



North Ayrshire
Community Planning Partnership

Locality Profile

Kilwinning

September 2017

(Map Version 1.2)

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Contents

	Page
Infographic Summary / Executive Summary / Key Strengths & Challenges / Comparative Tables	
1. Introduction	
Locality Planning in North Ayrshire	1
Purpose of the Profile	1
Kilwinning locality	1
2. Local resident priorities	
Results from the People's Panel	5
Feedback from the locality workshops	6
3. Population in the Kilwinning locality	
Overall population estimates	9
Younger population in the Kilwinning locality	10
Older population in the Kilwinning locality	12
Projecting the population for the Kilwinning locality	14
How the local population will look in 2026	15
Dependency ratio	16
4. General Health & Life expectancy	
General health indicators	18
Life expectancy	18
Male life expectancy – most improved areas	20
Female life expectancy – most improved areas	22
SIMD Health Domain	24
5. Economic Activity	
Unemployment & Youth Unemployment	27
Unemployment in the Kilwinning locality	28
Youth Unemployment	32
Household Income	36
6. Education	
SIMD 2016 – Education, Skills & Training domain	41

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





North Ayrshire
Community Planning Partnership

Kilwinning

16,181



estimated population
of Kilwinning locality in
2016 – 11.9% of the total
North Ayrshire population

UNDER SIXTEENS

Currently make up almost a
fifth of the local population
(18.8%). This is the highest
rate of all six localities
compared with a rate of 17%
for North Ayrshire



Kilwinning has the lowest rate
of over 65s of all six localities
(17.8%)

Over 65s

92yrs ♂ MALE LIFE EXPECTANCY

Life expectancy for males
born in Kilwinning Whitehirst
Park today. This is the highest
male life expectancy in Scotland

The difference in male life
expectancy between

Kilwinning
Whitehirst
Park Kilwinning
West & Blacklands
neighbourhoods

21yrs

45%

Median gross household
income in almost half of all
Kilwinning postcodes (45%)
falls below the North
Ayrshire median
of £24K



AFFORDABLE HOUSING

The Kilwinning
locality's median
household income to
median house price
ratio in 2016 was 3.12.
This made Kilwinning
the most affordable
locality housing
market in 2016.



The Kilwinning locality
unemployment claimant
rate was 3.8% as of
March 2017 - the
third lowest after
Arran and North
Coast localities



3.8%

Female life
expectancy has
improved most in
Kilwinning Pennyburn
- up 6.6 years to
80 years.



PENNYBURN

80yrs

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 Kilwinning population was estimated at approximately 16,000 in 2015, accounting for a 12% share of the North Ayrshire total. The Kilwinning locality proportion of under 18yrs has fallen by a rate of -9.4% since the last Census, while the proportion of residents aged 65 years and over has increased in this period. However the older population accounts for well under a fifth (17.8%) of the locality population, compared with a rate of over 21% for North Ayrshire. Kilwinning also has a lower ratio of older and younger people to working age population than North Ayrshire as a whole (0.56 compared with a North Ayrshire ratio of 0.60).

In terms of local health, median male life expectancy in the Kilwinning locality is just over 76 years – less than half a year below the national average, while female life expectancy is just under 81 years. Males born in Kilwinning Whitehirst Park today can expect to live to 92 years – over 15 years above the national life expectancy average. Disparities in male life expectancy within the locality range between 71 years in Kilwinning West & Blacklands and 92 years in Kilwinning Whitehirst Park, a difference of 21 years.

The Kilwinning unemployment claimant count in March 2017 at 3.8% was the third lowest of all six neighbourhoods. Kilwinning Whitehirst Park had the second lowest unemployment claimant rate in North Ayrshire of 1.2% after Arran. Youth unemployment in Kilwinning West & Blacklands however is the highest in the Kilwinning locality at 8.1%. Nonetheless,

unemployment claimant rates in the Kilwinning locality overall are generally lower compared with other localities.

Median household income in the Kilwinning locality at £24,700 is marginally above the North Ayrshire median of £24,350. However this can mask local disparities in income ranging from £58,840 to £14,160 across Kilwinning's twenty-two datazones. Five datazones within Kilwinning Whitehirst Park fall within the top quartile of overall rankings with median household incomes ranging between £35K and £48K approximately.

The locality benefits from being the most affordable local housing market with median house prices over 14% lower than the North Ayrshire median of £90K in 2016. Overall sales have also been recovering in the Kilwinning locality since 2014 with well over 300 transactions by 2016.

Overall need in terms of levels of multiple deprivation in the Kilwinning locality has increased but only marginally with just over a quarter of the locality's datazones (6) now falling in the top 15% most multiply deprived rankings of the 2016 Scottish Index of Multiple Deprivation. However, some domains of the SIMD show improvement such as Education, where only three out of Kilwinning's twenty-two datazones fell in the top 15% most educationally deprived datazones nationally. Similarly, although the total crime rate in Kilwinning increased marginally by 0.3% between 2014/15 and 2015/16, the overall crime rate in the locality has witnessed a downward trend in recent years

Assessing strengths and challenges

On balance, the Kilwinning locality has a net surplus of strengths over challenges across the selected range of socio-economic indicators in the profile. Areas of particular strength include life expectancy, affordable housing, lower unemployment, and a relatively younger demographic with one of the lowest dependency ratios of any locality in North Ayrshire.

Challenges more specific to the locality include the decline in the population, lower than average female life expectancy, and households (Kilwinning West & Blacklands) with some of the lowest median incomes in Scotland.

With a relatively younger resident base, a low dependency ratio may well continue to be one of the locality strengths with clear benefits for the local economy. Kilwinning has additional strengths in terms of additional employment from the Kilwinning campus of Ayrshire College, good road and rail connections, a relatively modern housing stock, and a recently regenerated town centre as part of the Irvine Bay Urban Regeneration Company.

Kilwinning locality

Key Strengths	Key Challenges
<p>A younger population</p> <p>Well over a fifth of the Kilwinning locality population (21.1%) are aged 18yrs or under. This is the highest proportion of all six localities and compares. Kilwinning also has the lowest proportion of residents aged 65yrs and (17.8%) compared with over 21% for North Ayrshire</p> <hr/> <p>Lower Dependency Ratio</p> <p>The Kilwinning locality has a stable working age population. For every ten workers in the Kilwinning locality there are less than six residents (0.56) 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>Longest male life expectancy</p> <p>Male life expectancy in the Kilwinning Whitehirst Park neighbourhood was 92 years. This was the highest for any intermediate zone across Ayrshire and Scotland in 2013 - over 15 years above the national life expectancy for males.</p> <hr/> <p>Smoking</p> <p>Smoking prevalence was lower in the Kilwinning locality at 13% compared with a rate of 15% across North Ayrshire.</p> <hr/> <p>Low unemployment</p> <p>While the unemployment rate in North Ayrshire was 4.1%, the Kilwinning locality has the third lowest unemployment rate at 3.8%, after Arran (1.0%) and the North Coast (2.2%).</p>	<p>Declining population</p> <p>Following a period of stability between 2001 and 2014, the Kilwinning population has been in decline in recent years, with a decrease of approximately 1,000 residents since 2014. Projections to 2026 suggest that Kilwinning's total population will continue to decline with a further fall of -11% (compared with a fall of -4% overall for North Ayrshire by 2026).</p> <hr/> <p>Low female life expectancy</p> <p>Female residents in the Kilwinning West & Blacklands neighbourhood have amongst the lowest life expectancy in Scotland at 75.5yrs – 5.3 years less than females across Scotland (80.8). This is a difference of approximately 10 years when compared with Kilwinning Whitehirst Park (females 85.2 yrs) - less than 2 miles away.</p> <hr/> <p>Male Unemployment</p> <p>Although Kilwinning has a lower unemployment claimant rate, there were 2.2 times more male than female claimants - the highest ratio of the mainland localities.</p> <hr/> <p>Median household income</p> <p>Estimated median gross household income in Kilwinning West & Blacklands can be as low as £14K per annum. By contrast, Kilwinning Whitehirst Park has the highest concentration of household with median incomes above £50K per annum.</p>

Key Strengths	Key Challenges
<p>Low unemployment</p> <p>The unemployment claimant rate in Kilwinning Whitehirst Park at 1.2% - the second lowest in North Ayrshire after Arran.</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 Kilwinning locality. For females this includes Pennyburn (up by 6.6 years) to 80yrs; and for males, Kilwinning Whitehirst Park (up 8.5 years) to 92yrs.</p> <hr/> <p>Household Income</p> <p>Median household income in the Kilwinning locality is £24,708 - slightly above the North Ayrshire median of £24,356. However this can range from £58,841 in Kilwinning Whitehirst Park & Woodside to £14,159 in Kilwinning West & Blacklands.</p> <hr/> <p>Affordability Ratios</p> <p>Kilwinning locality is the most affordable locality for setting up a residence. The ratio of median house price to median household income is 3.12 – the lowest in North Ayrshire With median house prices in recent years (approx. £77K), and household income levels (£24,708) currently above the North Ayrshire median, Kilwinning is a more affordable housing market.</p>	<p>Multiple deprivation</p> <p>Over 27% of the Kilwinning locality datazones (6 out of 22) fall within the top 15% most multiply deprived rankings of the 2016 Scottish Index of Multiple Deprivation. This is an overall increase from 23.8% in the 2012 SIMD.</p> <hr/>

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



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

Kilwinning Locality

- 1.3 The Kilwinning locality area is 20 square miles – or approximately 6% of the total North Ayrshire area. The southern boundary is delineated by the A78 running north west from Eglinton Country Park to Sharphill, then turning north where the northern boundary with the Garnock Valley runs from Girthill, over the River Garnock at Dalgarnen, and round to the A736 at Deepstone. The south eastern boundary skirts Torransyde, turning back south west past Benslie and finally back to Eglinton Park.
- 1.4 The history of the Kilwinning settlement itself can be traced back to 7th Century Scotland with the origin of a monastic community east of the River Garnock, while the original town was located at the Bridgend and Corsehill area. The founding of an Abbey in the 12th Century on the west bank of the River Garnock is evidence of the long established religious community and the development of Kilwinning into a place of pilgrimage. Indeed the area known as 'Corsehill', on the east of the River Garnock was originally known as the 'Place of the Cross' – a religious site welcoming pilgrims from farther afield.
- 1.5 In more modern times, Kilwinning was developed further as part of the original Scottish New Town proposals of the 1960s. Falling within the Irvine designation, the town saw new estates established including Pennyburn, Corsehill, Blacklands, Woodwynd, Whitehirst Park, and Woodside. These were built on adjacent farmland to meet projected increases in population as a result of the Glasgow overflow relocation programmes.
- 1.6 Yet more recently, as part of the Irvine Bay Area Regeneration programme, Kilwinning was included as the only non-coastal settlement within the regeneration masterplan. The pedestrianised historic town centre of Kilwinning was refurbished in an attempt to improve the public realm and promote business development and retail offer in the town. As well as winning design awards, new paving, seating, lighting and landscaping introduced in 2010 has helped to rejuvenate the town centre and encourage new business growth.

- 1.7 Kilwinning has often been referred to as the 'Crossroads of Ayrshire'. Topographically, the locality is relatively flat, with the River Garnock the key navigational feature to the east of the town. Transport connections are very good with close proximity to the A78, and Kilwinning train station is the key interchange point between south Ayrshire and the North Coast towns of Saltcoats, Ardrossan and Largs.
- 1.8 Good connectivity also makes Kilwinning an accessible choice for students at the Kilwinning Campus of Ayrshire College, which offers both full time and part time further education as well as evening classes. The facilities of the campus are further complemented by those offered at Kilwinning Community Sports Club in local Pennyburn. Established in 2000, the Sports Club has proved to be a very popular facility, securing many funding awards to encourage local participation in a range of sporting activities.



2. Local Resident Priorities

2. Local resident priorities

Results from the People's Panel

2016

People's
Panel

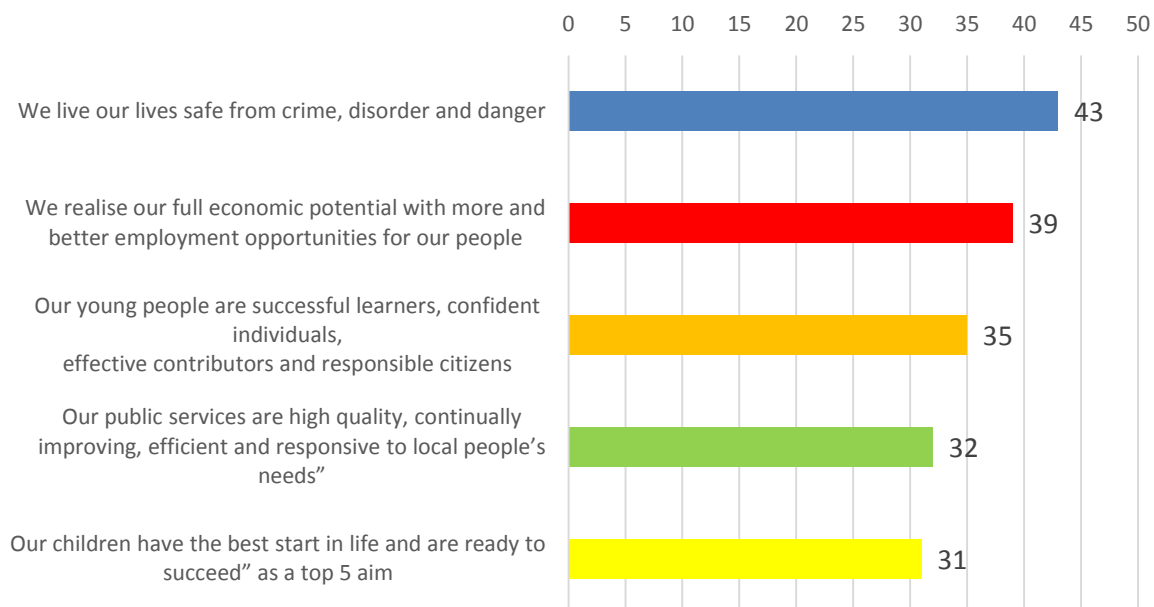
2.1 Every two years as part of the local People's Panel, two thousand North Ayrshire residents are surveyed on a range of Partnership themes and quality of life issues. Residents also take part in follow-up focus groups, with one third of the Panel refreshed every two years to make representation as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

43%

*"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 Kilwinning Locality. In the Kilwinning locality, 43% of respondents selected it as one of their top 5 aims.

Percentage of Kilwinning 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.

71%

of comments in
the Kilwinning
were positive

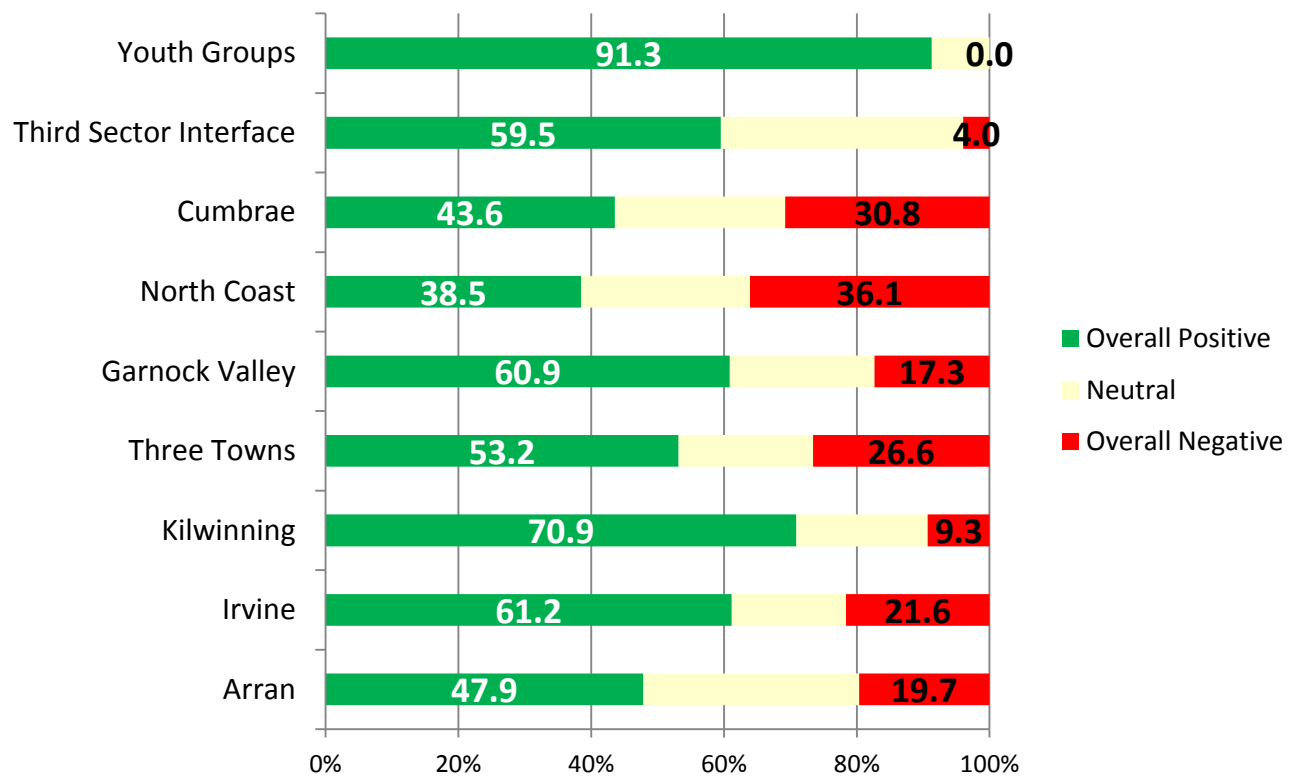
The Kilwinning
locality had the
highest rate of
positive comments

- 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 71% were categorised as overall positive in the Kilwinning locality. This was the highest rate of positive comments received across all six localities, and over 32% higher than the equivalent result for the North Coast locality.

The Kilwinning
locality had the
lowest rate
of negative
comments

- 2.7 Less than seven ten percent of comments in the Kilwinning workshop were classified as overall negative (9.3%), compared with an average of 19% for consultations across all localities. This was the 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 Kilwinning locality

3. Population in the Kilwinning locality

Overall population estimates

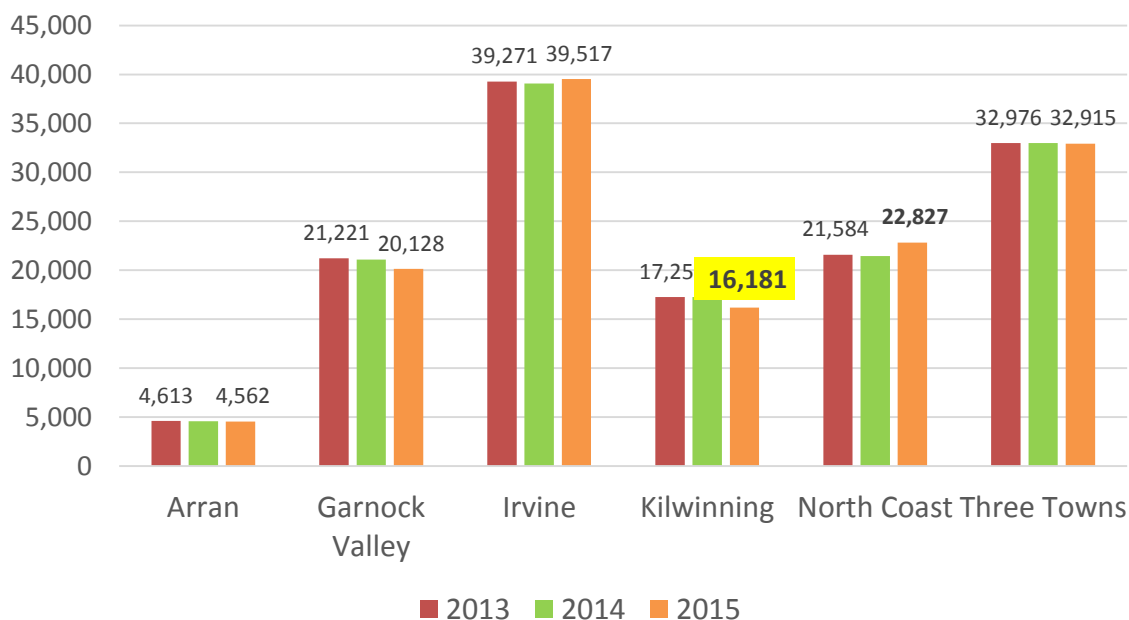
135,890
estimated
population
of North
Ayrshire¹

- 3.1 Population changes very slowly and the Kilwinning population has been relatively stable since 2001. The latest population count for North Ayrshire is 135,890⁸ based on 2016 mid-year estimates. The Kilwinning population was estimated at 16,181 in 2015, accounting for a 12% share of the North Ayrshire total (a slight decrease on the 12.6% share in the 2011 Census).

16,181
estimated
population
of Kilwinning

- 3.2 **Figure 3.1** below illustrates that the Kilwinning population has been in decline in recent years, with a decrease of approximately 1,000 residents since 2014. This is in contrast to a trend of relatively stable residency between the last Census in 2011 and 2014, where the local population has moved by only marginal percentages.
- 3.3 The majority of the Kilwinning locality population is concentrated in the main neighbourhoods of Pennyburn, Whitehirst Park, Corsehill, Blacklands and Nethermaines. 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

Younger population in the North Coast

- 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

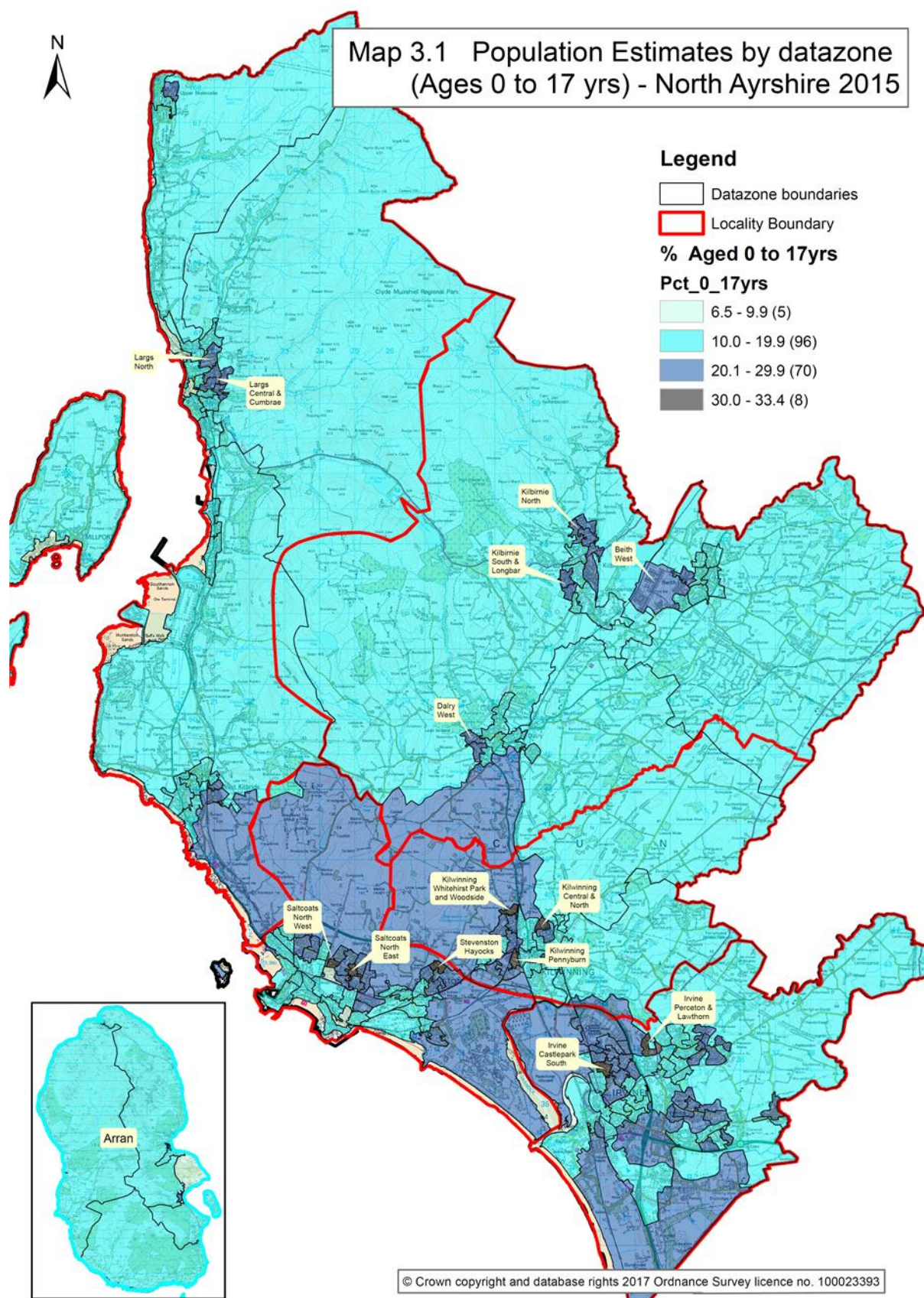
population in the Kilwinning has declined since the last Census

- 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 Kilwinning locality proportion of under 18yrs has fallen by a rate of -9.4% since the last Census. Only Arran and the Garnock Valley localities have higher rates, while the neighbouring Three Towns locality recorded a decrease in the Under 18s of less than half this rate at -4.6%.

21%

of the Kilwinning 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 Kilwinning population aged under 18 years accounts for over a fifth (21.1%) 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 places the Kilwinning locality in context, illustrating the distribution of the younger population across North Ayrshire datazones.

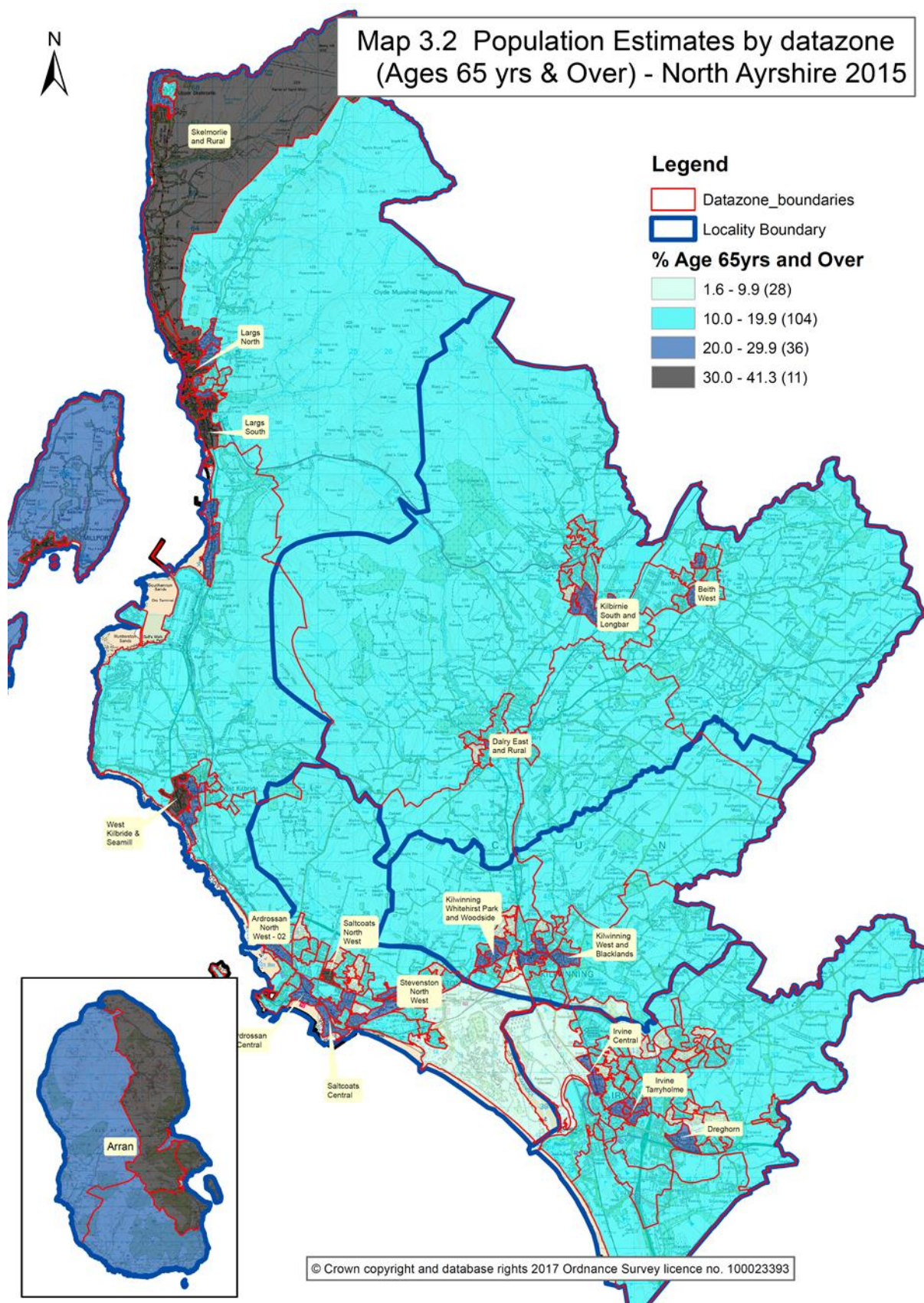


Older population in the Kilwinning locality

- 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 7% in the Kilwinning locality since 2011

- 3.9 The proportion of residents aged 65 years and over has increased in the Kilwinning locality by 7% between 2011 and 2015. This is lower than 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 Kilwinning locality has increased by 2.3% from 15.5% to 17.8% in this period.
- 3.10 The proportion of the Kilwinning locality population aged 65 years and over accounts for well under a fifth (17.8%) of the locality population, compared with a rate of over 21% for North Ayrshire. Although trends since the 2001 Census indicate a steady increase in this age group across North Ayrshire, this nonetheless ranks Kilwinning the lowest in terms of the local proportion of 65s and over.
- 3.11 **Map 3.2** below illustrates the distribution of the older resident population across all six localities.



Projecting the population for the North Coast

Over 65s

projected to increase by 34% by 2026

U18s

Under 18yrs age group is projected to decrease -12% by 2026

18-64yrs

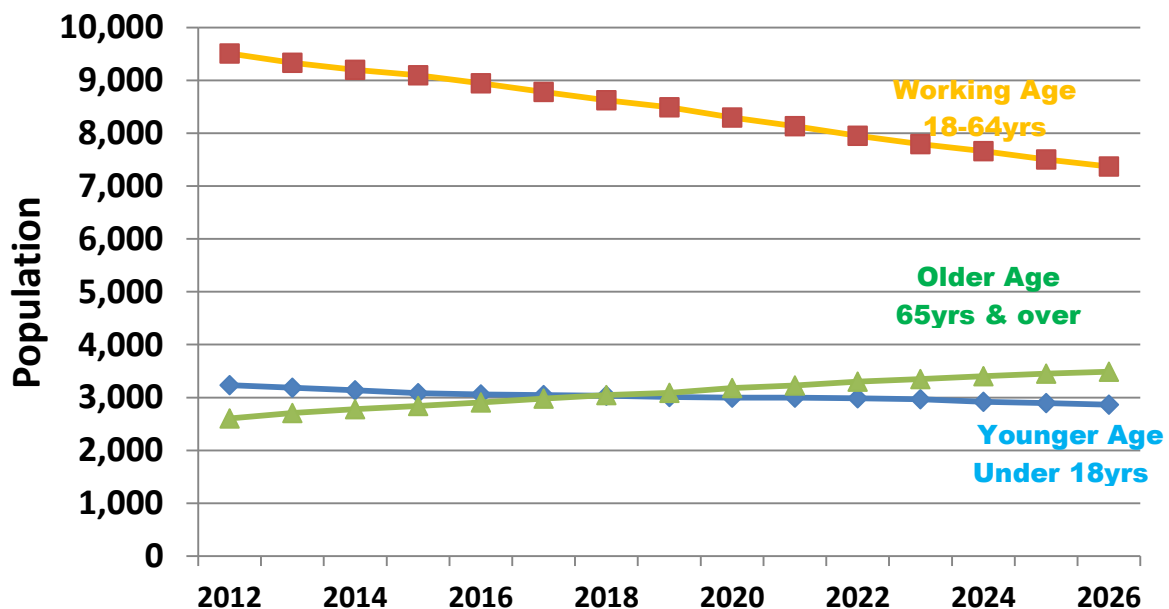
Working age group will have the second highest decline of all localities

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

3.13 For example by 2026, while an -11% decrease is projected for the Kilwinning 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 +34% compared with 31% for North Ayrshire as a whole. This is the second highest rate of growth for the 65yrs and over age group after the Irvine locality.

3.14 By contrast, the locality will experience a decrease in the number of residents aged under 18 years (-12%) compared with -9% across North Ayrshire. The Kilwinning locality will also experience a decline in the working age population 18-64yrs (-23%) which is the ten percent higher than the North Ayrshire rate, and the second highest decline of working age population after the Arran locality.

Fig 3.2 Kilwinning Population Projection 2012-2026



How the local population will look in 2026

18-64yrs

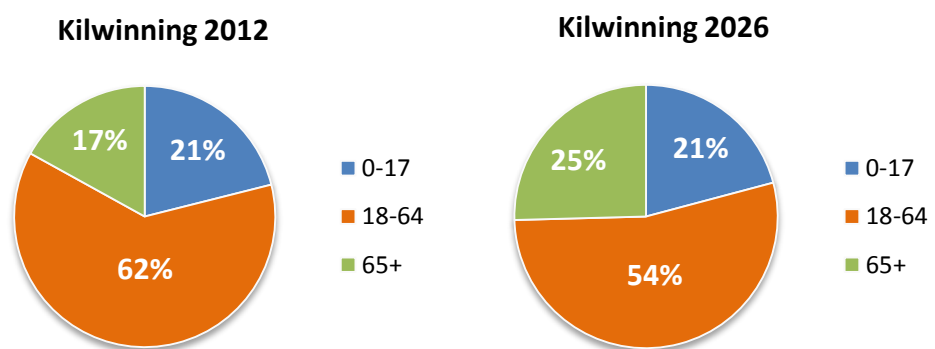
Working age group share projected to decline

Over 65s

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

- 3.14 **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.
- 3.15 While the working age population (18-64yrs) will experience a decline in their overall share of the Kilwinning locality population (down 8%), 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 +8%.
- 3.16 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 – Kilwinning



Source: NRS population projections 2014

Dependency Ratio

Over 65s

projected to increase by 34%

3.17 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.

3.18 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.

0.56

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

3.19 The Kilwinning locality has a dependency ratio of 0.56 compared with a North Ayrshire ratio of 0.60. This is the second lowest dependency ratio in North Ayrshire after the Irvine locality. 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 Kilwinning locality

4. General health in the North Coast

General health indicators

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

Kilwinning
smoking rates
are lower than for
North Ayrshire as
a whole

- 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 62% of respondents in the Kilwinning rated their health in these two categories. Similarly, 14% of all North Ayrshire respondents rated their general health as ‘Poor’ or ‘Very Poor’. This was the same rate for Kilwinning, where 14% of respondents also 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 Kilwinning locality only 8% ranked this as a barrier whereas 87% did not.
- 4.5 General health indicators also highlighted that smoking prevalence was also found to be generally lower than the other localities at 13% (except Arran and North Coast) compared with a rate of 15% across North Ayrshire.

Life Expectancy

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

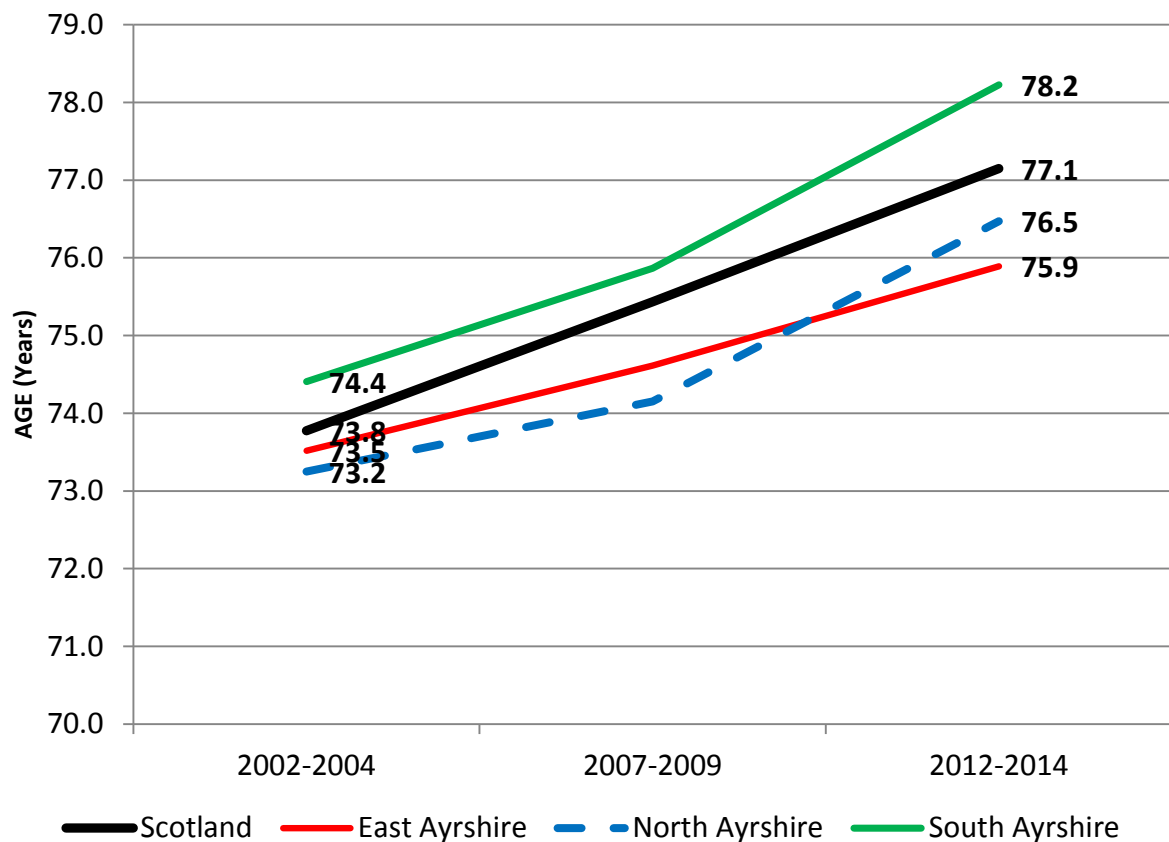
4.7 **Figure 4.1** below indicates a steady growth in North Ayrshire's overall life expectancy of three and a half years within a ten year period from just over 73 years to well over 76 years. The blue dotted line indicates that North Ayrshire's steady increase in overall life expectancy between 2002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

76.5 yrs

Average Life Expectancy in North Ayrshire (2012-14)

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

Figure 4.1 Life Expectancy - Scotland & Ayrshire 2014



Male life expectancy

Male life expectancy

in Kilwinning
Whitehirst Park is

92 years - the
highest in both
North Ayrshire
and Scotland

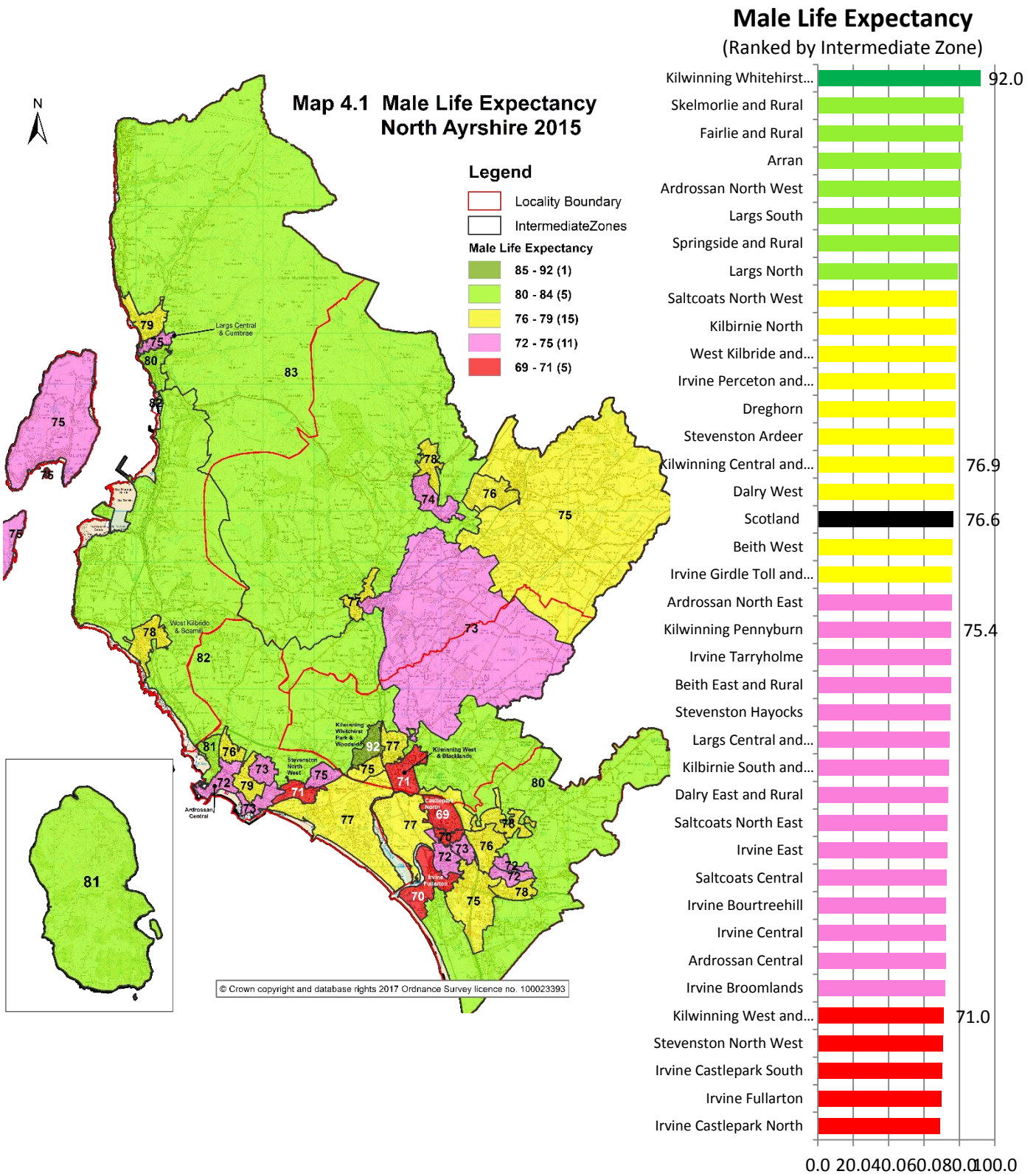
76yrs

Median life
expectancy for
males in the
Kilwinning locality
– parity with the
national average

21yrs

The difference in
male life expectancy
between Kilwinning
Whitehirst Park and
Kilwinning West &
Blacklands

- 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 Kilwinning locality is very evenly distributed across the rankings. The four Kilwinning intermediate zones are spread across the lower and upper quartiles.
- 4.11 Males born in Kilwinning Whitehirst Park today can expect to live to 92 years – over 15 years above the national life expectancy average. Overall, the median male life expectancy in the Kilwinning locality is just over 76 years – less than half a year below the national average.
- 4.12 Male life expectancy in Kilwinning Pennyburn is 75.4 years while the lowest life expectancy for males is in the Kilwinning West & Blacklands neighbourhood at 71 years. Disparities in male life expectancy within the locality range between 71 years and 92 years, a difference of 21 years.



Most improved areas (males)

Male life expectancy has improved most in **Kilwinning Whitehirst Park** - up 8.5yrs years to 80 years

- 4.13 These life expectancy results are aggregated over a 5 year period for intermediate zones with 2011 as the mid-point year. Improvements since the last life expectancy tables were released (covering the period 2005-2009) is most notable for Kilwinning Whitehirst Park, retaining its number one ranking but with an increase of 8.5 years to 92 years.
- 4.14 Other areas of notable improvement include Kilwinning Pennyburn – up two years to 75.4 years and gaining parity with the national average at 76.5 years. While movement in Kilwinning Central (+0.8) and Kilwinning West & Blacklands (+1.3) has been more modest, these are positive outcomes nonetheless.

Female life expectancy

Females in **Kilwinning Whitehirst Park** can expect to live to over 85 years - four years above the Scottish average

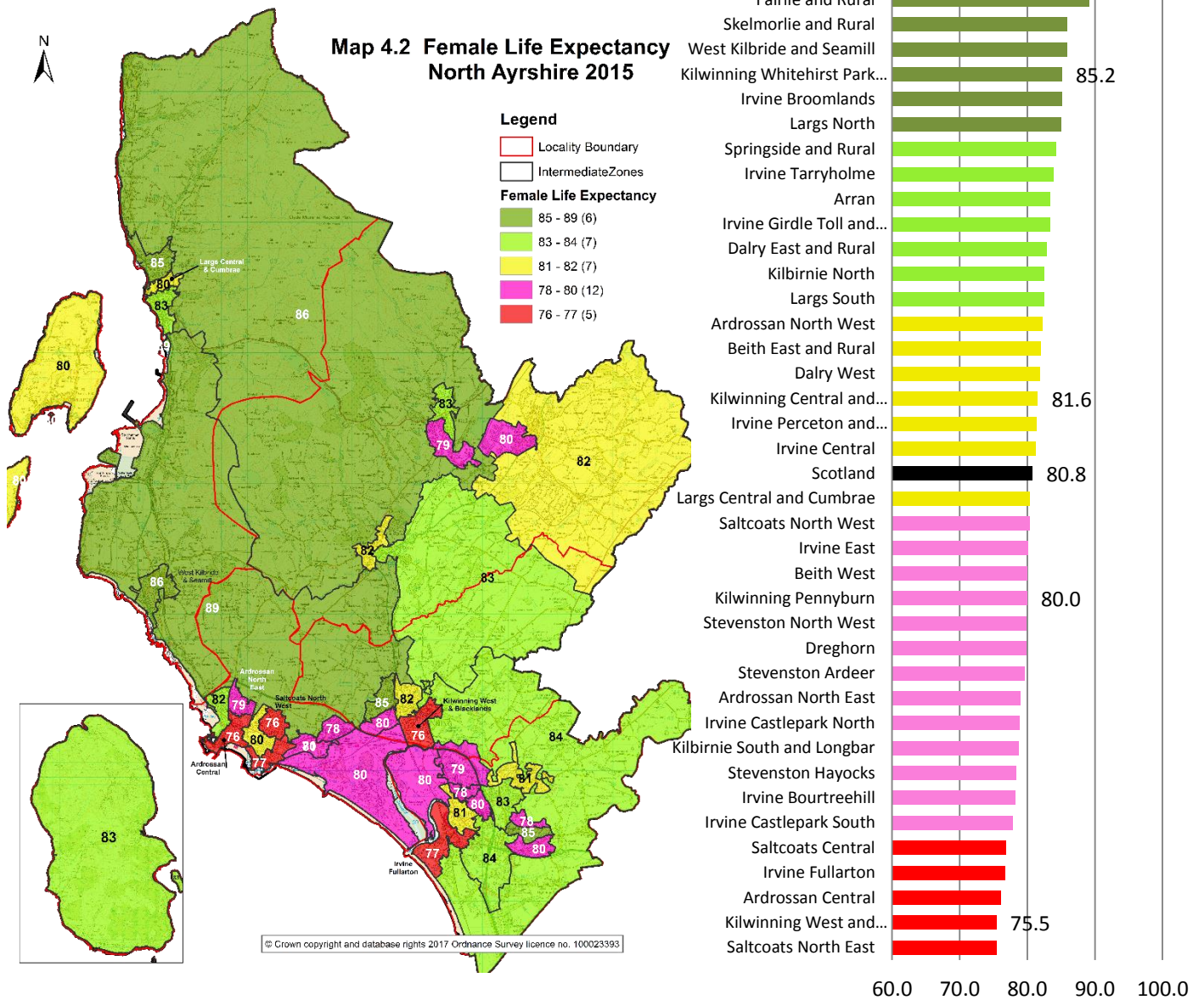
- 4.15 **Map 4.2** below indicates that female life expectancy in the North Coast is very evenly distributed across lower and upper quartiles. This ranges from Kilwinning Whitehirst Park in the top quartile to three to Kilwinning West & Blacklands in the bottom quartile of ranked areas for female life expectancy.
- 4.16 Females in Kilwinning Whitehirst Park can expect to live to over 85 years which is more than 4 years above both the national and the North Ayrshire average for females. The median rate for female life expectancy in the North Coast is well over 80.8 years.
- 4.17 Similarly, females in Kilwinning Central and North can expect to live to 81.6 years approximately, compared with just under 81 years nationally.

Most improved areas (females)

Female life expectancy has improved most in **Pennyburn** - up 6.6 years to 80 years.

- 4.18 Improvements since the last female life expectancy tables were released is most notable for Kilwinning Pennyburn, increasing by 6.6yrs) to 80 years and parity with the national average for the first time in years. Similarly, female life expectancy in Kilwinning Central & North has increased by 5.5 years to 81.6 years.
- 4.19 While female life expectancy in Kilwinning Whitehirst Park was the highest ranked female life expectancy of 38 areas in the 2005-09 tables, this ranking has slipped to fourth place. This is due to the recent stronger performance of North Coast neighbourhoods including Fairlie, Skelmorlie and West Kilbride.

Female Life Expectancy (Intermediate Zones)



SIMD 2016 – Health Domain

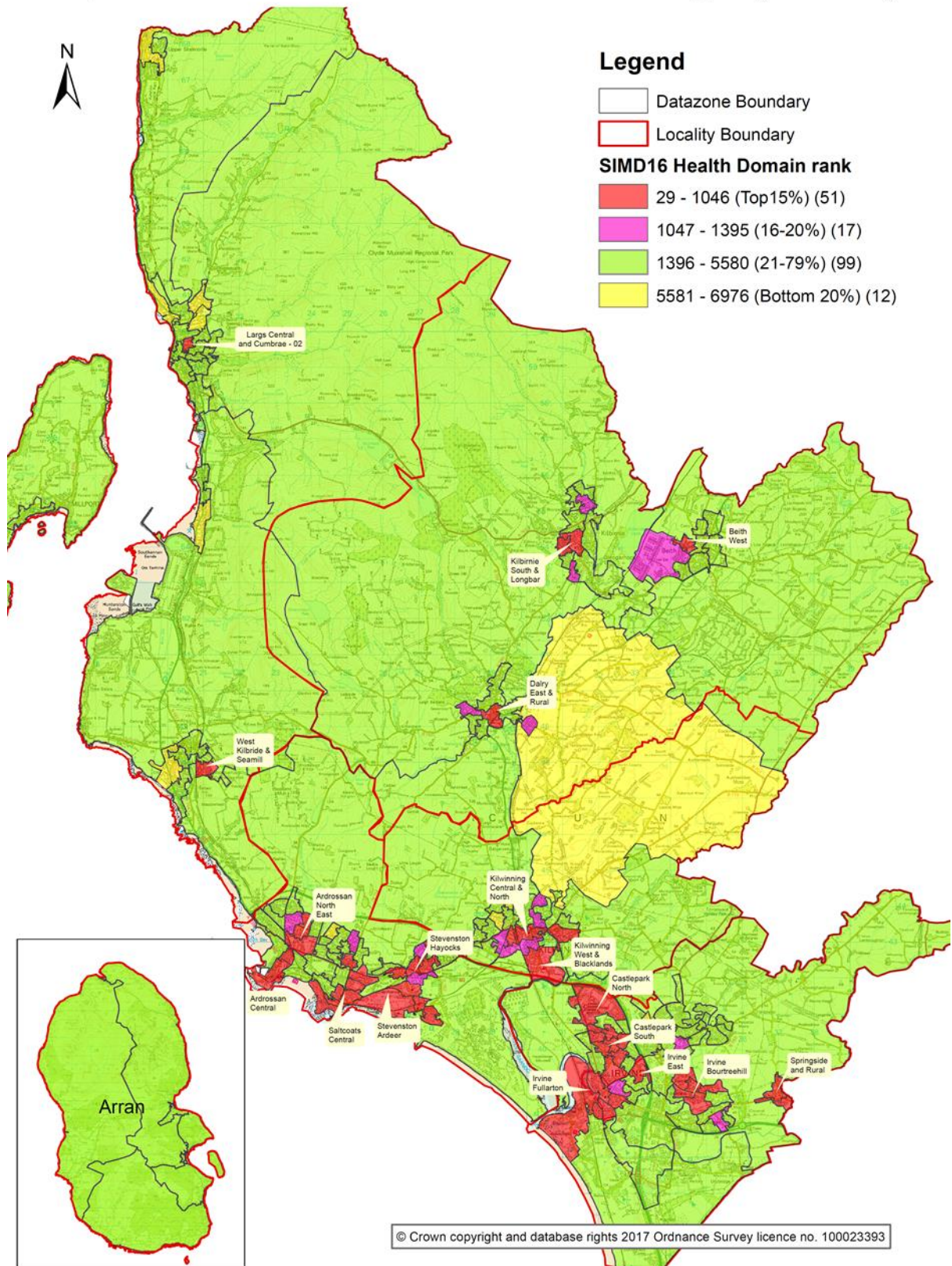
- 4.20 The SIMD 2016 is made up of seven domains, one of which ranks all 6,796 datazones in Scotland according to scores on population Health. Along with the Education domain, this index carries a weighting of 14% when combined with other domains to calculate the overall SIMD score.
- 4.21 As well as standardised mortality ratios the domain also uses a range of indicators including a comparative illness factor, emergency stays in hospital, stays related to drug and alcohol misuse, and the proportion of live births of low weight to single mothers. The domain also includes an estimate of the proportion of population being prescribed drugs for anxiety, depression or psychosis.
- 4.22 The 2012 SIMD Health domain had 53 datazones out of 179 falling in the top 15% most health deprived datazones in Scotland. This is a proportion of 29.6% of North Ayrshire's datazones, also known as the 'local share'. These 53 datazones were also a significant increase of 15 datazones from the 2009 SIMD Health domain, and were the highest rise of any local authority in Scotland.
- 4.23 Results for the 2016 SIMD health domain indicate that North Ayrshire has stabilised with 51 datazones now falling in the top 15% most health deprived in Scotland. This is a local share of 27.4% - a fall of 2.2% on the SIMD 2012 results.
- 4.24 Four of Kilwinning's 22 datazones fall in the top 15% most health deprived datazones in Scotland. These are two zones in Kilwinning West & Blacklands, one in Kilwinning Central & North and one in Kilwinning Pennyburn. This is a 'local share' (or proportion of all the Kilwinning datazones) of 18%, the third highest rate after the Three Towns and Irvine.
- 4.25 However, this is a decrease on the results for the Health domain in the SIMD 2012 where Kilwinning had eight datazones falling in the top 15% most health deprived. This was a local share of over 38% in the SIMD 2012 Health domain, approximately 20% higher than the local share for the SIMD 2016 Health domain (18.1%)
- 4.26 **Map 4.3** below indicates how the health rankings for the Kilwinning 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

Kilwinning has **four datazones** falling in the top 15% most health deprived areas in Scotland – a local share of 18%

The **local share** of Kilwinning datazones falling in the top 15% most health deprived has decreased from 38% to 18%

Map 4.3 SIMD 2016 - Health Domain Rankings by Locality





5. Economic Activity

5. Economic Activity

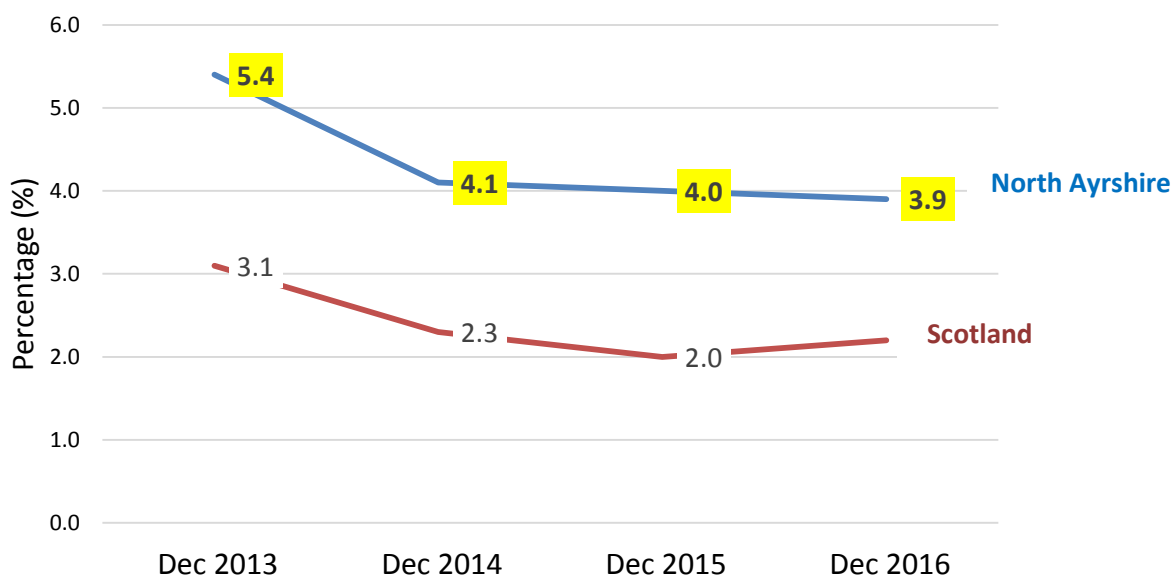
Unemployment & Youth Unemployment

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.⁹
- 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**



⁹ 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 Kilwinning locality

3.8%

The Kilwinning locality has the **third lowest** unemployment rate of all six localities at 3.8%

- 5.5 The total unemployment claimant count for March 2017 in the Kilwinning locality was 385. **Table 5.1** below compares the unemployment claimant rates for all six localities by gender. The Kilwinning claimant count in March 2017 accounted for less than 11% of the North Ayrshire total at 385 claimants and at 3.8% is the third lowest of all six neighbourhoods following North Coast at 2.2%.

2:1

There were more than twice as many male as female claimants in Kilwinning in March 2017

- 5.6 The unemployment claimant count for males at 5.7% during March 2017 was over twice that for females at 2.6%. In the Kilwinning locality there were 110 female claimants compared with 270 males. This translates into 2.2 times more male than female claimants, which is also the highest ratio of the mainland localities.

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 Kilwinning locality was 515, dropping significantly to by a quarter to 380 claimants. This has remained stable up to mid-2017 at a rate of less than 4% of the working age population.

1.2%
unemployment
claimant rate in
Kilwinning Whitehirst
Park – the second
lowest in North
Ayrshire after Arran

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 Kilwinning settlements fall above the North Ayrshire claimant rate, with the exception of Kilwinning Whitehirst Park, which had the second lowest unemployment claimant rate in North Ayrshire of 1.2% after Arran. **Map 5.1** below illustrates the distribution of higher and lower concentrations of unemployment claimant rates across North Ayrshire.

Fig 5.2 Unemployment Claimant Count 2013-16 by Locality

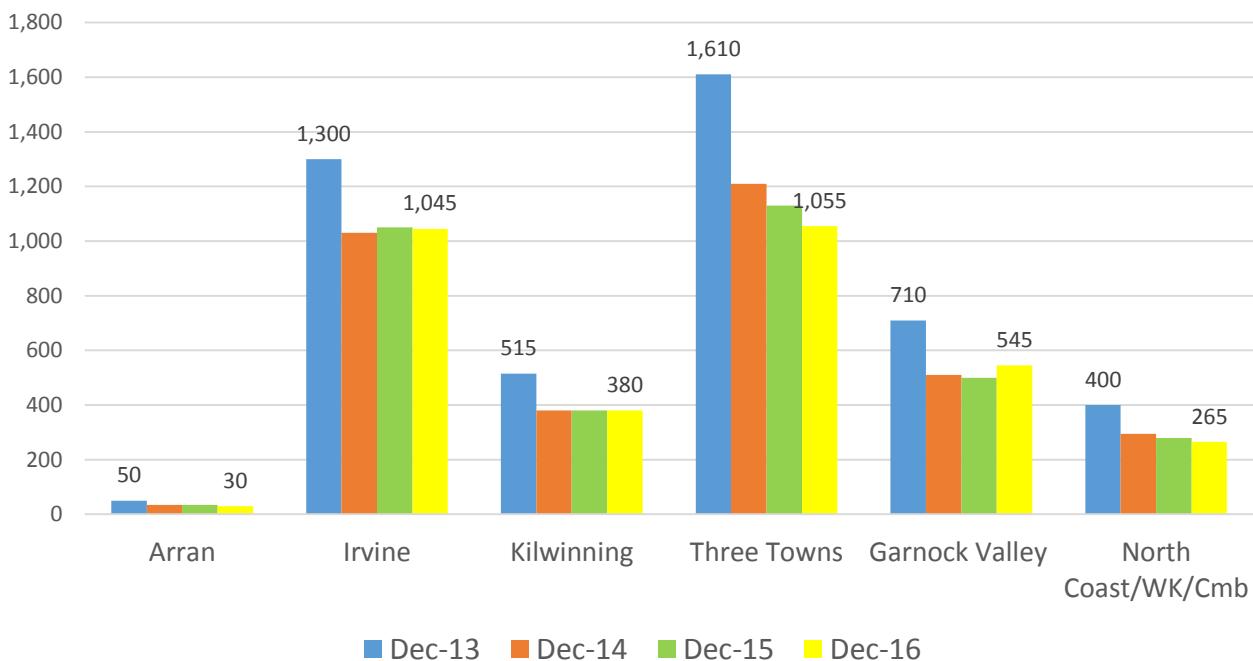
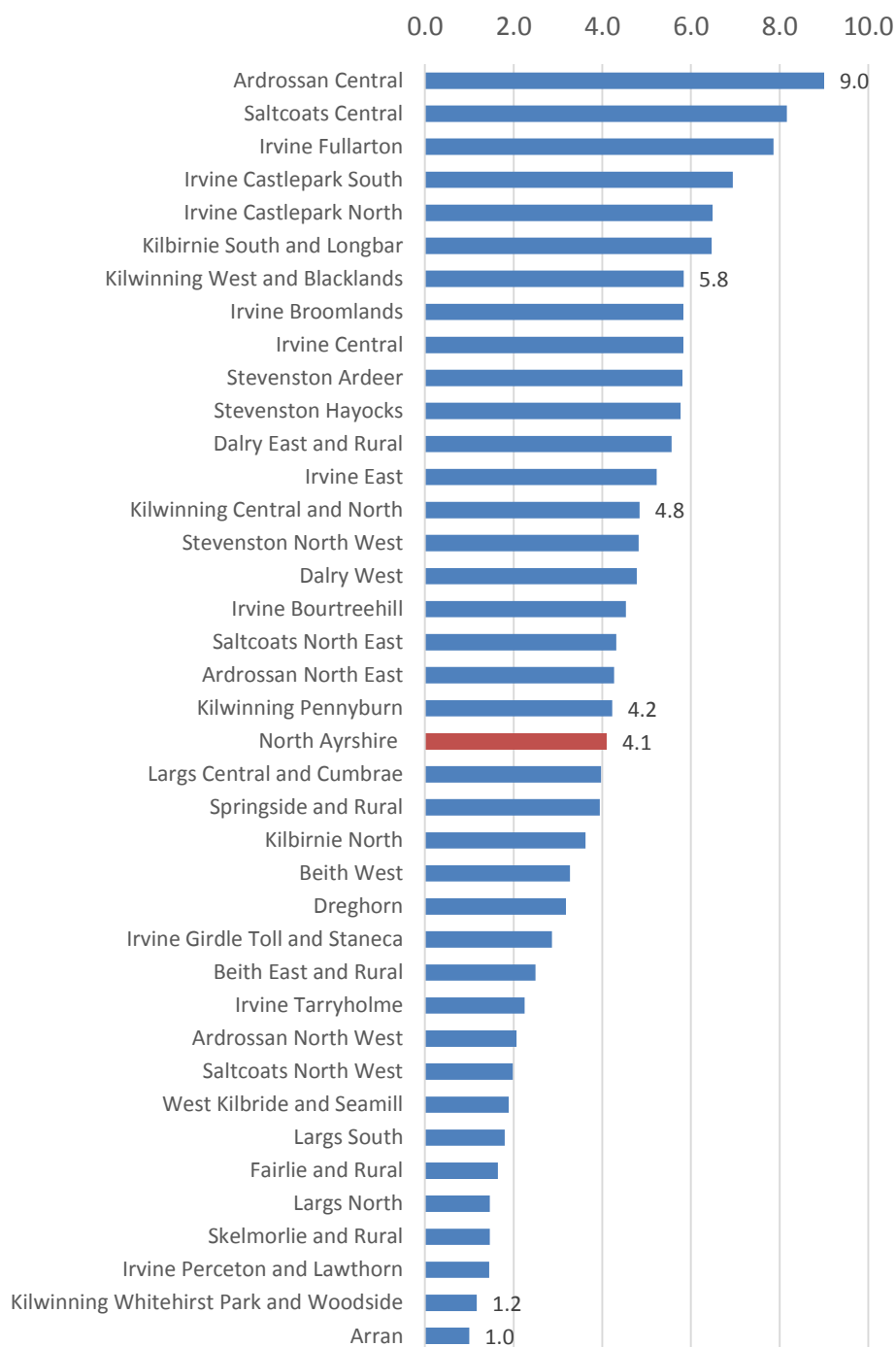
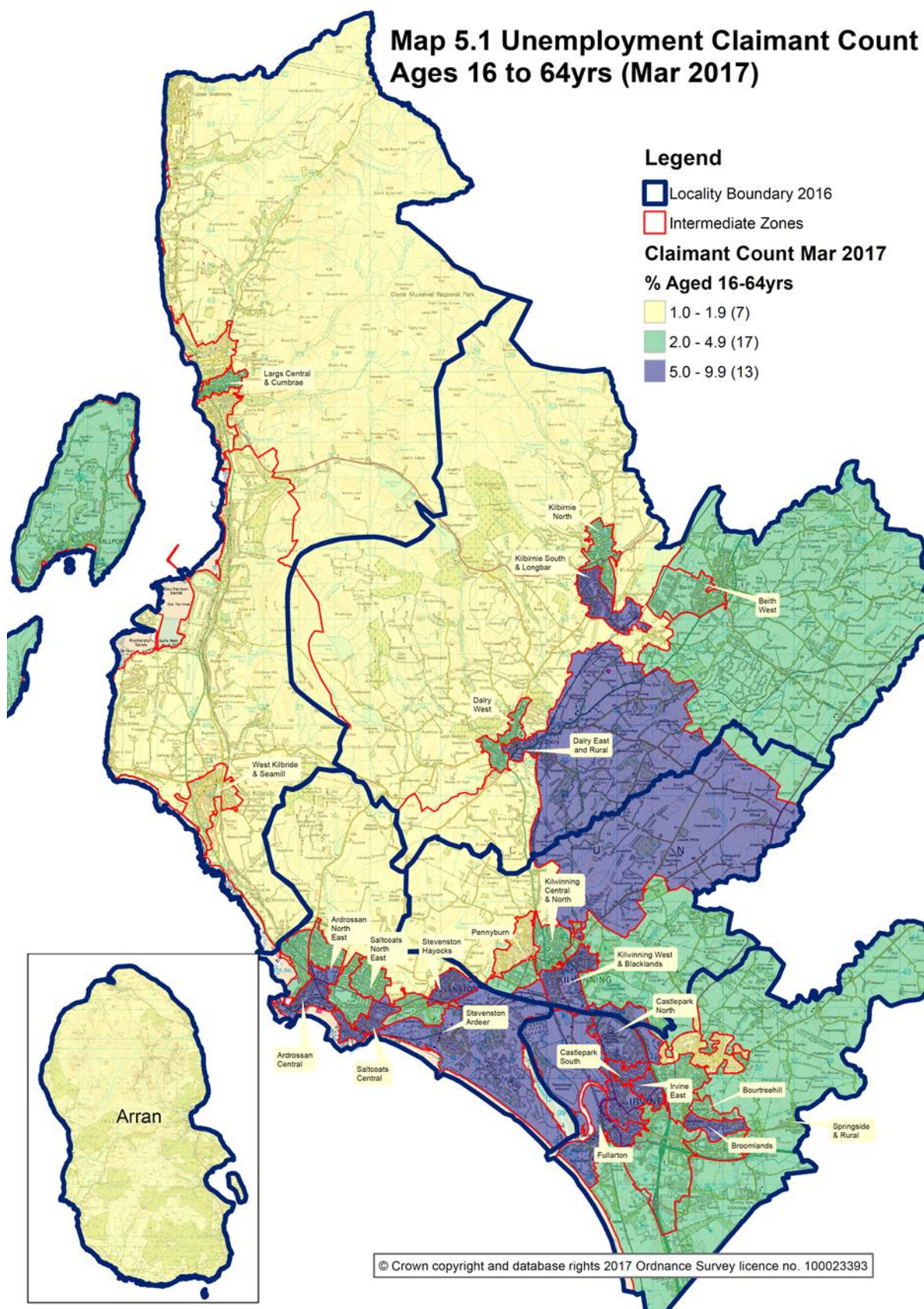


Fig 5.3 Unemployment Claimant Rate (%)
Aged 16-64yrs (Mar 2017)



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



Youth Unemployment

Youth unemployment
in Scotland has been falling steadily since 2013

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

5.5%
The Dec 2016 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,

5.2%
The unemployment claimant rate for young people in the Kilwinning locality

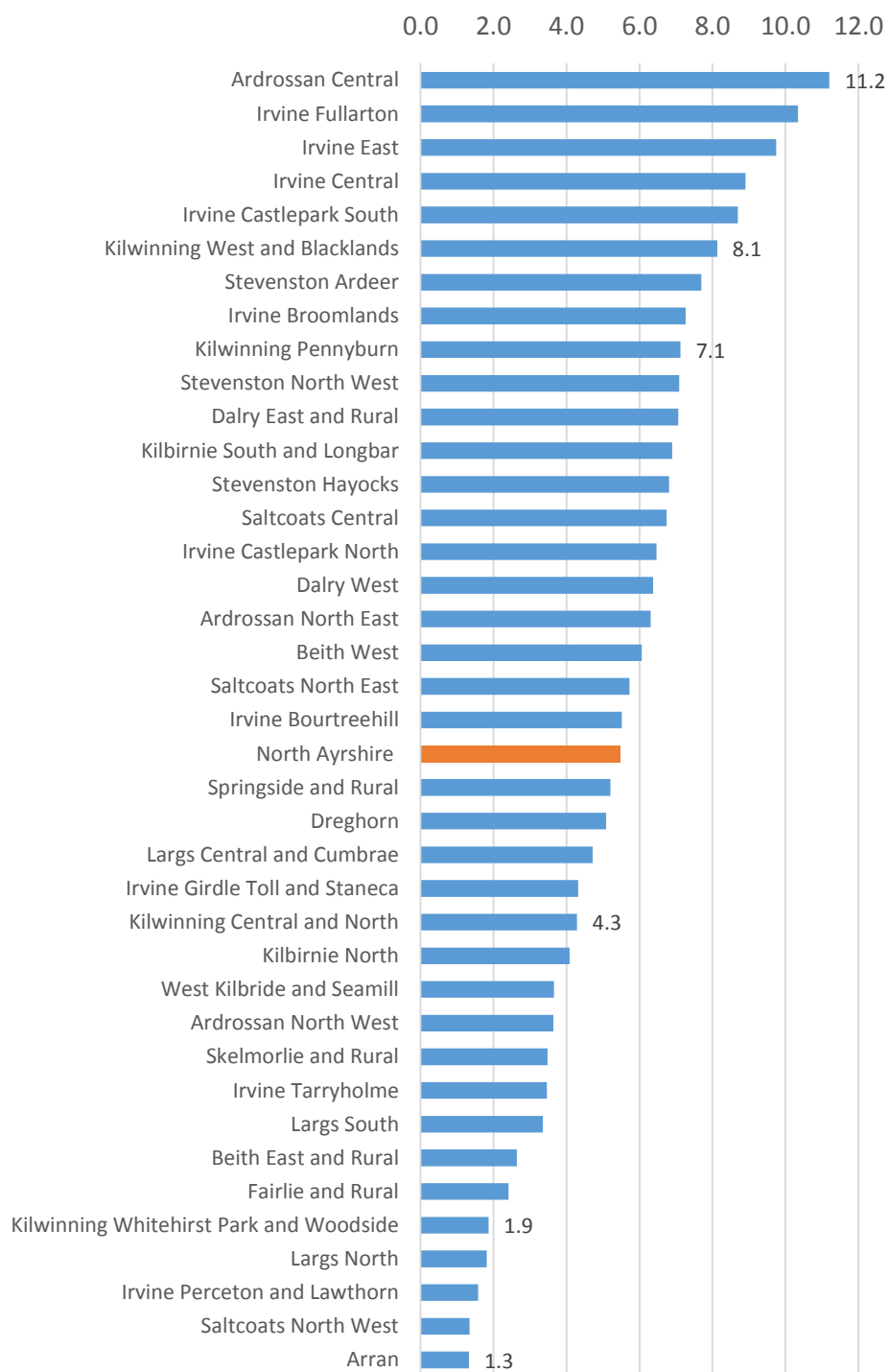
5.11 The unemployment claimant rate for young people aged 16 to 24 years in the Kilwinning locality is 0.3% below the North Ayrshire rate and is the third lowest of all six localities at 5.2%. However this varies at settlement level with a rate of 1.9% in Kilwinning Whitehirst Park to a rate of 8.1% in Kilwinning West & Blacklands. Nonetheless, only Kilwinning, Arran and North Coast localities have youth unemployment claimant rates lower than the North Ayrshire rate of 5.5%.

8.1%

The youth unemployment claimant rate in Kilwinning West & Blacklands is the highest in the Kilwinning locality

- 5.12 **Figure 5.3** below indicates that youth unemployment claimant rates in the Kilwinning locality were evenly distributed across the 38 intermediate zones values, ranging from 1.9% in Kilwinning Whitehirst Park to 8.1% in Kilwinning West & Blacklands.
- 5.13 However only Kilwinning Whitehirst Park and Kilwinning Central & North intermediate zones have a lower claimant rate than the North Ayrshire youth claimant rate of 5.5%. The youth claimant rate in Kilwinning West & Blacklands at 8.1% is over four times higher than the equivalent rate in Kilwinning Whitehirst Park.
- 5.14 Kilwinning Central & North enjoys a comparatively low rate of youth unemployment at 4.3%. By contrast Kilwinning Pennyburn's youth unemployment claimant rate of 7.1% place it just inside the upper quartile of the 38 North Ayrshire intermediate zones. **Map 5.2** below illustrates the distribution of higher and lower concentrations of unemployment claimant rates across North Ayrshire.

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



Household Income

5.15 Estimates of household income can be constructed from a range of sources, however at small area level these are not available from Census returns. This was because an income question was considered to be too invasive to a level which may have had a negative impact on return rates.

5.16 However, alternative sources such as the CACI PayCheck dataset combine DWP claimant data, wider Census indicators and incomes data collected from lifestyle surveys to provide estimates of median household income at postcode level.

£24,326

Median
household income
in North Ayrshire

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

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

£24,708

Median
household income
in Kilwinning locality

5.19 Median household income in the Kilwinning locality at £24,708 is marginally above the North Ayrshire median of £24,356. Across the twenty-two Kilwinning datazones, this ranges from £58,841 in Kilwinning Whitehirst Park & Woodside to £14,159 in Kilwinning West & Blacklands.

6 out of 22

Kilwinning datazones
fall in the top quartile
of North Ayrshire's
income rankings

5.20 **Table 5.3** below shows 8 out of the 22 datazones within the Kilwinning locality with both the highest and lowest median household incomes. One datazone within Kilwinning Whitehirst Park is ranked first out of 186 datazones with a median household income of £58,841. Five other datazones in this area fall within the top quartile of overall rankings with median household incomes ranging between £35K and £48K approximately. These all rank between second and 45th place out of 186 datazones.

Table 5.1 Median income by highest / lowest datazones - Kilwinning

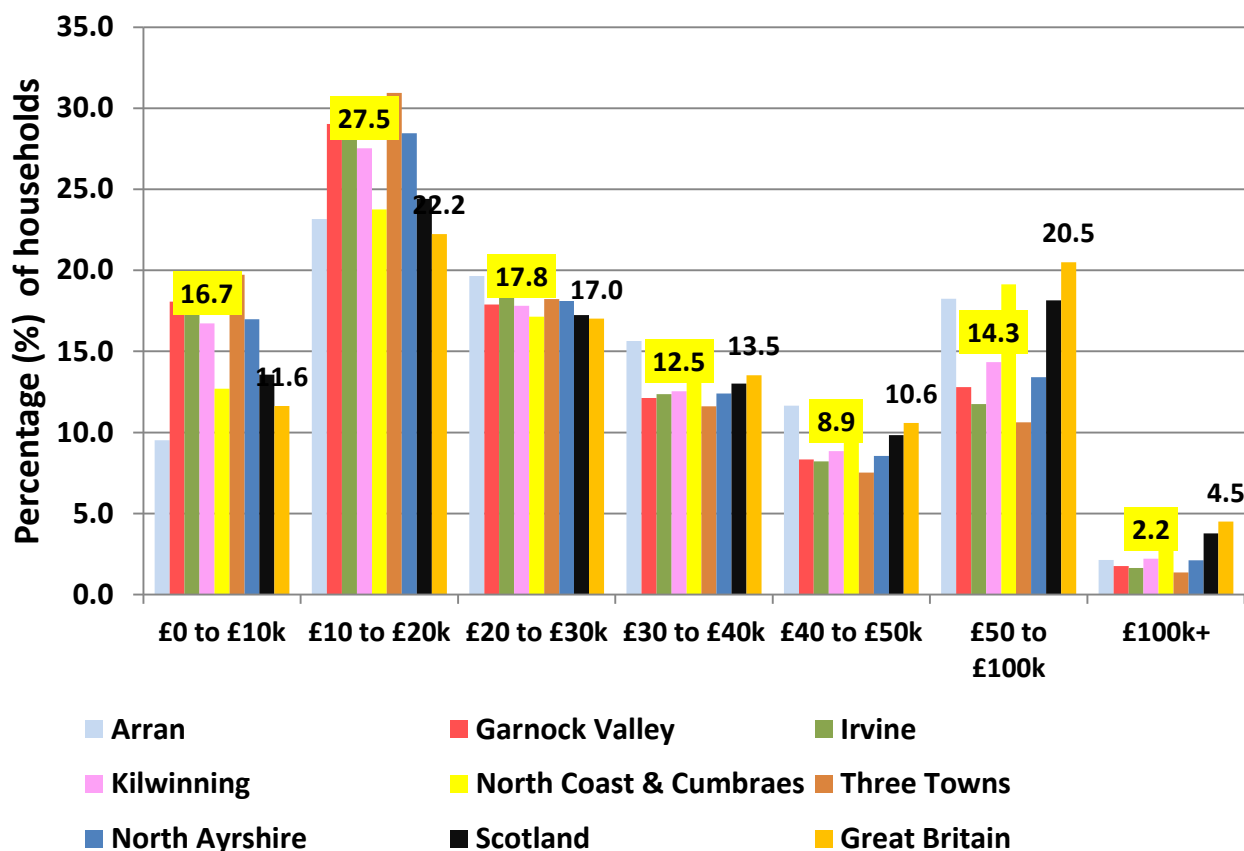
	Datazone	Total Households	Mean Income	Median Income	Rank
Highest	Kilwinning Whitehirst Park 08	195	65,198	58,841	1
	Kilwinning Whitehirst Park 07	248	54,036	48,280	8
	Kilwinning Whitehirst Park 04	235	48,730	42,521	13
	Kilwinning Whitehirst Park 05	227	48,308	42,056	14
Lowest	Kilwinning West & Blacklands 03	384	23,280	18,286	154
	Kilwinning West & Blacklands 05	341	21,740	17,586	162
	Kilwinning Central & North 01	489	20,320	15,863	180
	Kilwinning West & Blacklands 04	327	17,446	14,159	185
	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, three datazones falling in Kilwinning West & Blacklands have median incomes of under £19K, falling well below the North Ayrshire median of £24,356. These are ranked 154, 162 and 173 respectively out of 186 datazones. Kilwinning Central & North also has a datazone falling in the bottom 10% of the household income rankings for North Ayrshire with a median household income of £15,863. However, all remaining Kilwinning datazones fall outside of the bottom 10% of intermediate zone rankings.

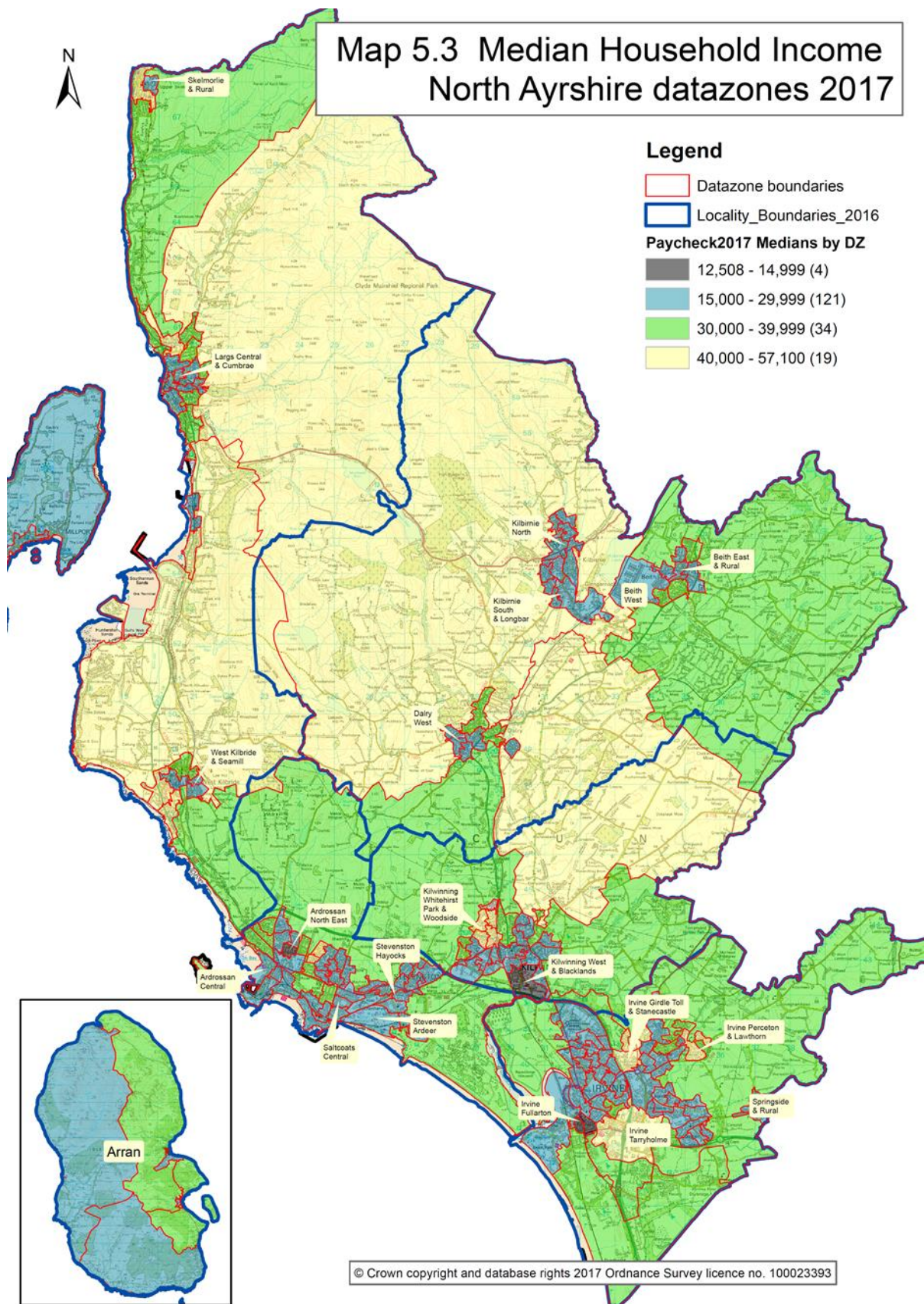
5.22 **Figure 5.4** below indicates the distribution of household incomes by £10K bandings. The Kilwinning locality (pink bars) has the third highest proportion of households falling in the upper category of £50k to £100K and the second highest proportion of households with estimated incomes of £200K plus.

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, nine out the twenty-two datazones in the Kilwinning locality have a median household income falling above the North Ayrshire median. All 13 datazones that fall below the North Ayrshire median are in the Kilwinning West & Blacklands, Kilwinning Central & North and Pennyburn neighbourhoods.





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 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.
- 6.14 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 Approximately one eighth of the Kilwinning locality datazones (13.6%) fell in the top 15% most deprived datazones of the SIMD Education Domain. This is the third lowest proportion of datazones of the six localities falling in the top 15% most educationally deprived in Scotland and a lower rate than the North Ayrshire rate (15.1%).
- 6.16 **Map 6.1** below indicates how the Education rankings for the Kilwinning locality in the SIMD 2016 is distributed across the locality and in context with the other localities.

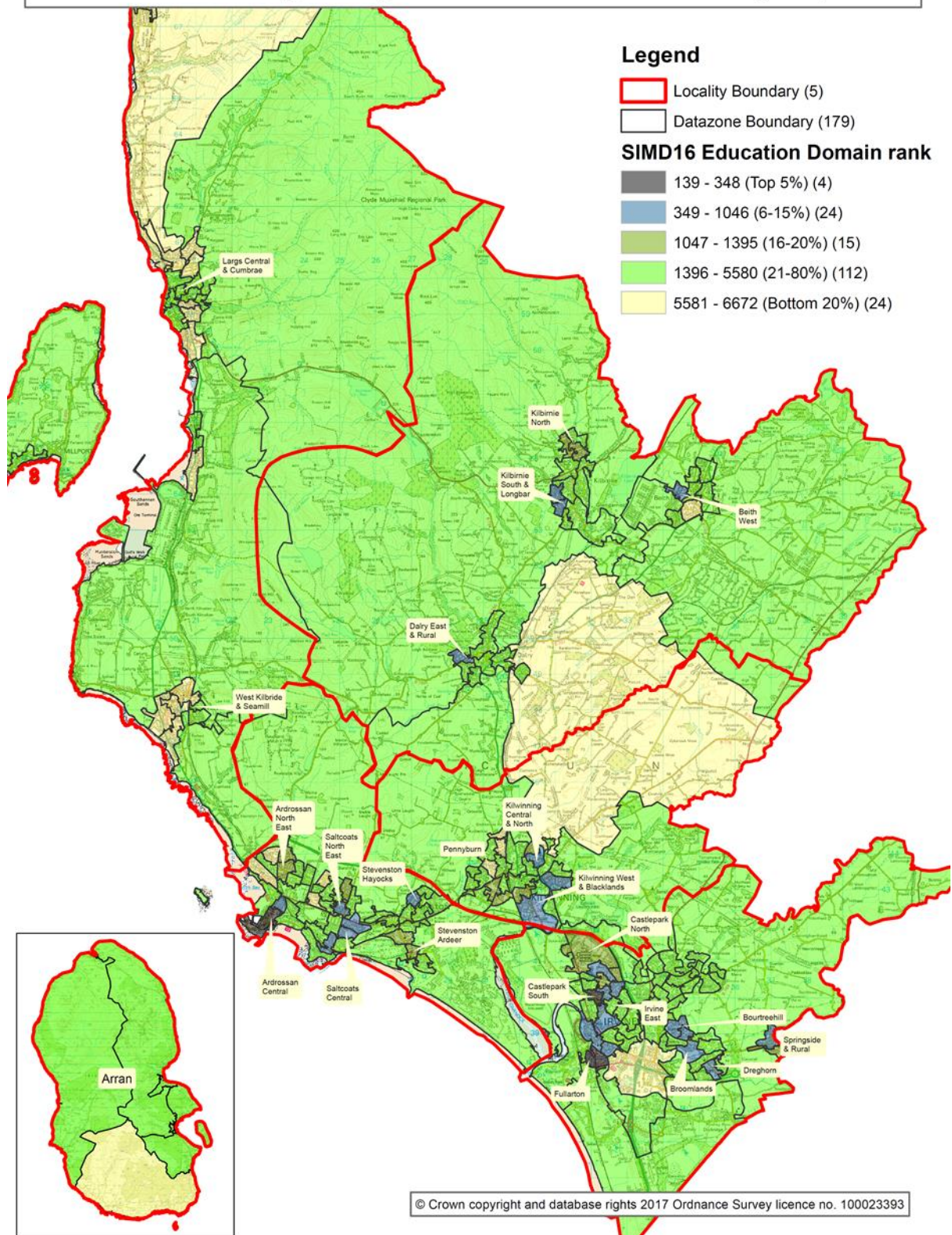
15%

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

3 / 22

Only three out of 22 Kilwinning 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.

6 out of 22

Approximately one-quarter of the Kilwinning locality datazones fall in the top 15% most multiply deprived 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 Kilwinning locality has 22 datazones in total. Table 7.1 below highlights that the Kilwinning locality has over a quarter of its datazones (6) falling in 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 Kilwinning datazones in the top 15% has increased from five to six. This means the local share within the Kilwinning locality has increased marginally from just under 24% to just over 27%.

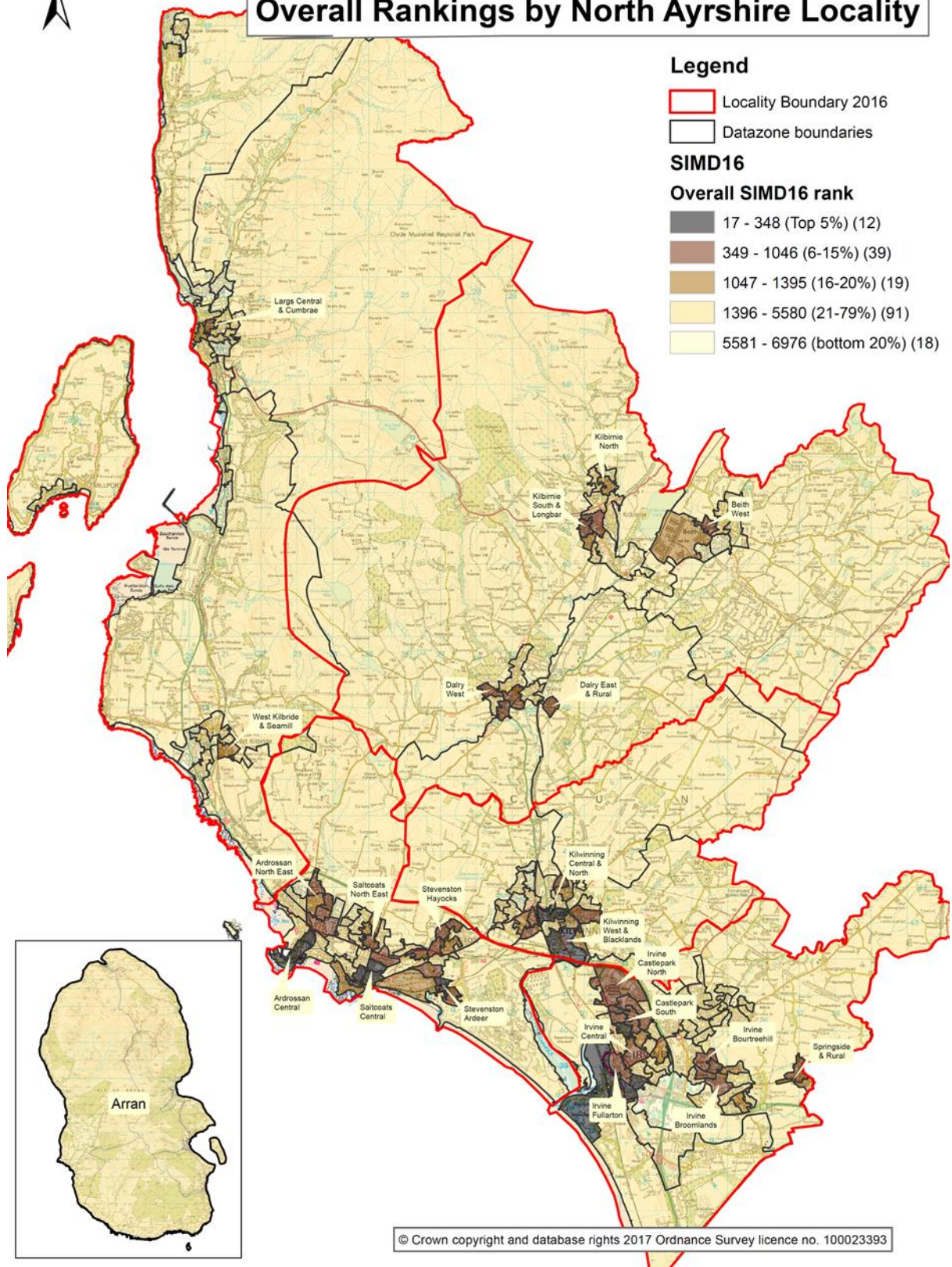
Table 7.1 % Local Share of datazones falling in top 15% most multiply deprived by Locality

	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

- 7.5 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

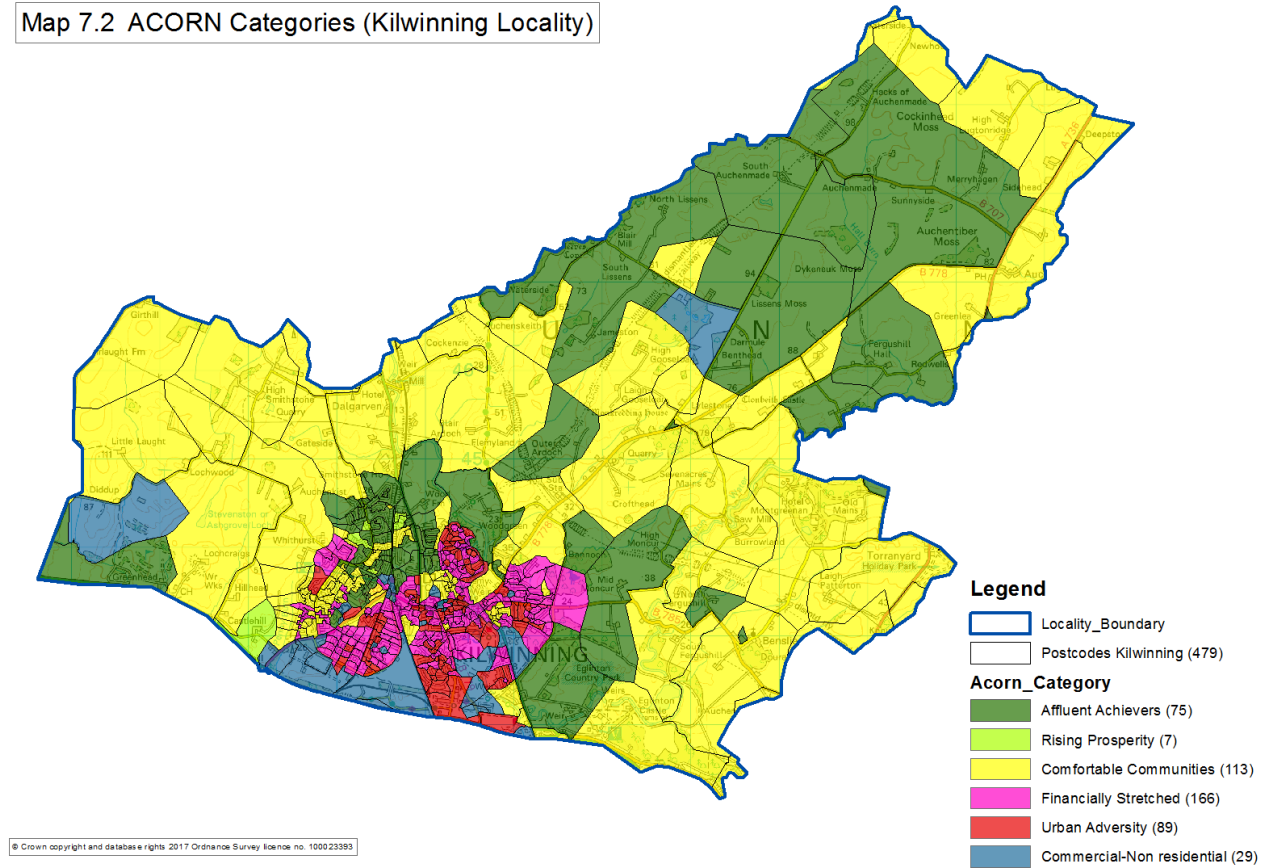
groups and 62 types, to enable users to understand the kind of people living in their area, buying their goods, or using their services

- 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 Kilwinning locality

- 7.13 **Map 7.2** below illustrates the distribution of the five main category household types by postcode across the Kilwinning locality. A strong concentration of lower income households (Urban Adversity / Financially Stretched categories) is evident around the Pennyburn and Kilwinning West & Blacklands neighbourhoods. Affluent and comfortable postcodes are concentrated to the north west (Kilwinning Whitehirst Park) and the more rural north eastern postcodes in Kilwinning Central & North neighbourhood.

Map 7.2 ACORN Categories (Kilwinning Locality)





8. Housing

8. Housing

Local Housing market

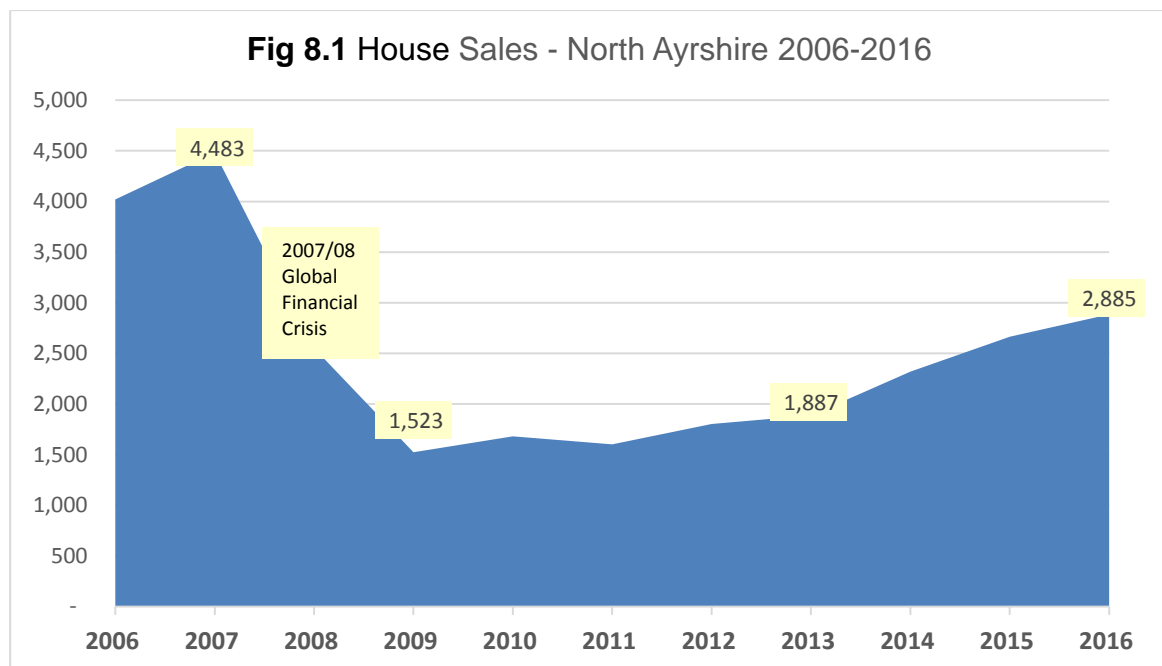
- 8.1 In 2015 the Commission on Housing & Wellbeing published its findings into the role and conditions of the Scottish housing market. The report builds a framework for wellbeing which puts good quality housing in quality environments as central to communities, along with good standards of income, employment,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

Housing Need & Demand

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

House Sales across North Ayrshire

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



House Sales across the localities

- 8.6 In 2016 the median house price in North Ayrshire was £90,000 compared with £77,000 in the Kilwinning 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.

£77,000

Median house price in the Kilwinning locality compared with £90K for North Ayrshire

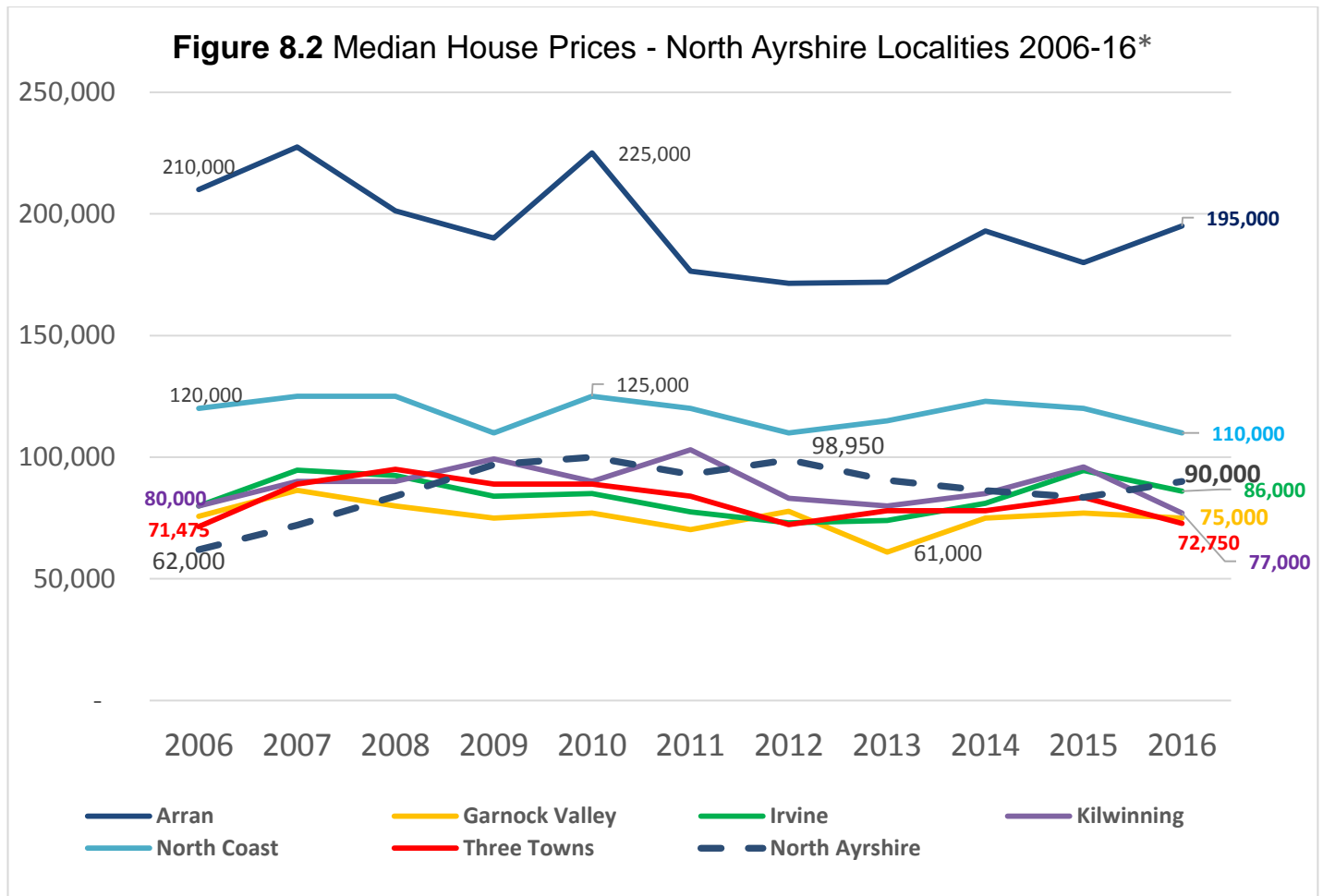
- 8.7 Table 8.1 below demonstrates how house prices have fluctuated in the last five years significantly by localities. While the median value for North Ayrshire reached a peak of just under £100K in 2010 and again in 2012, prices began to fall again in 2013 reaching below a median of £84K by 2015. However,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

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

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

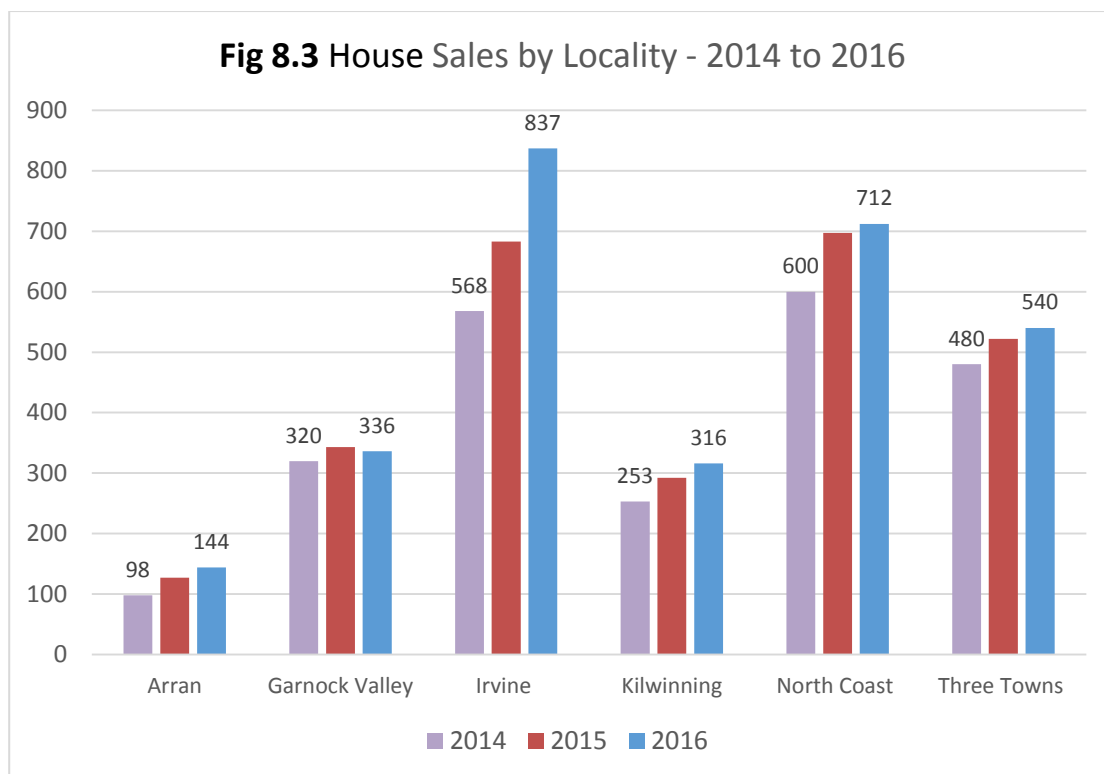
*Excludes all transactions <£20K & >£1M

8.8 **Figure 8.2** below highlights the fluctuations in the housing market across the six localities over the last ten years. The black dotted line represents the movement of the whole North Ayrshire housing market, rising steadily since 2006 to peaks in 2010 and 2012. While both Arran and the North Coast have sustained the highest median values, the Kilwinning locality has fluctuated between £80K in 2006, through highs of £103K and £96K in 2011 and 2015 respectively, and finally dropping to a median of £77K in 2016.



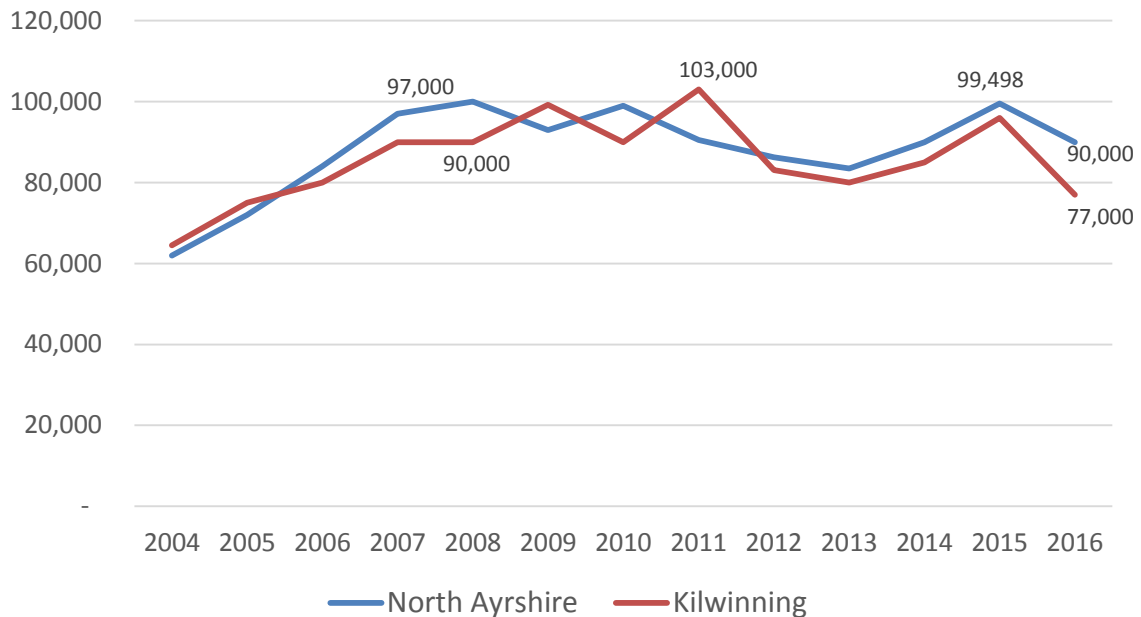
House Sales in the Kilwinning locality

- 8.9 **Figure 8.3** below illustrates the volume of recent house sales by locality. Overall sales have been recovering in the Kilwinning locality since 2014 with well over 300 transactions by 2016. This reflects the recovery in sales generally in this period across all localities.



8.10 Median house prices have also fluctuated since 2006 in the Kilwinning locality with values reaching a peak of £103K in 2010 - £10,000 above the North Ayrshire median. By 2013 the Kilwinning median had fallen to over £10K less than the North Ayrshire median (£80K). **Figure 8.4** below however illustrates a strong recovery by 2015 (£96K), with recent values decreasing again to £77K in 2016. Currently this is over 14% lower than the North Ayrshire median of £90K, and the second lowest median across all six localities after the Three Towns.

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



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, with relatively lower house prices, Kilwinning had the lowest affordability ratio with median prices at 3.12 times the local median household income. This ratio compared with a North Ayrshire ratio of 3.70 times the North Ayrshire median price.

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 Kilwinning neighbourhoods

- 8.19 The Kilwinning locality is made up of 22 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 1.31 in Kilwinning Whitehirst Park 08, to 1.83 in Kilwinning Whitehirst Park 05. With just under 200 households and a median household income of approximately £59,000, the Kilwinning Whitehirst Park 08 datazone records a ratio almost three times less than the North Ayrshire ratio.
- 8.21 By contrast, the affordability ratios in the Kilwinning West & Blacklands 03/04/05 datazones and in Kilwinning Central & North 01, are all above the North Ayrshire ratio. These ratios are driven by some of the lowest estimated household incomes in North Ayrshire, including Kilwinning West & Blacklands 04 where the household income is more than £10K below the North Ayrshire median of £24,356.

Table 8.3 Affordability by highest / lowest datazones – Kilwinning locality 2016

	Datazone	Total Households	Median Income (£)	Median House Price (£)	Affordability Ratio
Highest	Kilwinning Whitehirst Park 08	195	58,841	77,000	1.31
	Kilwinning Whitehirst Park 07	248	48,280	77,000	1.59
	Kilwinning Whitehirst Park 04	235	42,521	77,000	1.81
	Kilwinning Whitehirst Park 05	227	42,056	77,000	1.83
Lowest	Kilwinning West & Blacklands 03	384	18,286	77,000	4.21
	Kilwinning West & Blacklands 05	341	17,586	77,000	4.38
	Kilwinning Central & North 01	489	15,863	77,000	4.85
	Kilwinning West & Blacklands 04	327	14,159	77,000	5.44
	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

Source: CACI Paycheck 2017



9. Community Safety

9. Community Safety

Crime by Type

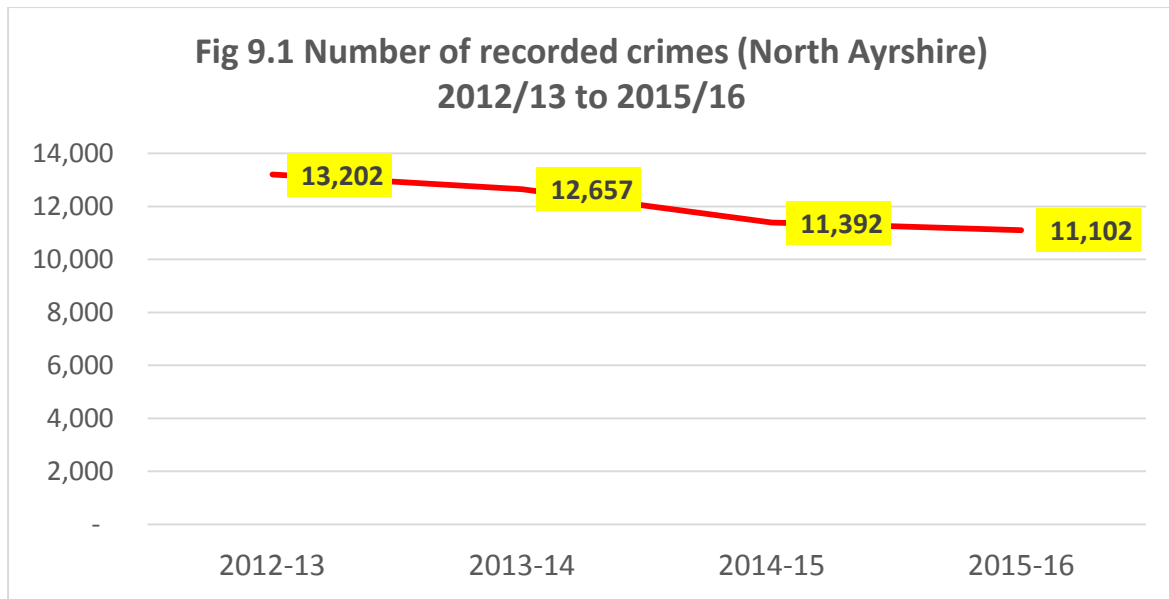
- 9.1 Crime in Scotland is at its lowest level in 40 years. Between 2014/15 and 2015/16 the number of recorded crimes Scotland decreased by 4% from 256,350 to 246,243 - the lowest level of recorded crime since 1974. The most recent statistics indicate that between 2014-15 and 2015-16, recorded crime in North Ayrshire fell by -6%. This compares with a fall of -4% in South Ayrshire -2% in East Ayrshire and -4% across Scotland¹⁰
- 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 2008/09¹¹. 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%)

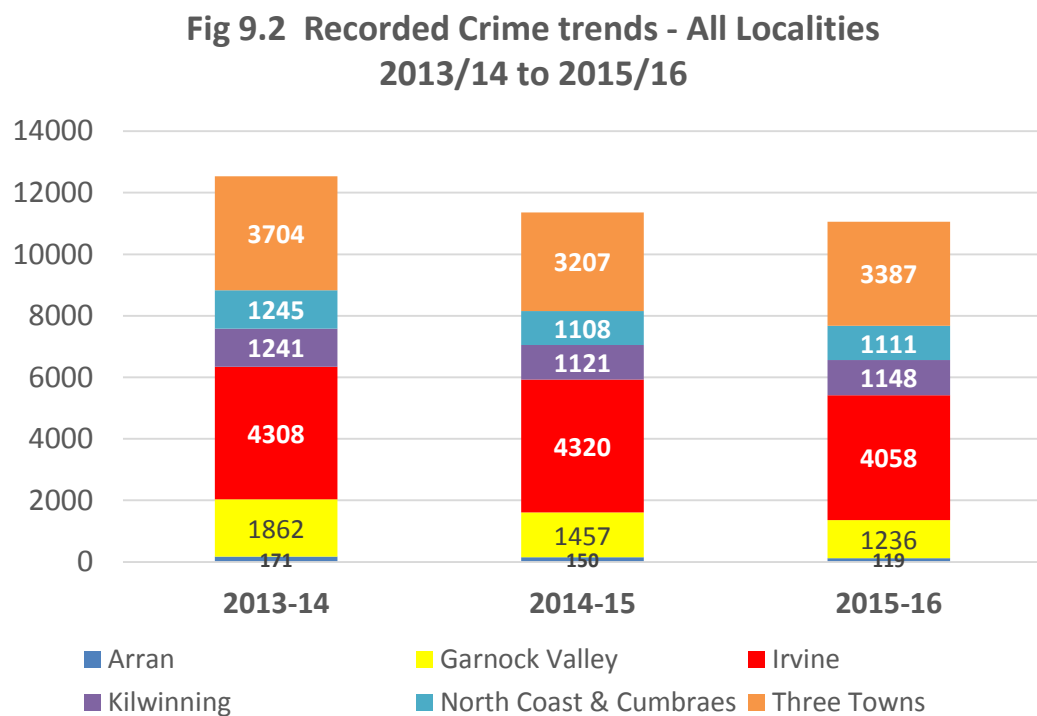
¹⁰ Source: Recorded Crime in Scotland 2015-16

¹¹ 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.

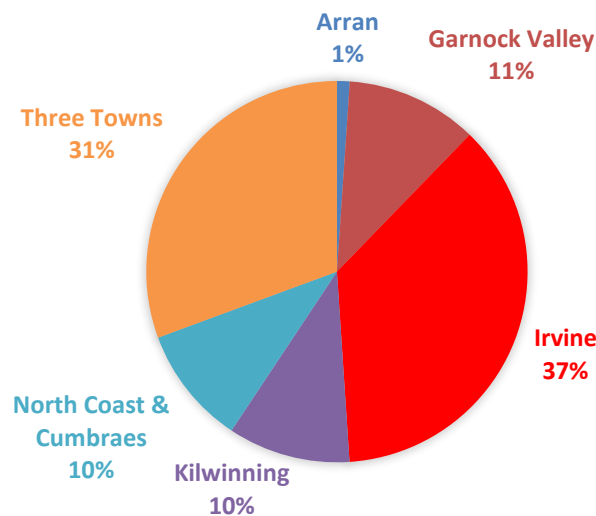
9.8 Between 2014/15 and 2015/16 total crime in the Three Towns, North Coast and Kilwinning localities increased within the overall North Ayrshire total. Nonetheless, these were marginal increases of 5.6%, 2.4% and 0.3% respectively and the overall trend is expected to continue to fall.



Community Safety in Kilwinning

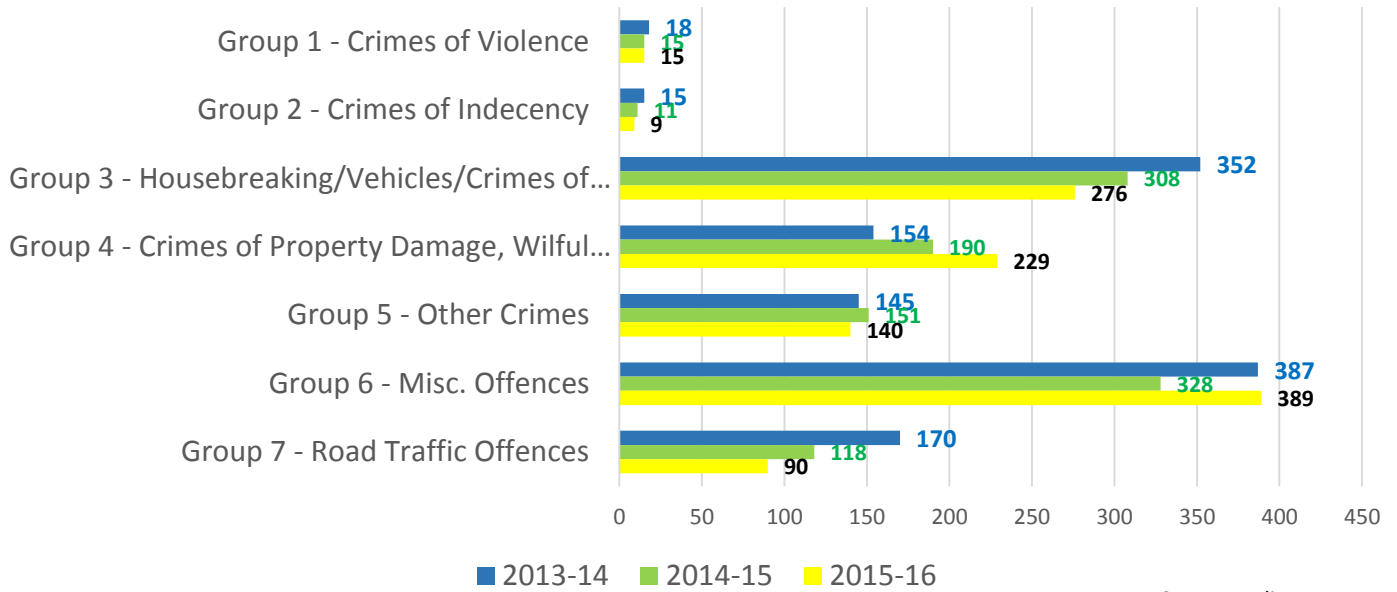
- 9.9 **Figure 9.3** below shows the distribution of recorded crime for 2015/16 across all six localities. Irvine and the Three Towns localities accounted for almost seven out of every ten incidences (68%). The share of overall crime in the North Coast, Kilwinning and the Garnock Valley was approximately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

FIG 9.3 RECORDED CRIME BY LOCALITY (2015/16)



- 9.10 **Figure 9.4** details that within the Kilwinning 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 (24%).

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

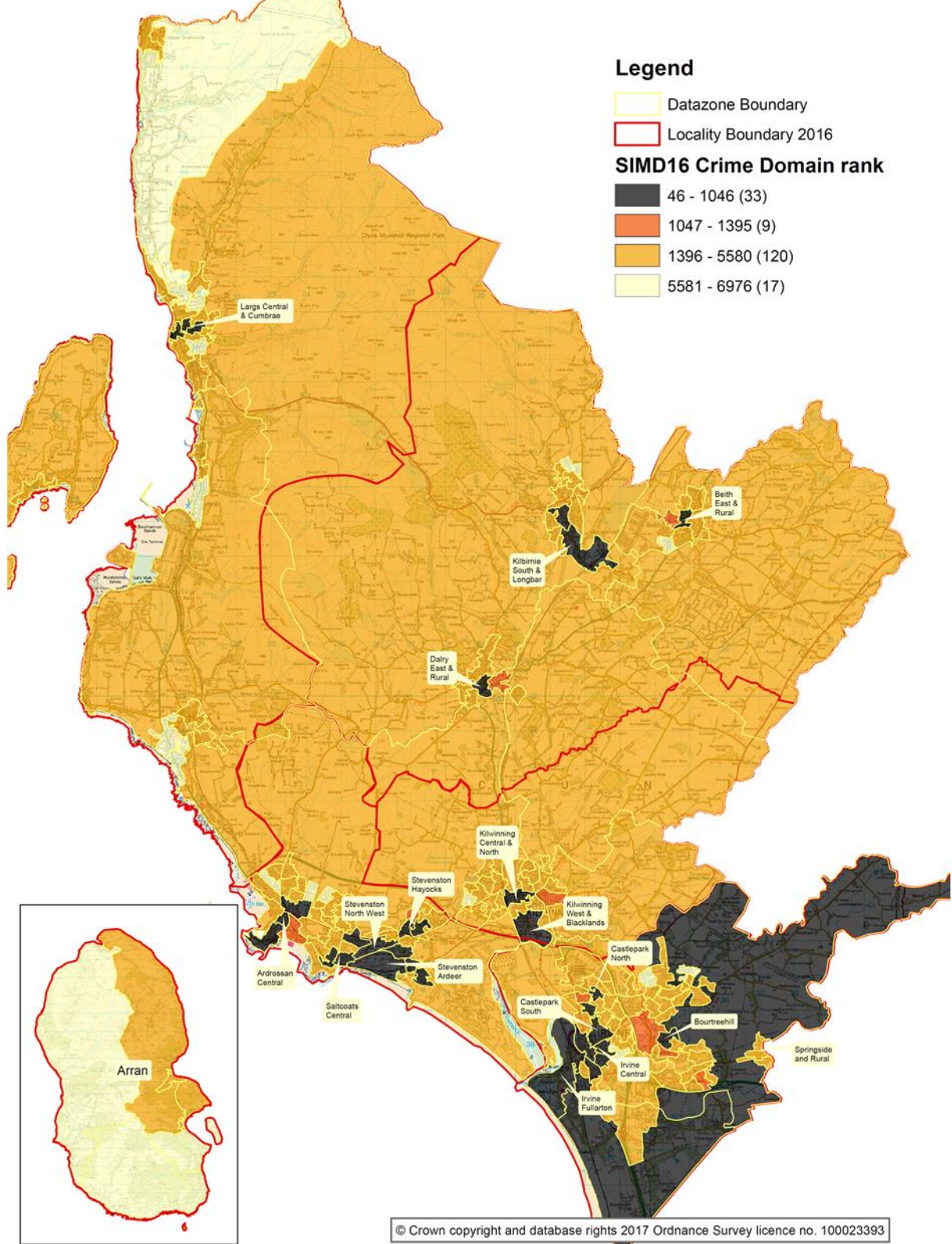


Source: Police

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 Kilwinning locality had two datazones falling in the top 15% most crime deprived of the SIMD 2012 Crime domain - up from one datazone in 2012. These were Kilwinning Central & North 01 (which also falls in the top 5% with a ranking of 184 out of 6,976 Scottish datazones), and Kilwinning West & Blacklands 04 with a ranking of 919.
- 9.15 **Map 9.1** below illustrates the distribution SIMD Crime domain rankings across datazones in the full North Ayrshire context.

Map 9.1 SIMD 2016 - Crime Domain Rankings by Locality





10. Conclusion

Conclusion

The Kilwinning locality has many social, cultural and economic assets and enjoys a net surplus of strengths over challenges across the selected range of socio-economic indicators in this profile. Areas of particular strength include pockets with some of the highest life expectancy in Scotland, affordable housing for households on below median income, lower unemployment than other localities, and a relatively younger demographic with one of the lowest dependency ratios of any locality in North Ayrshire.

Some of the more salient challenges specific to the locality include the overall decline in the population, lower than average female life expectancy, and households with some of the lowest median incomes in Scotland (Kilwinning West & Blacklands).

With a relatively younger resident base, a low dependency ratio may well continue to be one of the locality strengths with clear benefits for the local economy. Kilwinning has additional strengths in terms of additional employment from the Kilwinning campus of Ayrshire College, good road and rail connections, and a relatively modern housing stock. The recent town centre refurbishments as part of the Irvine Bay Urban Regeneration Company's public realm improvement programme, has also demonstrated the potential for continued business growth within a well established community.

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)