



North Ayrshire
Community Planning Partnership

Locality Profile

Irvine

September 2017

(Map version 1.2)

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Locality Profile

Irvine

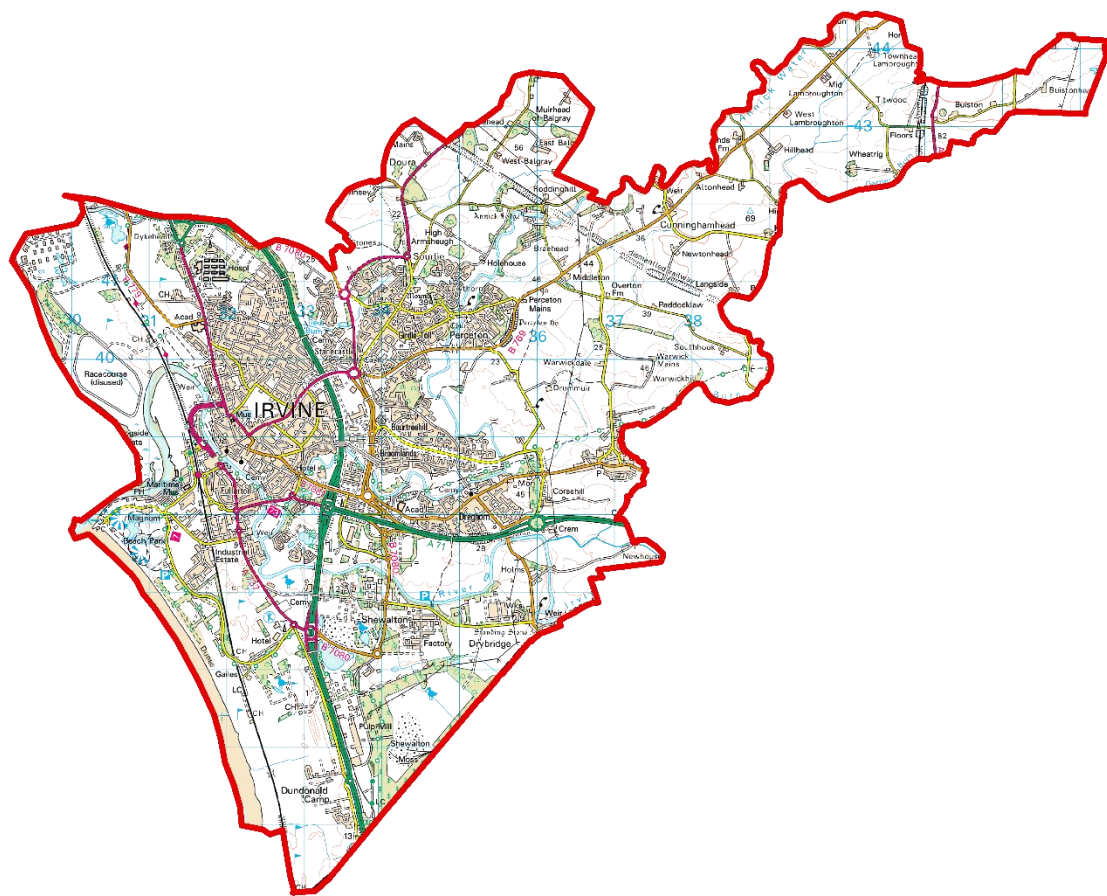
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North Ayrshire
Community Planning Partnership

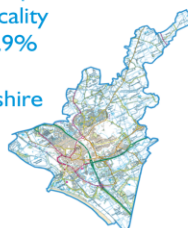
Irvine

0.55
dependency

The Irvine locality has the lowest ratio of young & older residents to working age residents of all six localities. A ratio of 0.55 compared with a North Ayrshire ratio of 0.60

39,517

estimated population of Irvine locality in 2016 – 29% of the total North Ayrshire population



Residents aged 65yrs & over make up well under a fifth of the local population - the second lowest rate of all six localities. By 2026 this will rise to one quarter of the Irvine locality population



Over 65s

69yrs 
MALE LIFE EXPECTANCY

for males born in Castlepark North today. The Irvine locality has the lowest median male life expectancy in North Ayrshire at 72.7 years

FEMALE LIFE EXPECTANCY has improved most in Irvine Broomlands - up 9 years from 76 in 2007 to over 85 years in 2013

NINE years 

EDUCATION

Over a quarter of the locality's datazones fell in the top 15% most Education deprived in Scotland. Over ten percent more than the North Ayrshire rate (15.1%)



SMOKING

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



4.5%

The Irvine locality unemployment claimant rate was 4.5% as of March 2017 - the second highest in North Ayrshire



103 per 1,000



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

Irvine Locality

Key Strengths	Key Challenges
<p>A stable population</p> <p>Between 2011 and 2015 the total North Ayrshire population fell by -1.4% (approximately -200 residents). However, the Irvine locality fell by only -0.5% since the last Census in 2011 - the lowest decrease of all six localities.</p> <p>A younger population</p> <p>Over a fifth of the Irvine locality population (20.4%) are age 18yrs or under. The second highest proportion after the Kilwinning locality and higher than the North Ayrshire rate of 19.4%.</p> <hr/> <p>Lower Dependency Ratio</p> <p>The Irvine locality has the most stable working age population. For every ten workers in the Irvine locality there are less than six residents (0.55) not economically active. This rate is higher for North Ayrshire (0.60) and compares with 0.77 and 0.81 for the North Coast and Arran localities.</p> <hr/> <p>Improving Life expectancy</p> <p>Some of the most improved areas in terms of increasing life expectancy in the last five years are within the Irvine locality. For females this includes Broomlands (up by over 9 years), Fullarton (up 4.4 years), and Castlepark North (up 4.3 years). For males, highest movers include Springside (up 5 years), Dreghorn (up 4 years) and Irvine Fullarton (up 3.7 years).</p> <hr/> <p>Falling unemployment</p> <p>The unemployment claimant count fell by approximately 20% between Dec 2013 and Dec 2016.</p>	<p>Ageing residents</p> <p>Almost a fifth (18.5%) of the Irvine locality residents are 65yrs and over. Since the last Census, this group increased by 13% compared with 10.6% across North Ayrshire. Sub-national projections indicate that by 2026, the proportion aged 65yrs & over will have grown from 17% to 24%.</p> <hr/> <p>Lowest Life Expectancy</p> <p>Both male and female residents in the Irvine locality have amongst the lowest life expectancy in Scotland. Nine out of twelve neighbourhoods (males) and six out of twelve neighbourhoods (females) fall below the national life expectancy mean of 76.6yrs. Male life expectancy in Castlepark North is 69 years - a difference of 23 years when compared with Kilwinning Whitehirst Park (92 years) - less than 2 miles away.</p> <p>Smoking</p> <p>Along with the Garnock Valley locality, smoking prevalence was the highest in the Irvine 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 Irvine locality unemployment claimant rate was 4.5% as of March 2017 with male unemployment at 6% - the second highest rates in North Ayrshire after the Three Towns locality.</p> <hr/> <p>Educational deprivation</p> <p>Over a quarter of the Irvine locality datazones (25.5%) fell in the top 15% most deprived datazones of the SIMD Education Domain. This is the highest proportion of datazones of any locality falling in the top 15% most educationally deprived nationally.</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 in the three localities of Arran, Irvine and the Garnock Valley. Recorded crime in Irvine locality fall by over 6% between 2013/14 and 2014/15.</p> <hr/> <p>Housing</p> <p>The Irvine locality housing market has recovered in recent years with 837 sales transactions in 2016 – up from 568 in 2014. Median house prices have been above £85K for the last three years</p>	<p>Multiple deprivation</p> <p>Over a third (34.5%) of the Irvine locality datazones fall within the top 15% most multiply deprived rankings of the 2016 Scottish Index of Multiple Deprivation. The Fullarton area has three datazones falling in the top 5% most multiply deprived areas in Scotland. The overall increase from 16 in the 2012 SIMD to 19 datazones in 2016 makes Irvine the second most multiply deprived locality in North Ayrshire after the Three Towns.</p> <hr/> <p>Higher crime rates</p> <p>Irvine had the joint highest crime rate in 2015/16 at 103 incidents per 1,000 population. This compares with a rate of 82 per 1,000 across North Ayrshire</p> <hr/> <p>Affordability Ratios</p> <p>Despite more affordable median house prices in recent years (approx. £85K), lower median household income results in the Irvine locality having the second highest affordability ratio (3.71) after the Arran locality.</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)

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

³Source: Scottish Public Health Observatory (ScotPHO)

⁴Sources: 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

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

Irvine remains the most populated locality and the administrative town for North Ayrshire accounting for almost 3 in 10 of North Ayrshire's residents. Historically, Irvine harbour went into decline as a trading port in the 19th Century but maintained some commercial traffic in the estuary during the post war era of the 20th Century. Much of its 1960/70s legacy as Scotland's only designated coastal new town is still evident in terms of its housing stock, road and retail infrastructure. More recent urban regeneration initiatives have introduced public realm improvements in the Bridgegate area and established an innovation park aimed at encouraging local business growth.

The Irvine locality has a stable and relatively younger resident population with over a fifth of the population aged 18yrs or under. Contrasting with this is the growing number of residents aged 65 years and over who are projected to make up approximately a quarter of the local population by 2026. Nonetheless the working age population remains stable, with Irvine enjoying the lowest dependency ratio of all six localities. For every ten workers in the Irvine locality there are less than six residents not economically active compared with between six and eight in other localities.

Life expectancy for male and female residents are amongst the lowest in Scotland. Nine out of twelve neighbourhoods (males) and six out of twelve neighbourhoods (females) fall below the national life expectancy mean of 76.6yrs. Male life expectancy in Castlepark North at 69 years is 23 years below the male equivalent in Kilwinning Whitehirst Park. Nonetheless Irvine has enjoyed some significant improvements in male and female life expectancy in recent years with increases of approximately four years on average, with one neighbourhood (Broomlands) increasing its female life expectancy by nine years since 2011.

Overall need remains a priority in Irvine with over a third of the locality's datazones falling within the top 15% most multiply deprived rankings of the 2016 SIMD. The Fullarton area has three datazones falling in the top 5% most multiply deprived areas in Scotland. Higher rates of unemployment exacerbate this with male unemployment running at 6% in March 2017 - the second highest rate in North Ayrshire after the Three Towns locality. Nonetheless, the unemployment claimant count fell by approximately 20% between Dec 2013 and Dec 2016.

Educational attainment also remains a priority in the Irvine locality. Over a quarter of the locality datazones fell in the top 15% most deprived datazones of the SIMD Education Domain. This is the highest proportion of datazones of any locality falling in the top 15% most educationally deprived nationally.

Although the Irvine locality had the joint highest crime rate in 2015/16 at 103 incidents per 1,000 population (82 per 1,000 across North Ayrshire), overall crime has been falling. Only the three localities of Arran, Irvine and the Garnock Valley recorded falls in crime between 2013/14 and 2014/15, with Irvine falling by over 6% in that period.

Transactions in the Irvine housing market improved in 2016 and despite more affordable median house prices in recent years (approx. £85K), the Irvine locality has the second highest affordability ratio (3.71), compared with Kilwinning (3.12), Arran (6.24) and North Ayrshire (3.70)

Assessing strengths and challenges

On balance, the Irvine locality has a small net surplus of challenges over strengths across the selected range of socio-economic indicators in the profile. Areas of improvement include life expectancy, falling unemployment, reducing crime rates, and a relatively younger demographic with the lowest dependency ratio of any locality in North Ayrshire.

However this is against a backdrop of some of the persistently lowest male life expectancy in Scotland, ageing residents, higher than average unemployment, multiple deprivation and continuing educational disadvantage.

With an ageing resident base, sustaining a low dependency ratio will be challenging but have clear benefits for the local economy. However Irvine has many other strengths, including excellent road and rail transport connections (including proximity to Prestwick International Airport), the new town infrastructure legacy with excellent links within and to other employment centres, good quality social and private housing stock, future business growth potential in its Innovation Park, and a highly attractive coastal location and harbourside.



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 Irvine Locality Partnership. These will focus on the relative strengths and needs across the locality and where relevant provide some spatial understanding of this distribution.

Irvine Locality

- 1.3 The Irvine locality comprises a predominantly flat area of approximately 60 square kilometres, the fourth largest locality after Arran, North Coast and Garnock Valley in terms of area. It is the most populated locality, approaching 40,000 residents, and is the administrative centre for North Ayrshire.
- 1.4 As well as the main Irvine neighbourhoods, the locality includes the towns of Dreghorn and Springside on its south eastern fringes, extending south to Shewalton to include Dundonald Camp. While the administrative boundary on the east side extends as far as one mile south of the East Ayrshire town of Stewarton, the north eastern boundary traces the Annick Water where it turns north through Fairliecrevoch and swings south west again past Benslie to cross the A78 at the B7080 junction. Tracing the A78 north, the boundary then snaps to the River Garnock, following this as it channels to the estuary of the Irvine Bay.
- 1.5 The Irvine locality history can be traced to prehistoric times with numerous Iron Age Hill forts and important archaeological remains uncovered in nearby Dreghorn. As a medieval parish and important strategic port, it changed hands among three separate Scottish kings, and was recently cited as a possible West of Scotland site for the Stone of Destiny before its establishment at Scone in Perthshire. As a port, Irvine harbour went into decline in the 19th Century, although both the Ayrshire Dockyard Company and the ICI-Nobel Factory at Ardeer maintained some commercial traffic in the estuary during the post war era of the 20th Century.
- 1.6 The designation of Irvine as the last and only coastal based new town in the 1960s brought significant changes to the old burgh. While the redevelopment of historic areas such as Fullarton and Bridgagate were controversial, the establishment of Irvine Beach Park, the Magnum Leisure Centre and new social housing in areas such as Bourtreehill and Broomlands were more welcomed.

- 1.7 The Irvine Bay Urban Regeneration Company (URC) established in 2006, also completed many public realm projects including a new central plaza at Bridgegate including restoration of the Category 'A' listed Trinity Church. Building upgrades and refurbishments also included the Irvine Town House and the creation of a new leisure centre to replace the 1970s Magnum Centre at the Beach Park. The URC also promoted the development of the local economy through the development of office and commercial space as well as Irvine's status as Scotland's largest designated Enterprise Area. This included the development of a business innovation park aimed at growing both new and existing sectors such as the well established local life science businesses.
- 1.8 Irvine, (including Dreghorn and Springside) remains the most populated locality in North Ayrshire accounting for almost 3 in 10 of North Ayrshire's residents. It has specific challenges, but there are also very robust platforms on which to generate future prosperity for the locality. Not least of these include a low dependency ratio in the local economy, excellent transport connections, the new town infrastructure legacy, good quality housing, future business growth potential, falling unemployment, and a highly attractive coastal location and harbourside.



2. Local Resident Priorities

2. Local resident priorities

Results from the People's Panel

2016

People's
Panel

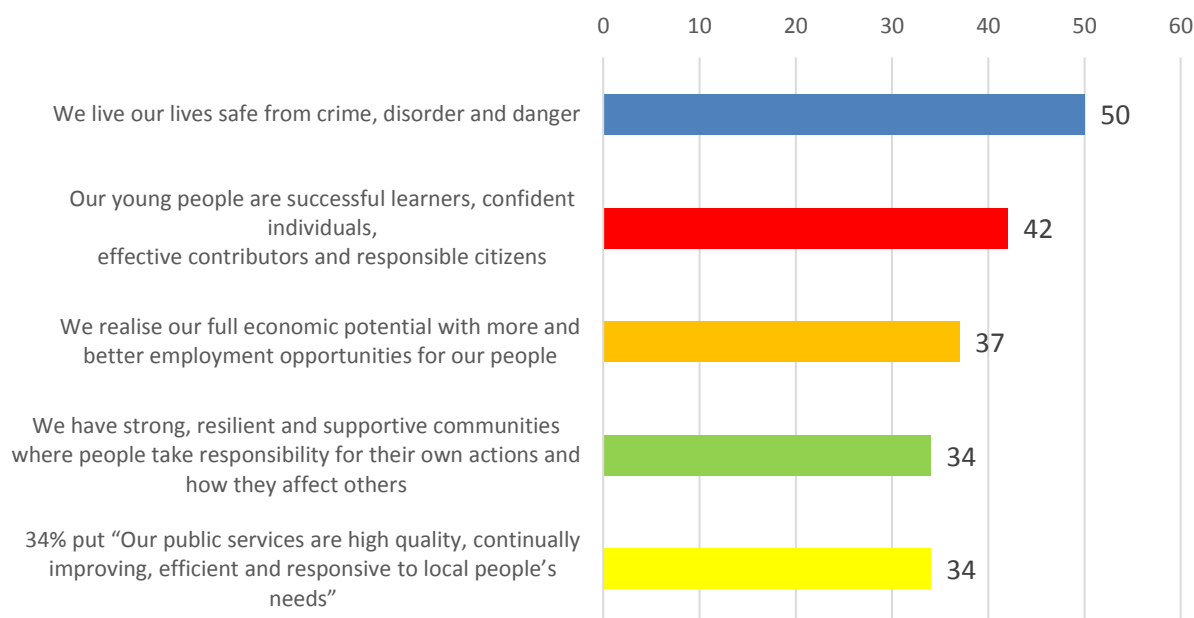
2.1 Every two years as part of the local People's Panel, two thousand North Ayrshire residents are surveyed on a range of Partnership themes and quality of life issues. Residents also take part in follow-up focus groups, with one third of the Panel refreshed every two years to make representation as 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 Irvine Locality. In the Irvine, 50% of respondents selected it as one of their top 5 aims.

Fig 2.1 Percentage of Irvine 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.

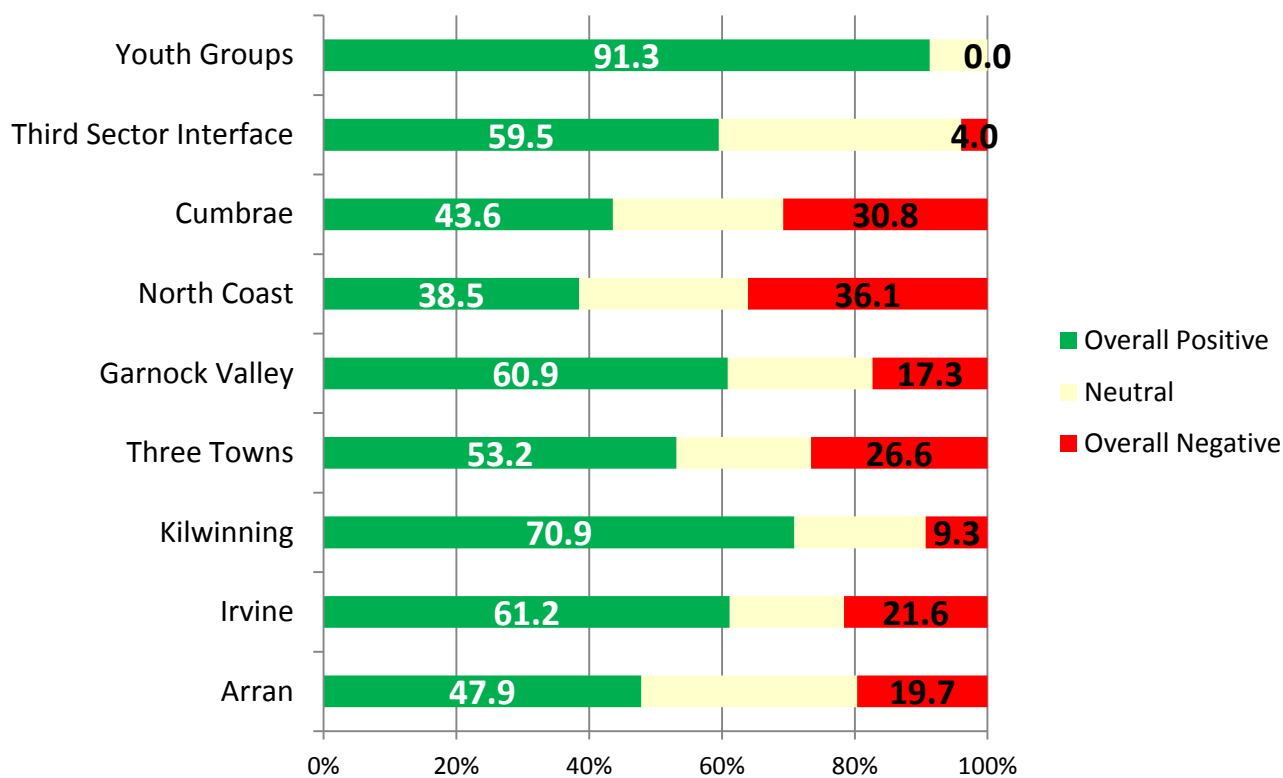
61%

of comments in
the Irvine locality
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 over 61% were categorised as overall positive in the Irvine locality. This was almost 23% higher than the equivalent result for the North Coast locality and the second highest positivity rate among the six localities.

The Irvine locality
had the **third
highest** rate of
negative
comments

- 2.7 Approximately a fifth of all the comments in the Irvine workshop were classified as overall negative (21.6%), compared with an average of 19% for consultations across all localities. This was the third highest 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 Irvine locality

3. Population in the Irvine locality

Overall population estimates

135,890

estimated
population
of North
Ayrshire¹

- 3.1 Population changes very slowly and the Irvine population has been relatively stable since 2001. The latest population count for North Ayrshire is 135,890⁸ based on 2016 mid-year estimates. The Irvine population was estimated at 39,517 in 2015, accounting for a 29% share of the North Ayrshire total (a slight increase of 0.3% on the share of 28.7% in the 2011 Census).

39,517

estimated
population
of Irvine¹

- 3.2 **Figure 3.1** below illustrates that the Irvine population has been steady in recent years, with an increase of approximately 250 residents since 2013. This continues a trend of stable residency since the last Census in 2011, where the local population has moved by a marginal -0.5% or approximately -200 residents overall since the last Census.

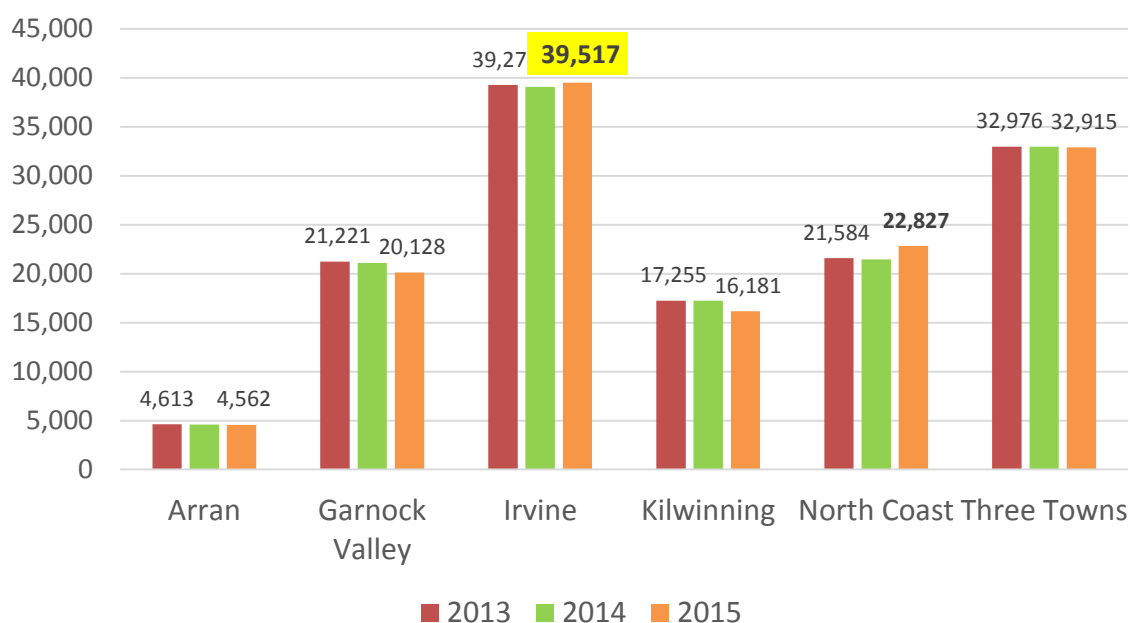
29%

of the North
Ayrshire
population
live in the
Irvine locality

- 3.3 The majority of the Irvine locality population is concentrated in the main town of Irvine (33,315), with Dreghorn (3,594) and Springside (2,608) making up substantial village settlements to the south east⁹. 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.

⁸ National Records of Scotland - Small Area Population Estimates 2016

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

Fig 3.1 Locality Population Estimates 2013-2015

Younger population in the Irvine locality

- 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.

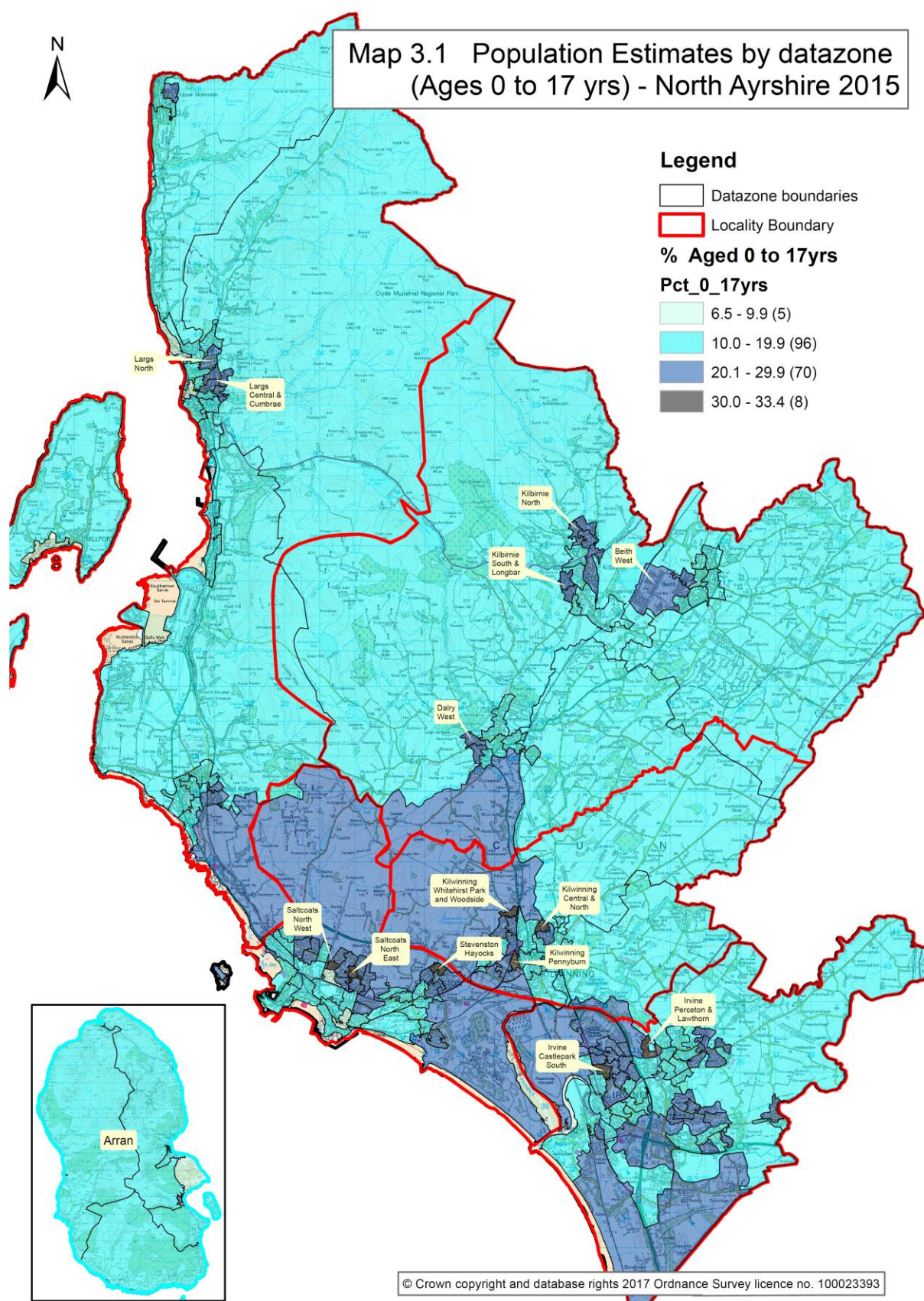
Under 18yrs
population
in the Irvine locality
has fallen by 5.2%
since the last
Census

- 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 Irvine locality local proportion of under 18yrs has fallen by a lower rate of -5.2%. This contrasts with the neighbouring Kilwinning locality which recorded a decrease in the Under 18s almost twice this rate at -9.4%.

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

- 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 a local share higher than 22% for this cohort. The proportion of the Irvine population aged under 18 years accounts for over a fifth (20.4%) of the locality population. This is higher than the proportional rate of 19.4% for this group across North Ayrshire.

- 3.7 **Map 3.1** below illustrates the distribution of the younger population across Irvine data zones, placing the locality in North Ayrshire context.



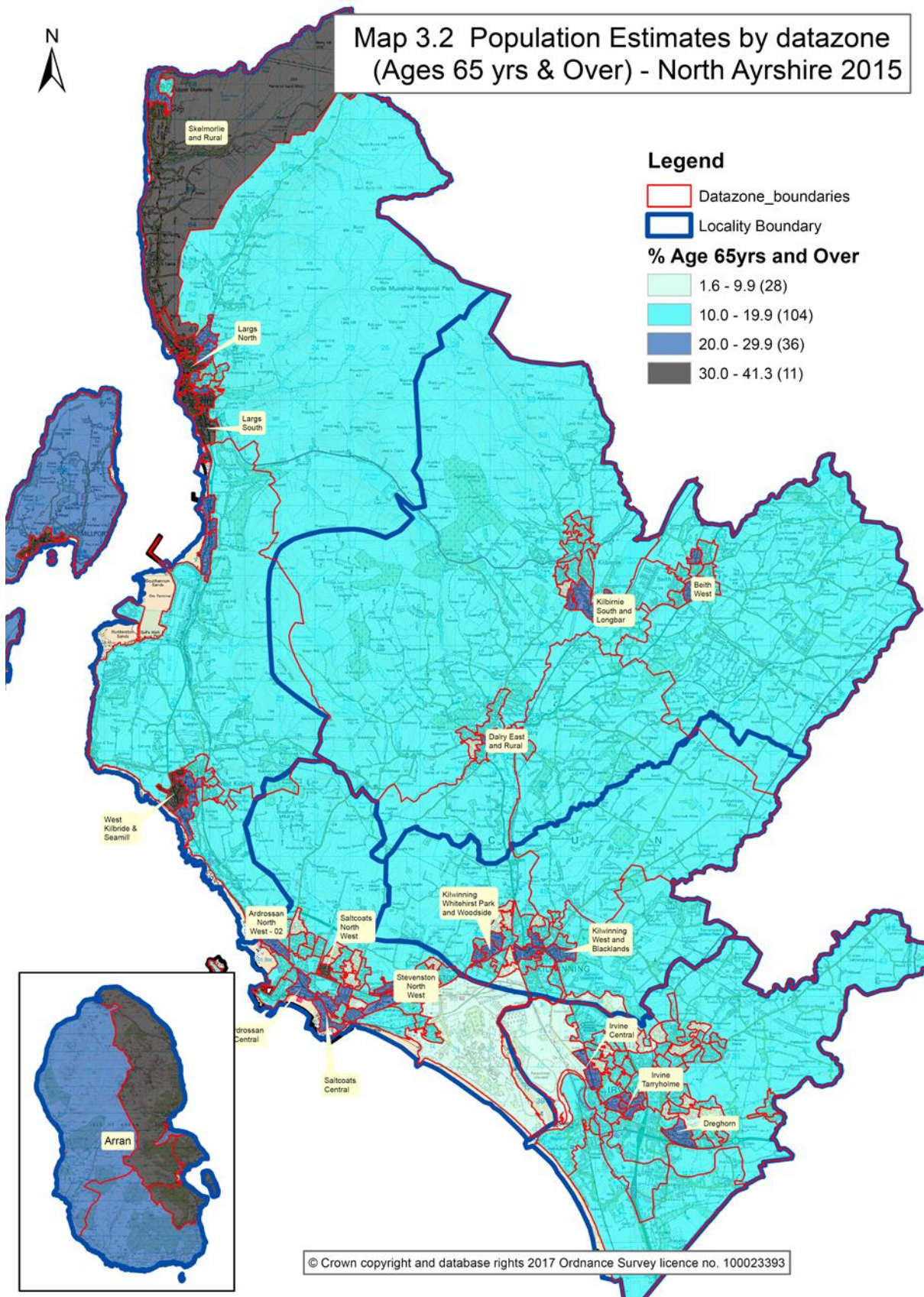
Older population in the Irvine locality

- 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 approximately 2% in the Irvine locality since 2011

- 3.9 The proportion of residents aged 65 years and over has increased in the Irvine locality by 12.9% between 2011 and 2015. This is the second highest increase for the 65yrs and over age group of all localities, and is above 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%. As a proportion of the local population, the over 65s in the Irvine locality has increased by 2.2% from 16.3% to 18.5% in this period.
- 3.10 The proportion of the Irvine locality population aged 65 years and over accounts for almost a fifth (18.5%) of the locality population. Trends since the 2001 Census indicate a steady increase in this age cohort across all localities. However, this ranks the locality second lowest in terms of the local proportion of 65s and over, and lower than the equivalent North Ayrshire rate of 21%.

Map 3.2 below illustrates the distribution of the older residents population within the Irvine locality, placing the locality in context with the other five localities.



Projecting the population for the Irvine locality

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

Over 65s

projected to increase by 35% by 2026

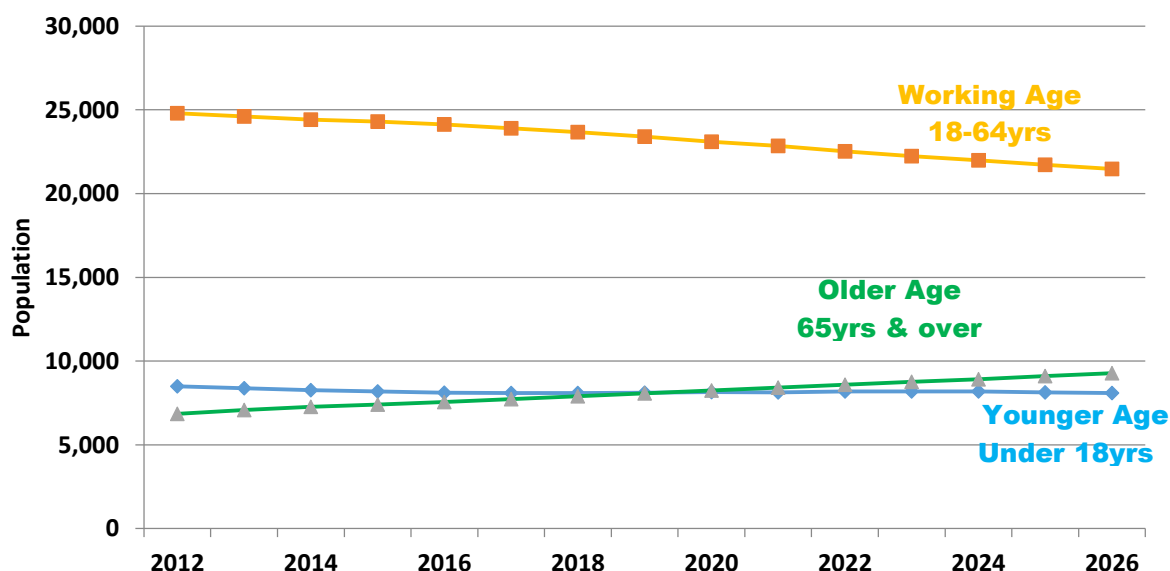
3.12 For example by 2026, while a three percent decrease is projected for the Irvine locality population as a whole, the over 65 population by contrast is projected to increase by well over a third. By 2026, the over 65s age cohort is projected to grow by +35% compared with 31% for North Ayrshire as a whole. This is the highest rate of growth for the 65yrs and over age group across all six localities.

U18s

Under 18 age group is projected to decrease -5% by 2026

3.12 By contrast, the locality will experience a decrease of five percent in the number of residents aged under 18 years (-5%) compared with -9% across North Ayrshire. The Irvine locality will also experience a decline in the working age population 18-64yrs (-13%) which is the same rate as for North Ayrshire, but also the third lowest of all localities.

Fig 3.2 Irvine Population Projection 2012-2026



How the local population will look in 2026

18-64yrs

Working age groups projected to decline

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.

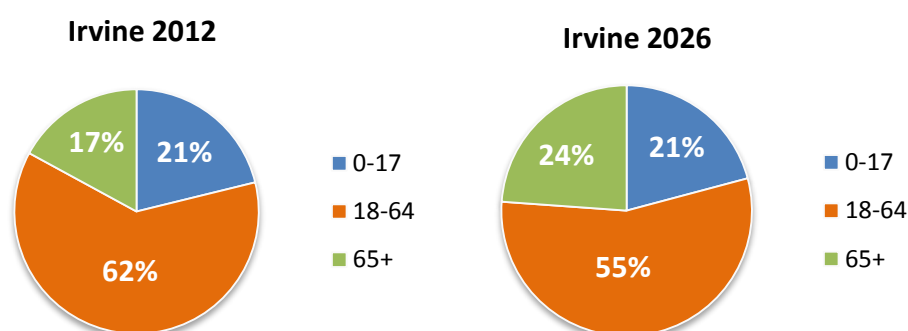
3.14 While the working age population (18-64yrs) will experience a decline in their overall share of the Irvine locality population (down 7%), the younger age group (0 to 17yrs) proportion will remain stable at 21%. This contrasts with the older population (65yrs and over) which will grow its share of the overall local population by +7%.

Over 65s

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

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 working age population will fall towards half the local population. The Under 18yrs population are projected to remain stable at 21% over the coming years. This only partly reflects the changing demographic for North Ayrshire as a whole which will experience a decline in both 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 – Irvine locality



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.

0.55

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

3.18 The Irvine locality has a dependency ratio of 0.55 compared with a North Ayrshire ratio of 0.60. This is the lowest dependency ratio in North Ayrshire. It is a positive platform in wider labour market terms as 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, and a rate of eight in the North Coast by comparison.



4. General Health in the Irvine locality

4. General health in the Irvine Locality

General health indicators

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

Irvine locality
smoking rates
are the joint highest
with Garnock
Valley 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 This was reflected in the Irvine locality where 59% of respondents rated their health in these two categories. However, while 14% of all North Ayrshire respondents rated their general health as ‘Poor’ or ‘Very Poor’, 17% of respondents in Irvine 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 a barrier whereas 80% did not.
- 4.5 General health indicators also highlighted that smoking prevalence in Irvine, along with the Garnock Valley locality, was the highest in North Ayrshire 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'.

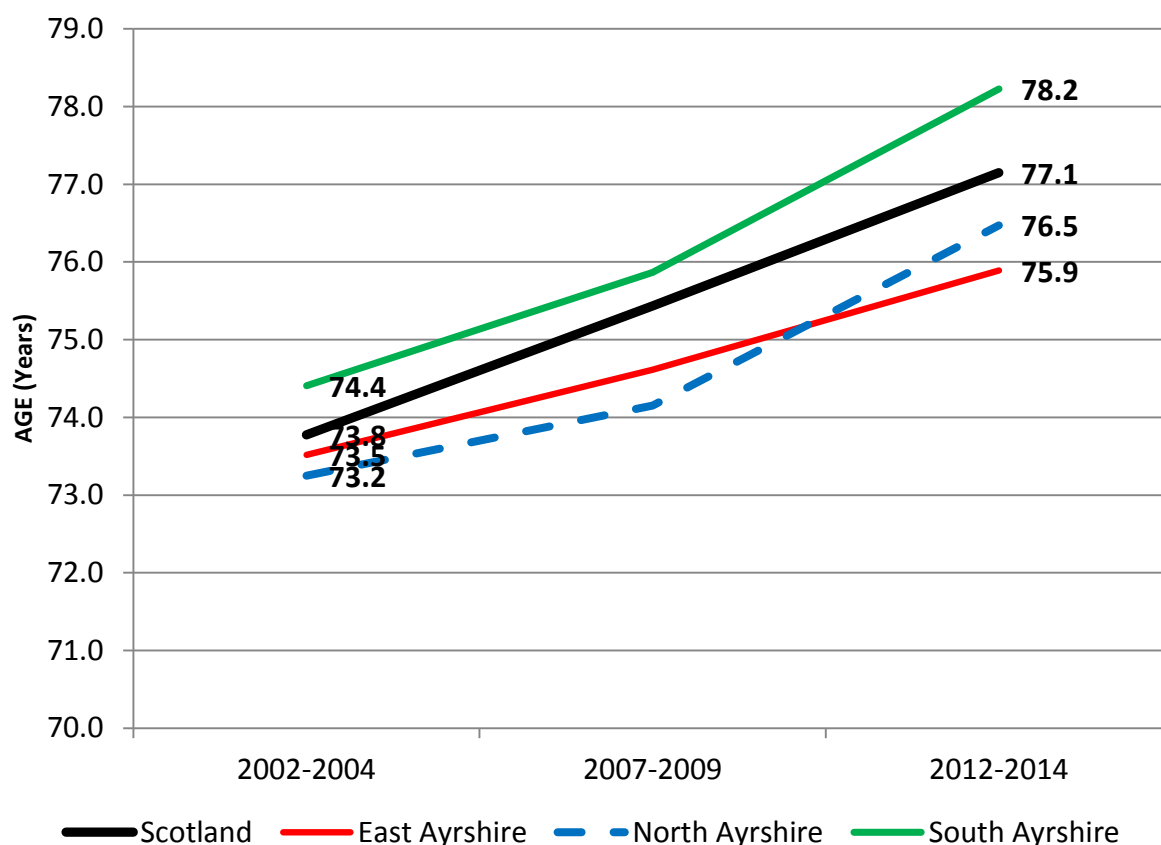
- 4.7 **Figure 4.1** below indicates a steady growth in North Ayrshire's overall life expectancy of three and a half years within a ten year period from just over 73 years to well over 76 years. The blue dotted line indicates that North Ayrshire's steady increase in overall life expectancy between 2002 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 Irvine is amongst the lowest in North Ayrshire

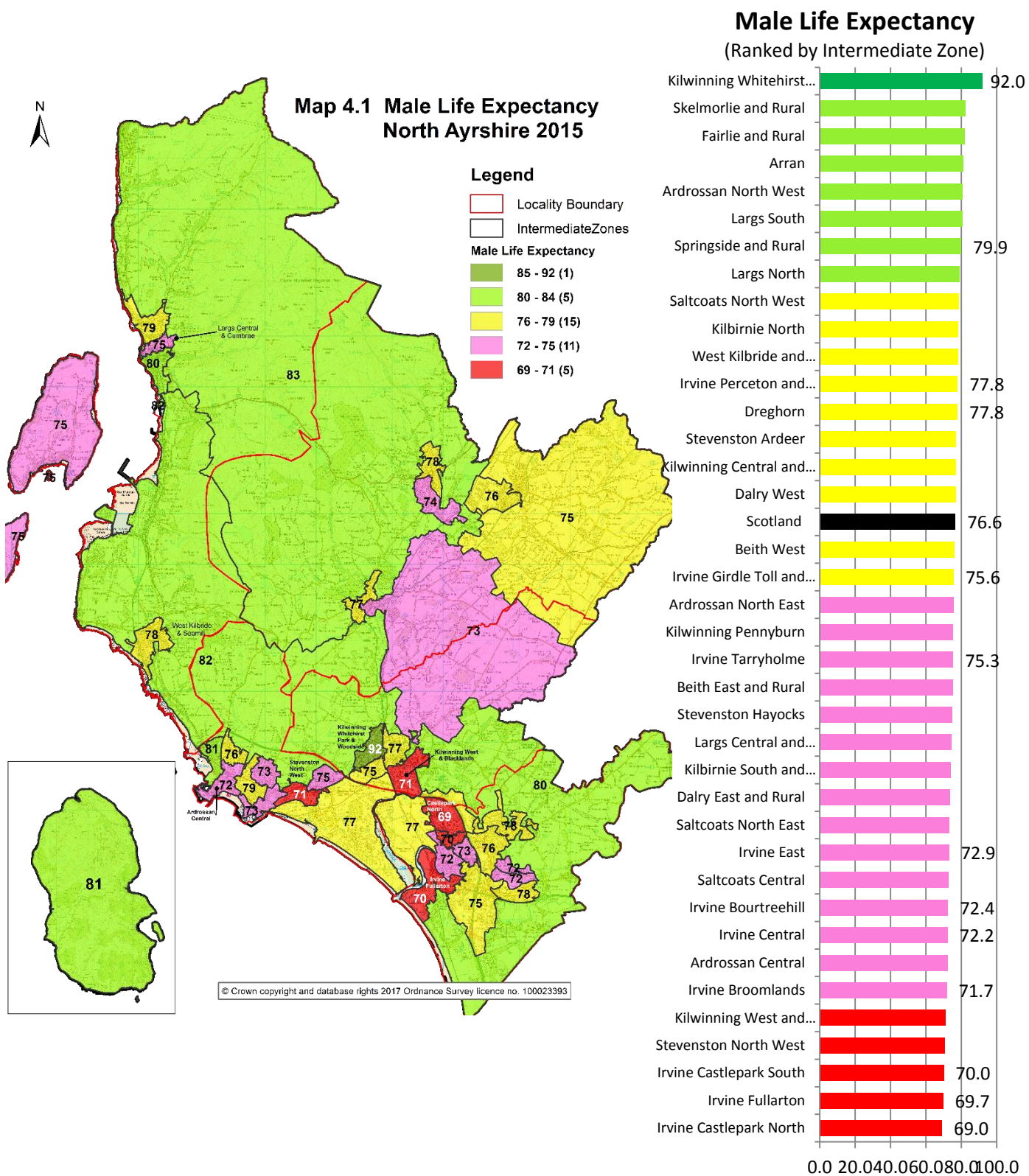
69yrs

Life expectancy for males born in Castlepark North today

73yrs

Median life expectancy for males in the Irvine locality – over 3 years below the national average

- 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 the Irvine locality has some of the lowest male life expectancy in North Ayrshire. Nine out of twelve intermediate zones have male life expectancy rates lower than the national average of 76.5 years. Nine of these fall in the bottom quartile of intermediate zone rankings, and Castlepark South, Irvine Fullarton, Castlepark North are the lowest three ranked intermediate zones out of 38 in North Ayrshire.
- 4.11 However, certain parts of the Irvine locality have above average male life expectancy including Springside & Rural (79.9 years), Irvine Perceton & Lawthorn (77.8 years), and Dreghorn (77.8yrs). Males born in Perceton and Lawthorn today can expect to live to over 3.3 years above the national average.
- 4.12 By contrast males born in Irvine Castlepark North have a life expectancy of 69 years, a difference of almost nine years with Perceton & Lawthorn, and a difference of almost 23 years when compared with Kilwinning Whitehirst Park (92 years). Overall, median male life expectancy in the Irvine locality is approximately 73 years, more than 3 years below the national average



Most improved areas (males)

- Male life expectancy has improved most in **Springside** - up five years to 80 years
- 4.13 Despite, having the lowest cluster of male life expectancy in North Ayrshire (Castlepark and Fullarton neighbourhoods), Some of the most improved areas in terms of male life expectancy are within the Irvine locality.
- 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 Dreghorn – up from 74 years to just under 78 years (rank 18 to 13), and Irvine Fullarton where male life expectancy has risen by over three years since 2011 from 66 to 69.7 years.
- 4.16 By contrast, male life expectancy has declined in some Irvine neighbourhoods including Irvine Tarryholme (down from 77.4 to 75.3 years), Girdle Toll (77 to 75.6 years), Irvine Bourtreehill (73.2 to 72.4 years), and Castlepark North (70.6 to 69 years)

Female life expectancy

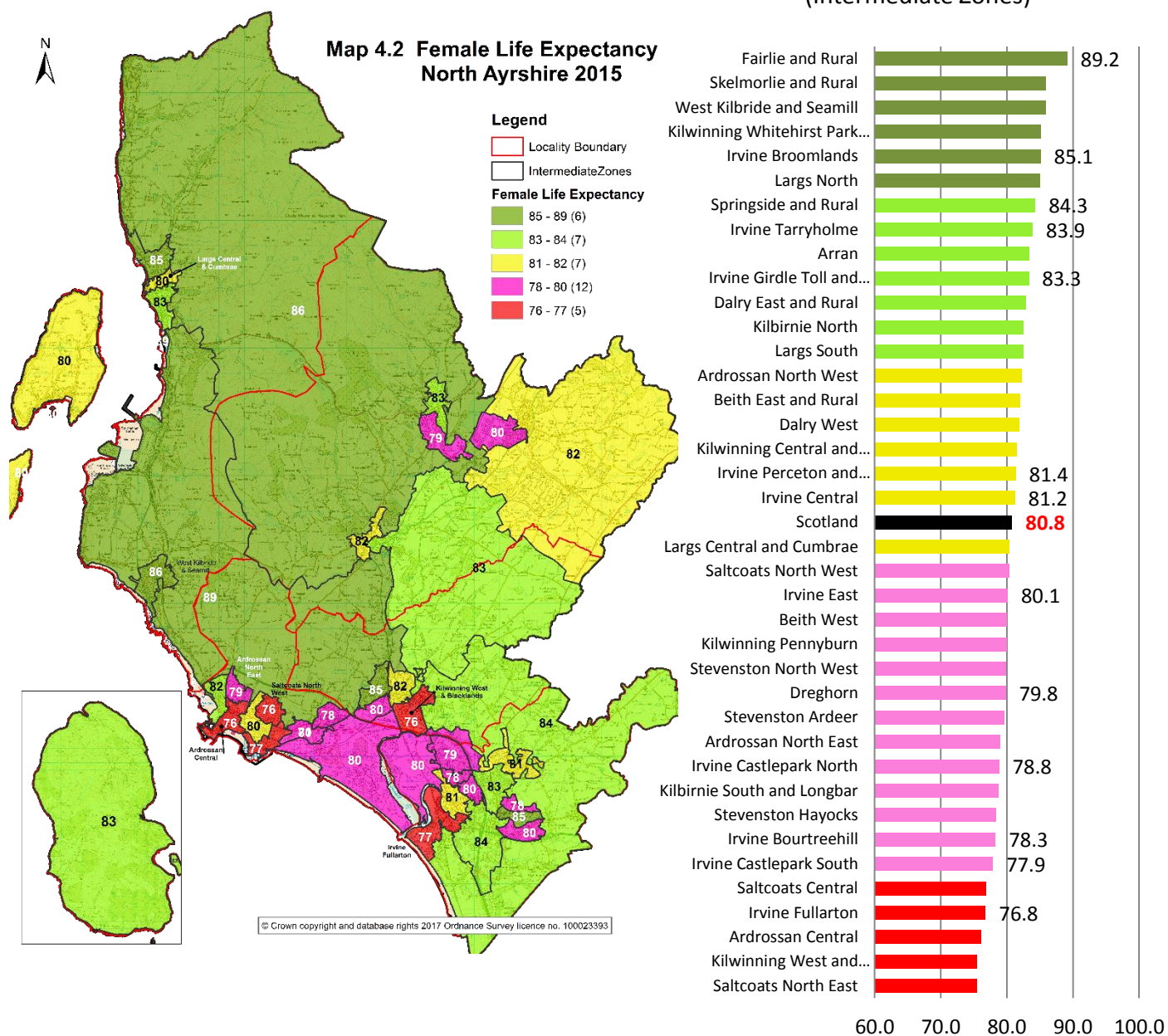
- Median Female life expectancy** in the Irvine locality is 80.7 years
- 4.17 **Map 4.2** below indicates that female life expectancy in the Irvine locality is amongst the lowest in North Ayrshire. Three out of the Irvine locality's twelve intermediate zones fall in the lowest quartile of the intermediate zone rankings while half fall below the national average female life expectancy.
- Females in **Broomlands** can expect to live to over 85 years – four years above the Scottish average
- 4.18 However, females in Irvine Broomlands can expect to live to over 85 years which is more than four years above both the national and the North Ayrshire average for females. The median rate for female life expectancy in the Irvine locality is 80.7 years.
- 4.19 Similarly, females in Irvine Central, Perceton & Lawthorn, Girdle Toll, Tarryholme, Springside and Broomlands all have life expectancy rates above the national average of 80.8 years.

Most improved areas (females)

- Female life expectancy has improved most in **Broomlands** - up 9 years to 85 years
- 4.20 Improvements since the last female life expectancy tables were released is most notable for Irvine Broomlands, moving from a rank of thirty-second (at 76 years) to fifth highest position out of 38 intermediate zones at 85.1 years – an improvement of over nine years.

- 4.21 Several other Irvine neighbourhoods have performed well in improved female life expectancy including Fullarton (up 4.4 years to 76.8 years), Castlepark North (up 4.3 years to 78.8 years), Dreghorn (up 3.6 years to 79.8 years, Perceton & Lawthorn (up 3.6 years to 81.4 years), Bourtreehill (up 2.8 years to 78.3 years), and Girdle Toll (up 2.8 years to 83.3 years).

Female Life Expectancy (Intermediate Zones)



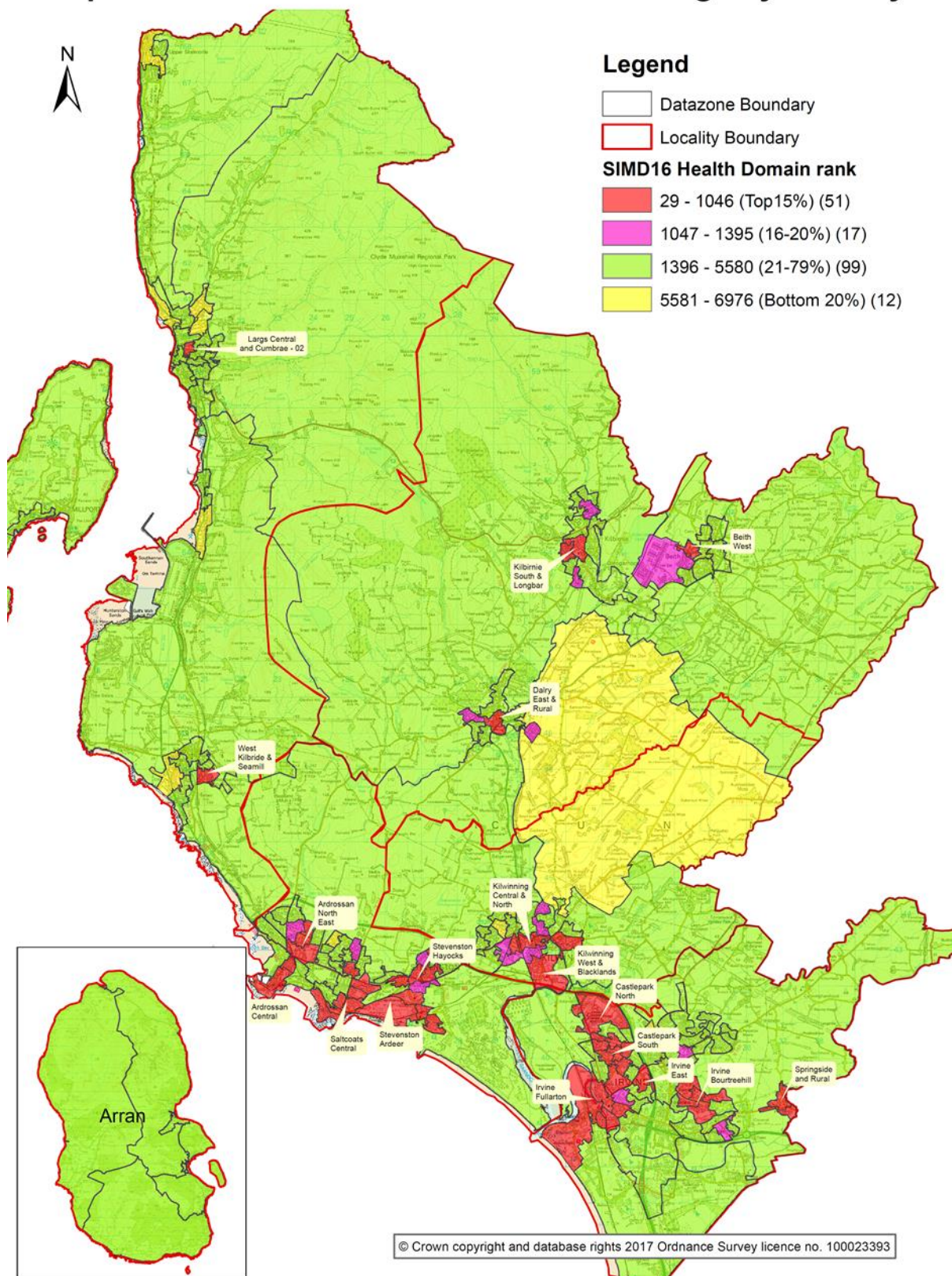
SIMD 2016 – Health Domain

- 4.22 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.
- 4.23 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.
- 4.24 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.
- 4.25 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.
- 4.26 Twenty-two of the Irvine locality's 55 datazones fall in the top 15% most health deprived datazones in Scotland. This is a 'local share' (or proportion of all the Irvine datazones) of 40%, the second only to the Three Town's local share of 43%. The local shares compare with a North Ayrshire rate of just under 28%.
- 4.27 However, this is a slight increase on the results for the Health domain in the SIMD 2012 where twenty one of the Irvine locality's 53 datazones in 2012 fell in the top 15% most health deprived – a local share of 39.6%
- 4.28 Map 4.3 below indicates how the health rankings for the Irvine locality 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

The Irvine locality has **twenty two datazones** falling in the top 15% most health deprived datazones in Scotland

The Irvine locality **local share** of datazones falling in the top 15% most health deprived has increased to 6.5%

Map 4.3 SIMD 2016 - Health Domain Rankings by Locality



5. Economic Activity

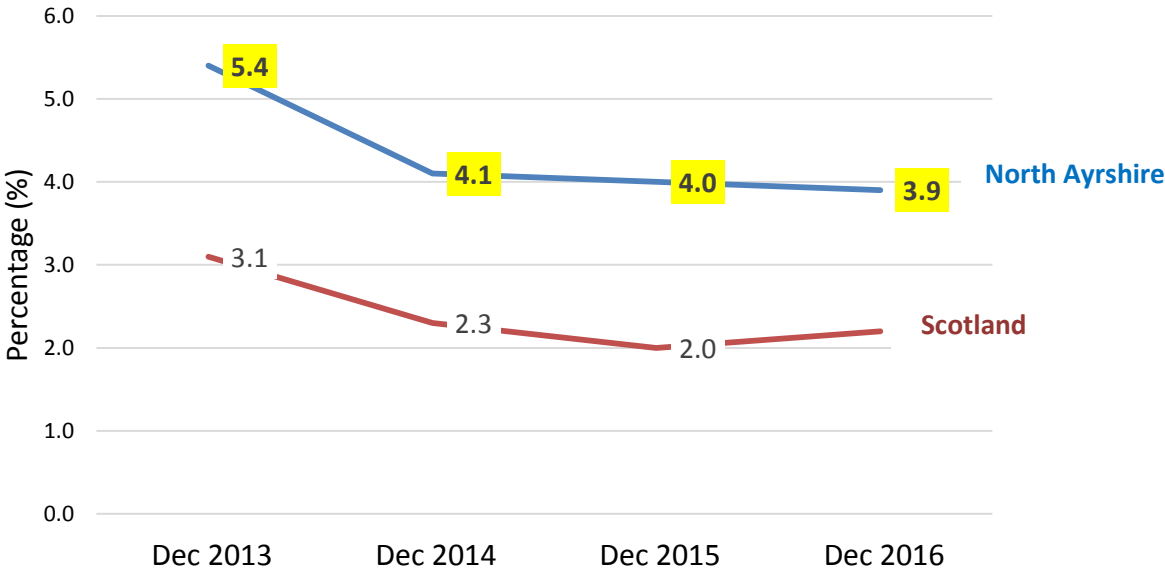
5. Economic Activity

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 Irvine locality

4.5%

The Irvine locality has the **second highest** unemployment rate of all six localities at 4.5%

2:1

There were almost twice as many male as female claimants in December 2016

- 5.5 The total unemployment claimant count for March 2017 in the Irvine locality was 1,125. **Table 5.1** below compares the unemployment claimant rates for all six localities by gender. The Irvine locality claimant count in March 2017 accounted for one third of the North Ayrshire total at 1,125 claimants and at 4.5% is the second highest rate of all six neighbourhoods following the Three Towns at 5.1%.
- 5.6 The unemployment claimant count for males at 6.0% during March 2017 was twice that for females at 3.0%. In the Irvine locality there were 395 female claimants compared with 715 males. This translates into 1.8 times more male than female claimants, which is lower than the male/female ratio for North Ayrshire at 1.96.

Table 5.1: Unemployment claimant rates (Mar 2017)*

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

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

5.7 **Figure 5.2** below summarises the change over the last four years. By comparison, the chart shows the total unemployment claimant count for December 2013 in the Irvine locality was 1300, dropping significantly to approximately 1,000 claimants which has stabilised since then. The December 2016 count however represents a fall of just under 20% in the number of claimants.

Irvine locality unemployment rates have been consistently **higher** compared with the other five localities

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

Fig 5.2 Unemployment Claimant Count 2013-16 by Locality

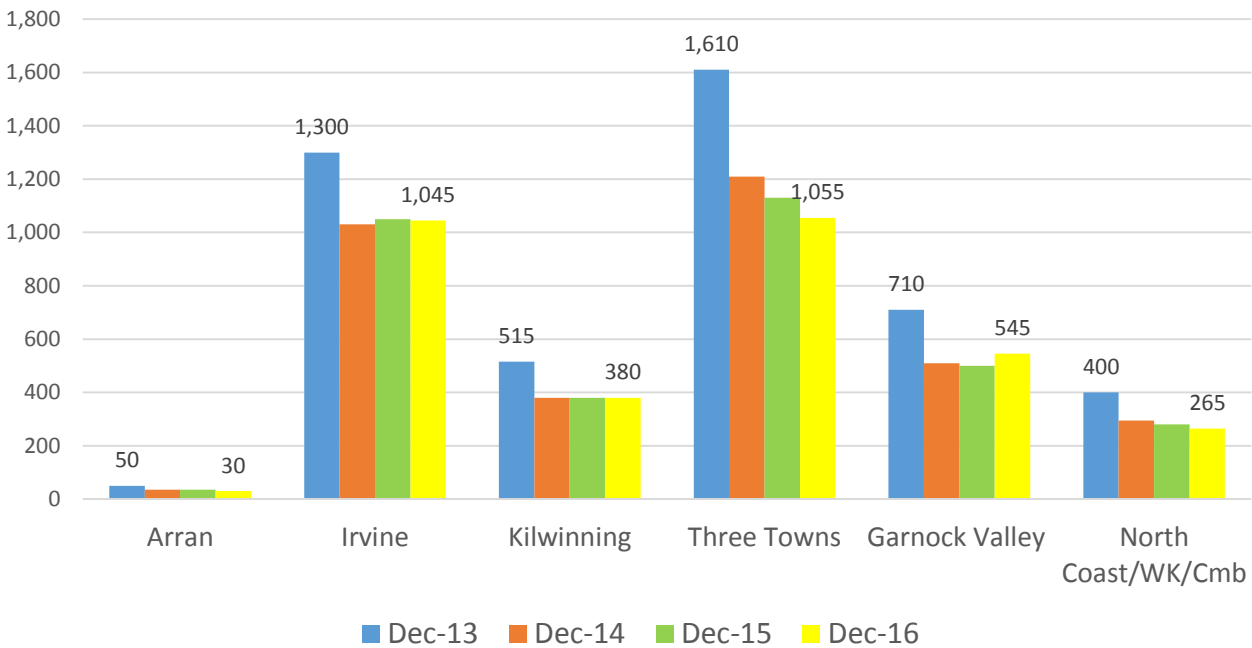
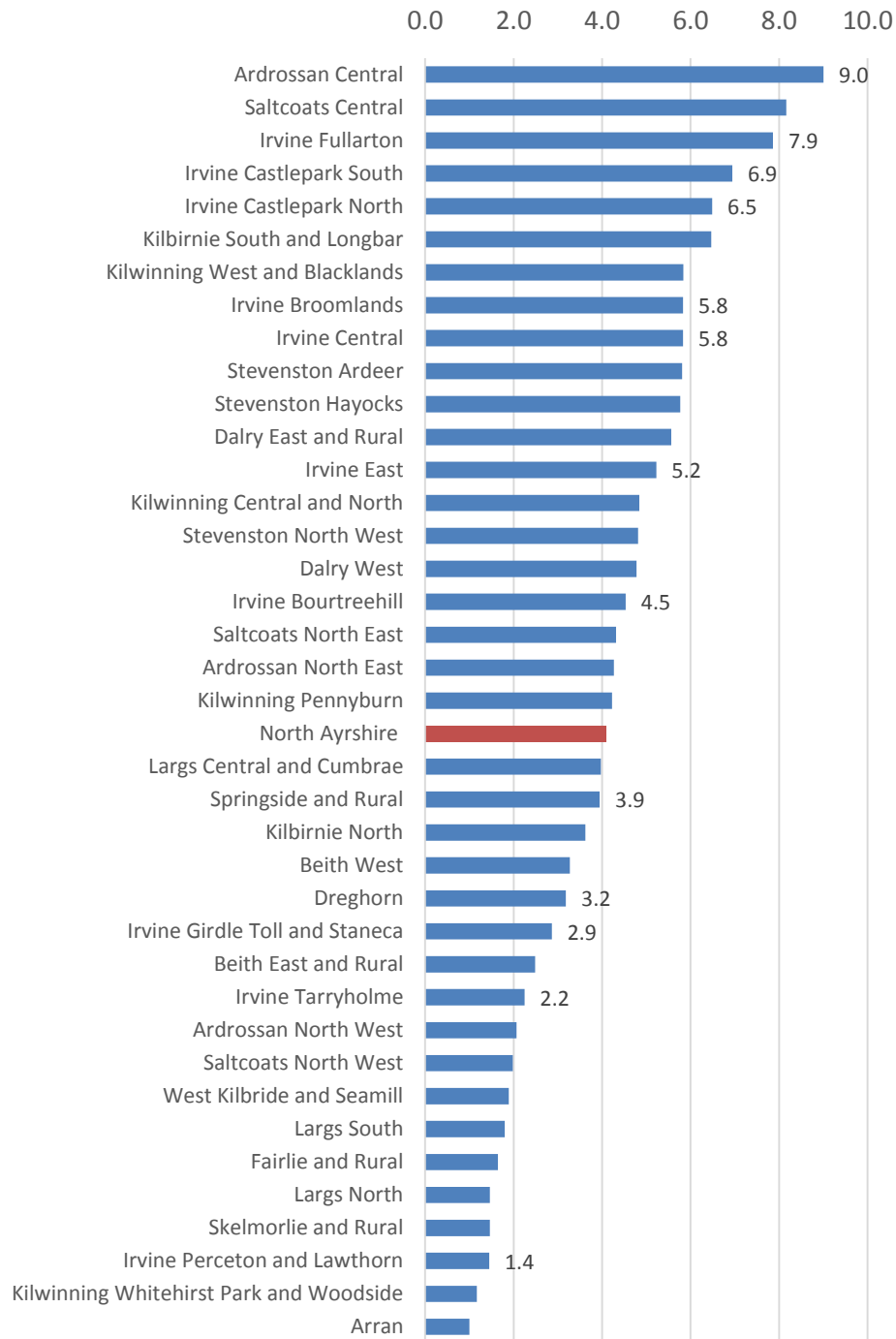
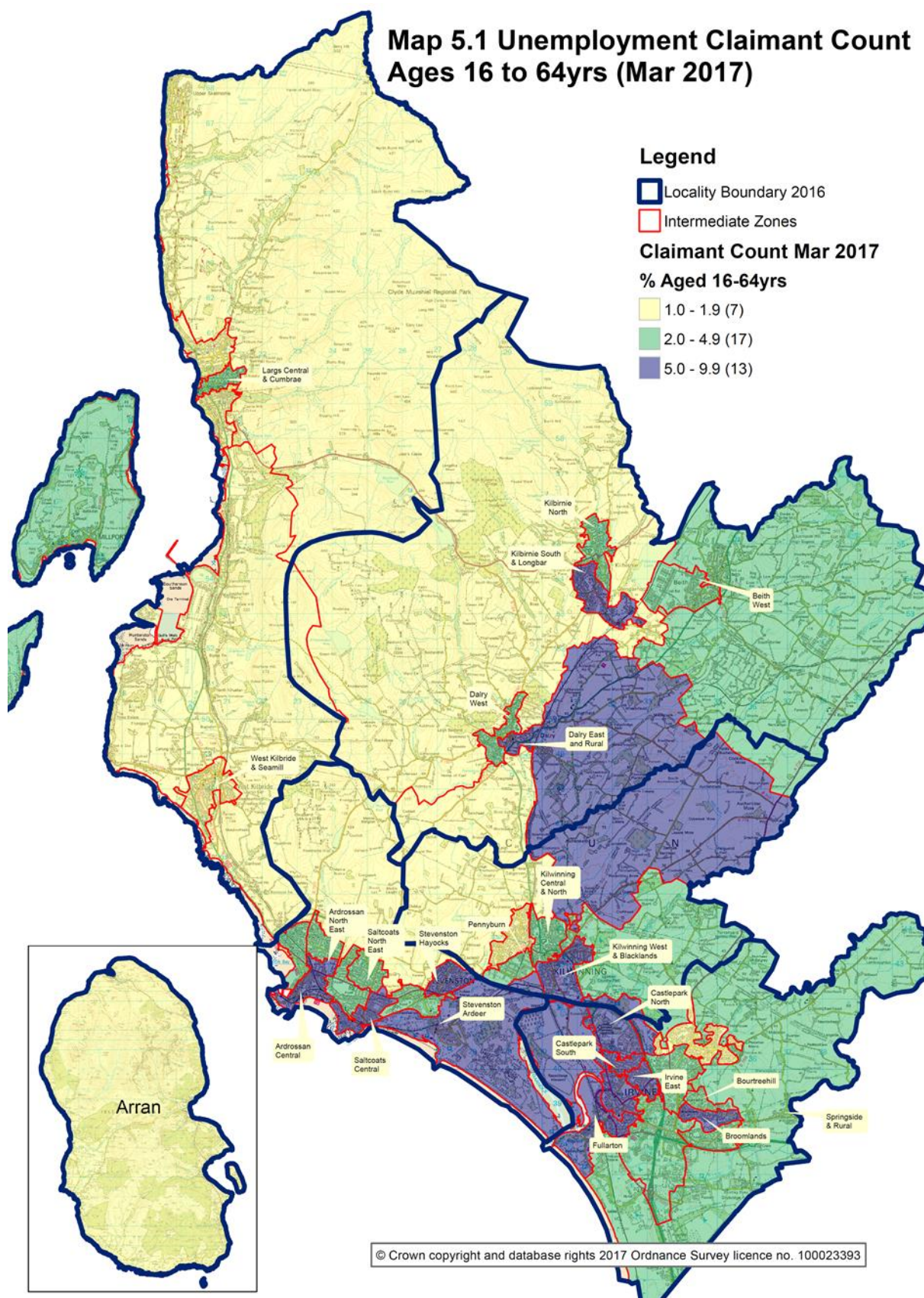


Fig 5.3 Unemployment Claimant Rate (%)
Aged 16-64yrs (Mar 2017)





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,

6.1%
The unemployment claimant rate for young people in the Irvine locality

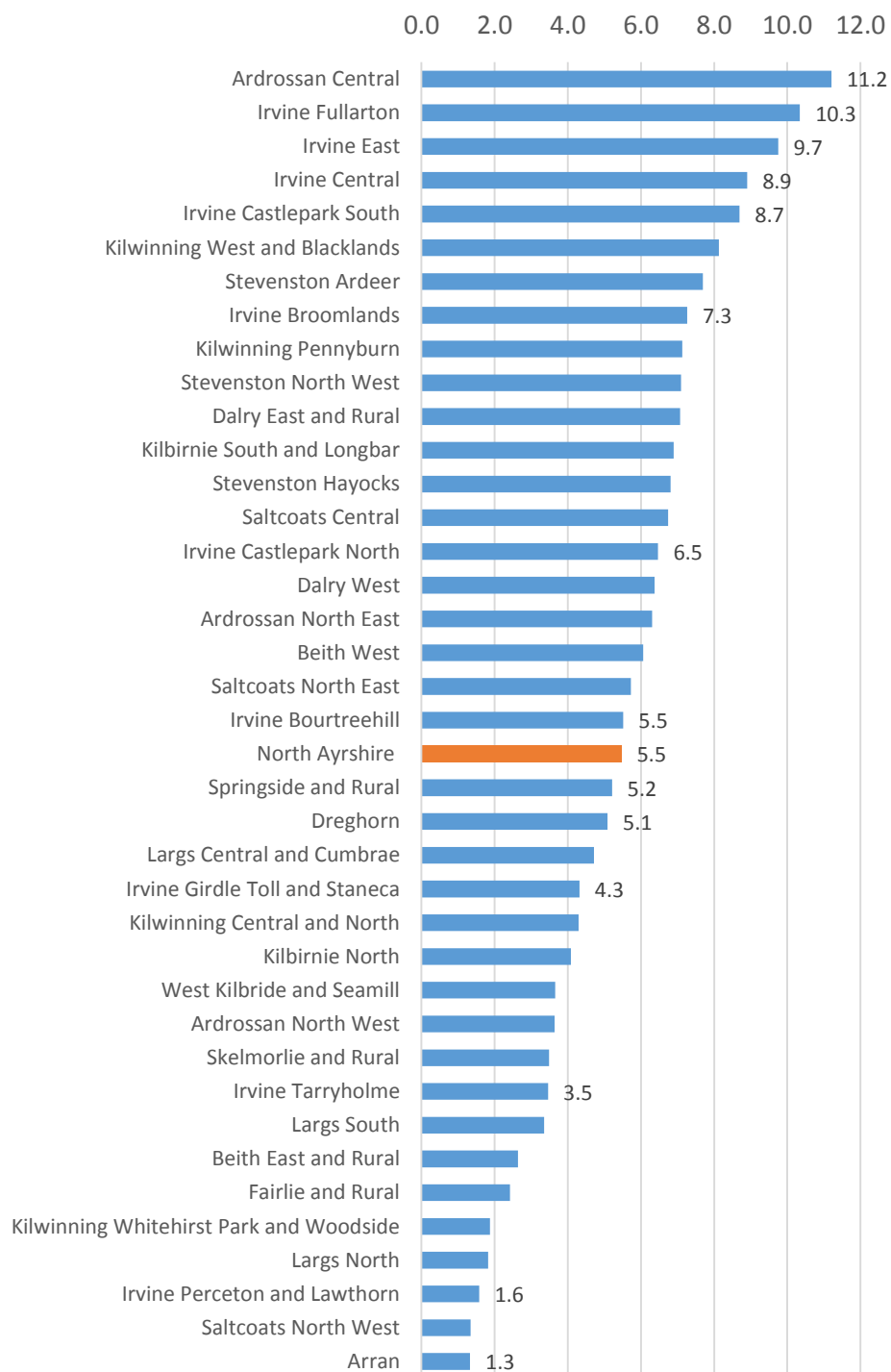
5.11 The unemployment claimant rate for young people aged 16 to 24 years in the Irvine locality is 0.6% above the North Ayrshire rate and is the second highest of all six localities at 6.1%. However this can vary significantly at neighbourhood level with a rate of 1.6% in Perceton & Lawthorn to over 10% in the Irvine Fullarton neighbourhood.

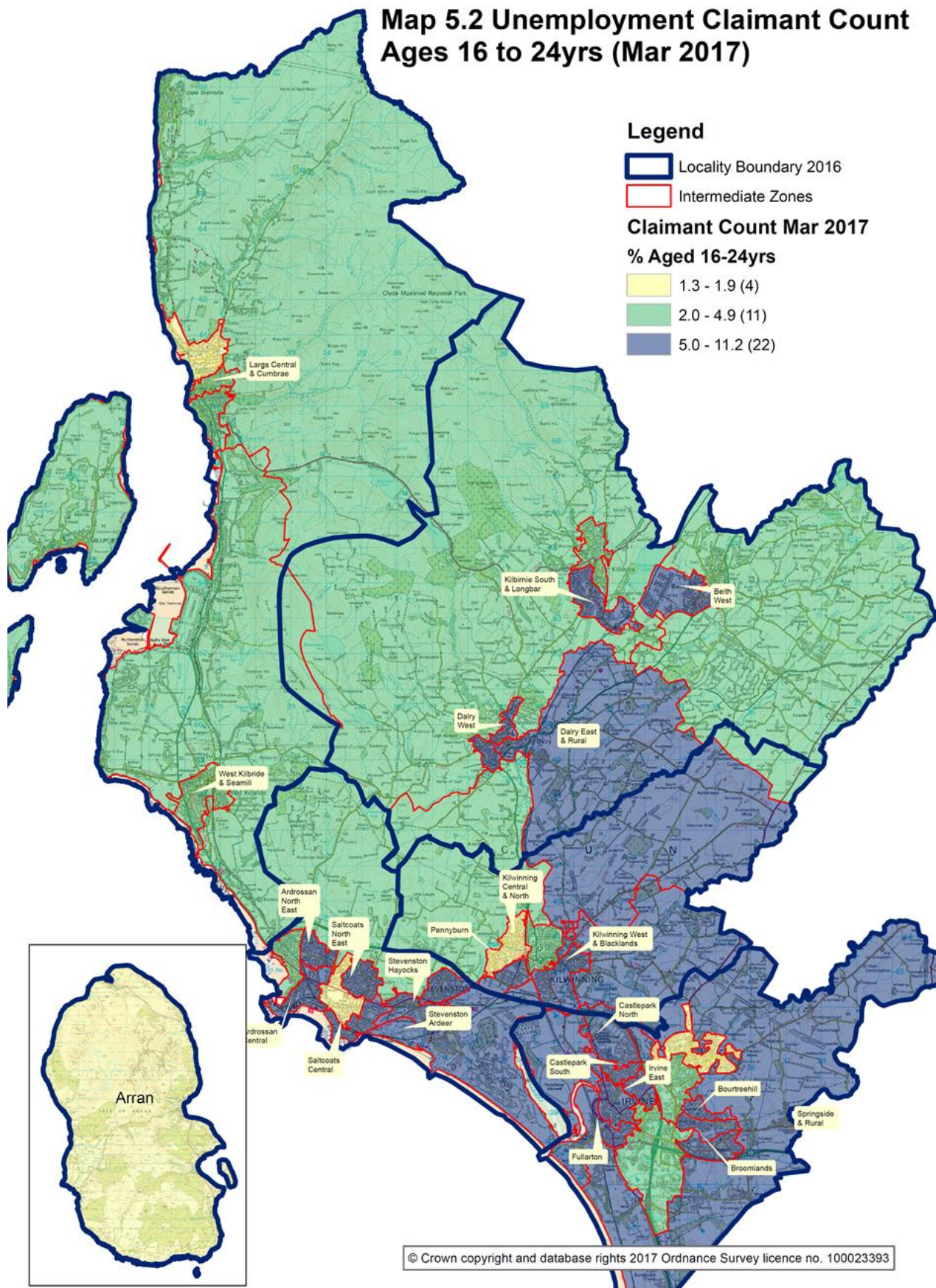
4 out of 5

Four of the top five ranked zones for youth unemployment in North Ayrshire fall in the Irvine locality

- 5.12 **Figure 5.3** below indicates that youth unemployment claimant rates in the Irvine locality fell mainly in the upper quartile, ranging from 1.6% in Perceton & Lawthorn to 10.3% in Irvine Fullarton.
- 5.13 Five out of twelve Irvine locality intermediate zones have lower claimant rates than the North Ayrshire youth claimant rate of 5.4%. These include Perceton & Lawthorn, Tarryholme, Girdle Toll & Stanecastle, Springside and Dreghorn. However seven intermediate zones fall above the North Ayrshire rate ranging from Bourtreehill (5.5%) to the second ranked Irvine Fullarton (10.3%).
- 5.14 **Figure 5.4** illustrates that of the 38 intermediate zones, four out of the top five ranked zones in North Ayrshire are in the Irvine locality. The youth claimant rate in Irvine Fullarton for example is over six times higher than the equivalent rate in Irvine Perceton & Lawthorn. **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

£24,926

Median household income in North Ayrshire

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.

5.17 A few exceptionally low or high household income values can skew averages. The median is the middle value of a range of values and is a more reliable indicator of a typical household income for a neighbourhood or locality. Income estimates can also be cross-referenced with a range of other datasets including life expectancy, educational attainment, community safety and housing.

5.18 The distribution of local incomes is a complex landscape and identifying spatial patterns can provide additional insight. Incomes can be a valuable index for addressing social exclusion, health inequalities, rural deprivation, affordable housing, anti-social behaviour and youth unemployment among other issues.

£23,171

Median household income in Irvine locality

5.19 Median household income in the Irvine locality is £23,171 compared with a North Ayrshire median of £24,356. Across the fifty-five Irvine datazones this ranged from £50,158 in Perceton & Lawthorn to £13,134 in Fullarton.

22 out of 55

Irvine datazones fall above the North Ayrshire median for household income

5.20 **Table 5.3** below shows 8 out of the 55 datazones within the Irvine locality with both the highest and lowest median household incomes. One datazone within Perceton & Lawthorn is ranked fifth highest out of 186 datazones with a median household income of £50,158, while 21 other datazones are above the North Ayrshire median for household income. These all rank between 6th and 84th place in terms of the full 186 datazones.

Table 5.3 Median income by highest / lowest datazones - Irvine locality 2017

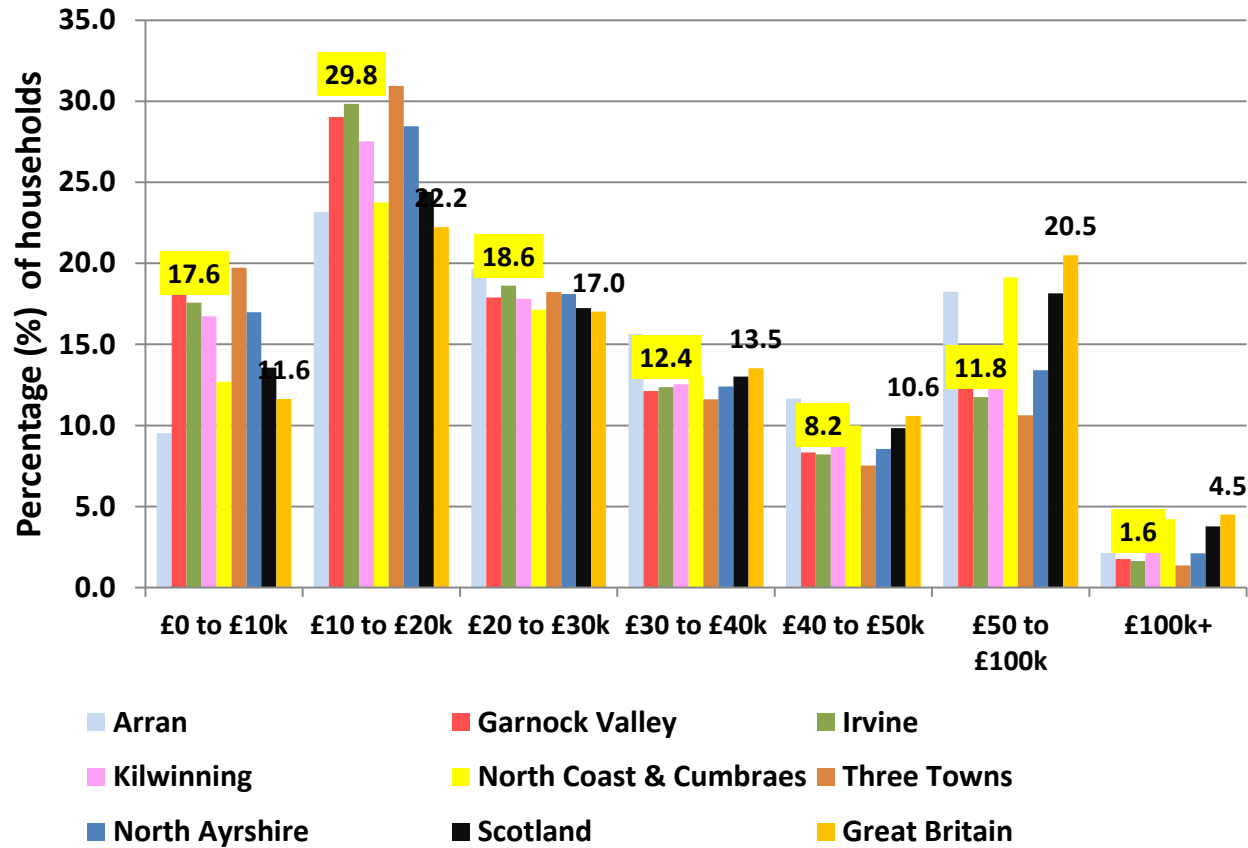
	Datazone	Total Households	Mean Income (£)	Median Income (£)	Rank
Highest	Irvine Perceton and Lawthorn - 06	290	58,859	50,158	5
	Irvine Tarryholme - 02	299	55,443	48,665	6
	Irvine Perceton and Lawthorn - 01	267	55,012	48,425	7
	Irvine Girdle Toll and Stanecastle - 06	243	48,186	41,629	16
Lowest	Irvine Fullarton - 01	301	19,779	15,922	179
	Irvine Castlepark South - 02	386	18,560	15,456	183
	Irvine Fullarton - 03	300	18,585	14,873	183
	Irvine Fullarton - 02	496	15,691	13,134	186
	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 2017

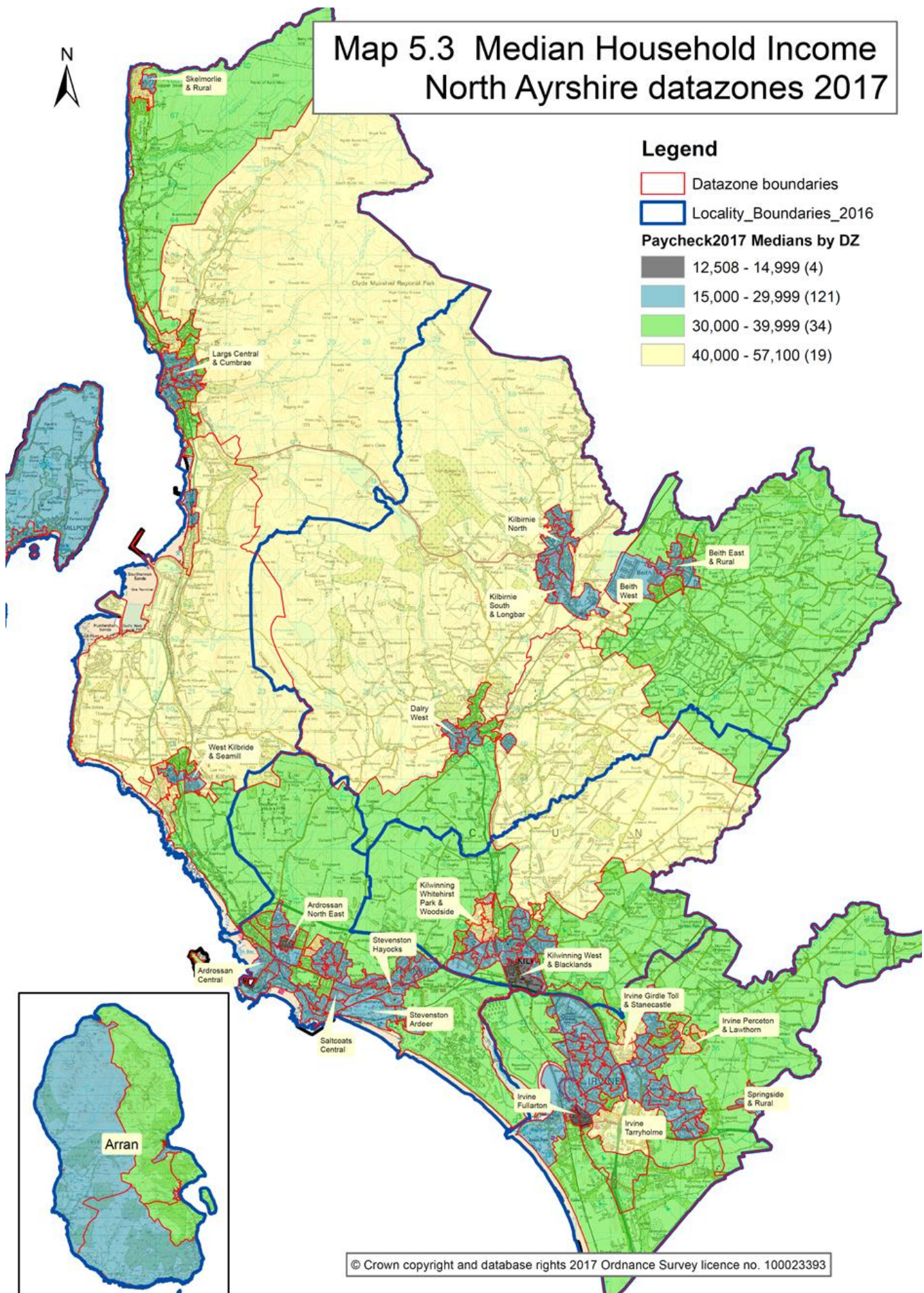
5.21 By contrast, two datazones falling in the Fullarton neighbourhood have median incomes of under £15K, falling well below the North Ayrshire median of £24,356. These are ranked 173 and 186 respectively out of 186 datazones. Six out of every ten Irvine locality datazones have median household incomes falling below the North Ayrshire median.

5.22 **Figure 5.4** below indicates the distribution of household incomes by £10K bandings from 2016 Paycheck data. The Irvine locality (green bars) indicates that just under 30% of households have incomes between £10K and £20, while less than 14% of household have incomes of £50K or more compared with a North Ayrshire rate of 15.5%.

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



- 5.23 **Map 5.3** below indicates the distribution of household income by all North Ayrshire datazones. Just over two-thirds (126) of North Ayrshire’s 186 datazones have a household income of less than £30K per annum. Two per cent of North Ayrshire households are estimated as having an income of between £12K and £15K per annum.
- 5.24 By comparison, over three-quarters, or 42 of the 55 datazones in the Irvine locality have a median household income falling below £30K. Thirteen Irvine datazones have median household incomes of £20K or less per annum, while the lowest household incomes are concentrated in the Irvine Fullarton area.





6. Education

6. Education

SIMD 2016 – Education, Skills & Training Domain

- 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 28 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 Over a quarter of the Irvine locality datazones (25.5%) fell in the top 15% most deprived datazones of the SIMD Education Domain. This is the highest proportion of datazones of any locality falling in the top 15% most educationally deprived in Scotland and over ten percent more than the North Ayrshire rate (15.1%).
- 6.6 **Map 6.1** below indicates how the Education rankings for the Irvine locality in the SIMD 2016 is distributed across the locality and in context with the other localities.

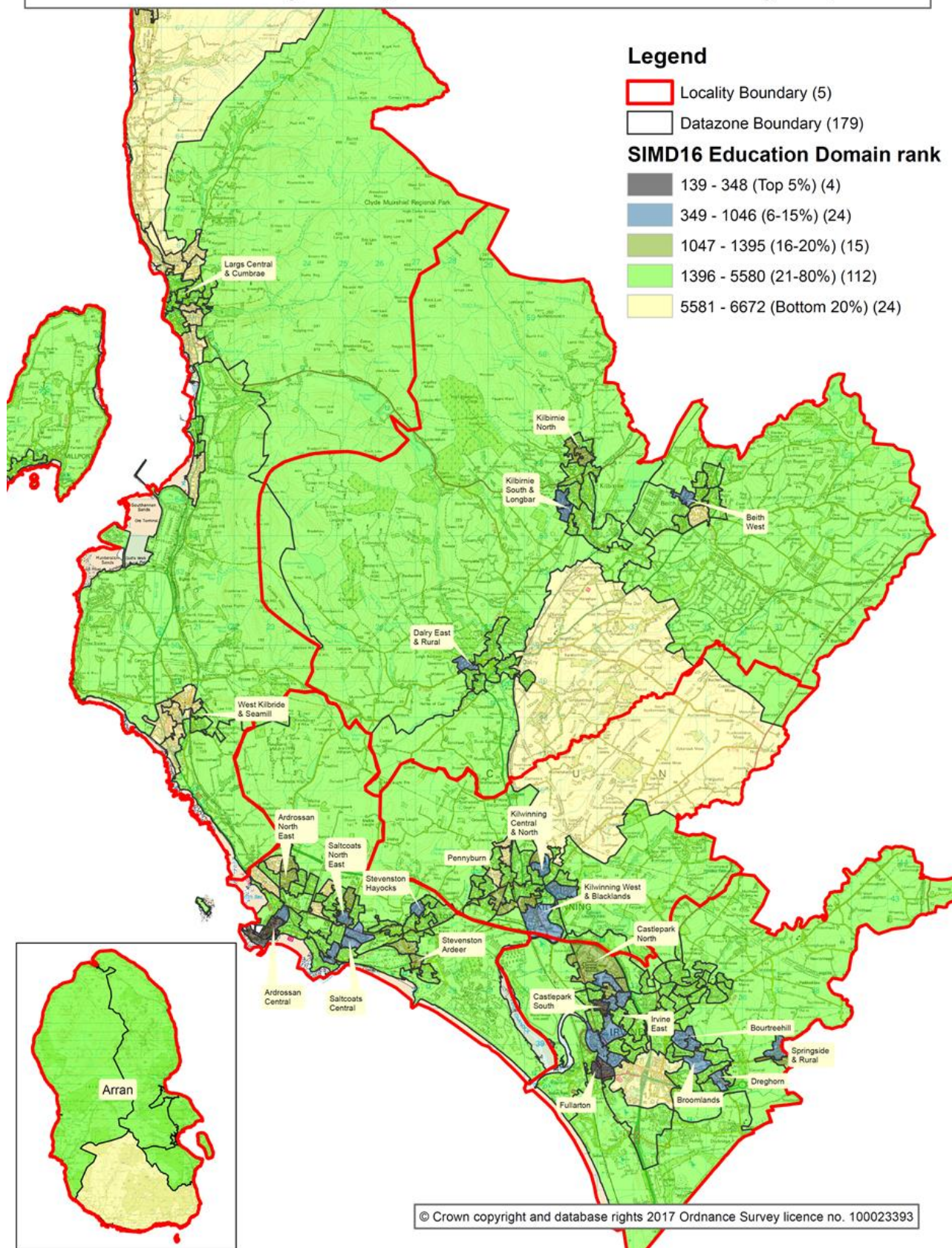
15%

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

14 / 55

Fourteen out of 55 Irvine 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 multiply 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.

19 / 55

One third of Irvine's datazones fell within the top 15% rankings of the most multiply deprived areas in Scotland

- 7.2 Each datazone has an average population of 760 people, and the area is given an overall score which is then ranked among the 6,976 datazones across Scotland. The Irvine locality has 55 datazones in total. **Table 7.1** below highlights that the Irvine locality now has one third (19) 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 shows the number of Irvine datazones in the top 15% has increased from 16 to 19. This means the local share within the Irvine locality has increased from 30% to 35%.

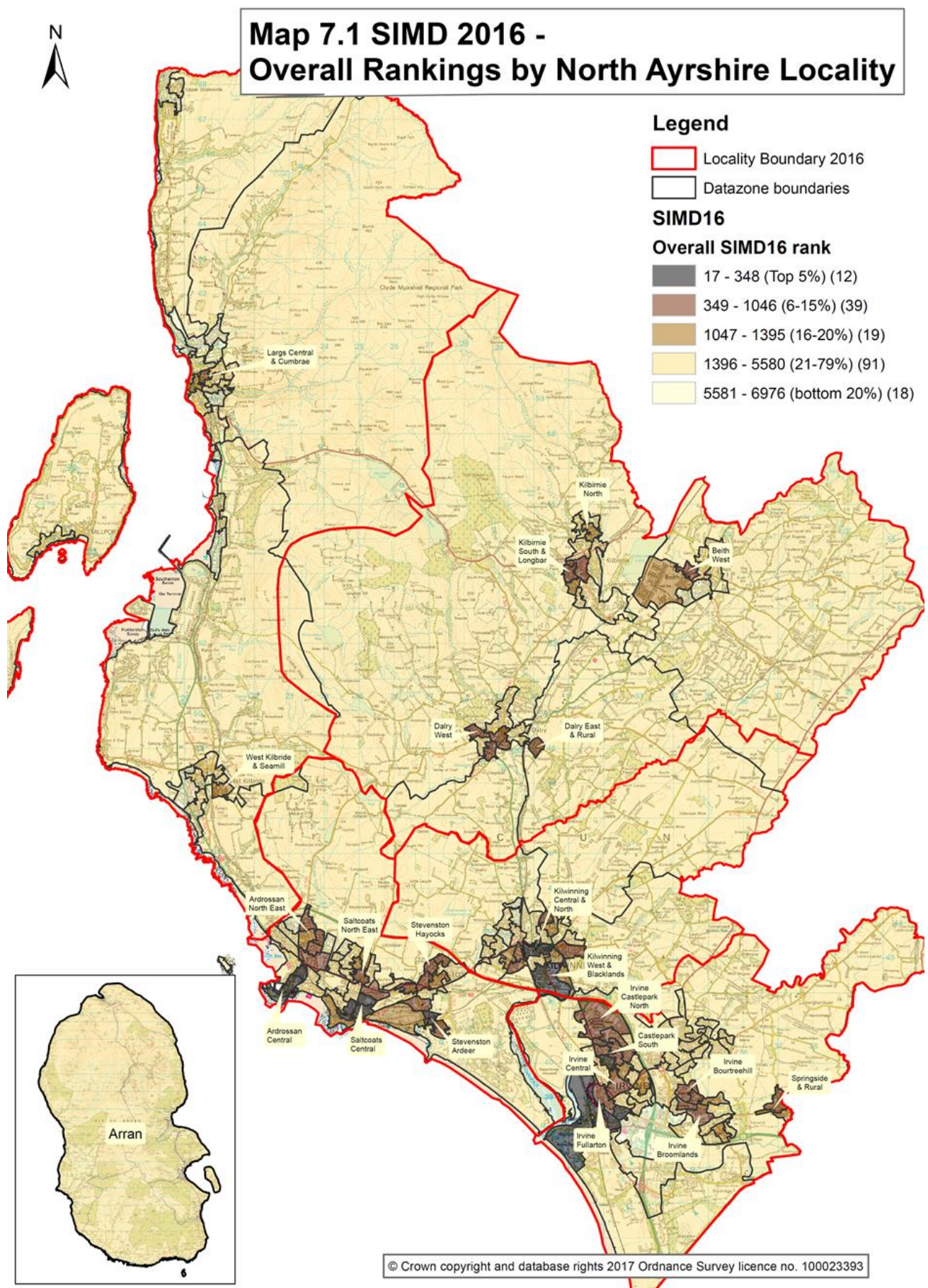
Table 7.1 % Local Share of datazones falling in top 15% most multiply deprived by Locality

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

Top 5%

The Fullarton area has three datazones falling in the top 5% most multiply deprived areas in Scotland

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



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.

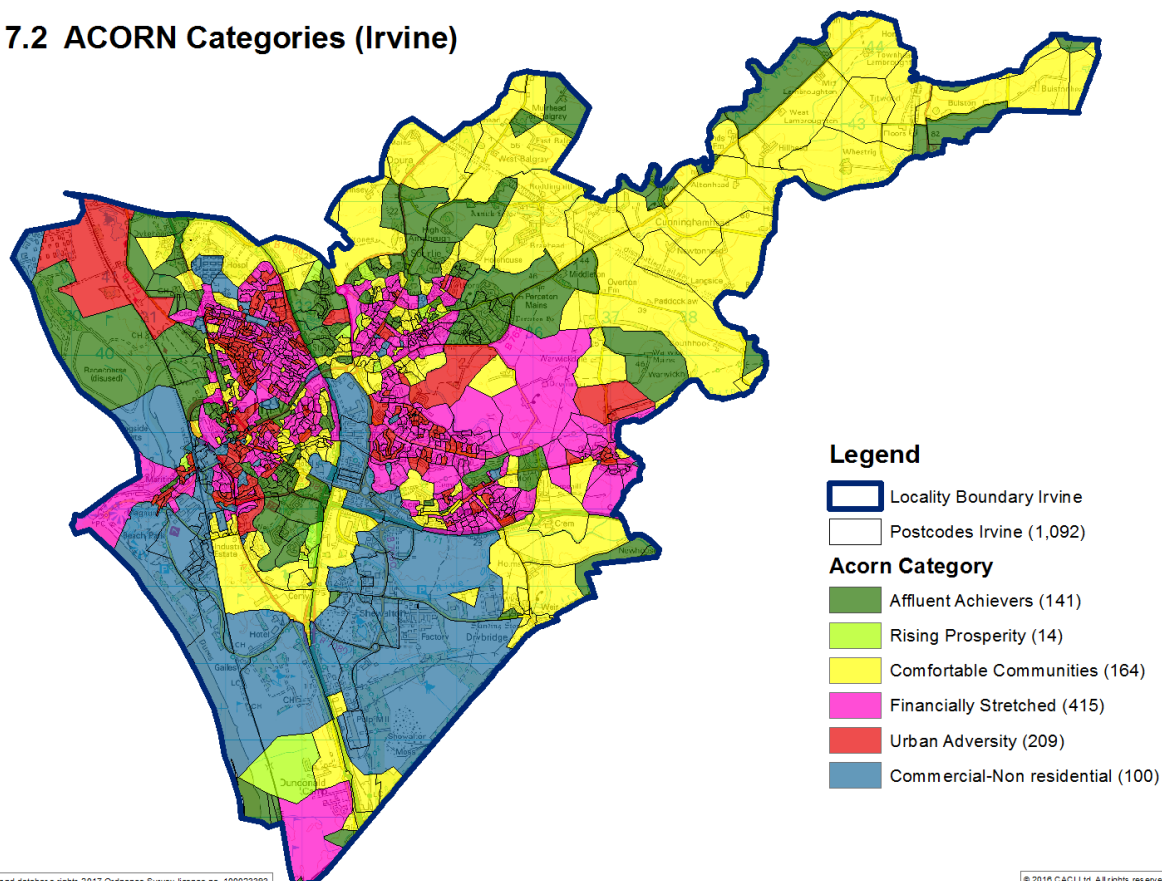
Understanding need using ACORN groupings

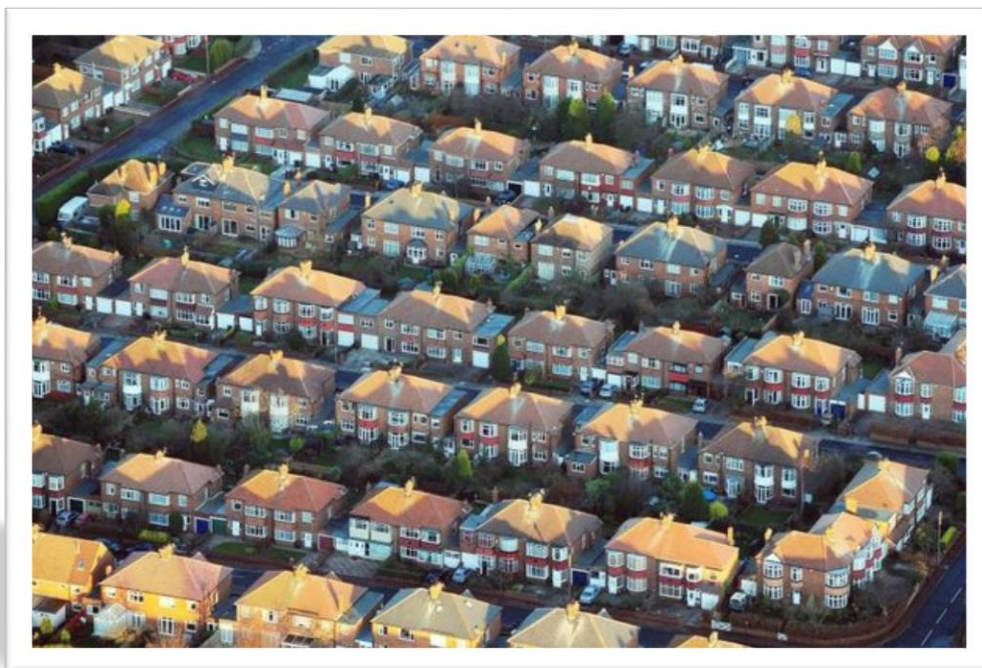
- 7.9 While academic institutions (e.g. University of Leeds) continue to develop improved geodemographic databases to map UK postcodes and Census output areas, public & private sector organisations will deploy commercial datasets such as Experian or ACORN (CACI Ltd) to gain improved insight on their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

- 7.13 **Map 7.2** below illustrates the distribution of the five main category household types by postcode across the Irvine locality. A strong concentration of lower income households (Urban Adversity category) is evident around the central Irvine neighbourhoods of Fullarton and Castlepark. Affluent and comfortable postcodes are concentrated to the north east and south, with Perceton, Lawthorn, Girdle Toll and Tarryholme having a larger proportion of households with higher incomes.

Map 7.2 ACORN Categories (Irvine)



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.

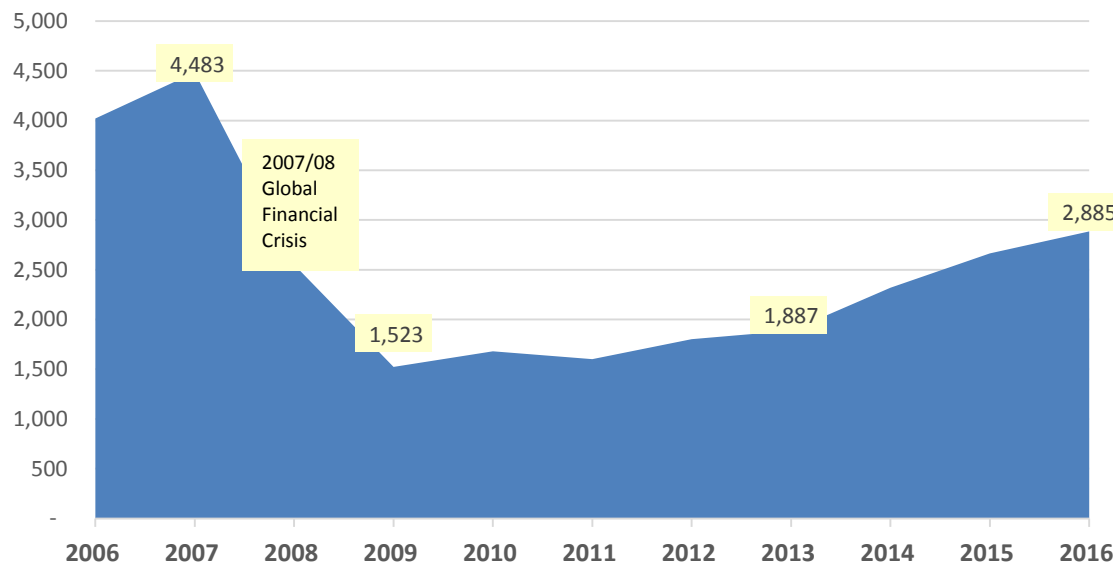
Housing Need & Demand

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 £86,000 in the Irvine 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.

£86,000
Median house price
in the Irvine locality
in 2016

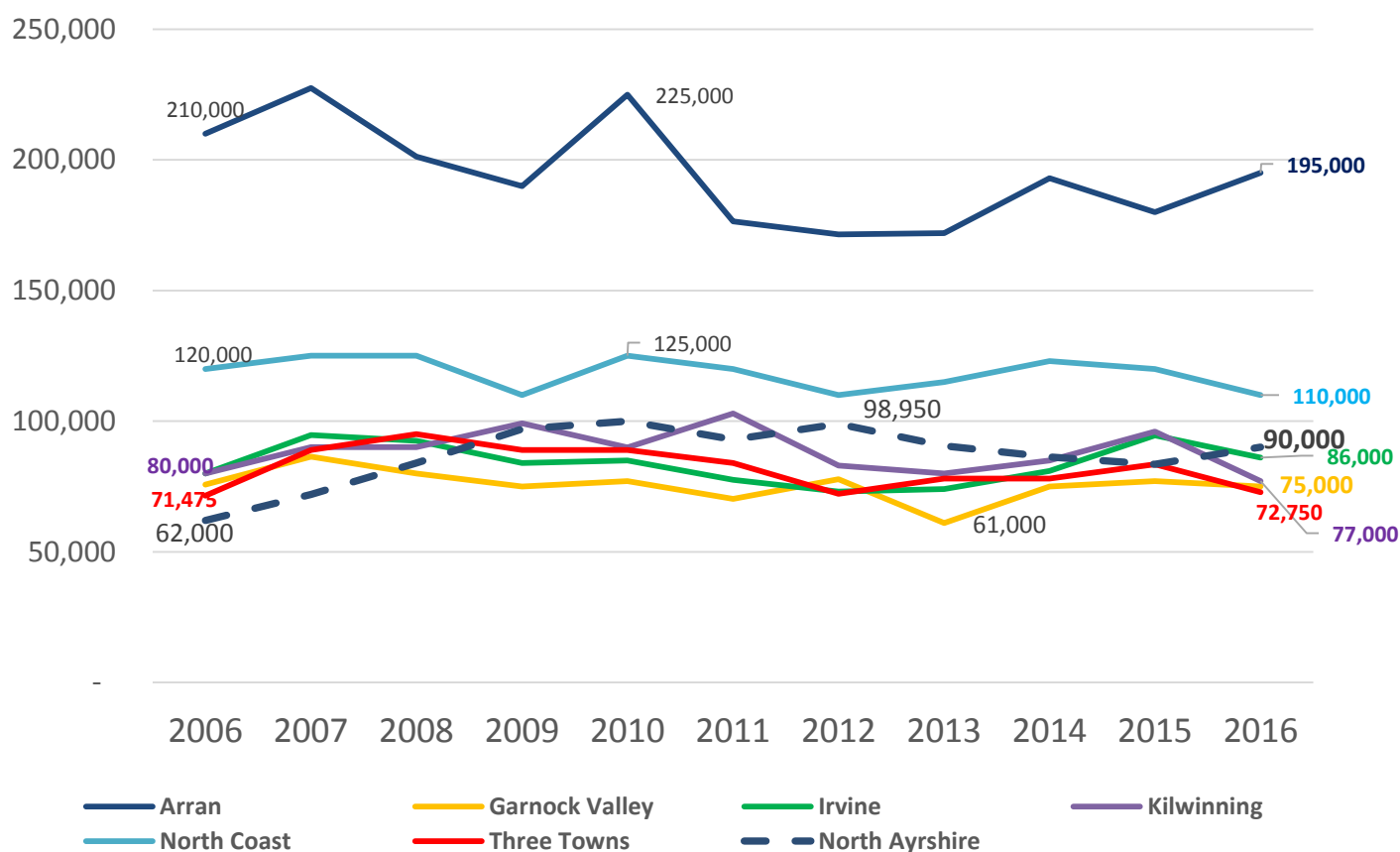
8.7 **Table 8.1** below demonstrates how house prices have fluctuated in the last five years significantly by localities. While the median value for North Ayrshire reached a peak of just under £100K in 2010 and again in 2012, prices began to fall again in 2013 reaching below a median of £84K by 2015. 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

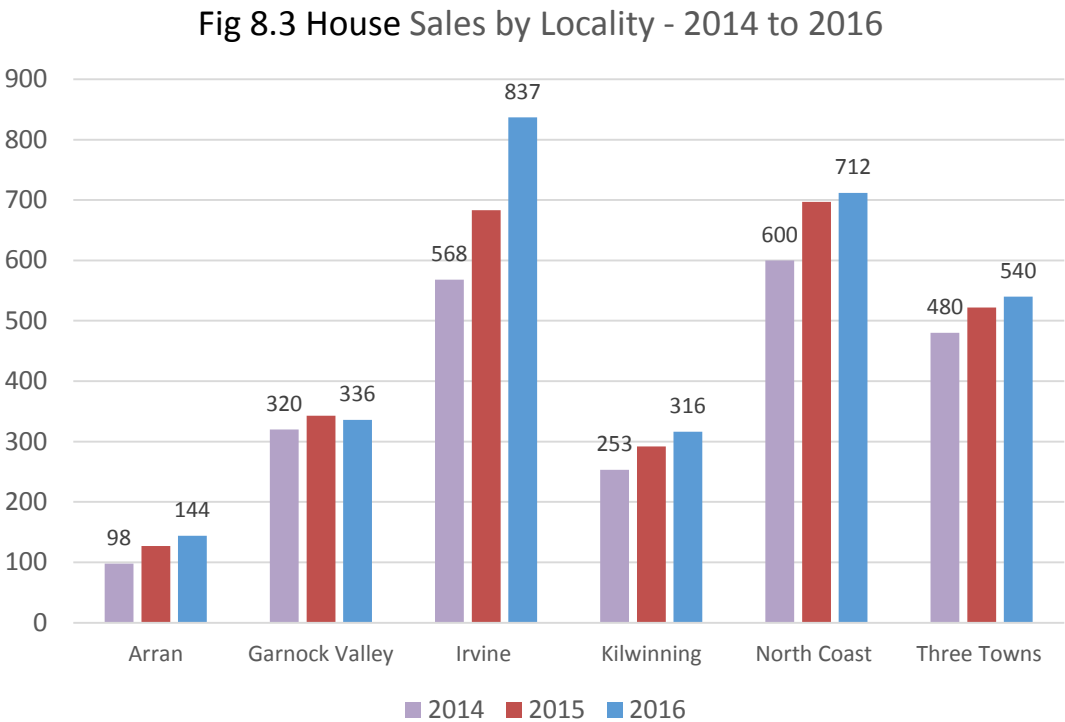
*Excludes all transactions <£20K & >£1M

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 Irvine locality by contrast falling to £73K in 2012.

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

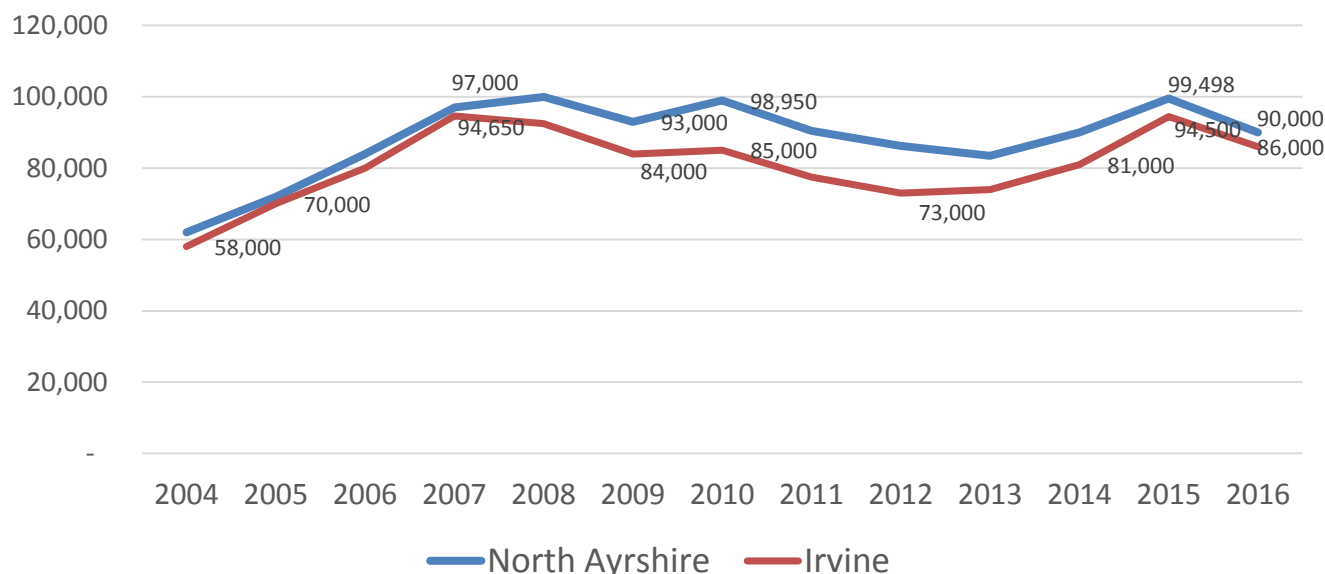
Irvine locality house sales

8.9 **Figure 8.3** below illustrates the volume of recent house sales by locality. Overall sales have been recovering significantly in the Irvine locality in since 2014 with well over 830 transactions by 2016, the highest volume of all localities.



8.10 Median house prices have also fluctuated since 2010 in the Irvine locality with values reaching a peak of £94,500K in 2015 and falling back to £86K in 2016. **Figure 8.4** below however illustrates a strong tracking of the overall North Ayrshire recovery with Irvine values up to (£81K) by 2014, and recent values holding up above £85K in 2016. Nonetheless this is over 4% lower than the North Ayrshire median of £90K, and the third highest median after the Arran and North Coast localities.

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



*Excludes sales values <£20K and >£1m

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, despite relatively lower house prices, the Irvine locality had the second highest ratio of house prices to median household income. Irvine locality house prices in 2016 were 3.71 times the local 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 Irvine locality neighbourhoods

- 8.19 The Irvine locality is made up of 55 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 1.71 in Perceton & Lawthorn, to 2.07 in Girdle Toll & Stanecastle. With just under 300 households and a median household income of approximately £50,000, the Irvine Perceton & Lawthorn 06 datazone records a ratio more than two times lower than the North Ayrshire ratio of 3.70.
- 8.21 By contrast, the median Irvine house price of £86K is more than 6.5 times the median household income in the Irvine Fullarton 02 datazone. This affordability ratio is almost twice the North Ayrshire ratio. When the median North Ayrshire house price is used (£90K), this ratio increases to almost 6.6 times the median Fullarton 02 household income. Finally the remaining datazones of Fullarton 01/03 and Castlepark South 02 have affordability ratios all more than five times the median household income.

Table 8.3 Affordability by highest / lowest datazones - Irvine locality 2016

Datzone	Total Households	Median Income (£)	Median House Price (£) Irvine	Affordability Ratio
Irvine Perceton & Lawthorn 06	290	50,158	86,000	1.71
Irvine Tarryholme 02	299	48,665	86,000	1.77
Irvine Perceton & Lawthorn 01	267	48,425	86,000	1.78
Irvine Girdle Toll & Stanecastle 06	243	41,629	86,000	2.07
Irvine Fullarton 01	301	15,922	86,000	5.40
Irvine Castlepark South 02	386	15,456	86,000	5.56
Irvine Fullarton 03	300	14,873	86,000	5.78
Irvine Fullarton 02	496	13,134	86,000	6.55
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 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.

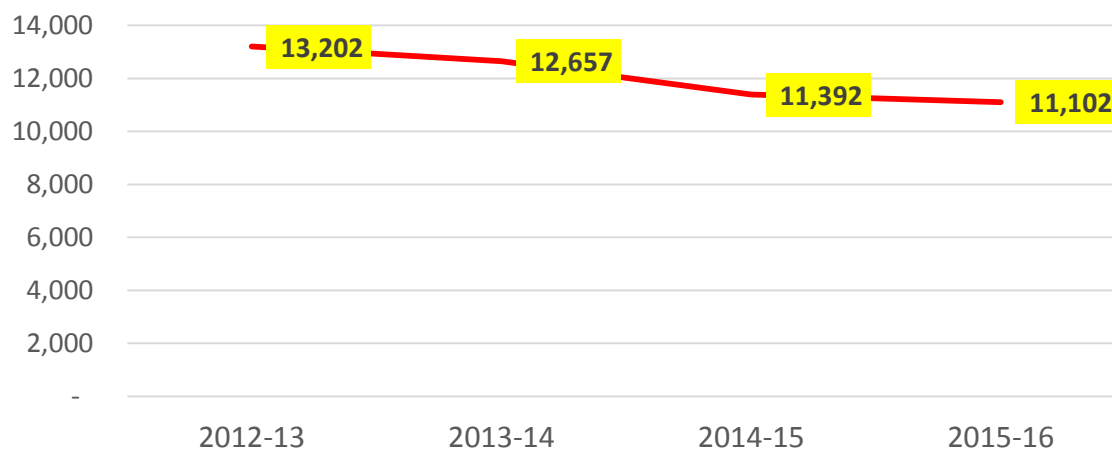
Crime across North Ayrshire

- 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

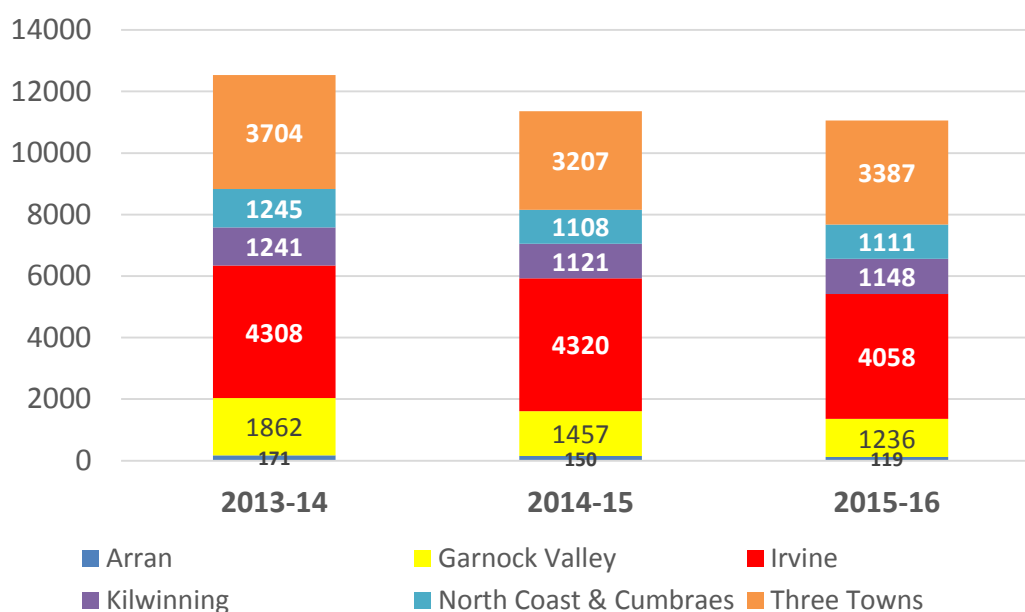
¹² Source: Scottish Crime & Justice Survey 2014/15. Based on 11,500 face-to-face interviews with adults (aged 16 or over) living in private households in Scotland.

**Fig 9.1 Number of recorded crimes (North Ayrshire)
2012/13 to 2015/16**



- 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.

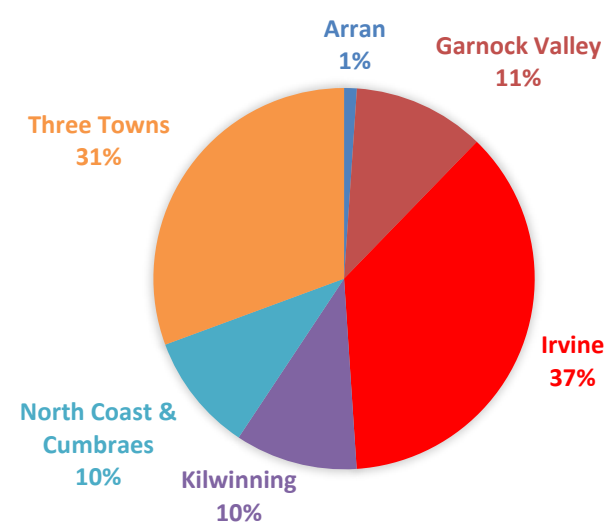
**Fig 9.2 Recorded Crime trends - All Localities
2013/14 to 2015/16**



Community Safety in the Irvine locality

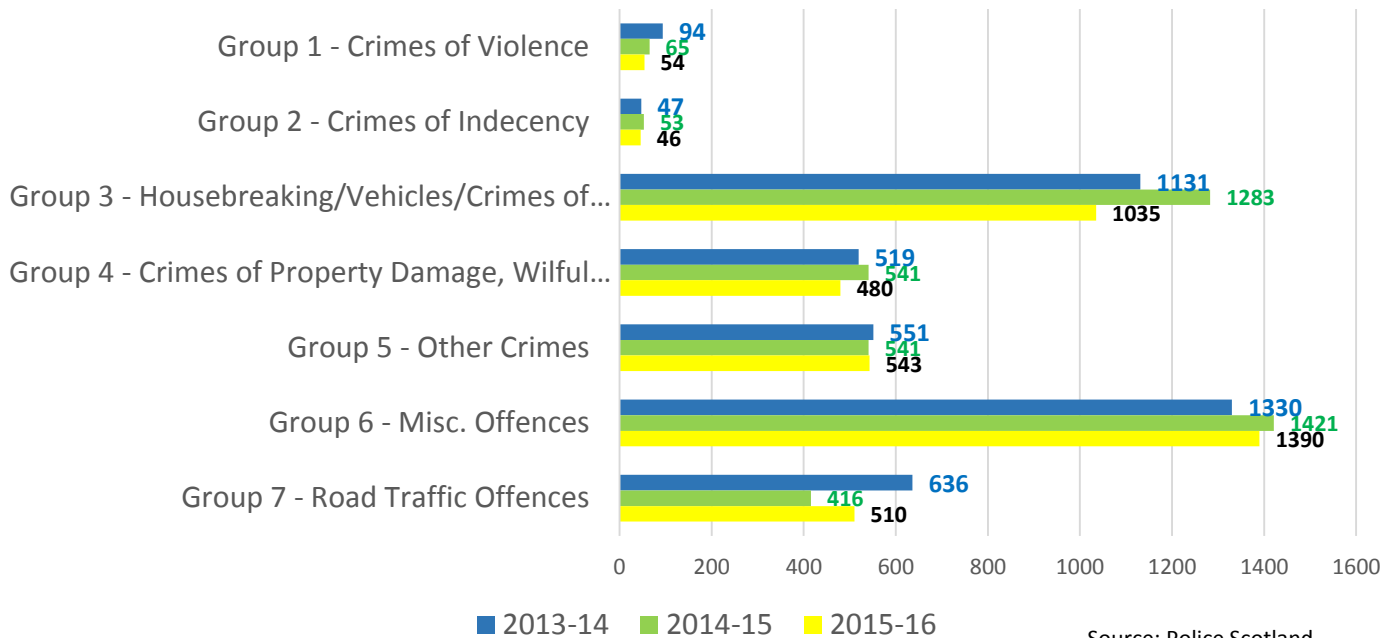
9.9 **Figure 9.3** below shows the distribution of recorded crime for 2015/16 across all six localities. Irvine and the Three Towns localities accounted for almost seven out of every ten incidences (68%). The share of overall crime in the North Coast, Kilwinning and the Garnock Valley was approximately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

FIG 9.3 RECORDED CRIME BY LOCALITY (2015/16)



9.10 **Figure 9.4** details that within the Irvine 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 (34%) in 2015/16, followed by housebreaking and crimes of dishonesty offences (25.5%).

Fig 9.4 Crime Trends by Type of Offence (2013/14 to 2015/16) - Irvine Locality

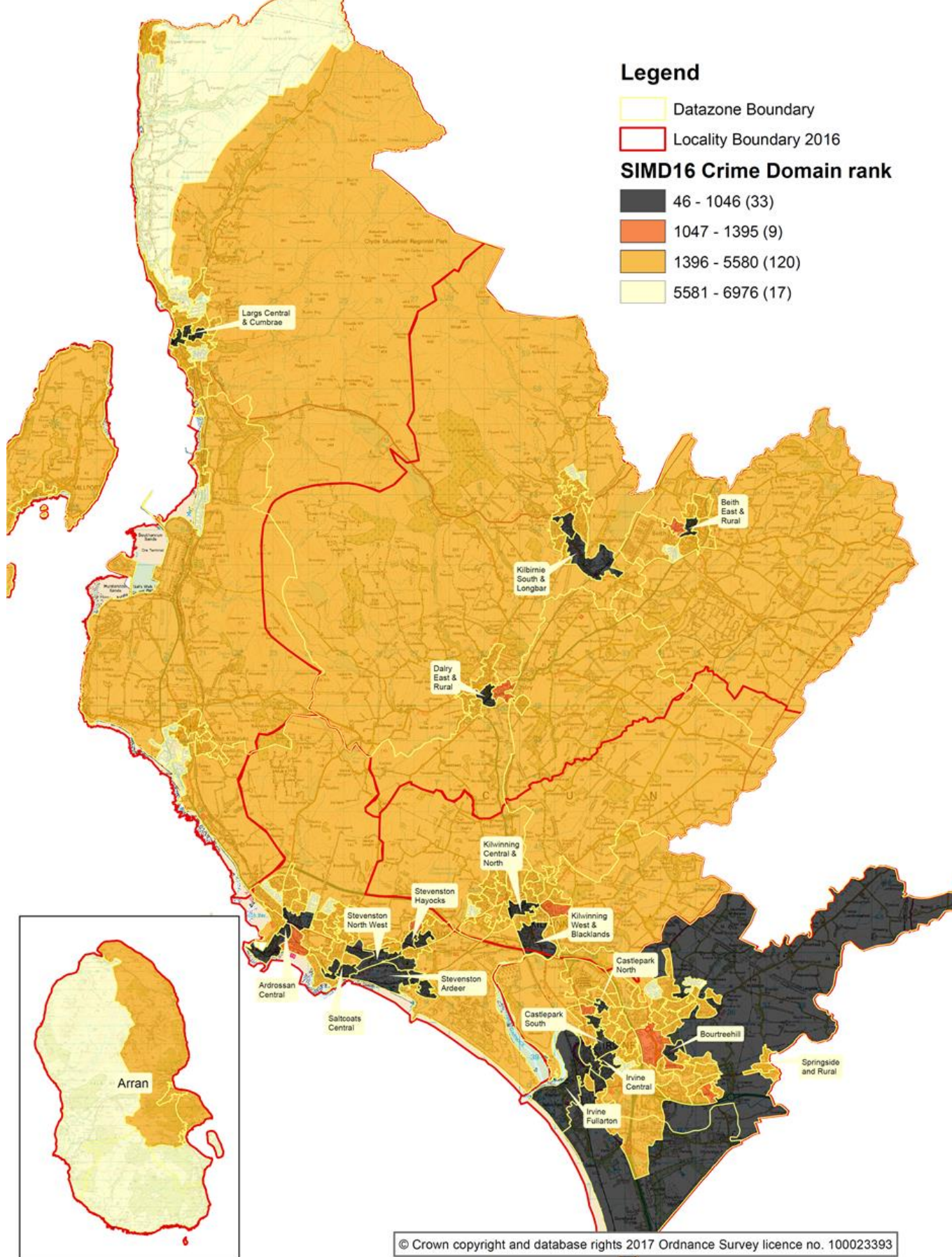


SIMD Crime Domain

- 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 Irvine locality had eleven datazones falling in the top 15% most crime deprived of the SIMD 2016 Crime domain (up from nine in 2012). This number has remained relatively stable, with four datazones also falling in the top 15% most deprived of the SIMD 2016 Crime domain. Nonetheless, this is a slight increase in the local share from 17% to 20%.

Map 9.1b below illustrates the distribution of datazones across the Irvine locality within the North Ayrshire context.

Map 9.1 SIMD 2016 - Crime Domain Rankings by Locality





10. Conclusion

Conclusion

On balance, the Irvine locality has a small net surplus of challenges over strengths across the selected range of socio-economic indicators in the profile. Areas of improvement include life expectancy, falling unemployment, reducing crime rates, and a relatively younger demographic with the lowest dependency ratio of any locality in North Ayrshire.

However this is against a backdrop of some of the persistently lowest male life expectancy in Scotland, ageing residents, higher than average unemployment, multiple deprivation and continuing educational disadvantage.

With an ageing resident base, sustaining a low dependency ratio will be challenging but have clear benefits for the local economy. However Irvine has many other strengths, including excellent road and rail transport connections (including proximity to Prestwick International Airport), the new town infrastructure legacy with excellent links within and to other employment centres, good quality social and private housing stock, future business growth potential in its Innovation Park, and a highly attractive coastal location and harbourside.

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)