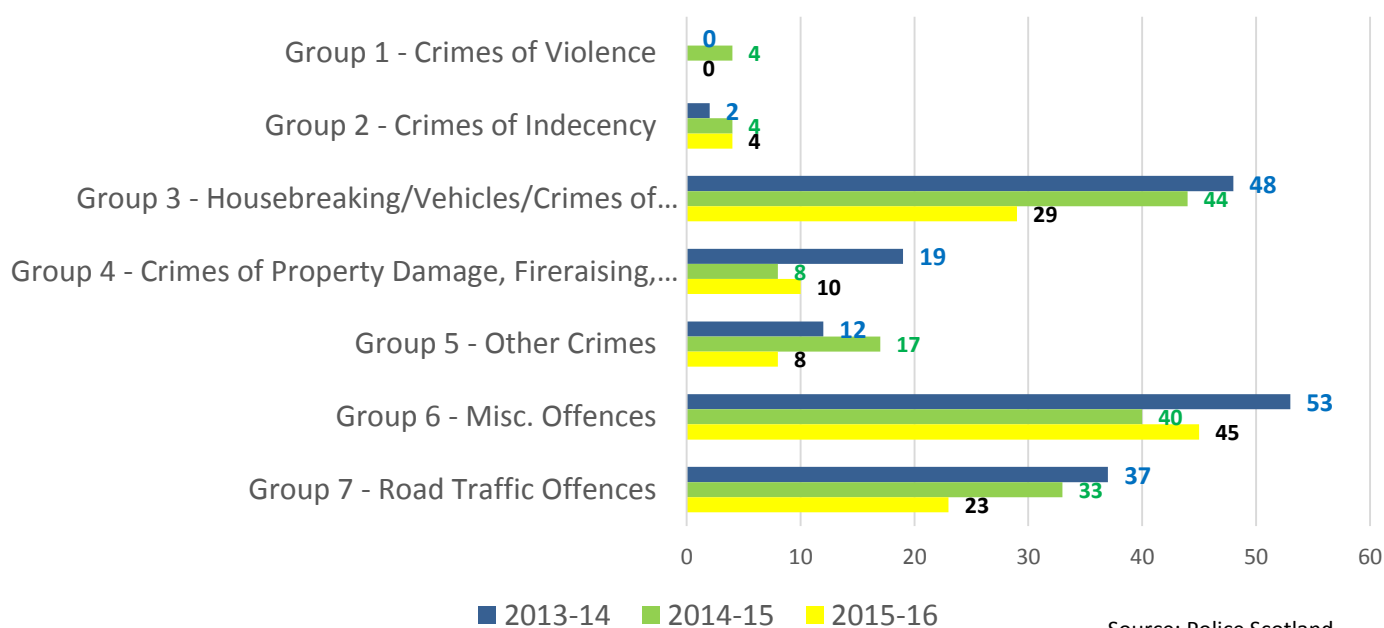
**FIG 9.3 RECORDED CRIME BY LOCALITY (2015/16)**





9.10 **Figure 9.4** details that within the Arran 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 well over a third of all crime (38%) in 2015/16, followed by housebreaking and crimes of dishonesty offences (24%).

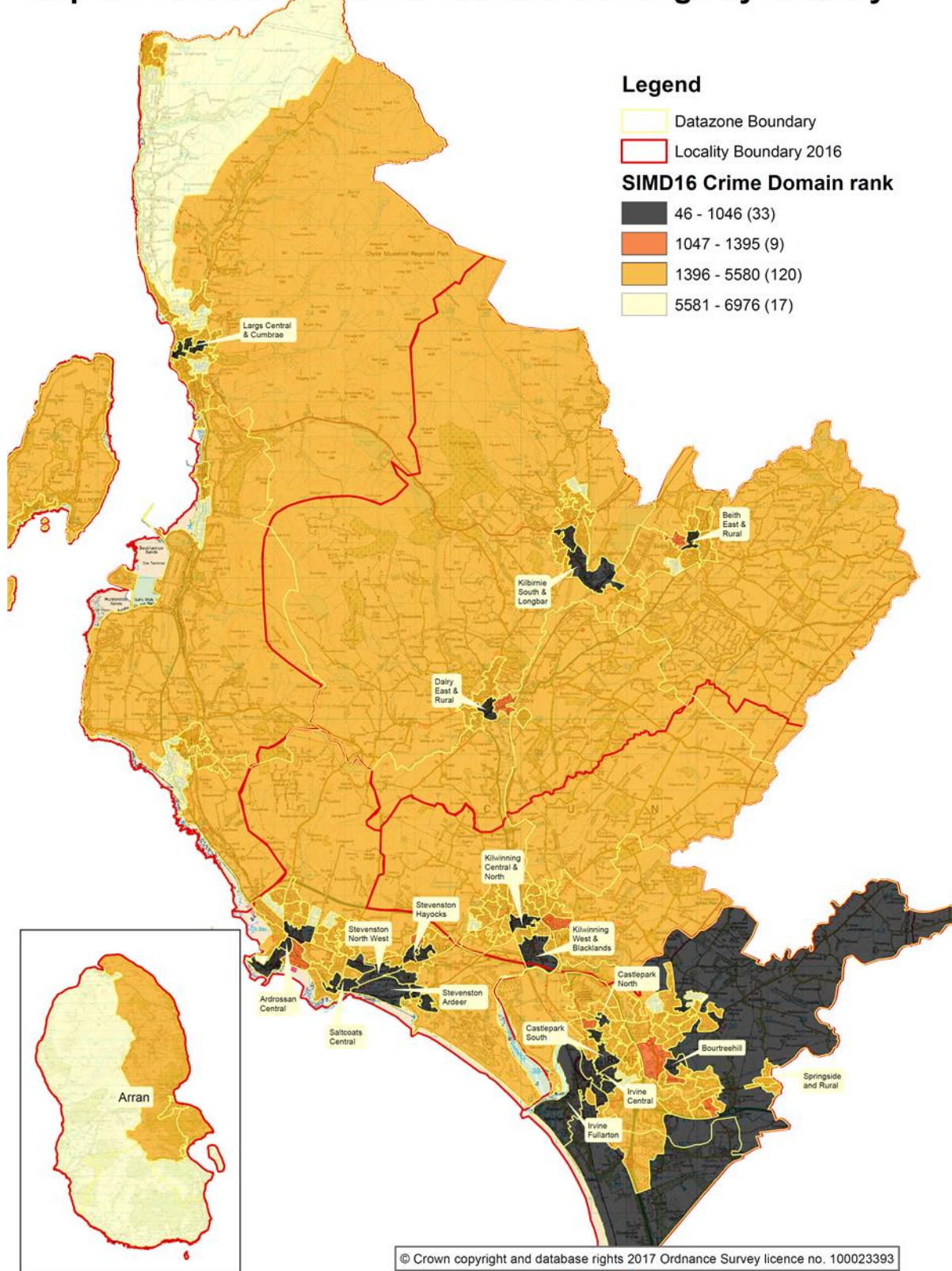
### Arran - Crime Trends by Type of Offence (2013/14 to 2015/16)



*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 Arran locality had no datazones falling in the top 15% most crime deprived of the SIMD 2012 Crime domain. Arran datazones have generally been falling in the lower, least deprived deciles of the SIMD Crime domain since 2004. All seven datazones in the 2016 SIMD have fallen between the 53<sup>rd</sup> and 98<sup>th</sup> percentile. Two datazones (Whiting Bay and West Coast), are amongst the least deprived nationally with current rankings at the 97<sup>th</sup> and 98<sup>th</sup> percentile of 6,976 datazones across Scotland.

**Map 9.1** below illustrates the distribution of datazones across North Ayrshire placing the Arran locality in context.

**Map 9.1 SIMD 2016 - Crime Domain Rankings by Locality**



## **10. Conclusion**

## ***Conclusion***

On balance, Arran enjoys a net surplus of strengths over challenges across the selected range of socio-economic indicators in this profile. This recent survey of findings confirms Arran's uniqueness as a locality, not just in terms of its island geography, but also its demography, economy and general quality of life for its residents.

Although a much older age profile, Arran has relatively high life expectancy with the highest male life expectancy of all six localities. A higher proportion of residents describe their health as 'very good', while the island enjoys some of the lowest smoking rates across North Ayrshire.

Among the key longer term challenges over the next 10 years will be how the economy responds to the estimated decline in projected working age population. Together with some of the highest housing affordability ratios and dependency ratios in Scotland this presents challenges for both current and future employers in the locality.

Nonetheless, Arran enjoys a strong base of community groups, events and activities, while crime rates have consistently been the lowest of all localities. As a mostly rural local economy, tourism is an important sector providing a range of seasonal employment, while unemployment claimant rates have been consistently the lowest of all localities over recent years. Recent successes, including the Scottish Government Transportation Review maintaining the Ardrossan to Brodick ferry crossing, the introduction of the Road Equivalent Tariff, and the current regeneration of Brodick Harbour and Terminal all contribute to sustaining and reinforcing this vital sector for the island.



## **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)