



North Ayrshire
Community Planning Partnership

Locality Profile

Garnock Valley

September 2017

(Map Version 1.2)

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North Ayrshire
Community Planning Partnership

Garnock Valley

20,128



estimated population
of the Garnock Valley
in 2016 – 14.8% of the total
North Ayrshire population

Over 65s currently make
up less than a fifth of
the local population
and have increased by
less than 5% since the
last Census – the lowest
in North Ayrshire



Over 65s

UNDER EIGHTEEN YEARS

population in the Garnock
Valley has fallen by over 11%
since the last Census. This
compares with a North
Ayrshire decline of 6%

82yrs

FEMALE LIFE EXPECTANCY

Female life expectancy
in the Garnock Valley
is 1.2 years above the
North Ayrshire average



The Garnock Valley
unemployment
claimant count as
of March 2017 was
4.4% compared
with a North Ayrshire
rate of 4.1%



4.4%

MALE LIFE EXPECTANCY

is lower than
the Scottish
average in
four out of six
Garnock Valley
neighbourhoods



SMOKING

17% of Garnock Valley
residents smoke compared
with 15% across North
Ayrshire. The joint highest
rate with the Irvine locality



61 per 1,000



Garnock Valley had the third
lowest crime rate in 2015/16
at 61 incidents per 1,000
population. This compares with
a rate of 82 per 1,000 across
North Ayrshire

The 2016 median house price in
the Garnock Valley was **£75K**
– compared with the North
Ayrshire median price of **£90K**.
The locality has the second
lowest affordability ratio in North
Ayrshire (3.21)



Garnock Valley Locality

Key Strengths	Key Challenges
<p>Lower Dependency Ratio</p> <p>The Garnock Valley locality has a stable working age population. For every ten workers in the Garnock Valley 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 Male Life expectancy</p> <p>Male life expectancy has improved the most in Kilbirnie North, rising 3.7 years from 74.6 to 78.3 years. It has also risen in Dalry West by 2.4 years to 76.8 years, while Beith West has improved by 3.2 years.</p> <p>Female life expectancy</p> <p>Female life expectancy falls above the national average in most Garnock Valley neighbourhoods. The three top ranked areas for female life expectancy are Dalry East & Rural (82.9 years), (Kilbirnie North (82.5 years), and Beith East & Rural (82.1 years).</p> <p>Female life expectancy has improved most in Kilbirnie North by almost 4 years to 82.5 years.</p> <hr/> <p>Improving Health</p> <p>The Garnock Valley locality has four datazones falling in the top 15% most health deprived datazones in Scotland - the third lowest rates after Arran and the North Coast localities. The majority of the Garnock Valley's datazones fall outside of both the top 15% and the top 20% most health deprived.</p>	<p>Declining population</p> <p>Between 2011 and 2015 the total North Ayrshire population fell by -1.4% (approximately -200 residents). However, the Garnock Valley locality fell by -6.5% since the last Census in 2011 (-1400 residents). This was the second highest decrease of all six localities after Kilwinning.</p> <hr/> <p>Smoking</p> <p>Along with the Irvine locality, smoking prevalence was the highest in the Garnock Valley locality at 17% compared with a rate of 15% across North Ayrshire and a rate of 10% in the North Coast.</p> <hr/> <p>Higher unemployment</p> <p>The Garnock Valley locality unemployment claimant rate was 4.4% as of March 2017 with male unemployment at 5.7% - the third highest rates in North Ayrshire after the Three Towns & Irvine localities.</p> <hr/> <p>Rising deprivation</p> <p>Over a quarter (7) of the Garnock Valley locality datazones (25.9%) fell in the top 15% most deprived datazones of the overall SIMD 2016. This means the local share within the Garnock Valley has increased from 22% percent to 26%.</p>

Key Strengths	Key Challenges
<p>Falling crime rates</p> <p>While overall crime is falling across North Ayrshire, this does not apply uniformly across the six localities. The proportion of recorded crime since 2013/14, has been falling most notably in the three localities of Arran, Irvine and the Garnock Valley. Recorded crime in the Garnock Valley locality fell by over 33% between 2013/14 and 2014/15, compared with a fall of -14% for North Ayrshire overall in the same period.</p> <p>The number of Garnock Valley datazones falling in the top 15% most deprived of the SIMD Crime domain has fallen from seven in the SIMD 2012 to four in the SIMD 2016. This is a fall of almost ten percent (from 26% to 15%) in the local share of datazones.</p> <hr/> <p>Housing Affordability</p> <p>The Garnock Valley locality had the second lowest ratio of house prices to median household income in 2016. House prices are 3.21 times greater than the local median household income compared with a North Ayrshire ratio of 3.70.</p>	<p>Lower household incomes</p> <p>Sixty percent - or 16 of the 27 datazones in the Garnock Valley locality have a median household income falling below the North Ayrshire median of 24K. The estimated median household income for the Garnock Valley locality was £23,340, or 4.2% lower than the North Ayrshire median.</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
% 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

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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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

Garnock Valley 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 Garnock Valley has a rich industrial heritage extending as far back as the mid-nineteenth century when local mines, ironworks, thread mills and factories helped to grow the local population in the three main settlements of Kilbirnie, Beith and Dalry. The locality maintains a relatively healthy working age population and many residents now commute out of the Valley to employment centres in Paisley, Inverclyde, Glasgow and the larger Ayrshire towns.

Population in the Garnock Valley has declined since the last Census by over 6% compared with an overall decline of 1.4% for North Ayrshire. Nonetheless despite a decline in the proportion of younger residents (aged 18 years and under), the locality enjoys a relatively younger demographic profile. This is reinforced by a stable working age population, underpinning lower levels of economic dependency compared with North Ayrshire as a whole. Over 65s currently make up less than a fifth of the local population and have increased by the lowest rate in North Ayrshire (less than 5%) since the last Census.

Female life expectancy falls above the national average in most Garnock Valley neighbourhoods, contrasting with male life expectancy which is below the national average. Nonetheless there are pockets in all three main towns where male life expectancy has been improving by between three and four years since 2011.

Smoking remains relatively higher in the Garnock Valley at an estimated 17% compared with the North Ayrshire rate of 15%. However, overall health has been improving with the majority of the locality's datazones falling outside of both the top 15% and top 20% rankings of Scotland's most health deprived areas. According to the SIMD, Garnock Valley has the third lowest rate of health deprivation after Arran and the North Coast localities, with only four of its 27 datazones falling inside the top 15% most health deprived nationally.

Overall multiple deprivation has increased locally and this is reflected in generally lower household incomes and an above average unemployment rate at 4.4% (North Ayrshire 4.1%). Housing nonetheless remains amongst the most affordable in North Ayrshire, with local median house prices only 3.2 times the local median household income compared with 3.7 for North Ayrshire and the Irvine locality.

Crime rates in recent years have been falling with recorded crime falling by over 33% between 2013/14 and 2014/15, compared with a fall of -14% for North Ayrshire overall in the same period. This was reflected in the SIMD Crime domain which recorded a fall from seven to four in the number of datazones falling in the top 15% most deprived of the SIMD Crime domain.

Assessing overall strengths and challenges

On balance, Garnock Valley has a net surplus of strengths over challenges across the selected range of socio-economic indicators in this profile. This recent survey of findings identifies specific changes within the Garnock Valley locality in terms of growing life expectancy, improving general health, falling multiple deprivation, and falling crime rates. This is against a contrasting backdrop of lower household income and generally higher levels of unemployment, demonstrating continuing resilience within semi-rural communities with a mix of local and geographically mobile workforces.



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.

Garnock Valley Locality

- 1.3 The Garnock Valley locality comprises an area of approximately 157 square kilometres, the third largest locality after Arran and the North Coast. Extending south west from the boundary of Renfrewshire at Kilbirnie loch, the northern topography runs into the urban cluster of Kilbirnie, Glengarnock and Beith, taking in a substantial part of the Clyde Muirshiel Regional Park north west of Kilbirnie. The River Garnock, with its source approximately 3km north of Black Law hill, runs south for another 30km through Kilbirnie, Glengarnock and Dalry and into the Kilwinning locality just north of Dalgarnen.
- 1.4 While the eastern boundary extends to the outskirts of the East Ayrshire village of Lugton, the south eastern boundary follows the Dusk Water which flows into the Garnock at Dalgarnen. The western edge runs north around Knockendon Reservoir through the watersheds of Crosbie, Kaim and Blaeloch hills and finally turning north east back towards the Garnock beyond the Camphill reservoir.
- 1.5 The Valley's industrial heritage extends as far back as the mid-nineteenth century when steel works were first established near the shores of Kilbirnie Loch. Local people also found employment in engineering, local mines, ironworks, thread and flax mills, rope & fishing net factories, growing the population in the main towns and villages. The decline of the heavy industry across Scotland generally and the closure of the steelworks in 1985 presented challenges and change for local communities.
- 1.6 Fewer local employers has meant that many residents now commute out of the Valley to Paisley, Inverclyde, Glasgow and the larger Ayrshire towns for employment. Residents are well served by good transport links and regular train services from Dalry and Glengarnock. Nonetheless, strong local ties and a distinctive community identity has sustained a relatively healthy working age population with a dependency ratio lower than the North Ayrshire rate.

- 1.7 The development of the new £40m Garnock Community Campus, recently opened in 2016 is a new state of the art facility serving Kilbirnie, Dalry and Beith. As well as accommodating pupils from the former Garnock Academy, the campus also provides community and leisure facilities including sports halls, synthetic pitches, fitness suite and a six lane swimming pool managed by Local partners KA Leisure. With regular fitness and swimming classes on offer, along with outlets such as the Healthy Living Centre in Kilbirnie, residents have an improved local offer to maintain a healthy lifestyle.



2. Local Resident Priorities

2. Local resident priorities

Results from the People's Panel

2016

People's
Panel

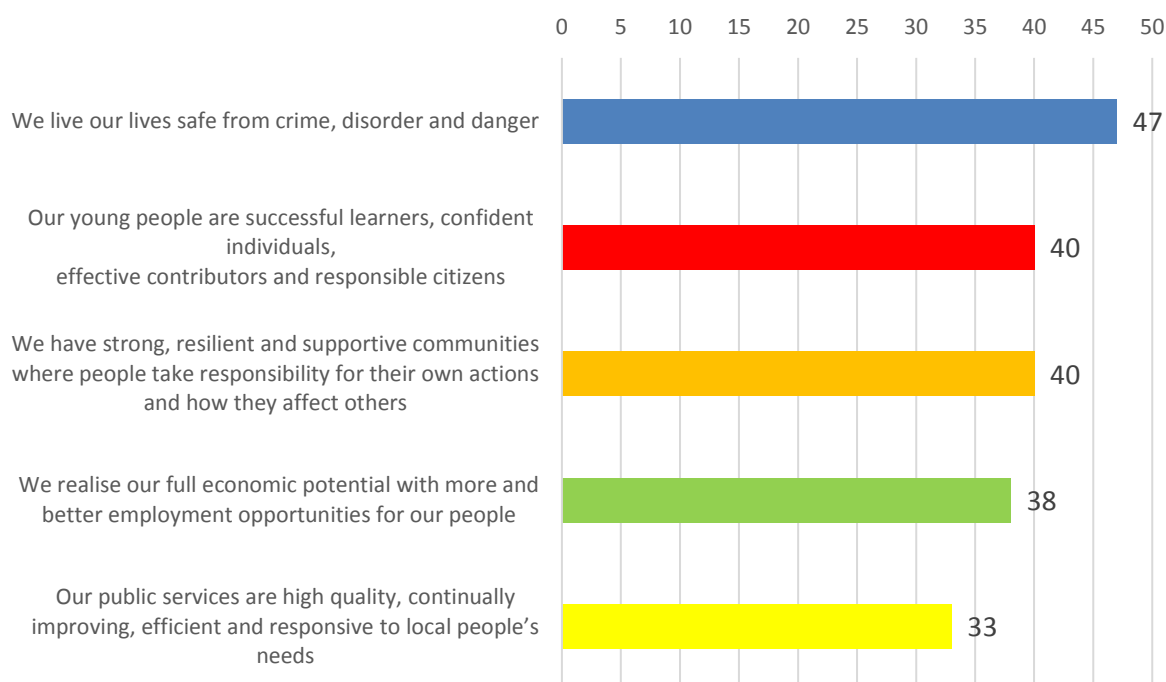
2.1 Every two years as part of the local People's Panel, two thousand North Ayrshire residents are surveyed on a range of Partnership themes and quality of life issues. Residents also take part in follow-up focus groups, with one third of the Panel refreshed every two years to make representation as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

47%

*"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 Garnock Valley Locality. In the Garnock Valley, 47% of respondents selected it as one of their top 5 aims.

Fig 2.1 Percentage of Garnock Valley 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.

61%

of comments in
the Garnock Valley
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 61% were categorised as overall positive in the Garnock Valley. This was over 22% higher than the equivalent result for the North Coast locality and the third highest positivity rate among the six localities.

The Garnock
Valley had the

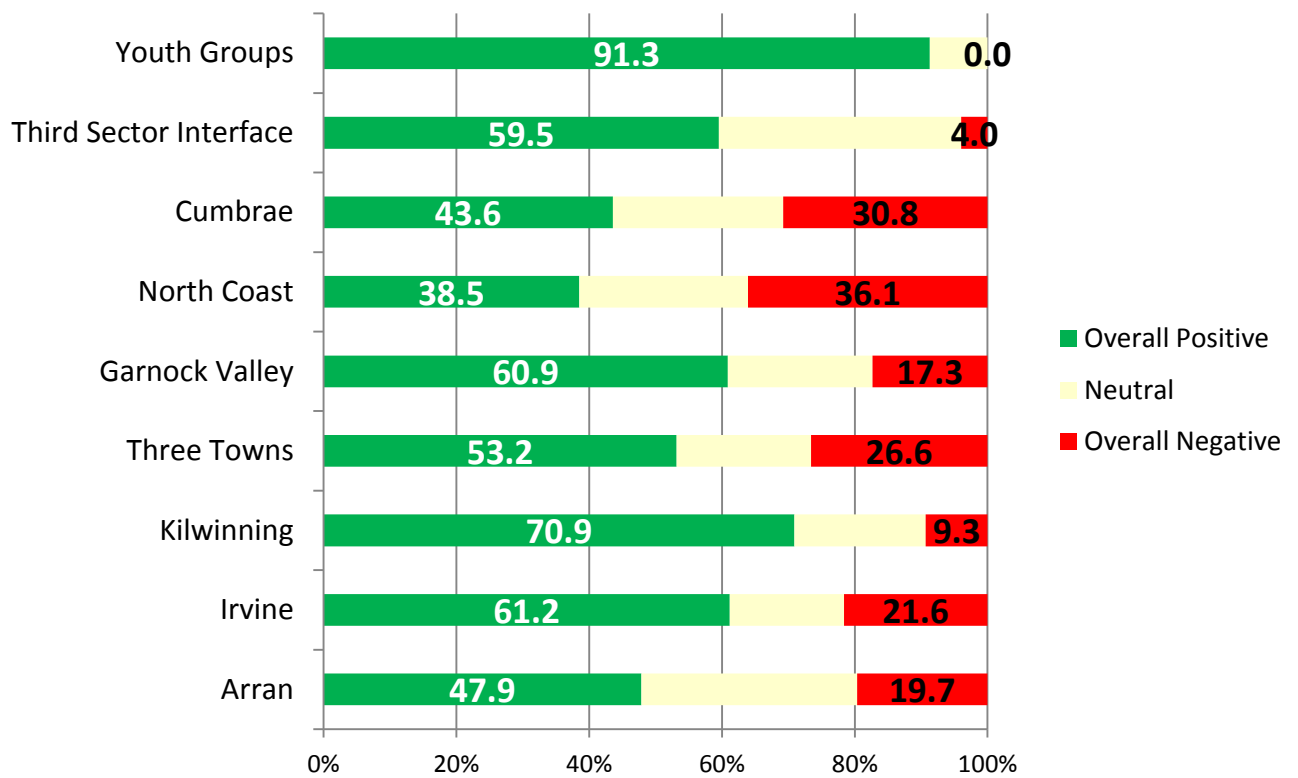
second

lowest rate of
negative
comments

- 2.7 Well under a fifth of all the comments in the Garnock Valley workshop were classified as overall negative (17.3%), compared with an average of 19% for consultations across all localities. Excluding Kilwinning, this was the second lowest rate of negative comments of all six localities.

- 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 Garnock Valley locality

3. Population in the Garnock Valley locality

Overall population estimates

135,890
estimated
population
of North
Ayrshire¹

- 3.1 Population changes very slowly and the Garnock Valley population has been in slow but relative decline since 2001. The latest population count for North Ayrshire is 135,890⁸ based on 2016 mid-year estimates. The Garnock Valley population was estimated at 20,128 in 2015, accounting for a 14.8% share of the North Ayrshire total (a fall of 0.8% on the share of 15.6% in the 2011 Census).

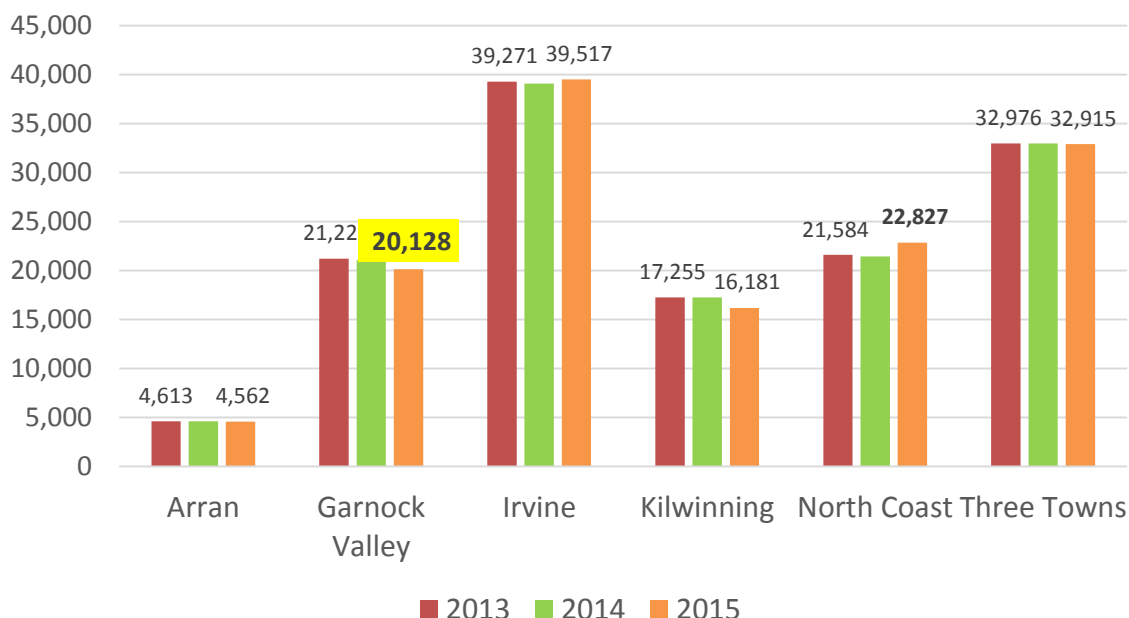
20,128
estimated
population
of Three Towns¹

- 3.2 **Figure 3.1** below illustrates that the Garnock Valley population has been falling in recent years, with a decrease of over one thousand residents since 2013 alone. This continues a trend of steady decline since the last Census in 2011, where the local population has decreased by -6.5% or approximately 1,400 residents.

15%
of the North
Ayrshire
population
live in the
Garnock Valley

- 3.3 The majority of the Garnock Valley population is concentrated in the main settlements of Kilbirnie (7,520), Beith (6,170) and Dalry (5,560)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 Garnock Valley

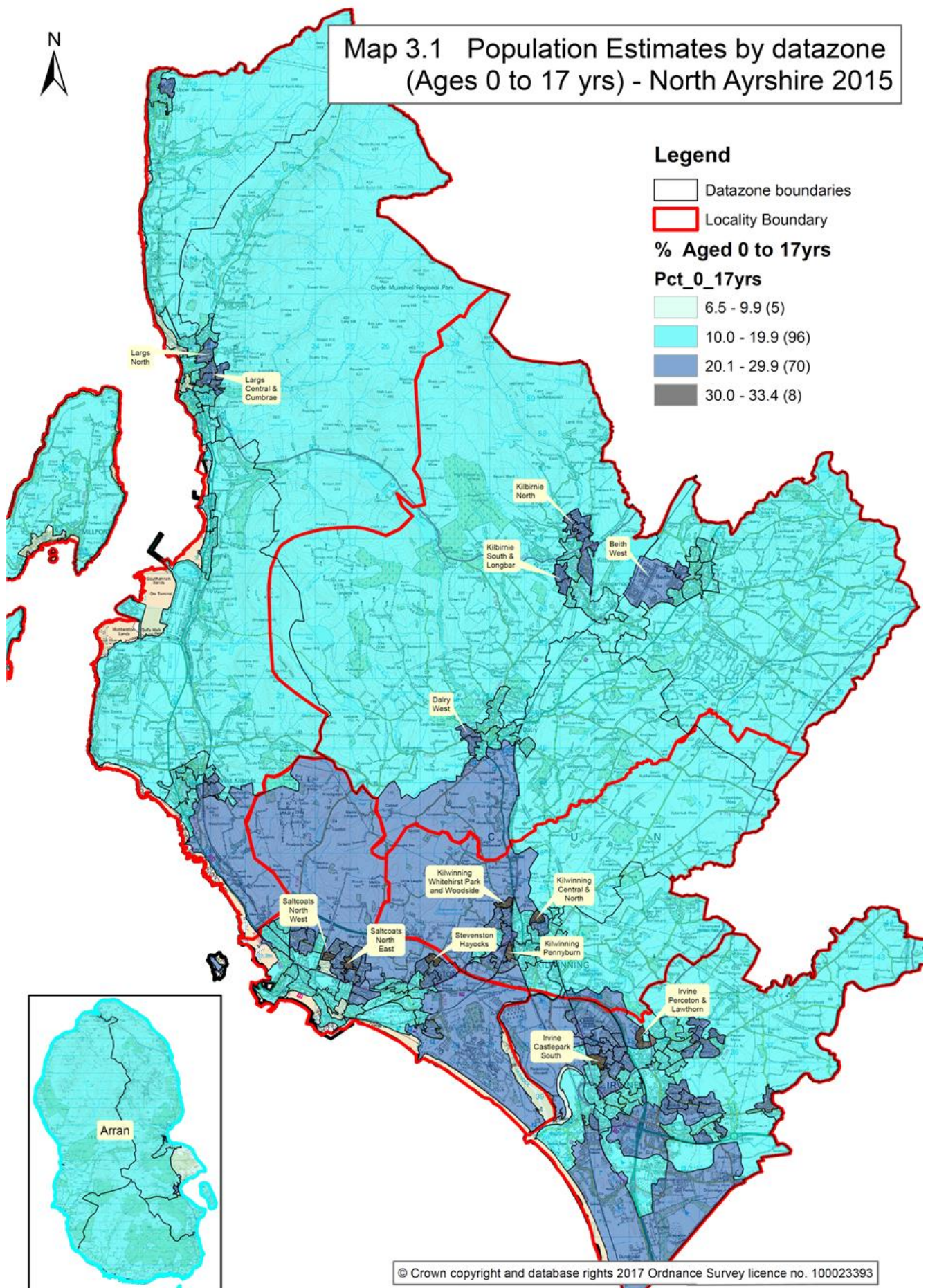
- 3.4 Since the 2011 Census, the population of younger residents has been steadily falling across all of North Ayrshire's localities. The 2015 population estimates indicate an overall -6% drop in the under 18yrs population since 2011 across North Ayrshire. This contrasts with an increase of approximately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

Under 18yrs
population in the
Garnock Valley has
fallen by over -11%
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. Specifically the Garnock Valley's local proportion of under 18yrs has fallen by the highest rate of all six localities (-11.4%). This contrasts with the neighbouring North Coast locality which recorded no decrease in the Under 18s since 2001, and is almost twice the North Ayrshire rate of -6.0%.

19%
of the Garnock
Valley
population are
under 18yrs old

- 3.6 Trends since the 2001 Census indicate a steady decline in the under 18yrs age group across all localities, although none of the localities record any rate higher than 22% for this cohort. The proportion of the Garnock Valley population aged under 18 years accounts for just under a fifth (19.4%) of the locality population. This matches the proportional rate of 19.4% also for this group across North Ayrshire.
- 3.7 **Map 3.1b** below illustrates the distribution of the younger population across Garnock Valley datazones, and in context with wider North Ayrshire communities.



Older population in the Garnock Valley

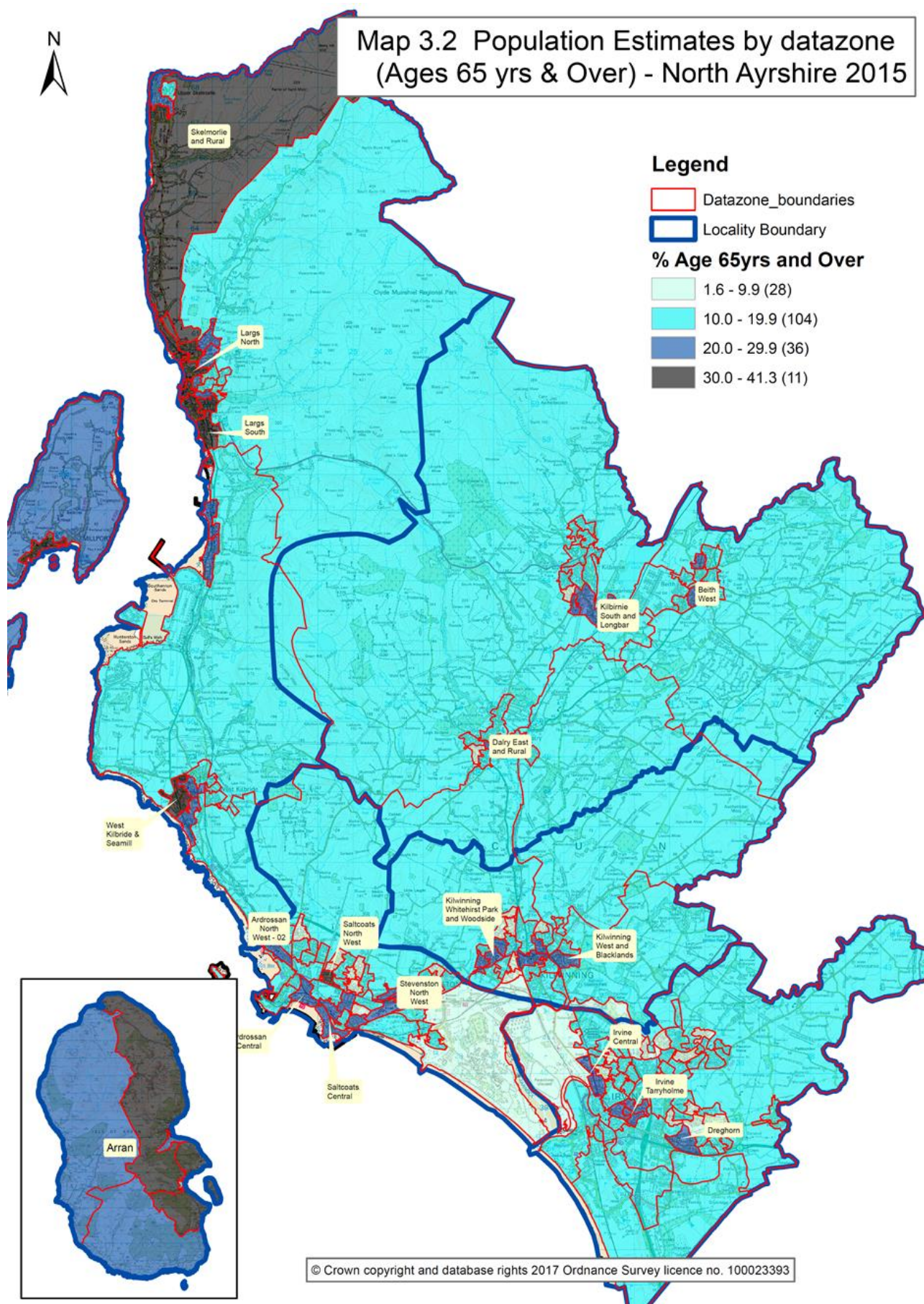
- 3.8 Scotland has an ageing population like most parts of the UK, presenting future challenges for the delivery of care and support service across localities. Across North Ayrshire, the 65 years and over age cohort has increased steadily since 2011 with an additional 2,754 residents - the only positive growth of 10.6%. By contrast the working age population (18-64yrs) has fallen by just over 3,000 residents or -3.6%

The **Over 65s** have increased by less than 5% in the Garnock Valley since 2011

- 3.9 The proportion of residents aged 65 years and over has increased in the Garnock Valley by 4.2% between 2011 and 2015. This is the lowest increase for the 65yrs and over age group of all localities, and is less than half the North Ayrshire rate of 10.6% growth. 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 Garnock Valley has increased by 2% from 17.9% to 19.9% in this period.

- 3.10 The proportion of the Garnock Valley population aged 65 years and over accounts for a fifth (19.9%) of the locality population. Trends since the 2001 Census indicate a steady increase in this age cohort across all localities. This ranks the locality third in terms of the local proportion of 65s and over, but remains lower than the equivalent North Ayrshire rate of 21%, and considerably lower than neighbouring North Coast locality at over 30% of the local population.

Map 3.2b below illustrates the distribution of the older residents population within the Garnock Valley locality, as well as comparing the locality with the other five localities.



Projecting the population for the Garnock Valley

3.11 **Figure 3.2** below highlights the projected population to 2026 for the Garnock Valley 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 Garnock Valley over the next 15 years.

Over 65s

projected to increase by 33%
By 2026

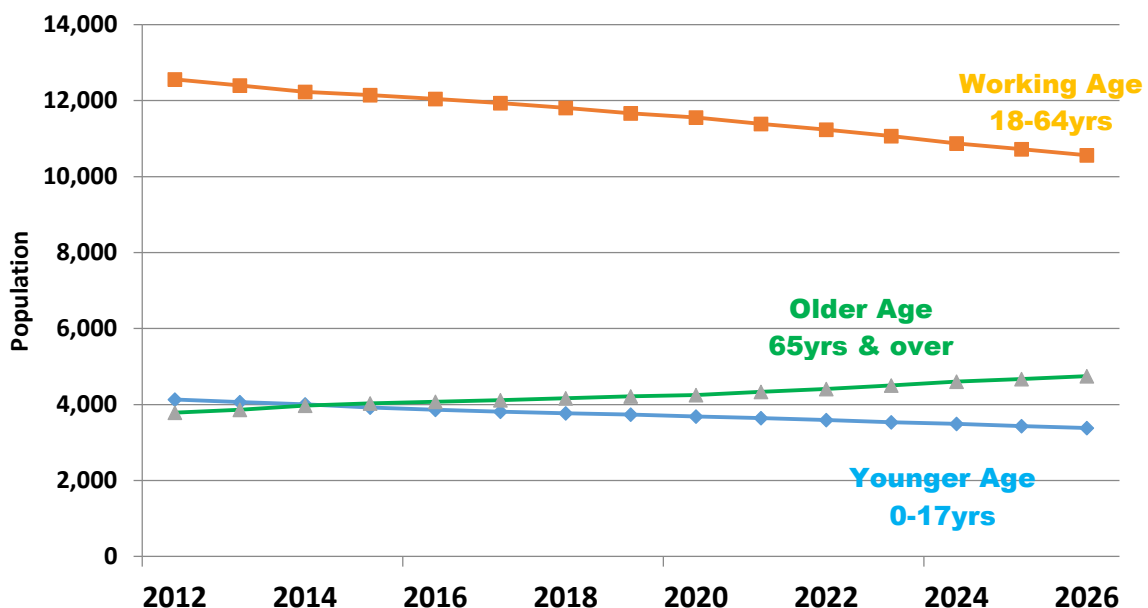
3.12 For example by 2026, while a nine percent decrease is projected for the local population as a whole, the over 65 population by contrast is projected to increase by a third. By 2026, the over 65s age cohort is projected to grow by +25% compared with 31% for North Ayrshire as a whole. Although a significant growth of a quarter, this is nonetheless the second smallest rate of growth after Arran for the 65yrs and over age group. All other localities (except Arran) project an increase of over 30%.

U18s

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

3.12 By contrast, the locality will experience a decrease of almost a fifth in the number of residents aged under 18 years (-18%) compared with -9% across North Ayrshire. The Garnock Valley will also experience a decline in the working age population 18-64yrs (-16%) 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%).

Chart 4 Garnock Valley Population Projection 2012-2026



How the local population will look in 2026

18-64yrs

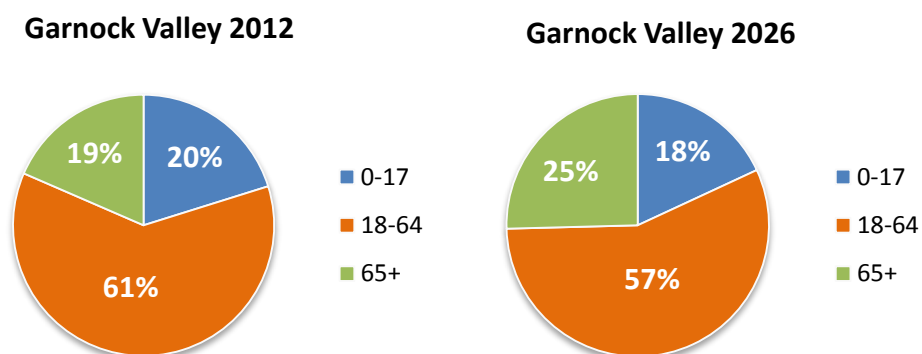
Working age groups projected to decline

Over 65s

will constitute **one quarter** of the total local population by 2026

- 3.13 **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.
- 3.14 While the younger age group (0 to 17yrs) will experience a decline in their overall share of the Garnock Valley population (down 2%), the working age population (18-64yrs) proportion will fall by -4%. . This contrasts with the older population (65yrs and over) which will grow its share of the overall local population by 6%.
- 3.15 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 less than a fifth. The working age of the Garnock Valley are also projected to decline in proportion from 61% to 57%. This reflects the changing demographic for North Ayrshire as a whole which will experience a decline in the younger and working age groups and a commensurate rise in the proportion of older residents.

Fig 3.3 Change in the key age groups 2012 and 2026 – Garnock Valley



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 Garnock
**Valley has a lower
Dependency Ratio
than North
Ayrshire (0.60)**

3.18 The Garnock Valley 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 Garnock Valley locality

4. General health in the Garnock Valley

General health indicators

- Less than
6 out of 10
residents said
their general
health was
“Good” or
“Very Good” in
the Garnock
Valley
- Garnock Valley and
Irvine **smoking**
rates are the
highest 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 However only 55% of respondents in the Garnock Valley rated their health in these two categories. However, while 14% of all North Ayrshire respondents rated their general health as ‘Poor’ or ‘Very Poor’, only 12% of respondents in the Garnock Valley 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 Garnock Valley 12% ranked this as the most important barrier whereas 80% did not.
 - 4.5 General health indicators also highlighted that smoking prevalence was also found to be the highest in the Garnock Valley and Irvine localities at 17% compared with a rate of 15% across North Ayrshire, and a rate of 10% in the North Coast.

Life Expectancy

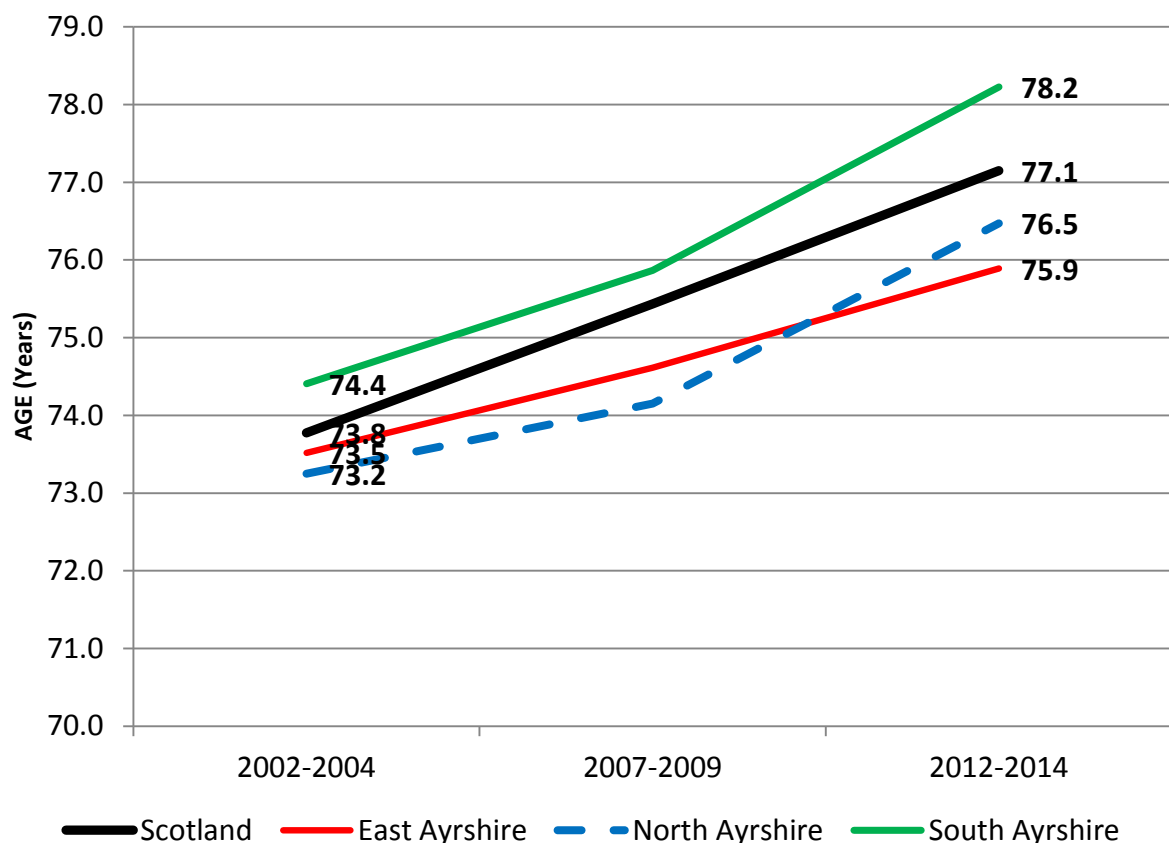
- 4.6 Life expectancy continues to grow in Scotland and North Ayrshire is no exception. Underlying trends in both life expectancy and healthy life expectancy at birth show a general improvement in Scotland over recent years. The **most recent** annual estimates for Scotland are for boys born in 2014 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 Garnock Valley is lower than the Scottish average in four out of six neighbourhoods

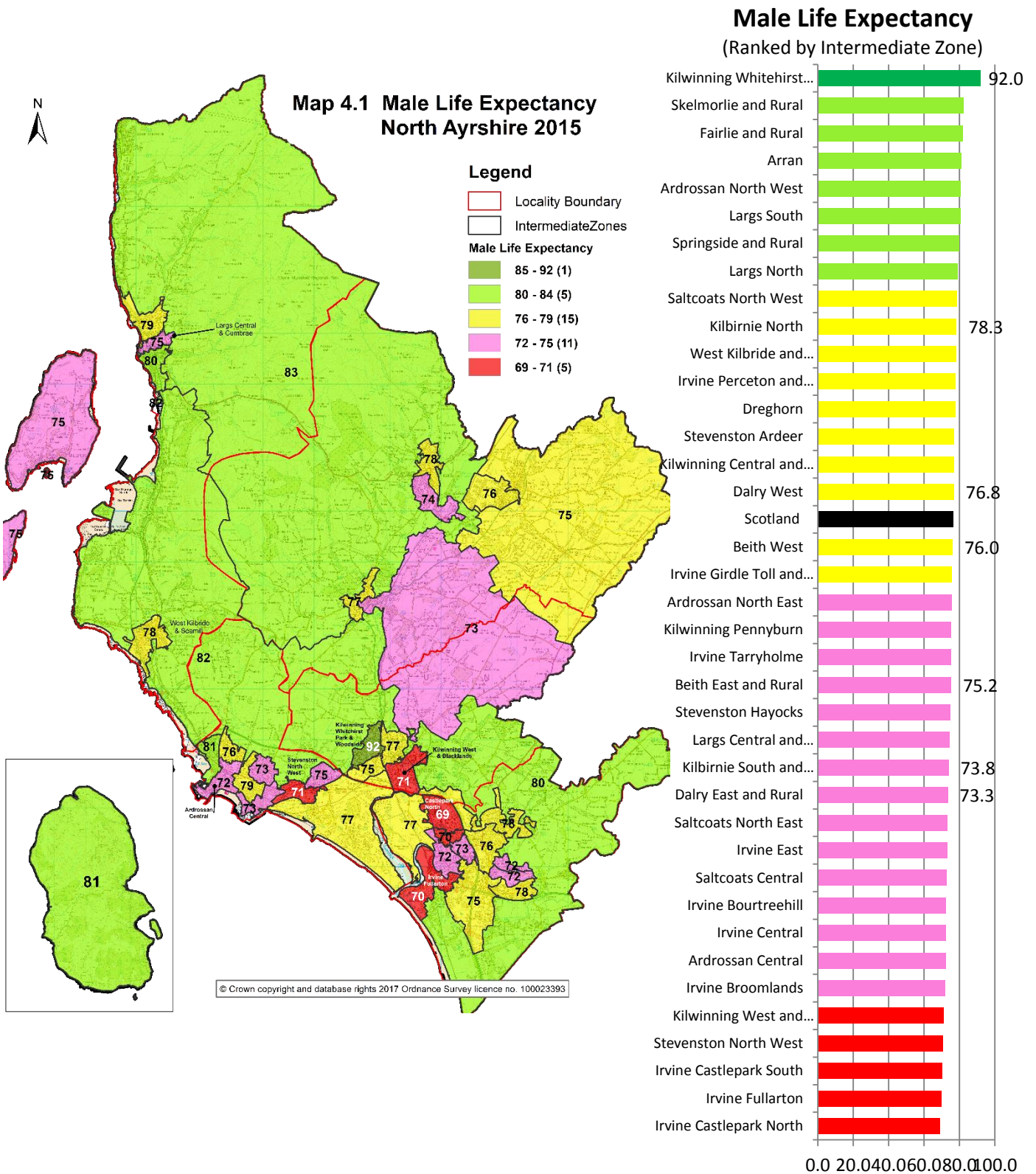
75.6yrs

Median life expectancy for males in the Garnock Valley – One year below the national average

78yrs

Life expectancy for males born today in Kilbirnie North

- 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 male life expectancy in the Garnock Valley locality ranges between 73.3 years in Dalry East & Rural to 78.3 years in Kilbirnie North. Four out of the six intermediate zones in the Garnock Valley fall below the national life expectancy average of 76.6 years.
- 4.11 However, males born in Kilbirnie North today can expect to live to over 78 years – 1.7 years above the national average. Similarly, male life expectancy in Dalry West is just marginally above the national average at 76.8 years.
- 4.12 Overall, the median male life expectancy in the Garnock Valley is 75.6 years – approximately one year below the national average and the North Ayrshire rate.



Most improved areas (males)

- 4.13 In terms of improvement since the last SIMD Health Index in 2012, male life expectancy has improved the most in Kilbirnie North, rising 3.7 years from 74.6 to 78.3 years. Male life expectancy has also risen in Dalry West by 2.4 years to 76.8 years, while Beith West has improved by 3.2 years. By contrast, male life expectancy in Beith East & Rural is the only Garnock Valley neighbourhood where male life expectancy has fallen - by approximately one year.

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

Female life expectancy

Female life expectancy falls above the national average in four out of six Garnock Valley neighbourhoods

Females in **Dalry East** can expect to live to almost 83 years – over two years above the Scottish average

- 4.16 **Map 4.2** below indicates that female life expectancy falls above the national average in most Garnock Valley neighbourhoods. The three top ranked areas for female life expectancy are Dalry East & Rural (82.9 years), (Kilbirnie North (82.5 years), and Beith East & Rural (82.1 years).
- 4.17 Females in Dalry East & Rural can expect to live to just under 83 years which is more than two years above both the national and the North Ayrshire average for females. The median rate for female life expectancy in the Garnock Valley is 82 years.
- 4.18 Female life expectancy in four out six Garnock Valley neighbourhoods are above the national average. This contrasts with male life expectancy for the Garnock Valley where only two neighbourhoods are above the national average.

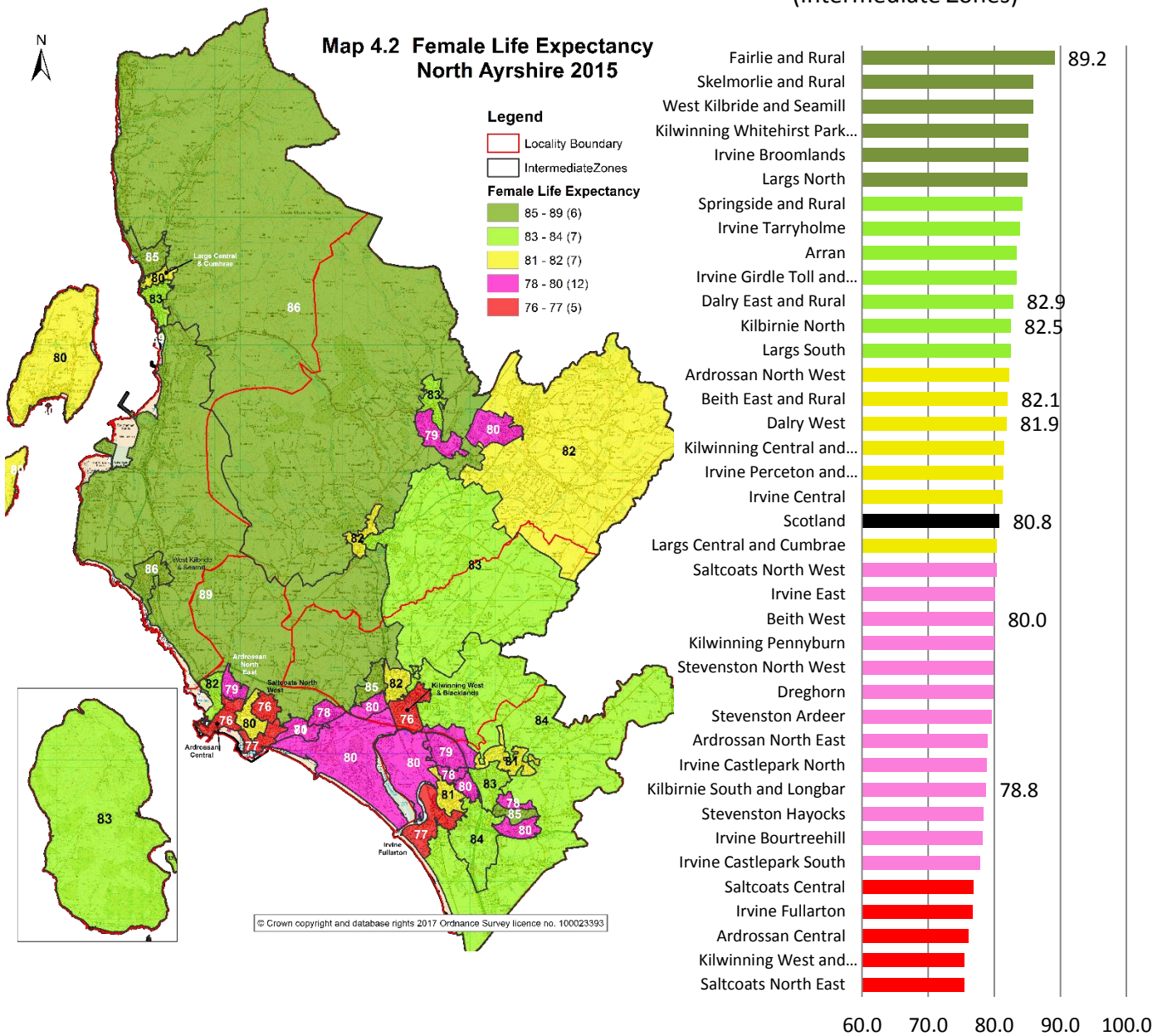
Most improved areas (females)

- 4.19 Female life expectancy in Kilbirnie North has improved by the largest margin since the last measure – increasing by almost 4 years to 82.5 years. Other Garnock Valley neighbourhoods that have improved include Dalry East & Rural (up 3 years to 82.9 years), Beith West (up 2.8 years to 8 years), Dalry West (up 2.7 years to 81.9 years) and Beith East & Rural (up 1.9 years to 82.1 years).

Female life expectancy has improved most in **Kilbirnie North** by almost **4 years** to 82.5 years

- 4.20 North Ayrshire wide, improvements since the last female life expectancy tables were released is most notable for Skelmorlie, moving from a rank of eleventh (at 81.2 years) to second highest position out of 38 intermediate zones at 86 years.
- 4.21 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 20th out of 38 zones, being displaced by stronger performance in areas within the Garnock Valley neighbourhood noted above for example.

Female Life Expectancy (Intermediate Zones)



SIMD 2016 – Health Domain

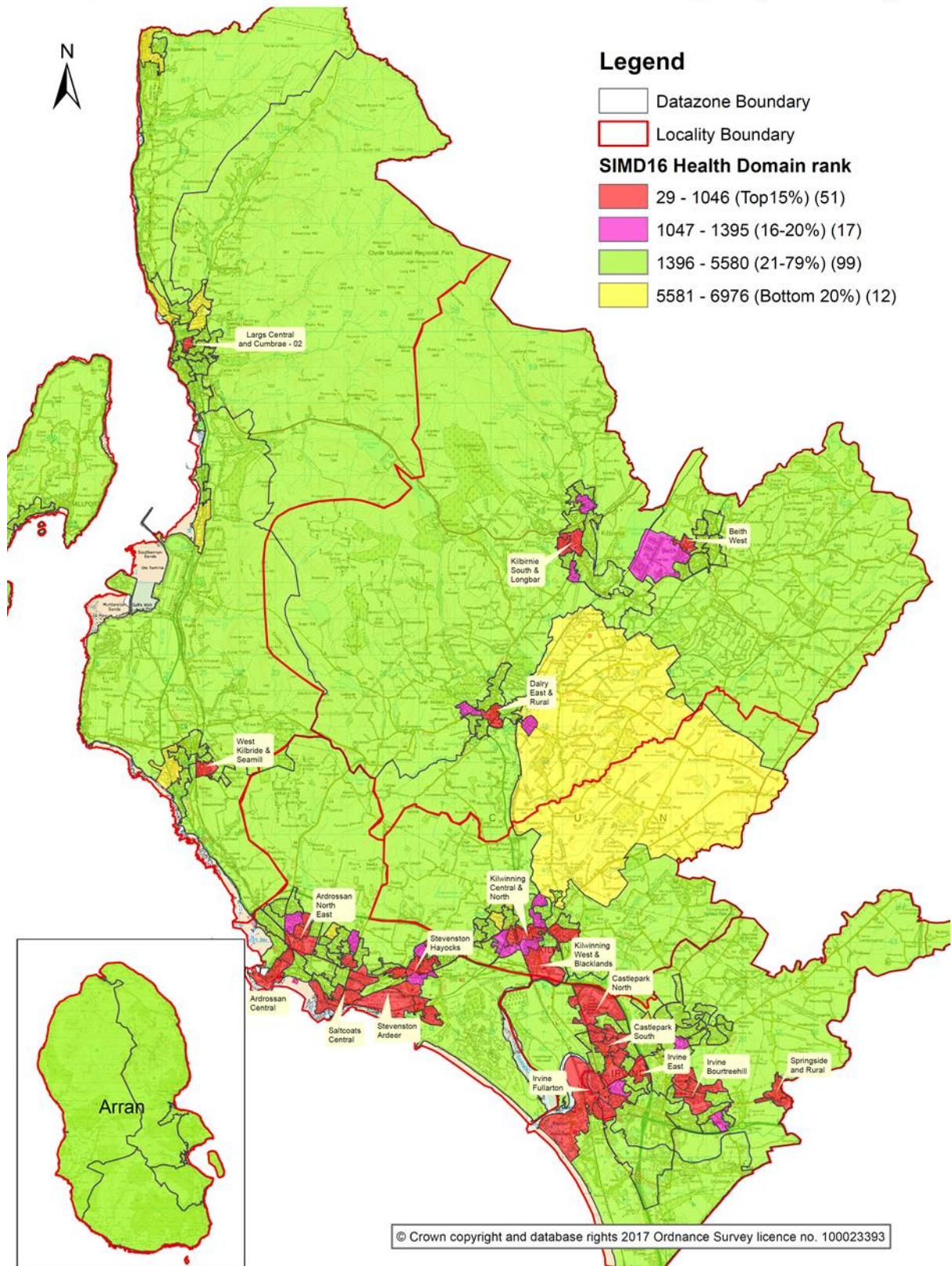
- 4.21 The SIMD 2016 is made up of seven domains, one of which ranks all 6,796 datazones in Scotland according to scores on population Health. Along with the Education domain, this index carries a weighting of 14% when combined with other domains to calculate the overall SIMD score.
- 4.22 As well as 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.
- 4.23 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.
- 4.24 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.
- 4.25 Four of the 27 Garnock Valley datazones fall in the top 15% most health deprived datazones in Scotland. These are Kilbirnie South & Longbar 01, Dalry East & Rural 04, Beith West 04, Kilbirnie South & Longbar 02. This is a 'local share' (or proportion of all the North Coast datazones) of 14.8%, the third lowest rate next after Arran and the North Coast localities.
- 4.26 Nonetheless, this is an improvement on the results for the Health domain in the SIMD 2012 where the Garnock Valley had five datazones falling in the top 15% most health deprived. The SIMD 2016 local share of 14.8% is therefore an improvement on the SIMD 2012 local share of 16.1% in relation to the health domain. The majority of the Garnock Valley's datazones fall outside of both the top 15% and the top 20% most health deprived.
- 4.27 **Map 4.3b** below indicates how the health rankings for the Garnock Valley in the SIMD 2016 are distributed across the locality and in context with the other localities.

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

Garnock Valley has four datazones falling in the top 15% most health deprived datazones in Scotland

The **local share** of Garnock Valley datazones falling in the top 15% most health deprived has decreased to **14.8%**

Map 4.3 SIMD 2016 - Health Domain Rankings by Locality





5. Economic Activity

5. Economic Activity

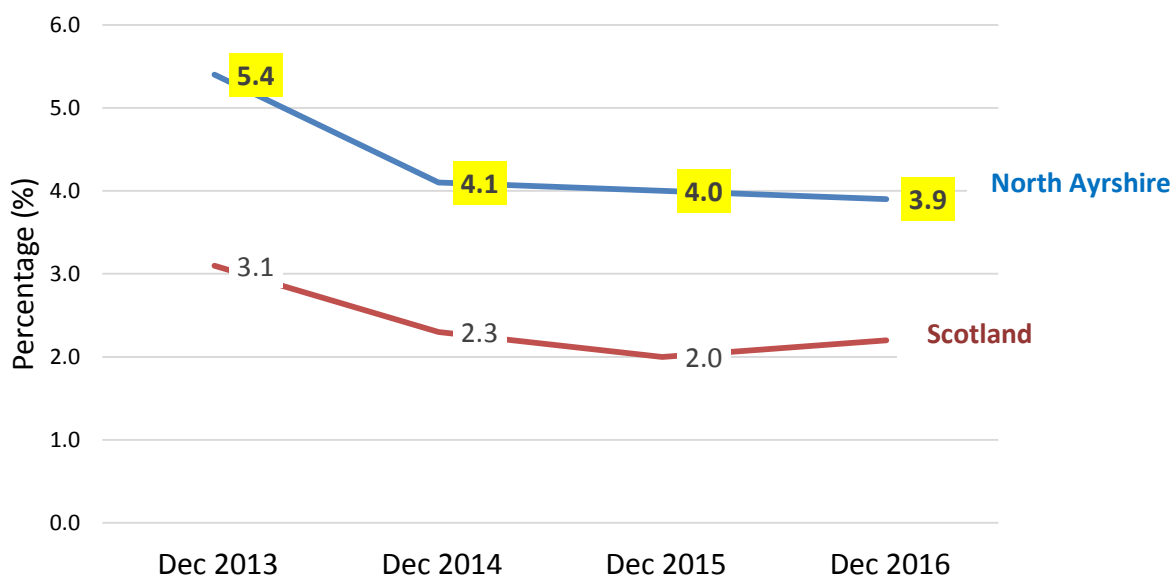
Unemployment & Youth Unemployment

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 Garnock Valley

4.4%

The Garnock Valley has the **third highest** unemployment rate of all six localities at 4.4%

- 5.5 The total unemployment claimant count for March 2017 in the Garnock Valley was 555. **Table 5.1** below compares the unemployment claimant rates for all six localities by gender. The Garnock Valley claimant count in March 2017 accounted for over 16% of the North Ayrshire total at 555 claimants and at 4.4% is the third highest of all six neighbourhoods following Irvine at 4.5%.
- 5.6 The unemployment claimant count for males at 5.7% during March 2017 was almost twice that for females at 3.2%. In the Garnock Valley there were 205 female claimants compared with 355 males. This translates into 1.7 times more male than female claimants. Nonetheless, this is also the second lowest ratio of all six localities after the North Coast (1.5).

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 Garnock Valley locality was 710, dropping significantly to approximately 545 claimants which has stabilised since then. The December 2016 count however represents a fall of around 23% in the number of claimant and fall of 1.7% in the overall rate from 6.0% to 4.3%.
- 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 Garnock Valley settlements are evenly spread above and below the North Ayrshire rate of 4.1% unemployment in March 2017.

Fig 5.2 Unemployment Claimant Count 2013-16 by Locality

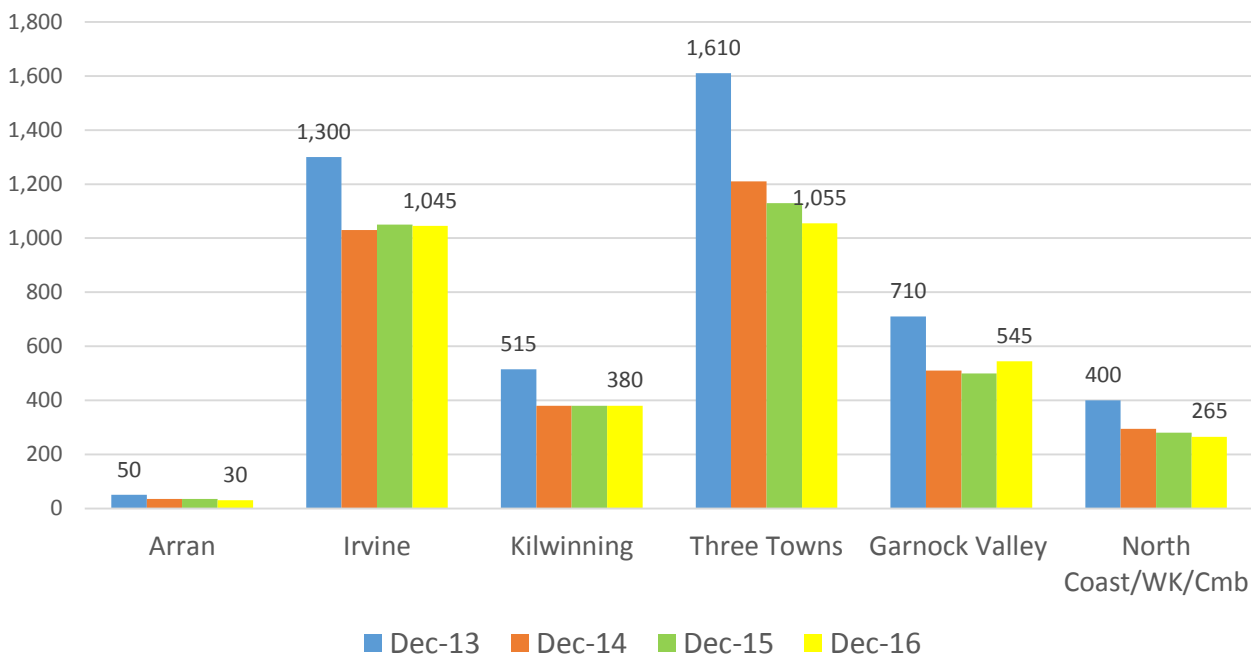
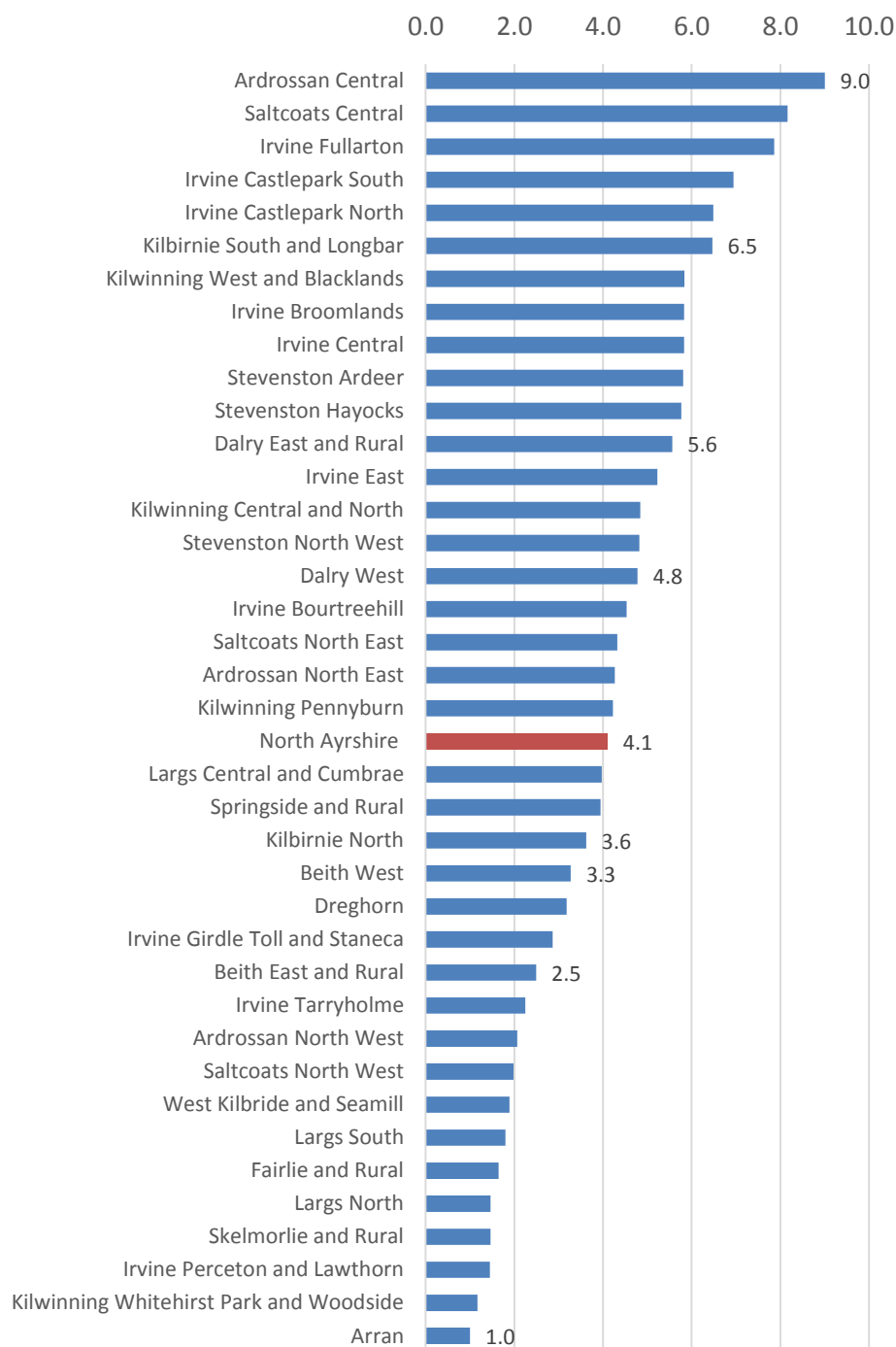
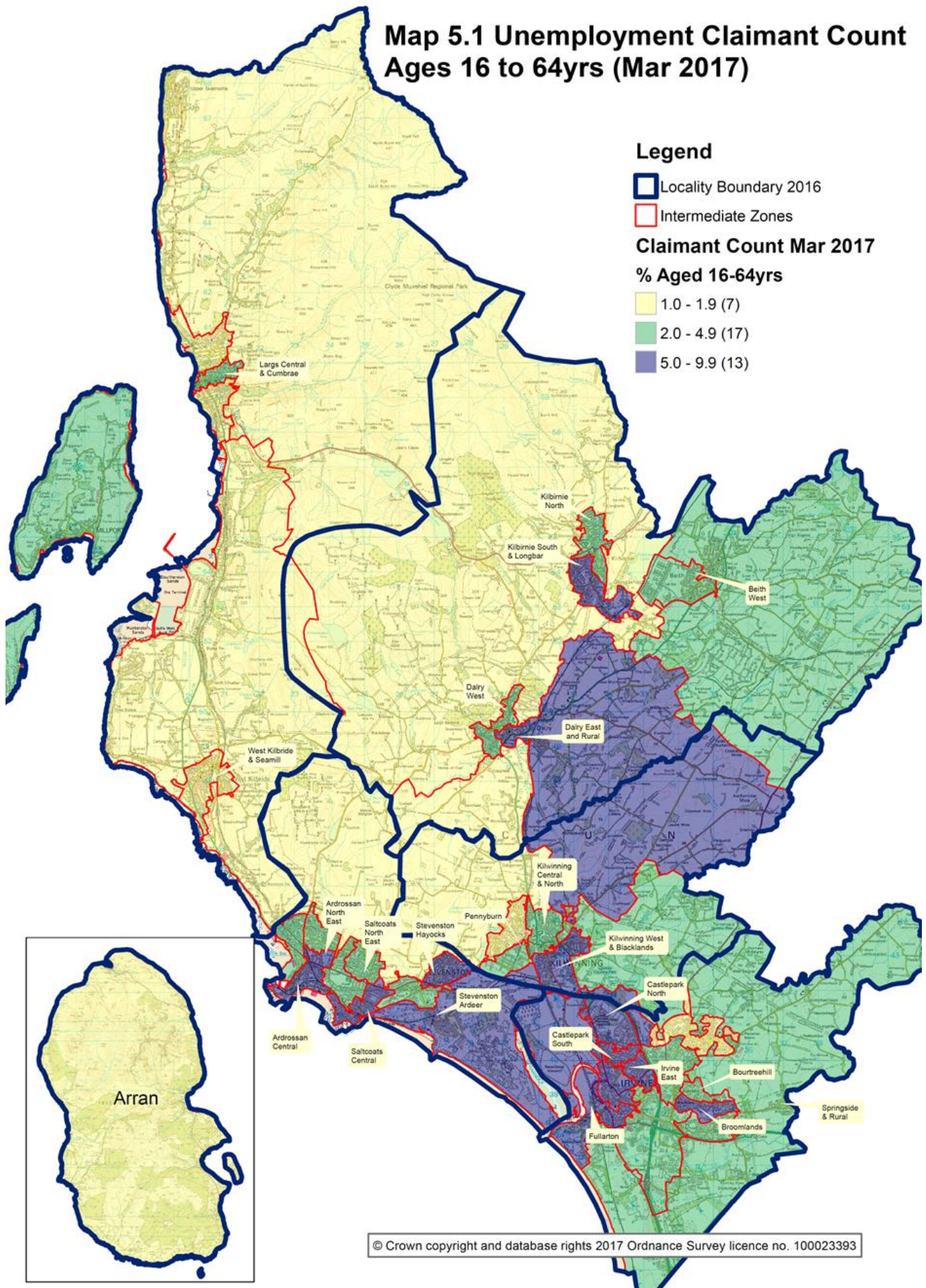


Fig 5.3 Unemployment Claimant Rate (%)
Aged 16-64yrs (Mar 2017)



**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

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,

5.5%
The unemployment claimant rate for young people in the Garnock Valley locality

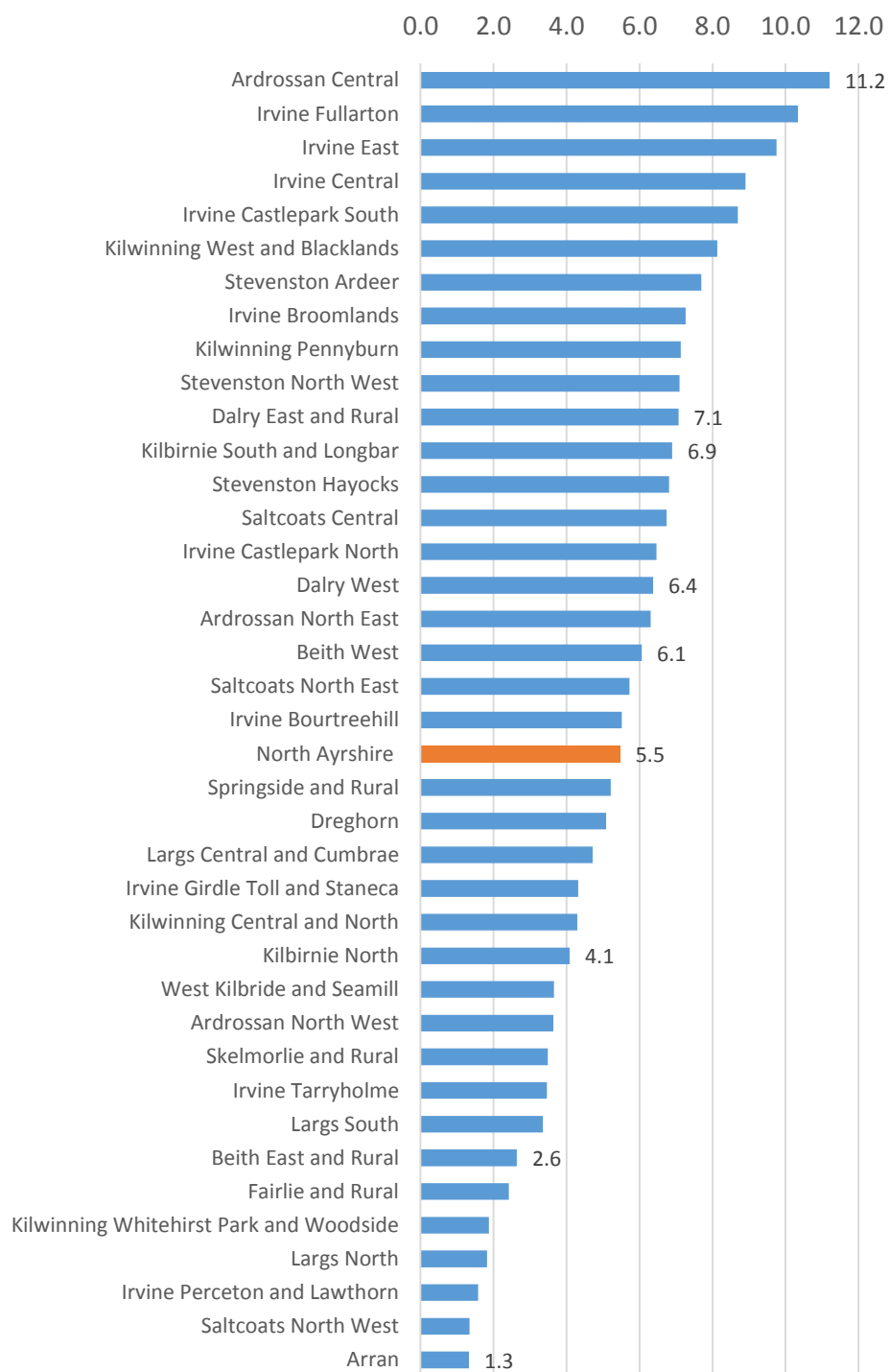
5.11 The unemployment claimant rate for young people aged 16 to 24 years in the Garnock Valley is the same as the North Ayrshire rate of 5.5%. However this varies at settlement level with a rate of 2.6% in Beith East & Rural to a rate of 7.1% in Dalry East & Rural. Kilbirnie North also enjoys a comparatively low rate of youth unemployment at 4.1%. Only Arran, North Coast and Kilwinning have rates below the North Ayrshire rate of 5.5%.

4 out of 6

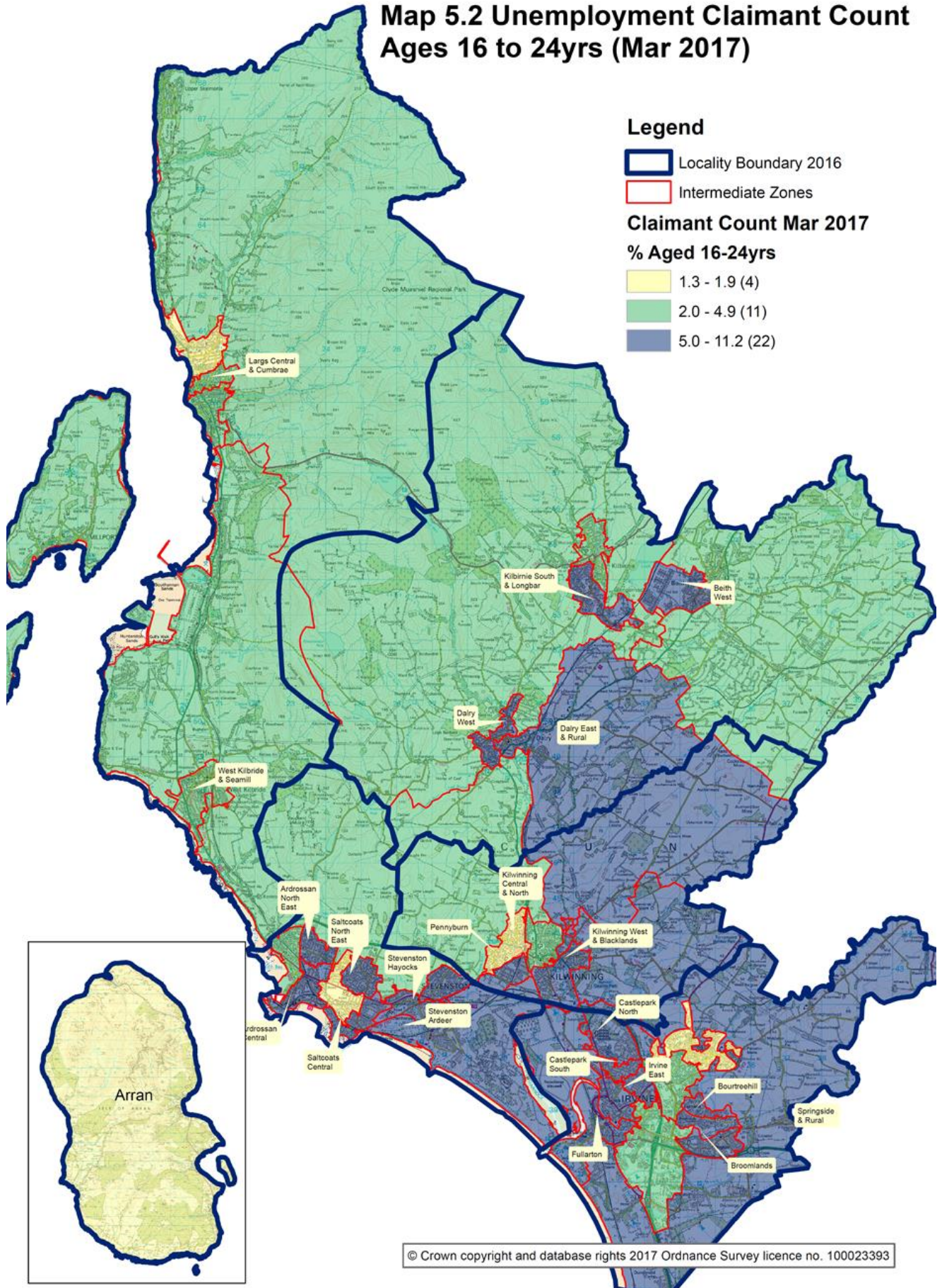
Four out of six
Garnock Valley
neighbourhoods
fall in the third
quartile of ranked
intermediate
zones for youth
unemployment in
North Ayrshire

- 5.12 **Figure 5.3** below indicates that youth unemployment claimant rates in the Garnock Valley fell mainly in the third quartile, ranging from 6.1% in Beith West to 7.1% in Dalry East & Rural.
- 5.13 Four out of six Garnock Valley intermediate zones have higher claimant rates than the North Ayrshire youth claimant rate of 5.5%. With a rate of 7.1%, Dalry East & Rural is ranked 11th out of 38 intermediate zones in terms of youth claimant rates.
- 5.14 The youth claimant rate in Dalry East & Rural is 2.7 times higher than the equivalent rate in Beith East & Rural.

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



**Map 5.2 Unemployment Claimant Count
Ages 16 to 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.

£24,356

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.

£23,340

Median household income in the Garnock Valley – 4.2% lower than the North Ayrshire median

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.

5.19 Median household income in the Garnock Valley is £23,340 compared with a North Ayrshire median of £24,356.. Across the twenty-seven Garnock Valley datazones this ranged from £41,927 in Dalry East & Rural (01) to £15,603 in Dalry East & Rural (04).

4 out of 27

Garnock Valley datazones fall in the top twenty percent of North Ayrshire's income rankings

5.20 **Table 5.1** below shows 8 out of the 27 datazones within the locality with both the highest and lowest median household incomes. One datazone within Dalry East and Rural (01) is ranked fifteenth out of 186 datazones with a median household income of £41,927 while three other datazones fall within the top twenty percent of overall rankings with median household incomes ranging between £36K and £39K approximately. These all rank between 21st and 33rd place out of 186 datazones.

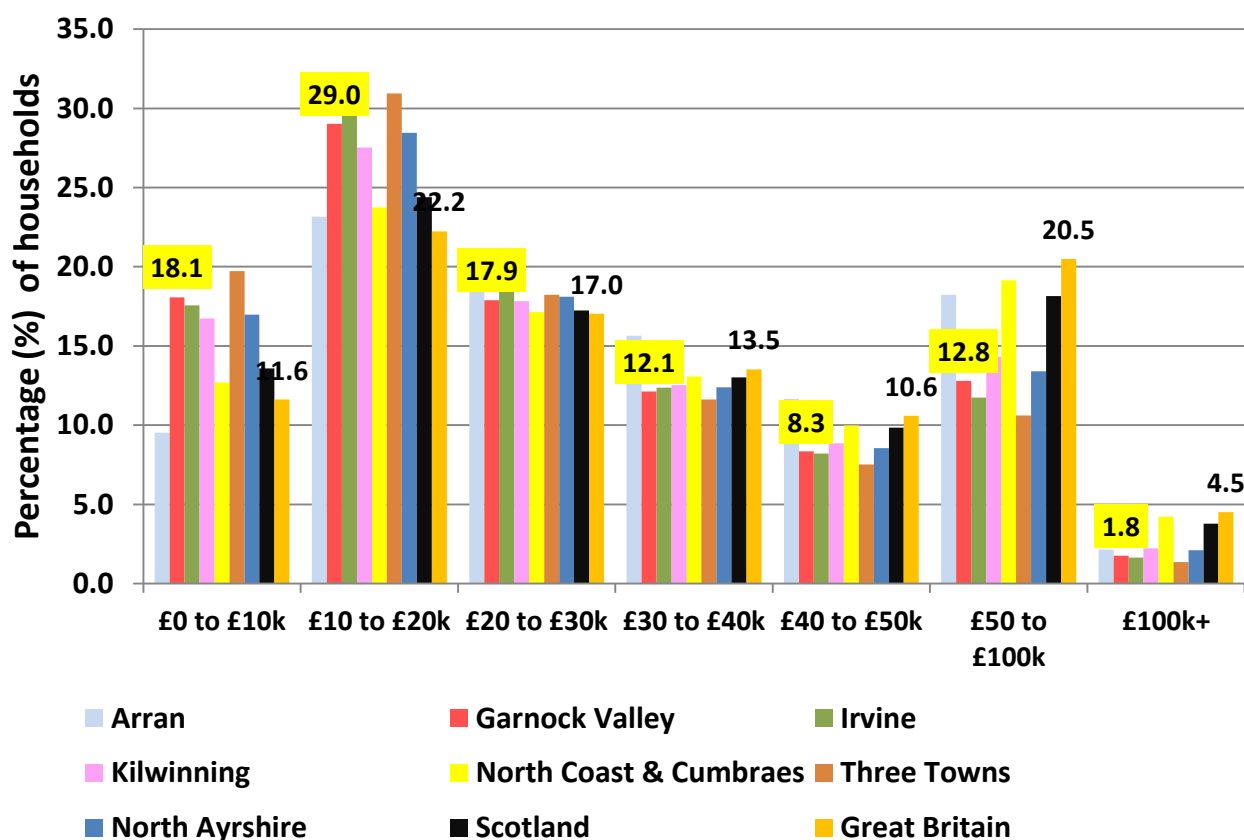
Table 5.1 Median income by highest / lowest datazones - Garnock Valley

	Datazone	Total Households	Mean Income	Median Income	Rank
Highest	Dalry East and Rural - 01	214	47,783	41,927	15
	Beith West - 02	351	45,491	39,659	21
	Beith West - 03	269	44,062	37,434	31
	Beith East and Rural - 05	389	43,197	36,782	33
Lowest	Kilbirnie South and Longbar - 03	361	19,678	16,900	171
	Beith West - 04	340	20,178	16,733	172
	Kilbirnie South and Longbar - 02	388	19,506	16,441	175
	Dalry East and Rural - 04	511	19,402	15,603	181
	North Ayrshire	63,110	29,531	22,303	n/a
	NA (Highest)	188	63,631	57,100	1
	NA (Lowest)	491	14,935	12,508	186

Source: CACI Paycheck 2016

- 5.21 By contrast, one datazone falling in Dalry East & Rural has an estimated median household income of under £16K, falling well below the North Ayrshire median of £24,356. This is ranked 181 out of 186 datazones.
- 5.22 Four further Garnock Valley datazones fall in the bottom 10% of rankings for household income in North Ayrshire. These include three in Kilbirnie (Kilbirnie South and Longbar – 01/02/03), and one in Beith (Beith West 04).
- 5.23 **Figure 5.1** below indicates the distribution of household incomes by £10K bandings. The Garnock Valley (red bars) has the third highest proportion of households falling in the £10K to £20K income category (29%). By contrast, approximately 15% of Garnock Valley household incomes fall in the upper categories of £50k to £100K and £200K plus – slightly below the North Ayrshire proportion (15.5%).

Chart 5.1 Gross Household Income 2016
(% of households by Locality)

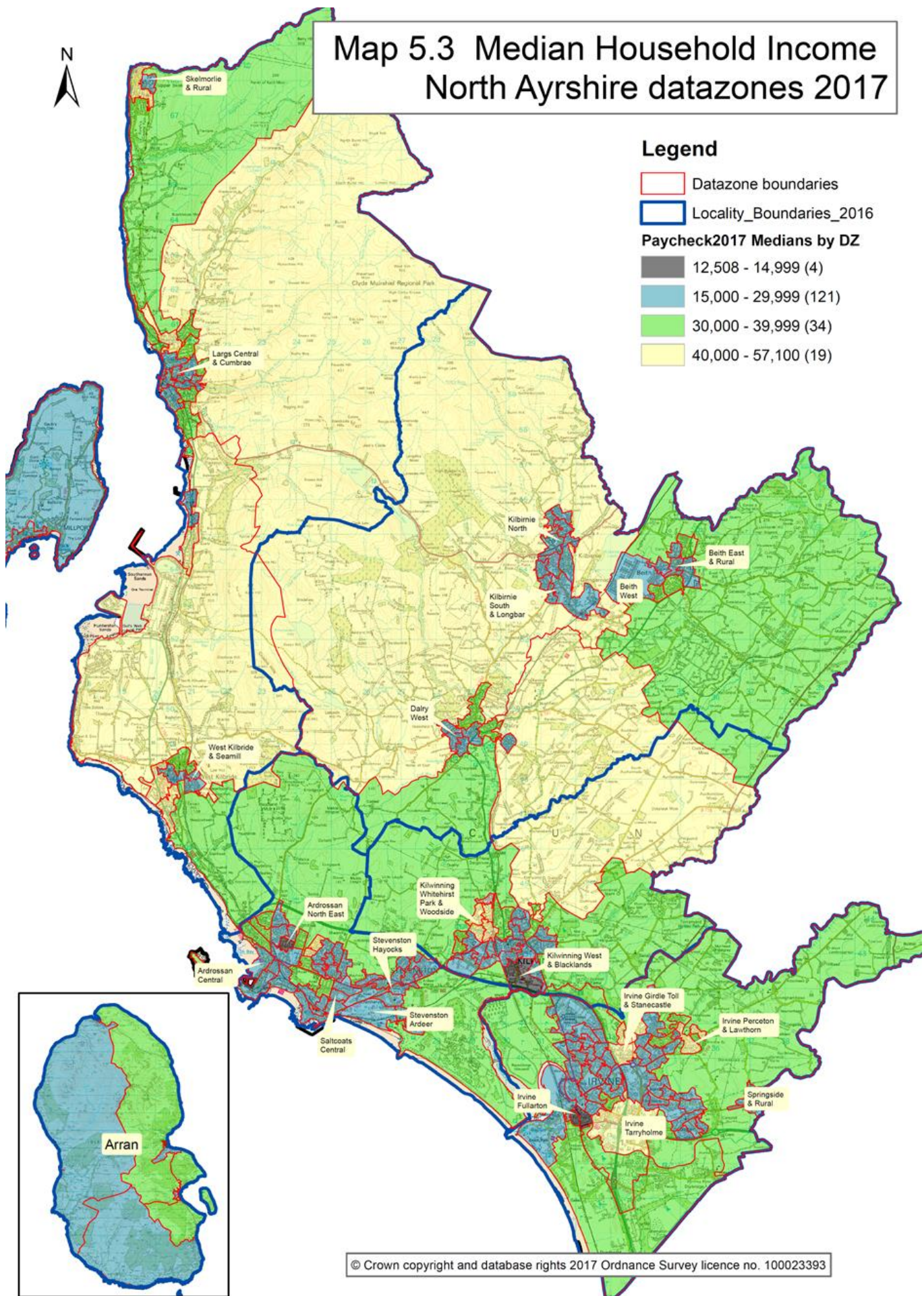


- 5.24 **Map 5.3** below indicates the distribution of household income by all North Ayrshire datazones. Just over two-thirds (126) of North Ayrshire's 186 datazones have a household income of less than £30K per annum. Two per cent of North Ayrshire households are estimated as having an income of between £12K and £15K per annum.
- 5.25 By comparison, just under 60%, or 16 of the 27 datazones in the Garnock Valley locality have a median household incomes falling below the North Ayrshire median of 24K. Eight Garnock Valley datazones have median household incomes of £20K or less per annum, while the lowest household incomes are concentrated in the Beith West, Kilbirnie South & Longbar and Dalry East & Rural neighbourhoods.

Map 5.3 Median Household Income North Ayrshire datazones 2017

Legend

- Datazone boundaries
- Locality_Boundaries_2016
- Paycheck2017 Medians by DZ**
- 12,508 - 14,999 (4)
- 15,000 - 29,999 (121)
- 30,000 - 39,999 (34)
- 40,000 - 57,100 (19)





6. Education

6. Education

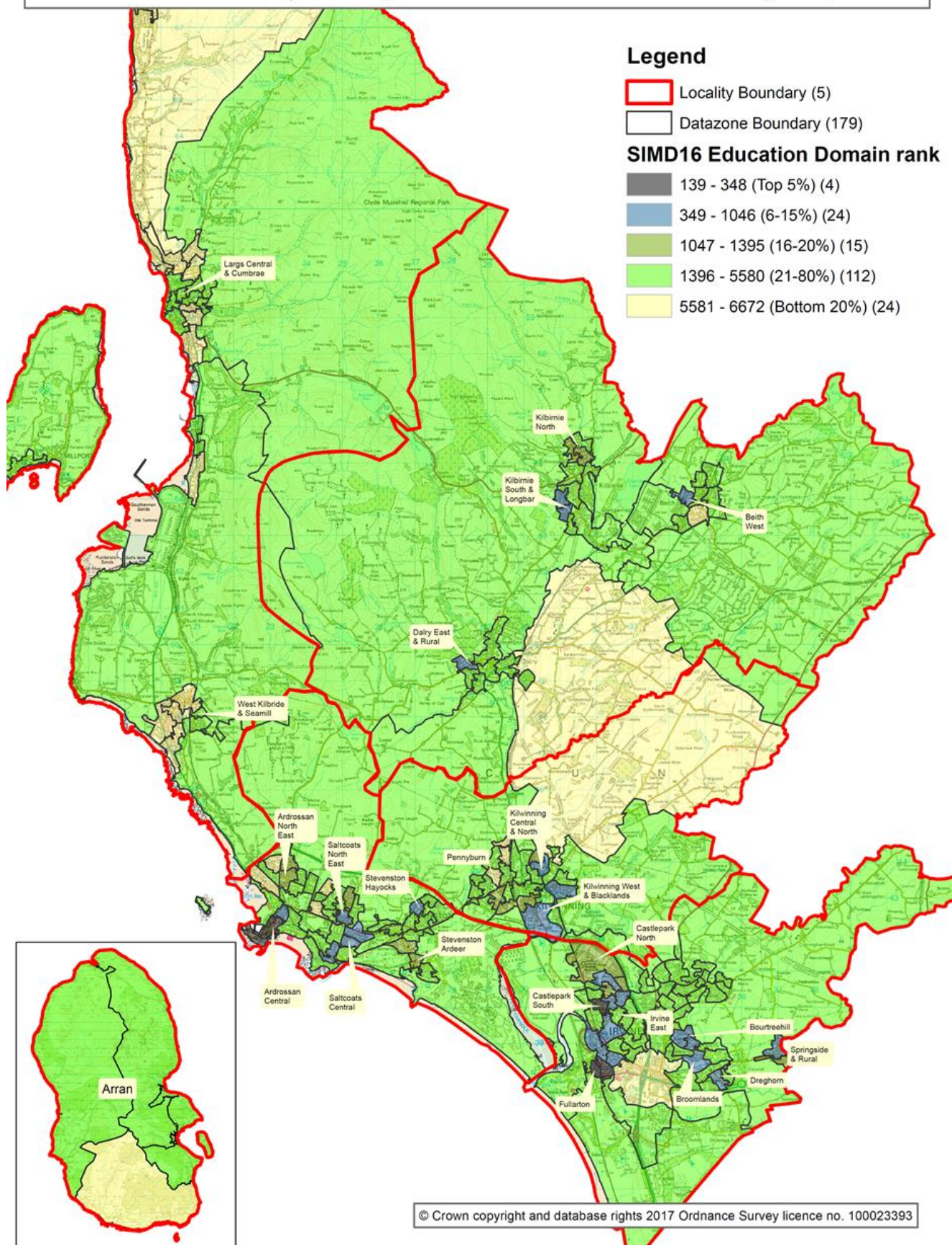
SIMD 2012 – Education, Skills & Training Domain

- 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 Less than 15% of the Garnock Valley locality datazones (14.8%) fell in the top 15% most deprived datazones of the SIMD Education Domain. This is the third highest proportion of datazones of the six localities falling in the top 15% most educationally deprived in Scotland, although lower than the North Ayrshire rate (15.1%).
- 6.16 **Map 6.1** below indicates how the Education rankings for the Garnock Valley locality in the SIMD 2016 are distributed across the locality 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.

The Garnock Valley has **27 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 6,976 datazones across Scotland. The Garnock Valley locality has 27 datazones in total. **Table 7.1** below highlights that the Garnock Valley locality now has over a quarter (7) of its datazones falling 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 Garnock Valley datazones in the top 15% has increased from six to seven. This means the local share within the Garnock Valley has increased from 22% percent to 26%.

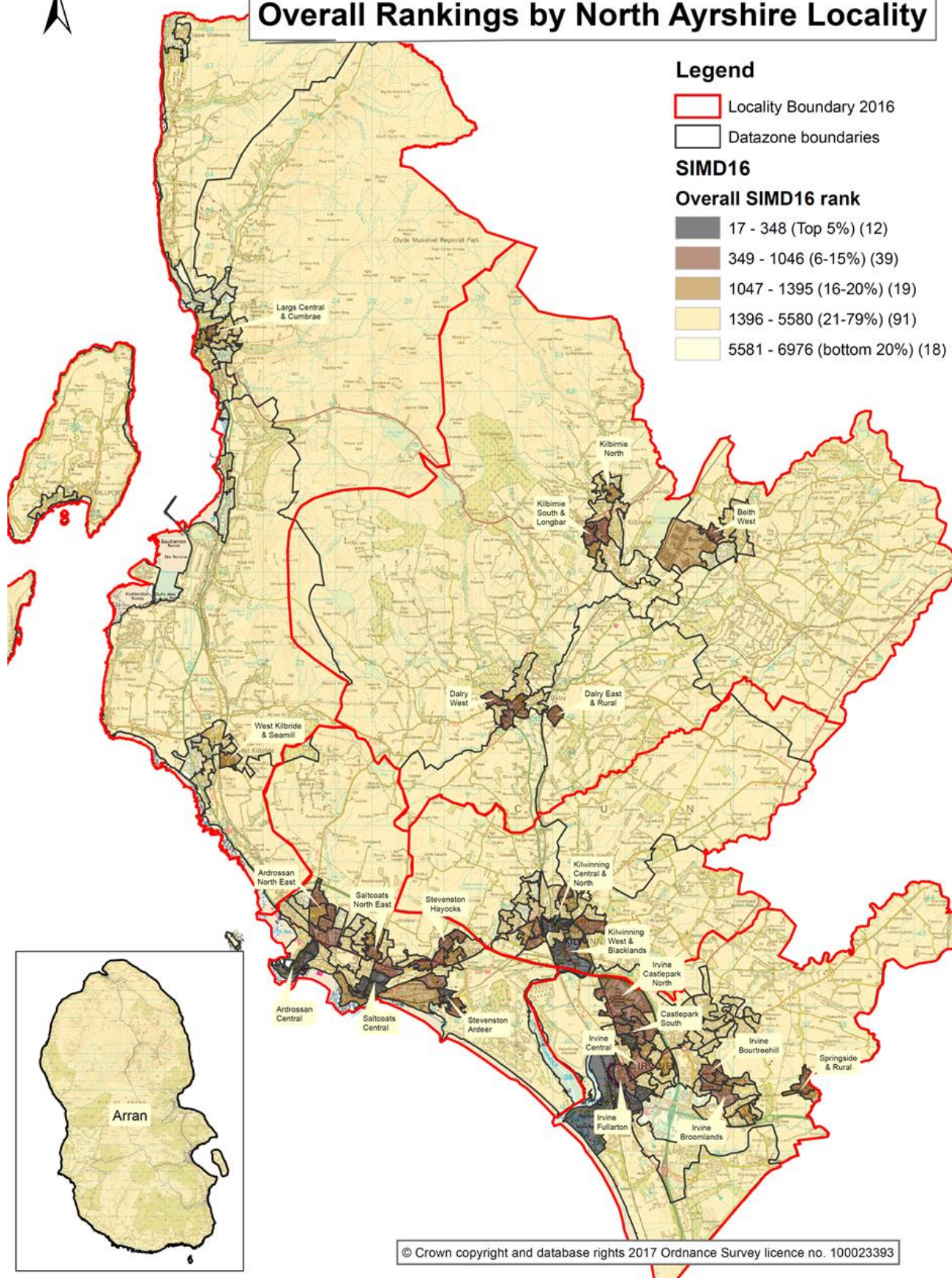
Table 7.1 % Local Share of datazones falling in top 15% most multiply deprived by Locality

	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.



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

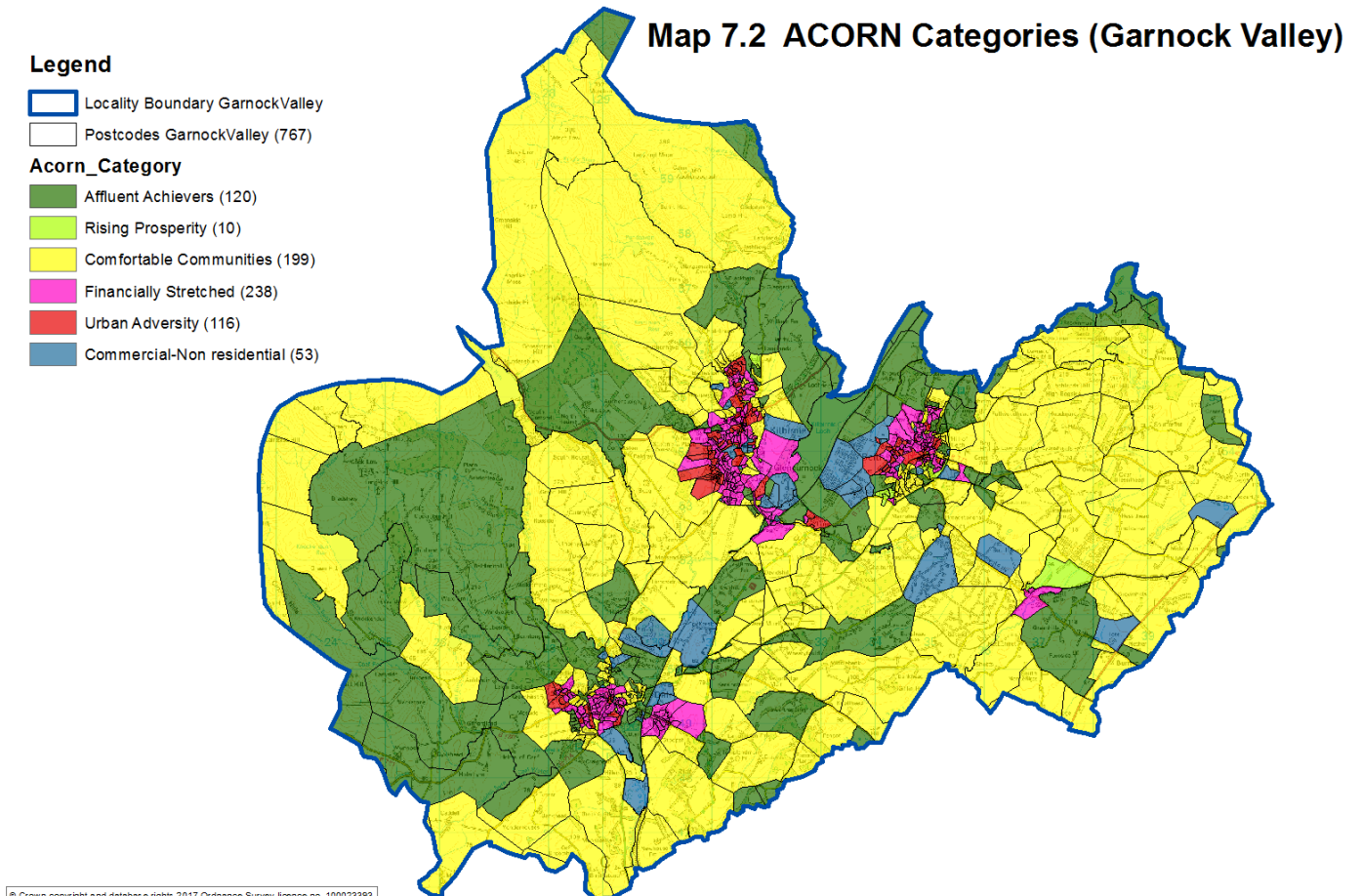
- 7.13 While academic institutions (e.g. University of Leeds) continue to develop improved geodemographic databases to map UK postcodes and Census output areas, public & private sector organisations will deploy commercial datasets such as Experian or ACORN (CACI Ltd) to gain improved insight on their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

- 7.17 **Map 7.2** below illustrates the distribution of the five main category household types by postcode across the Garnock Valley locality. A strong concentration of lower income households (Urban Adversity category) is evident around Kilbirnie South & Longbar, Beith West and Dalry East. Affluent and comfortable postcodes are concentrated to the north of Kilbirnie and Beith, and west of Dalry, with most rural postcodes having a larger proportion of households with higher incomes.





8. Housing

8. Housing

Local Housing market

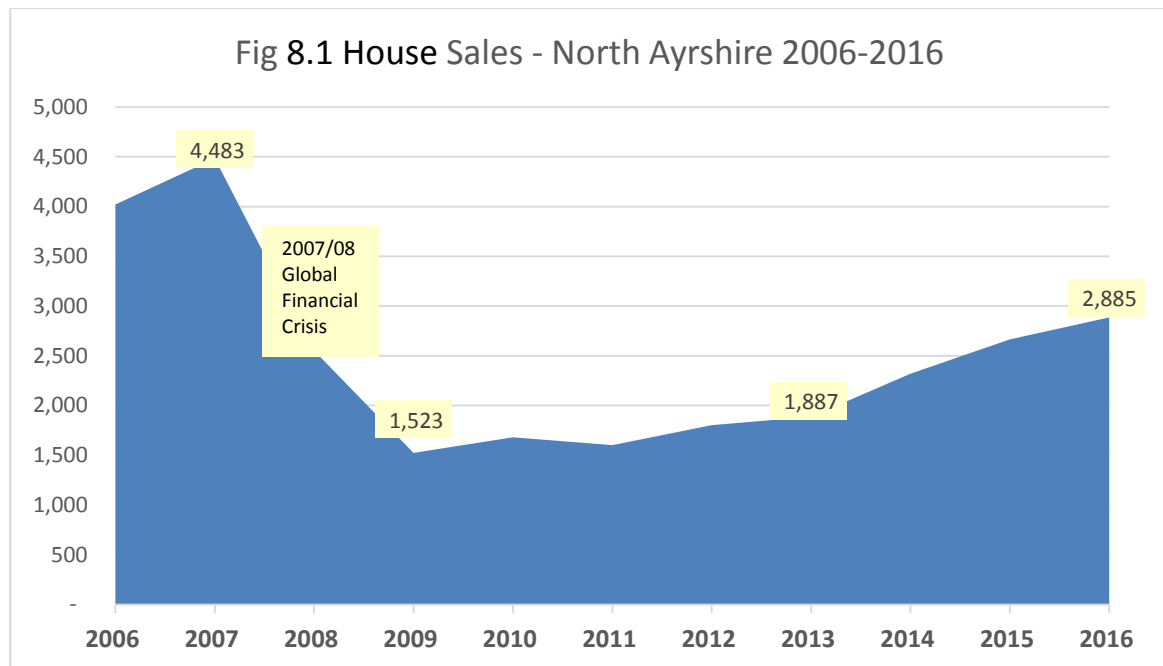
- 8.1 In 2015 the Commission on Housing & Wellbeing published its findings into the role and conditions of the Scottish housing market. The report builds a framework for wellbeing which puts good quality housing in quality environments as central to communities, along with good standards of income, employment, 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 £75,000 in the Garnock Valley. 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.

£75,000

Median house price in the Garnock Valley 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.

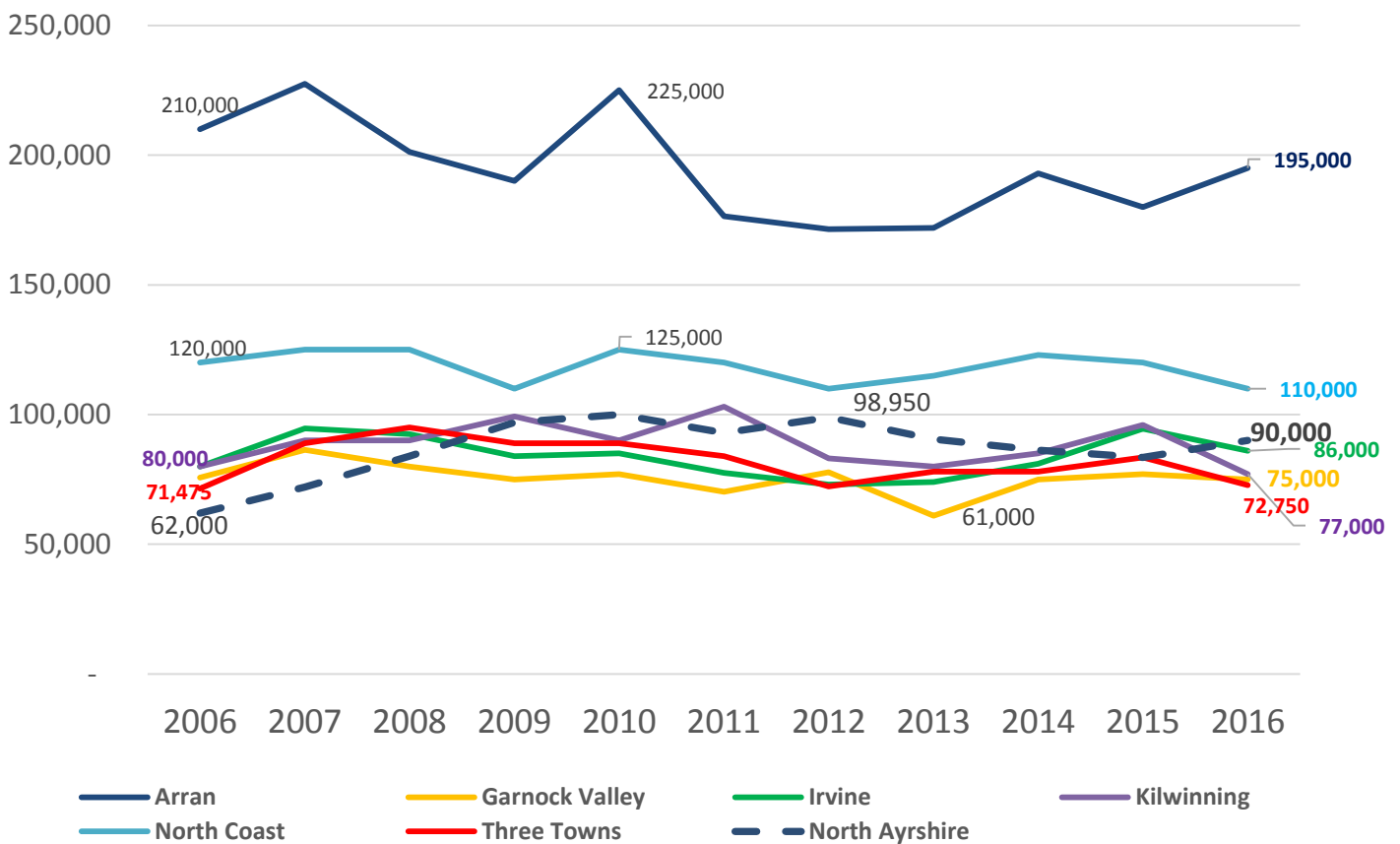
Table 8.1 Median House Prices - North Ayrshire Localities 2012-16*

	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.

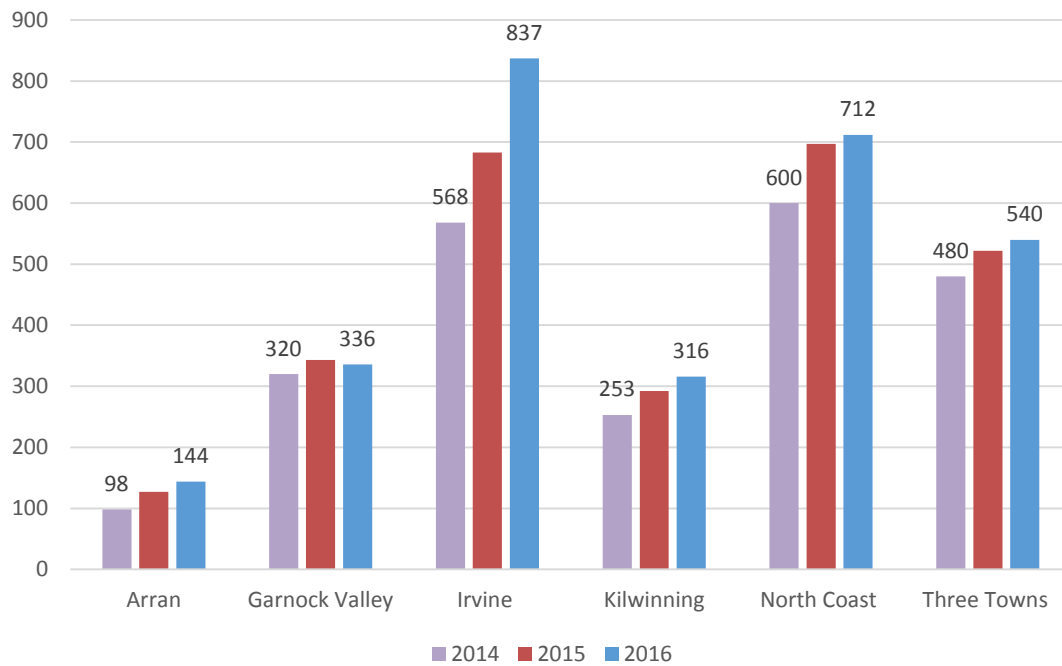
Figure 8.2 Median House Prices - North Ayrshire Localities 2006-16*



House Sales in the Garnock Valley Locality

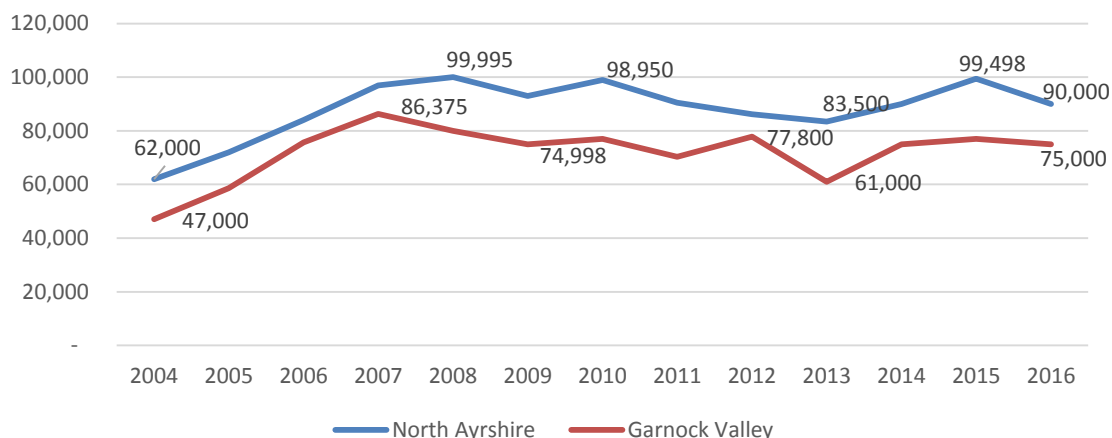
8.9 **Figure 8.3** below illustrates the volume of recent house sales by locality. Overall sales have been recovering in the Garnock Valley locality since 2014 with well over 300 transactions by 2016.

Fig 8.3 House Sales by Locality - 2014 to 2016



8.10 Median house prices have also fluctuated since 2010 in the Garnock Valley locality with values reaching a peak of £86K in 2007 and falling back to £61K in 2013. **Figure 8.4** below however illustrates a strong tracking of the overall North Ayrshire recovery with Garnock Valley values up to £78K by 2012, and recent values holding up to £75K by 2016. Nonetheless this is almost 17% lower than the North Ayrshire median of £90K, and the second lowest median after the Three Towns locality.

Figure 8.4 Median House Prices 2004-16
(North Ayrshire & Garnock Valley)*



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 after Kilwinning, the Garnock Valley locality had the second lowest ratio of house prices to median household income, where house prices are 3.21 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 Garnock Valley neighbourhoods

- 8.19 The Garnock Valley locality is made up of 27 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 1.79 in Dalry East & Rural (01), to 2.04 in Beith East & Rural (05). With just over 200 households and a median household income of approximately £48K, the Dalry East & Rural (01) datazone records an affordability ratio over two times less than the North Ayrshire affordability ratio of 3.70.
- 8.21 By contrast, the affordability ratio in the neighbouring Dalry East & Rural (04) at 4.81 is 1.3 times the North Ayrshire rate. All remaining datazones in Kilbirnie South & Longbar and Beith West have affordability ratios above the North Ayrshire ratio and median household incomes ranging from £19K to £20K.

Table 8.3 Affordability by highest / lowest datazones - Garnock Valley 2016

	Datazone	Total Households	Mean Household Income 2016	Median House Price 2016	Affordability Ratio
Highest	Dalry East and Rural 01	214	47,783	75,000	1.79
	Beith West 02	351	45,491	75,000	1.89
	Beith West 03	269	44,062	75,000	2.00
	Beith East and Rural 05	389	43,197	75,000	2.04
Lowest	Kilbirnie South and Longbar 03	361	19,678	75,000	4.44
	Beith West 04	340	20,178	75,000	4.48
	Kilbirnie South and Longbar 02	388	19,506	75,000	4.56
	Dalry East and Rural 04	511	19,402	75,000	4.81
	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

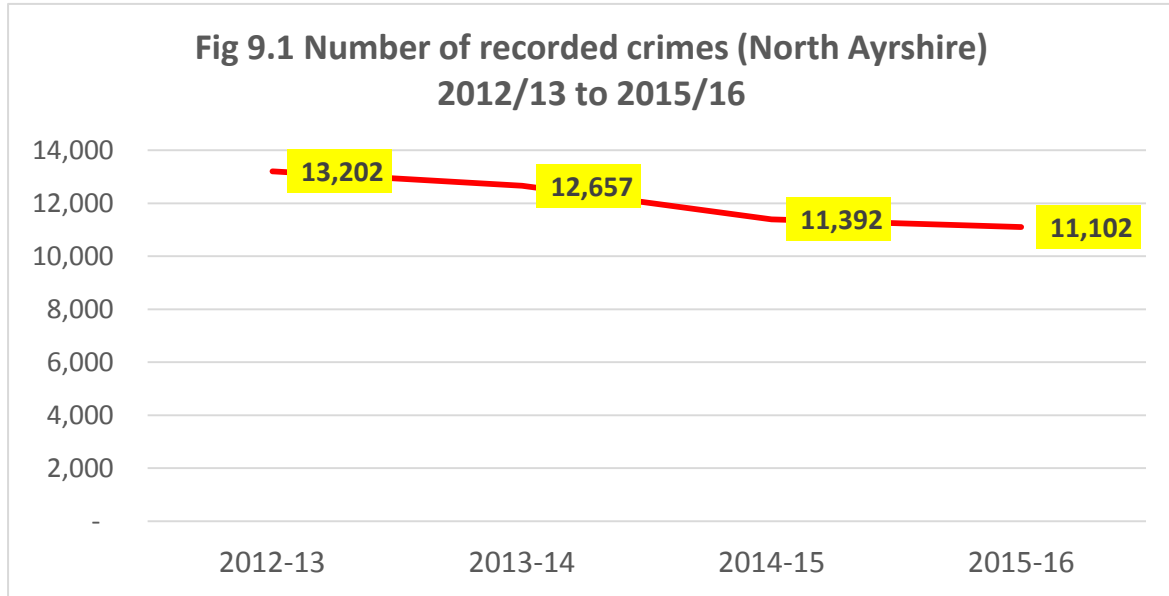
- 9.1 Crime in Scotland is at its lowest level in 40 years. Between 2014/15 and 2015/16 the number of recorded crimes Scotland decreased by 4% from 256,350 to 246,243 - the lowest level of recorded crime since 1974. The most recent statistics indicate that between 2014-15 and 2015-16, recorded crime 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 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%)

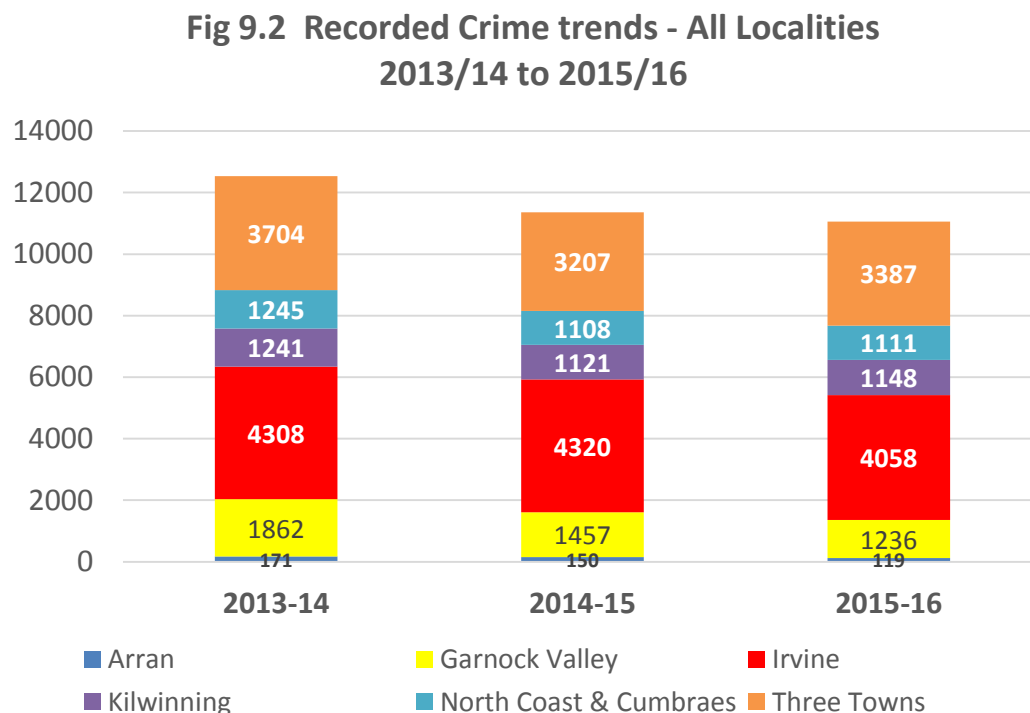
¹¹ Source: Recorded Crime in Scotland 2015-16

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 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.

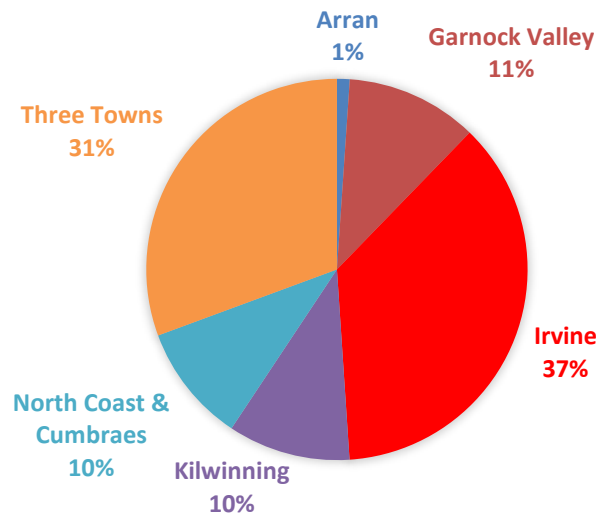
9.8 Between 2014/15 and 2015/16 total crime in the Three Towns, North Coast and Kilwinning localities increased within the overall North Ayrshire total. Nonetheless, these were marginal increases of 5.6%, 2.4% and 0.3% respectively and the overall trend is expected to continue to fall.



Community Safety in the Garnock Valley

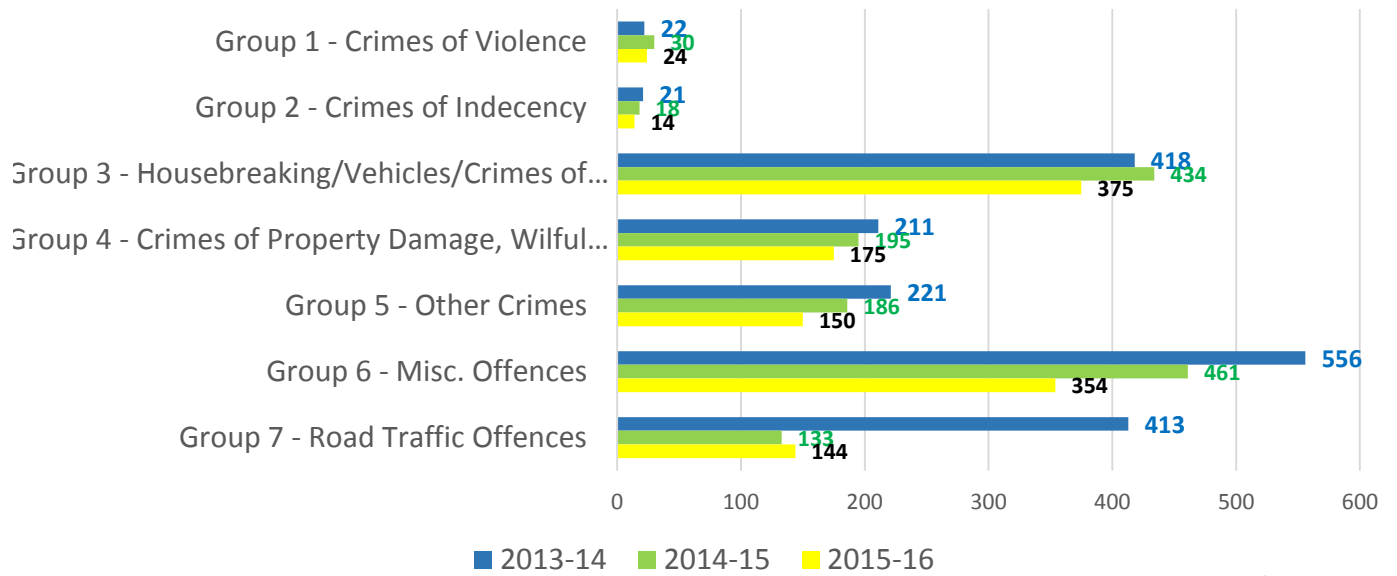
- 9.9 **Figure 9.3** below shows the distribution of recorded crime for 2015/16 across all six localities. Irvine and the Three Towns localities accounted for almost seven out of every ten incidences (68%). The share of overall crime in the North Coast, Kilwinning and the Garnock Valley was approximately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

FIG 9.3 RECORDED CRIME BY LOCALITY (2015/16)



- 9.10 **Figure 9.4** details that within the Garnock Valley locality, the most common types of crime over the last three reporting years has been miscellaneous offences. However in the last reporting year 2015/16, housebreaking, vehicle crime and crimes of dishonesty were more common, followed by miscellaneous offences. Housebreaking and crimes of dishonesty offences accounted for almost a third of all crime (30.3%) in 2015/16, followed closely by miscellaneous offence categories (28.6%).

**Fig 9.4 Garnock Valley - Crime Trends by Type of Offence
(2013/14 to 2015/16)**

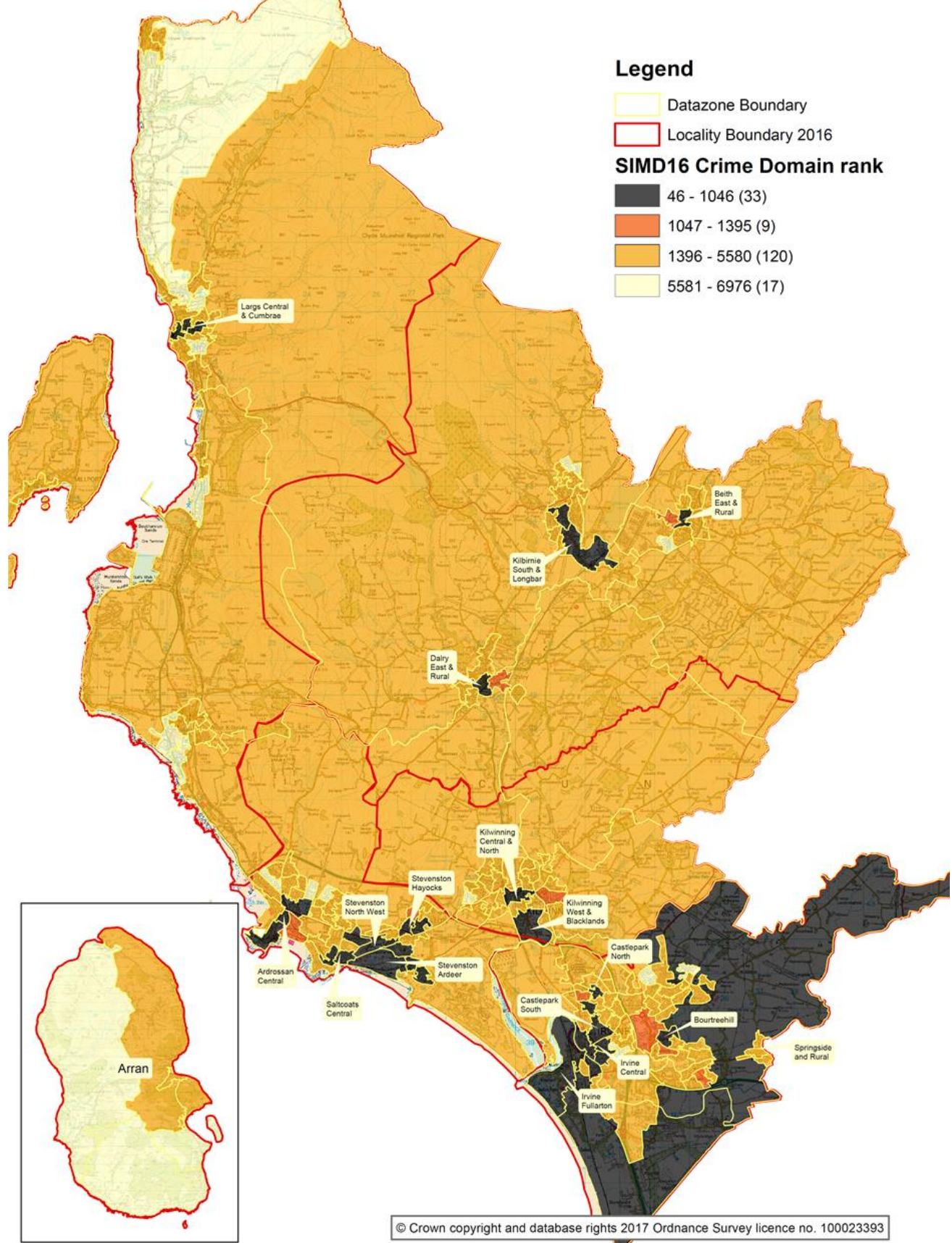


SIMD Crime Domain

- 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 Garnock Valley had four datazones falling in the top 15% most deprived of the SIMD 2016 Crime domain This number has fallen - down from seven datazones in the 2012 SIMD. This is a fall of almost ten percent (from 26% to 15%) in the local share of datazones falling in the top 15% most deprived of the Crime domain.

Map 9.1 below illustrates the distribution of datazones across the Garnock Valley locality and within the North Ayrshire context

Map 9.1 SIMD 2016 - Crime Domain Rankings by Locality





10. Conclusion

Conclusion

Recent statistics have indicated that the Garnock Valley has had a higher than average population decline since the last Census, including a decline in the proportion of younger residents (aged 18 years and under). Nonetheless the locality enjoys a relatively younger demographic profile with over 65s currently making up less than a fifth of the local population. The Valley also maintains a relatively healthy working age population with many residents now commuting out of the Valley to employment centres in Paisley, Inverclyde, Glasgow and the larger Ayrshire towns.

Female life expectancy falls above the national average in most Garnock Valley neighbourhoods, contrasting with male life expectancy which is below the national average. Nonetheless there are pockets in all three main towns where male life expectancy has been improving by between three and four years since 2011.

On balance, Garnock Valley has a net surplus of strengths over challenges across the selected range of socio-economic indicators in this profile. This recent survey of findings identifies specific changes within the Garnock Valley locality in terms of growing life expectancy, improving general health, falling multiple deprivation, and falling crime rates. This is against a contrasting backdrop of lower household income and generally higher levels of unemployment, demonstrating continuing resilience within semi-rural communities with a mix of local and geographically mobile workforces.

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)