



North Ayrshire
Community Planning Partnership

Locality Profile

North Coast

September 2017

MAP Version 1.2



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Locality Profile

North Coast

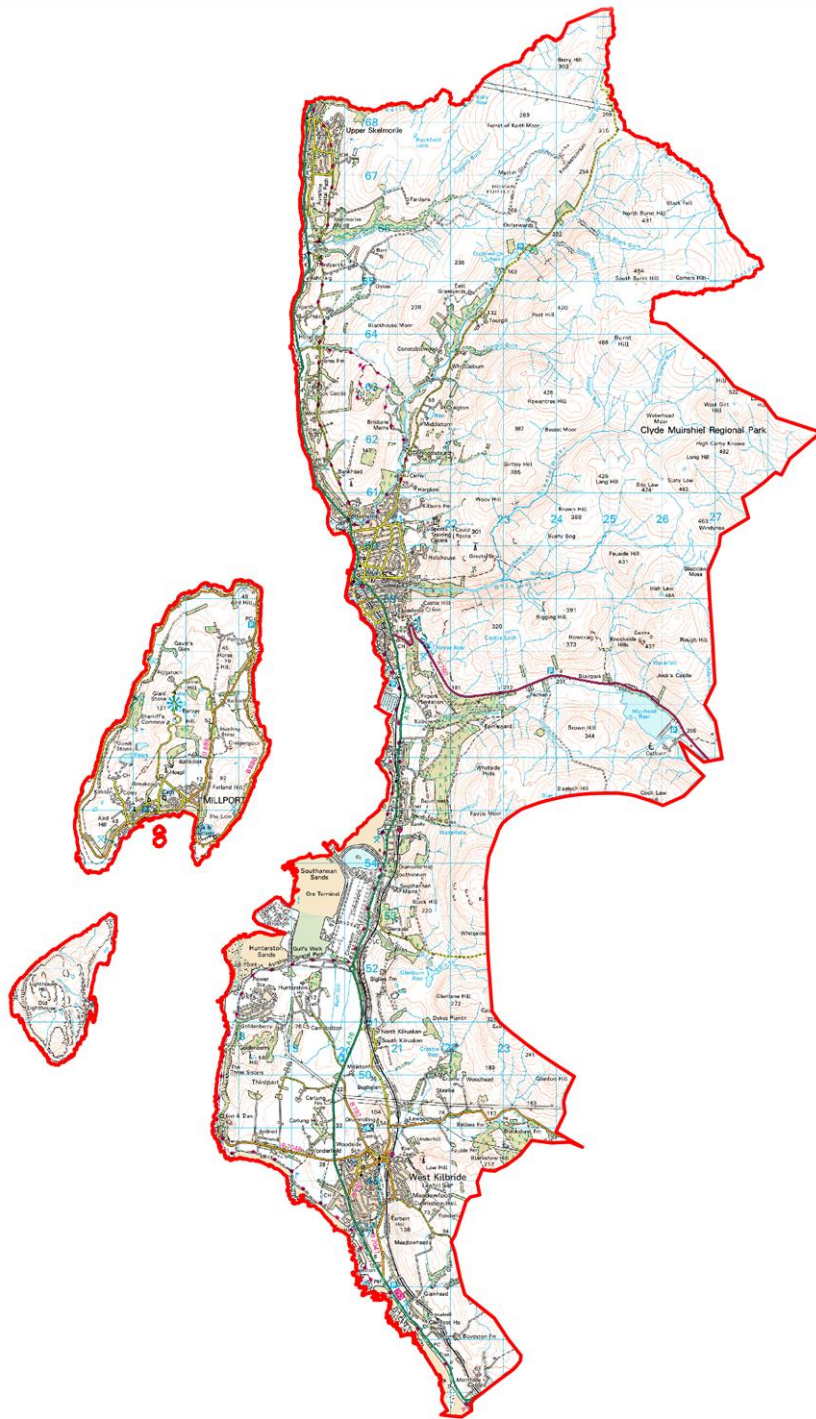
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September 2017

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North Coast

49%

Of North Coast residents agreed the top priority should be "We live our lives safe from crime, disorder and danger"



22,827

estimated population of North Coast



135,890

estimated population of North Ayrshire¹



will constitute one third of the total local population by 2026



Over 65s

HSCP MALE LIFE EXPECTANCY

in the North Coast is amongst the highest in North Ayrshire

The North Coast has the second lowest unemployment rate of all six localities at 2.1%



2.1%

5 OUT OF 6



North Coast intermediate zones have amongst the lowest youth unemployment in North Ayrshire

LARGS CENTRAL & CUMBRAE 04

is the first North Coast datazone to fall in the top 15% most multiply deprived areas in Scotland



LOWEST

SMOKING RATES



of all six localities

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

Approximately 17% of the North Ayrshire population live in the North Coast and it is the only locality to record growth in its local population, increasing over five percent to 22,827 since the last Census in 2011. While the older population (Over 65yrs) has increased by over 15% since the last Census, current projections suggest continued growth will mean this group will make up approximately a third of the total local population by 2026. By contrast, the younger population (under 18yrs) has remained stable, contrasting with declines of ten percent for this age group in the Garnock Valley, Arran and Kilwinning localities since 2011. The North Coast will also experience the smallest decline in working age population 18-64yrs (-4%) compared with a North Ayrshire wide fall of -13% for this age group.

Males born in Skelmorlie today can expect to live to over 82 years – almost six years above the national average. Overall, the median male life expectancy in the North Coast is just under 80 years - more than 3 years above the national average and the North Ayrshire rate. The median rate for female life expectancy in the North Coast is well over 85 years. Females in Fairlie can expect to live to over 89 years which is more than eight years above both the national and the North Ayrshire average for females.

North Coast settlements generally fall among the lowest unemployment claimant rates across North Ayrshire. The North Coast unemployment claimant count in March 2017 accounted for just over 8% of the North Ayrshire total at 280 claimants and at 2.2% is the second lowest of

all six neighbourhoods following Arran. The unemployment claimant rate for young people aged 16 to 24 years is two percent below the North Ayrshire rate and is the second lowest of all six localities at 3.4%.

Median household income in the North Coast is £30,048 compared with a North Ayrshire median of £24,356. Across the thirty North Coast datazones this ranged from £52,425 in Skelmorlie & Rural to £17,454 in Largs Central & Cumbrae. However, thirteen of the North Coast's thirty-one datazones fall in the top ten percent of North Ayrshire's income rankings. These rankings are a clear factor in terms of educational attainment levels. The most recent SIMD in 2016 ranked twenty-five out of thirty-one North Coast datazones in the bottom five least deprived deciles of the national SIMD 2016 Education Domain.

Despite these positive outcomes, the SIMD 2016 registered Largs Central & Cumbrae 04 as the first North Coast datazone to fall in the top 15% most multiply deprived areas in Scotland. Similarly, the North Coast has three datazones in total falling in the top 15% most deprived of the SIMD 2016 Crime domain. Using further geodemographic evidence, a concentration of lower income households are evident in postcodes falling within the Largs Central & Cumbrae neighbourhood. Postcodes categorised as 'affluent' and 'comfortable' are concentrated within the Largs North and Largs South neighbourhoods

In 2016 the median house price in the North Coast at £110,000 was over 22% higher than the North Ayrshire median price of £90,000. Both Arran and the North Coast have sustained the highest median house values in the last ten years. Local median house prices are 3.66 times the local median household income, making the North Coast one of the least affordable local housing markets.

Assessing strengths and challenges

On balance, the North Coast 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 higher life expectancy, lower unemployment, lower crime rates, higher than average household incomes, and a distinctive local cultural heritage with festivals promoting local identity.

Challenges more specific to the locality include the ranking of the Largs Central & Cumbrae neighbourhood in the top 15% most multiply deprived datazones in Scotland for the first time since indices began. By 2026, more than a third of residents will be aged 65yrs and over presenting ongoing challenges for local services around the needs of older households. The ageing demographic is also reflected in the much higher dependency ratio, where for every ten residents in employment, there are almost eight not in employment.

Nonetheless, successive People's Panel surveys indicate that quality of life in the North Coast is usually ranked second highest in North Ayrshire, with similar satisfaction levels to residents on the Isle of Arran. Clearly, positive lifestyle factors such as lower rates of smoking, stronger participation in community groups, higher satisfaction with community safety, proximity to the coastline, and a greater concentration of more affluent households will all contribute to the higher life expectancy rates we have come to associate the locality with in recent years.

North Coast Locality

Key Strengths	Key Challenges
<p>A growing population</p> <p>Between 2011 and 2015 the total North Ayrshire population fell by -1.4%. However, the North Coast is the only locality to record growth in its local population, increasing +5.5% since the last Census in 2011.</p> <p>Stable Under 18s</p> <p>Despite a declining Under 18yrs population in other localities by -10% or more, the North Coast maintained its local share of residents aged under 18yrs, with no change since the last Census.</p> <hr/> <p>Higher Life expectancy</p> <p>Both male and female residents in North Coast have amongst the highest life expectancy in Scotland. Life expectancy in Fairlie for females today is 89yrs, over eight years higher than the national average. Males born in Skelmorlie can expect to live to 82yrs, almost six years above the national average.</p> <p>Smoking</p> <p>Smoking prevalence was found to be the lowest in the North Coast of all six localities at 10%, compared with a North Ayrshire rate of 15%.</p> <hr/> <p>Low unemployment</p> <p>Unemployment has fallen steadily since 2013, while the local male unemployment claimant rate (2.8%) is now less than half the North Ayrshire rate of 5.7% (March 2017).</p>	<p>Ageing population</p> <p>Almost a third (30%) of the North Coast's population are 65yrs and over, with a higher concentration of residents aged 85yrs and over (3.8% compared with a North Ayrshire rate of 2.2%). Sub-national projections indicate that by 2026 the proportion aged 65yrs and over will be 33%.</p> <hr/> <p>Higher Dependency Ratios</p> <p>For every ten workers in the North Coast there are almost eight residents not economically active. At 0.77 compared with a rate of 0.60 residents for North Ayrshire, an ageing local population in the North Coast is likely to increase the dependency ratio over the coming years</p> <hr/> <p>Multiple deprivation registers</p> <p>For the first time since measurement started in 2004, the North Coast has a datazone falling in the top 15% most multiply deprived areas of the Scottish Index of Multiple Deprivation - Largs Central & Cumbrae 04</p> <hr/>

Key Strengths	Key Challenges
<p>Household Income</p> <p>Median household income in the North Coast is £30,048 compared with a North Ayrshire median of £24,356. Less than a quarter of North Coast postcodes (22%) fall below the North Ayrshire median for household income.</p> <p>Almost half of North Coast postcodes (49.6%) are categorised as 'Affluent Achievers', while 23% of households have an estimated annual gross income of £50K or above (North Ayrshire 15.5%), the highest rate of all six localities.</p> <hr/> <p>Lower Crime rankings</p> <p>The North Coast had three datazones falling in the top 15% most crime deprived of the 2012 SIMD. This was the same number for the SIMD 2016 but all three have lower rankings within the Crime domain.</p> <hr/> <p>Local culture</p> <p>As well as higher life expectancy, good schools and generally lower rates of crime, the North Coast offers a distinctive cultural heritage with local festivals promoting local identity. Strong civic engagement which includes four active community councils, established local newspapers and a strong base of community groups and organisations throughout West Kilbride, Cumbrae, Fairlie & Skelmorlie.</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 (£24K)	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 North Coast Locality Partnership. These will focus on the relative strengths and needs across the locality and where relevant provide some spatial understanding of this distribution.

North Coast, West Kilbride & Cumbrae

- 1.3 The North Coast, West Kilbride & Cumbrae area extends from the A78 north west of Ardrossan to Upper Skelmorlie on the boundary with Wemyss Bay on the mainland. The area also includes the islands of Great Cumbrae and Little Cumbrae, connected via the ferry terminal at Largs. The mainland topography extends inland east rising from the coastline across Clyde Muirshiel Park to the highest point at Hill of Stake (522m) on the boundary with Inverclyde.
- 1.4 The locality offers a range of advantages for those who visit, live and work in the area including unspoilt coastal environments in Largs, Millport & Seamill, outdoor leisure (including sailing, cycling, water sports etc.), indoor leisure (National Sports Centre), Largs marina, restaurants, cafes, established retail and the award winning Craft Town of West Kilbride. Cumbrae was also recently home to the respected University Marine Biological Station in Millport.
- 1.5 As well as higher life expectancy, good schools and generally lower rates of crime, the area also offers a distinctive cultural heritage dating as far back as the era of Viking colonies within the Largs vicinity. Local festivals promoting the North Coast identity, provide a focus for civic engagement which includes four active community councils, established local newspapers and a strong base of community groups and organisations throughout, including West Kilbride, Cumbrae, Fairlie & Skelmorlie.
- 1.6 The area and its environment offers more opportunities for a better quality of life than for example many other more urban based local authorities. Indeed recent health statistics confirmed that female residents in North Coast have amongst the highest life expectancy in Scotland. This profile will cover health as well as other key indicators to provide a snapshot of socio-economic conditions in the locality.



2. Local Resident Priorities

2. Local resident priorities

Results from the People's Panel

2016

People's
Panel

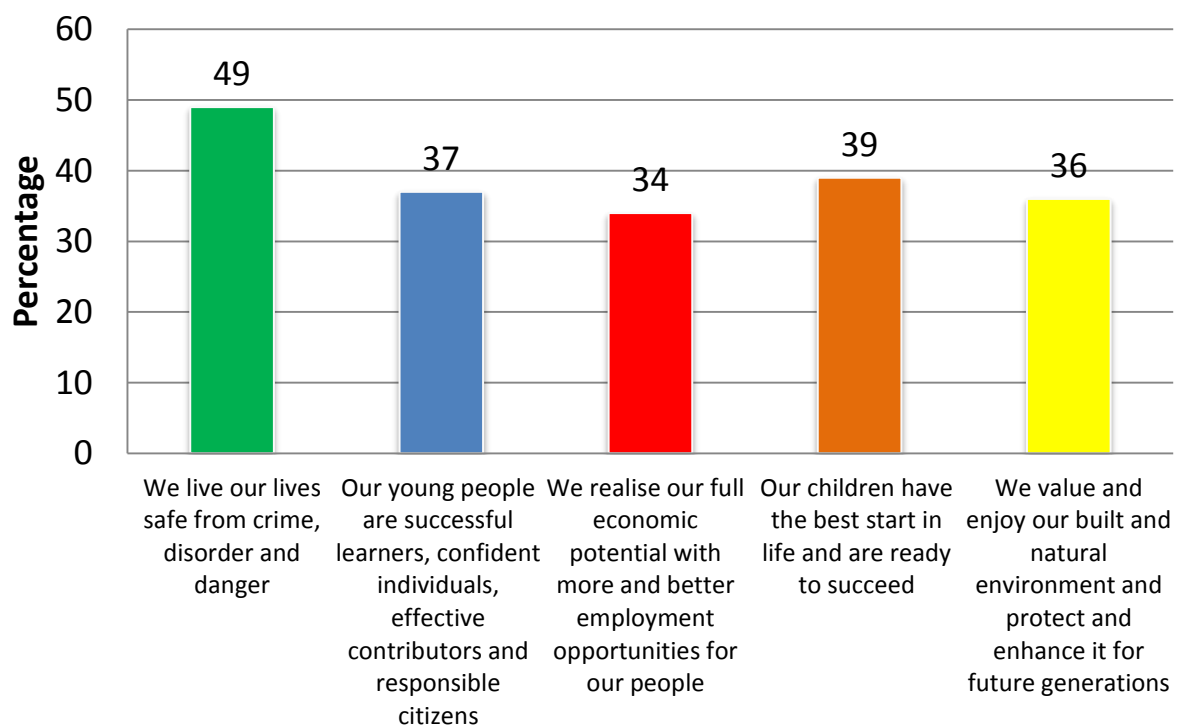
2.1 Every two years as part of the local People's Panel, two thousand North Ayrshire residents are surveyed on a range of Partnership themes and quality of life issues. Residents also take part in follow-up focus groups, with one third of the Panel refreshed every two years to make representation as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

49%

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

2.2 In the last survey respondents were asked to rank *"What are the most important aims for partnership working in North Ayrshire"* out of 15 aims. **Figure 2.1.** below summarises the level of support for each aim. The most frequent response was *"We live our lives safe from crime, disorder and danger"* was selected as one of the top 5 priorities. It was also most likely to be selected as the most important priority. This was the case for both North Ayrshire as a whole and for respondents within the North Coast Locality. In the North Coast, 49% of respondents selected it as one of their top 5 aims and 24% selected it as their most important aim.

Figure 2.1. Percentage of North Coast respondents selecting priority as a top 5 aim



Feedback from the locality workshops

153

Locality
Workshop
participants

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

943

comments

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

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

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

'Effective Communication' (62 comments)

'Practical Support' (52 comments)

'Support for Community Councils' (50 comments)

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

38%

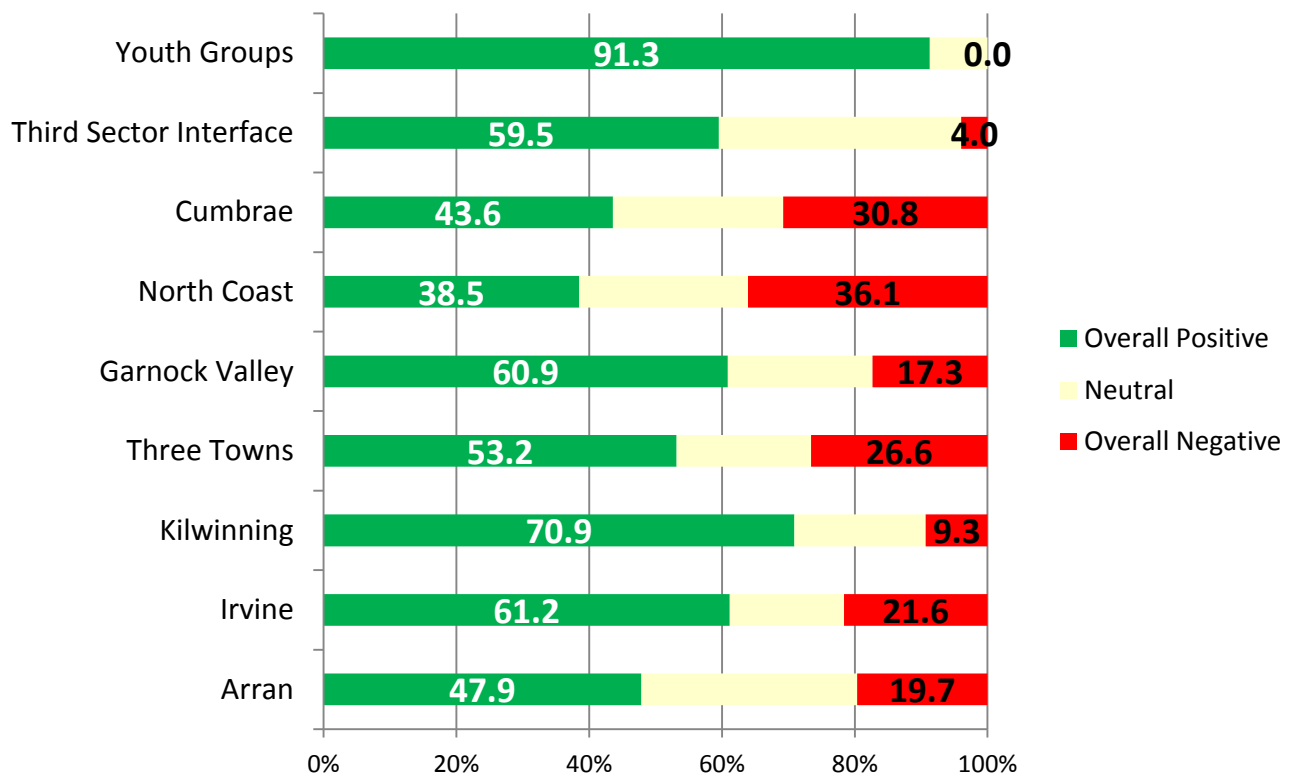
of comments in
the North Coast
were positive

- 2.6 All workshops comments received were categorised into one of 6 categories including two positive and two negative categories. Well over half (56%) of all comments across all workshops were categorised as overall positive. **Figure 2.2** shows that over 38% were categorised as overall positive in the North Coast.

The North Coast
had almost twice
as many negative
comments
compared with
the average

- 2.7 Over a third of all the comments in the North Coast workshop were classified as overall negative (36%), almost twice the average for all consultations (19%). Cumbrae also recorded higher than average rates of negative comments at 31%.
- 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 North Coast locality

3. Population in the North Coast

Overall population estimates

135,890

estimated
population
of North
Ayrshire¹

- 3.1 Population changes very slowly and the North Coast population has been relatively stable since 2001. The latest population count for North Ayrshire is 135,890⁸ based on 2016 mid-year estimates. The North Coast population was estimated at 22,827 in 2015, accounting for a 16.8% share of the North Ayrshire total (an increase of +1.1% on the share of 15.7% in the 2011 Census).

22,827

estimated
population
of North
Coast¹

- 3.2 **Figure 3.1** illustrates that the North Coast is the only locality to record growth in its local population, increasing +5.5% since the last Census in 2011. The locality has the third highest population of all six localities, with a very similar proportion of residents to fourth placed Garnock Valley, which has experienced a 3% decrease in population by contrast.

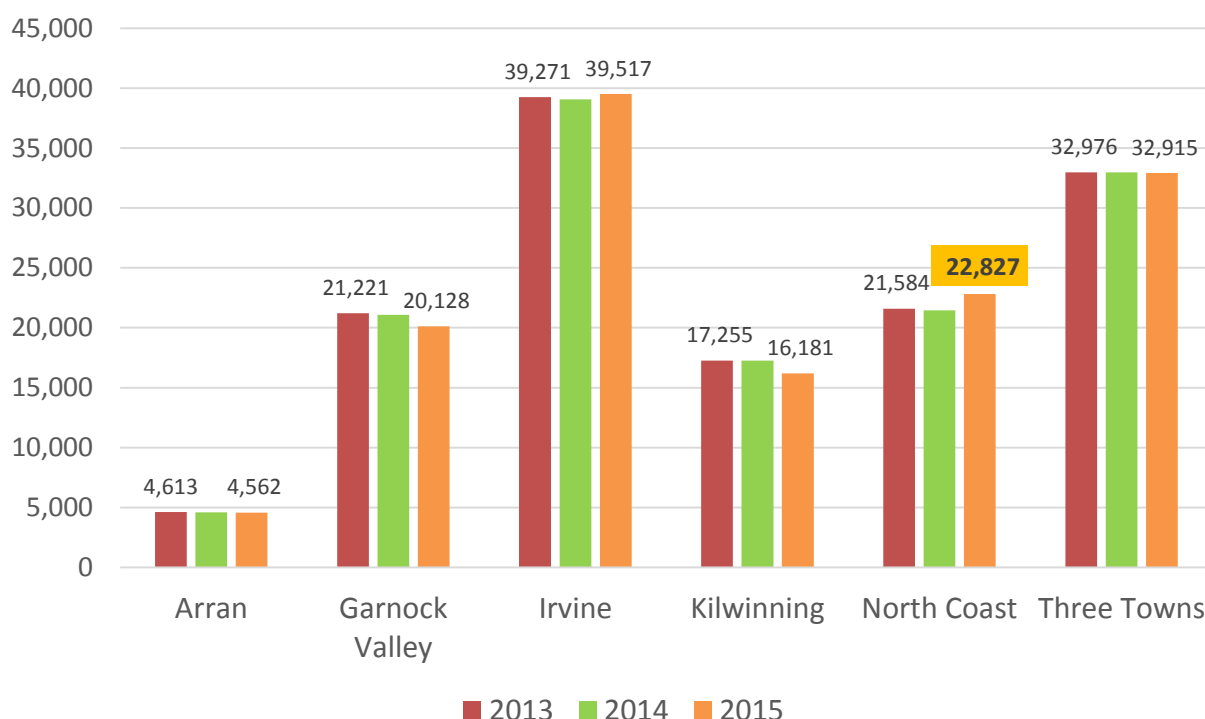
17%

of the North
Ayrshire
population
live in the
North Coast

- 3.3 Over half of that total is concentrated in the main North Coast settlement of Largs with a population of more than 11,300 residents. 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.
- 3.4 When locality boundaries were first drawn they were not constrained by the need to achieve evenly weighted populations like current electoral wards. This allowed the mainland locality boundaries to be determined around characteristics that people and communities recognise such as physical, social and economic factors. The application of this criteria in the North Coast meant that settlements such as West Kilbride and Cumbrae could be included on socio-economic as well as demographic similarities.

⁸ National Records of Scotland - Small Area Population Estimates 2016

Fig 3.1 Locality Population Estimates 2013-2015

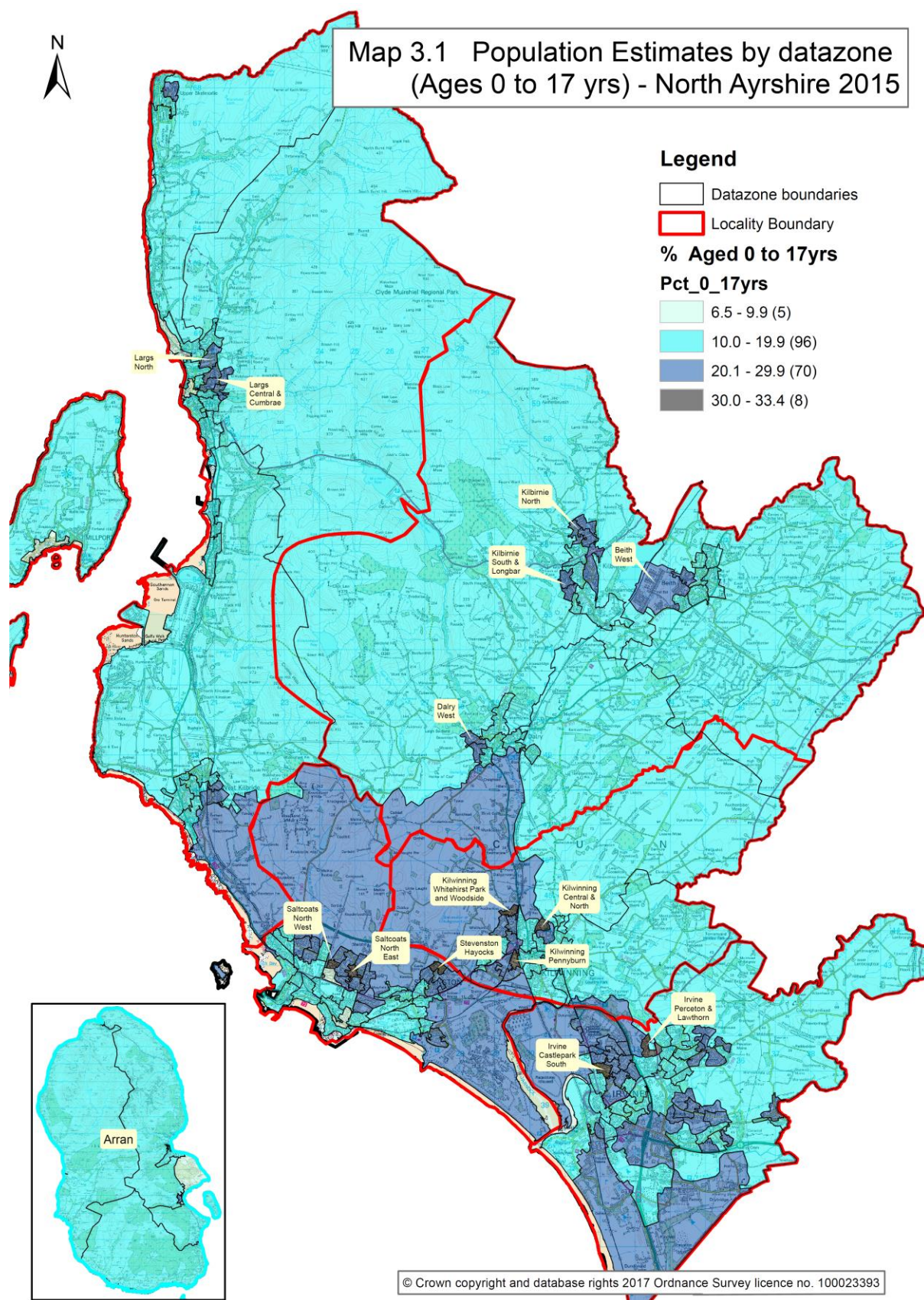


Younger population in the North Coast

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

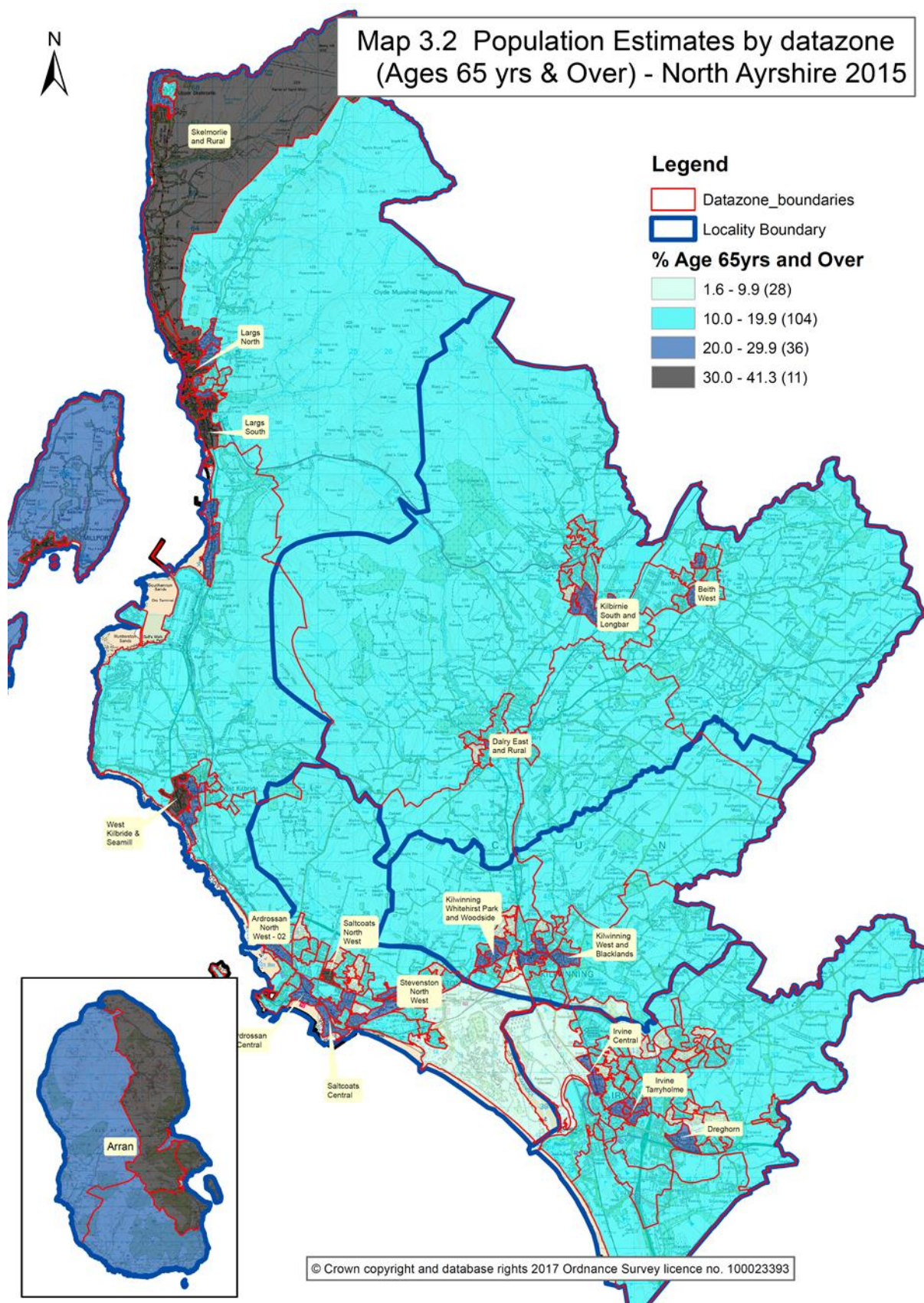
Under 18yrs
population in the
North Coast has
remained stable
since the last
Census

- 3.6 The highest falls for the under 18yrs cohort have occurred in the Garnock Valley, Arran and Kilwinning localities with approximately -10% declines across all three localities. The North Coast's local proportion of under 18yrs has by contrast remained stable since 2011, with a zero percentage change in this period.
- 3.7 The proportion of the North Coast population aged under 18 years accounts for 16.2% of the locality population. This compares with a proportional rate of 19.4% for this group across North Ayrshire. Only Arran has a smaller proportion of residents aged under 18 years at 14.7%. Trends since the 2001 Census indicate a steady decline in this age cohort across all localities, although with the North Coast stabilising in recent years at just over 16%.
- 3.8 **Map 3.1** below illustrates the distribution of the younger population below 18 years across North Coast datazones, as well as placing the locality in North Ayrshire context. We can see a higher concentration of younger residents in the Largs Central & Cumbrae datazones, with a much lower presence of this age group in Largs North and Largs South.



Older population in the North Coast

- 3.9 Scotland has an ageing population like most parts of the UK, presenting future challenges for the delivery of care and support service across localities. Across North Ayrshire, the 65 years and over age cohort has increased steadily since 2011 with an additional 2,754 residents - the only positive growth of 10.6%. By contrast the working age population (18-64yrs) has fallen by just over 3,000 residents or -3.6%
- 3.10 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%. This compares with 12.9% and 10.3% in Irvine and Three Towns localities respectively. The North Coast's local proportion of residents aged 65 years and over has increased by almost 3% during this period.
- 3.11 The proportion of the North Coast population aged 65 years and over accounts for almost a third (30%) of the locality population. This is the second highest proportion of any locality and compares with a proportional rate of 21% for this group across North Ayrshire. Only the Arran locality has a higher proportion of residents aged 65 years and over at 33%.
- 3.12 **Map 3.2** below illustrates the distribution of the older residents population within the North Coast locality, while comparing with the other five localities. Conversely with the older population, we can see a higher concentration of older residents in Largs North and Largs South, with a much lower presence of this age group in Largs Central & Cumbrae datazones



Projecting the population for the North Coast

U18s

Under 18 age group is projected to increase by 2026

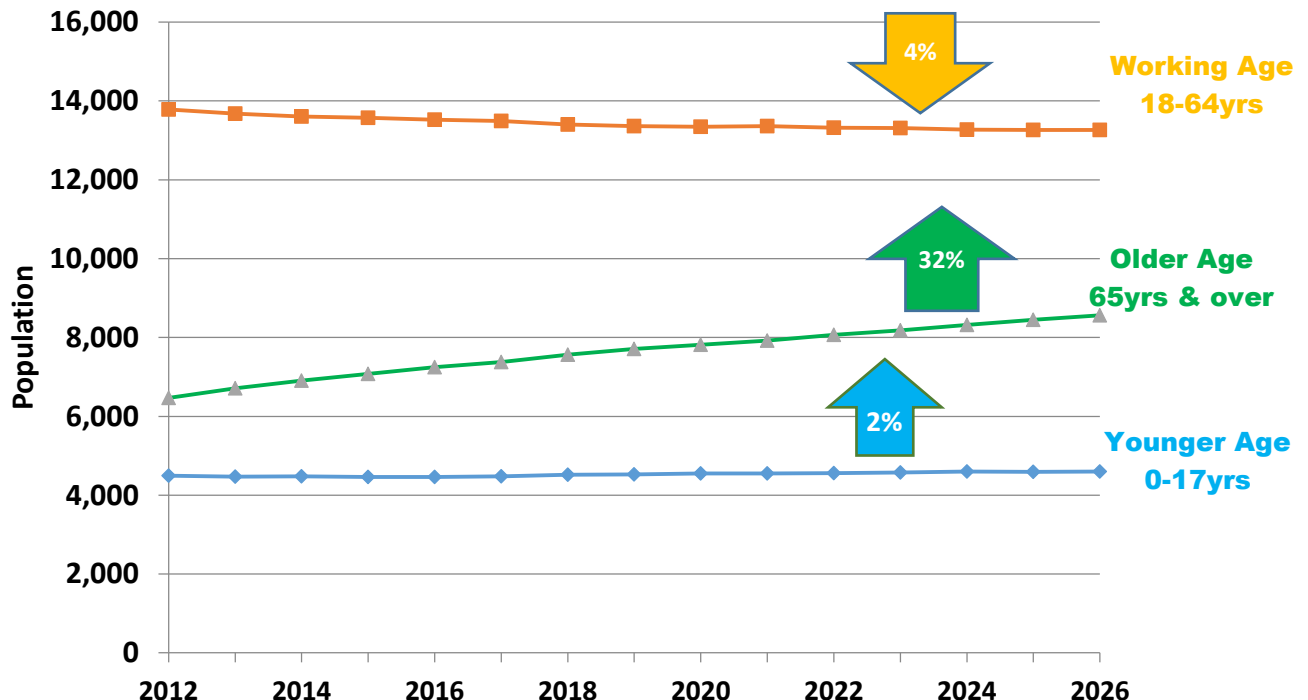
3.13 **Figure 3.2** below highlights the projected population to 2026 for the North Coast, West Kilbride & Cumbrae locality. This is the first time that sub-local authority population projections have been produced by NRS (National Records for Scotland). Although on an experimental basis these projections show positive trends for North Coast over the next 15 years. For example by 2026, although only a marginal 2% increase is projected for residents under 18 years, this is the only positive growth among all six Locality Partnerships for this age group. The same age group for example in Arran is projected to fall by almost a third (-32%).

Over 65s

projected to increase by 32%

3.14 The locality will also experience continued growth in the number of residents aged over 65yrs – this will grow by almost a third (+32%) by 2026 compared with 27% North Ayrshire wide. North Coast will also experience the smallest decline in working age population 18-64yrs (-4%) compared with a North Ayrshire wide fall of -13% for this age group, and a fall of almost half the working age population on Arran (-47%)

Fig 3.2 North Coast Population Projection 2012-2026



How the local population will look in 2026

135,890

estimated
population
of North
Ayrshire¹

- 3.15 Population changes very slowly and the North Coast population has been relatively stable since 2001. The latest population count for North Ayrshire is 135,890⁹ based on 2016 mid-year estimates. The North Coast population was estimated at 22,827 in 2015, accounting for a 16.8% share of the North Ayrshire total (an increase of +1.1% on the share of 15.7% in the 2011 Census).

18-64yrs

Working age
groups
projected
to decline

- 3.16 **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.

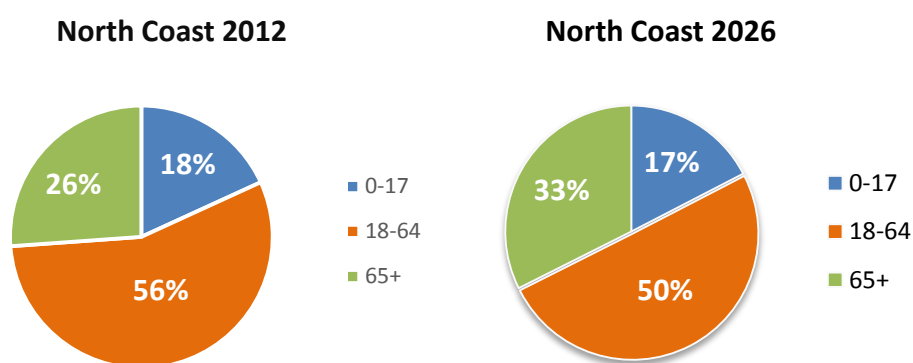
- 3.17 Only the working age group (18-64yrs) will experience a significant decline in their overall share in the North Coast dropping (-6%) to exactly half the local population. Both the younger and older age groups will expand their overall shares.

Over 65s

will constitute
one third of
the total local
population
by 2026

- 3.18 The change in the key age groups indicates that the over 65s will constitute a third of the total local population by 2026, while the younger population will remain relatively stable. However although North Ayrshire as a whole will experience a decline of approximately 9% in the younger population, this age group is projected to grow by 1% overall by 2026 in the North Coast.

Fig 3.3 Change in the key age groups 2012 and 2026 - North Coast



Source: NRS population projections 2014

⁹ National Records of Scotland - Small Area Population Estimates 2016

Dependency Ratio

Over 65s

projected to
increase by 32%

- 3.19 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.
- 3.20 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.

0.77

The North Coast
has the second
highest
Dependency Ratio
in North Ayrshire
(0.77)

- 3.21 The North Coast has the second highest dependency ratio of 0.77 compared with a North Ayrshire ratio of 0.60. In wider labour market terms this means that for every 10 workers there are almost 8 residents not economically active, compared with a rate of six residents across North Ayrshire.



4. General Health in the North Coast 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”

North Coast
smoking rates
are the lowest of
all six localities

- 4.1 The North Ayrshire Community Planning Partnership carries out a People’s Panel survey every two years using a sample of up to 2000 people of all ages across the local authority area.
- 4.2 The last survey was carried out in 2015 and respondents were asked about their general health. Health ratings tend to decrease as the respondent gets older. Nonetheless, six out of ten respondents indicated that their health was ‘Very Good’ or ‘Fairly Good’ across North Ayrshire.
- 4.3 However 70% of respondents in the North Coast rated their health in these two categories. Similarly, 14% of all North Ayrshire respondents rated their general health as ‘Poor’ or ‘Very Poor’, while only 11% of respondents in the North Coast 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 North Coast only 7% ranked this as a barrier whereas 87% did not.
- 4.5 General health indicators also highlighted that smoking prevalence was also found to be the lowest in the North Coast of all six localities at 10% compared with a rate of 15% across North Ayrshire.

Life Expectancy

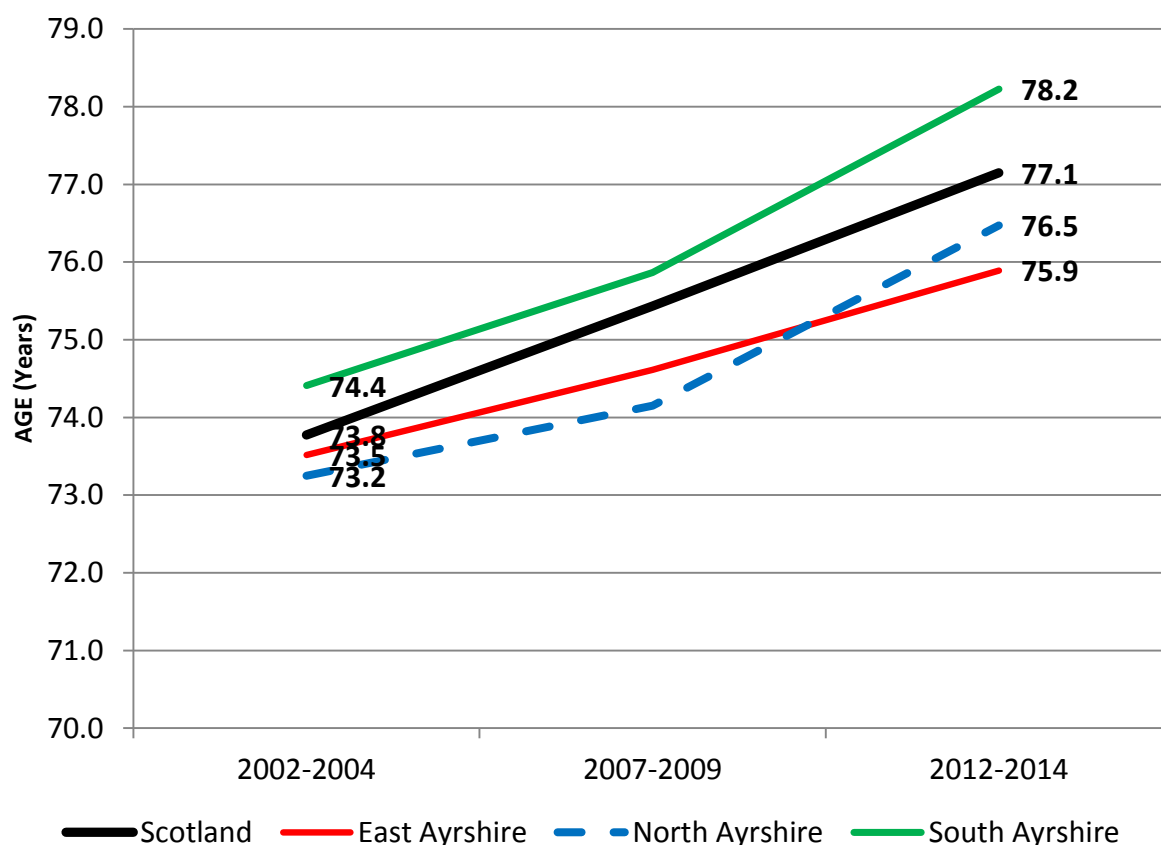
- 4.6 Life expectancy continues to grow in Scotland and North Ayrshire is no exception. Underlying trends in both life expectancy and healthy life expectancy at birth show a general improvement in Scotland over recent years. The **most recent** annual estimates for Scotland are for boys born in 2014 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'.

76.5 yrs

Average Life Expectancy in North Ayrshire (2012-14)

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

Figure 4.1 Life Expectancy - Scotland & Ayrshire 2014



Male life expectancy

Male life expectancy

in the North Coast is amongst the highest in North Ayrshire

80yrs

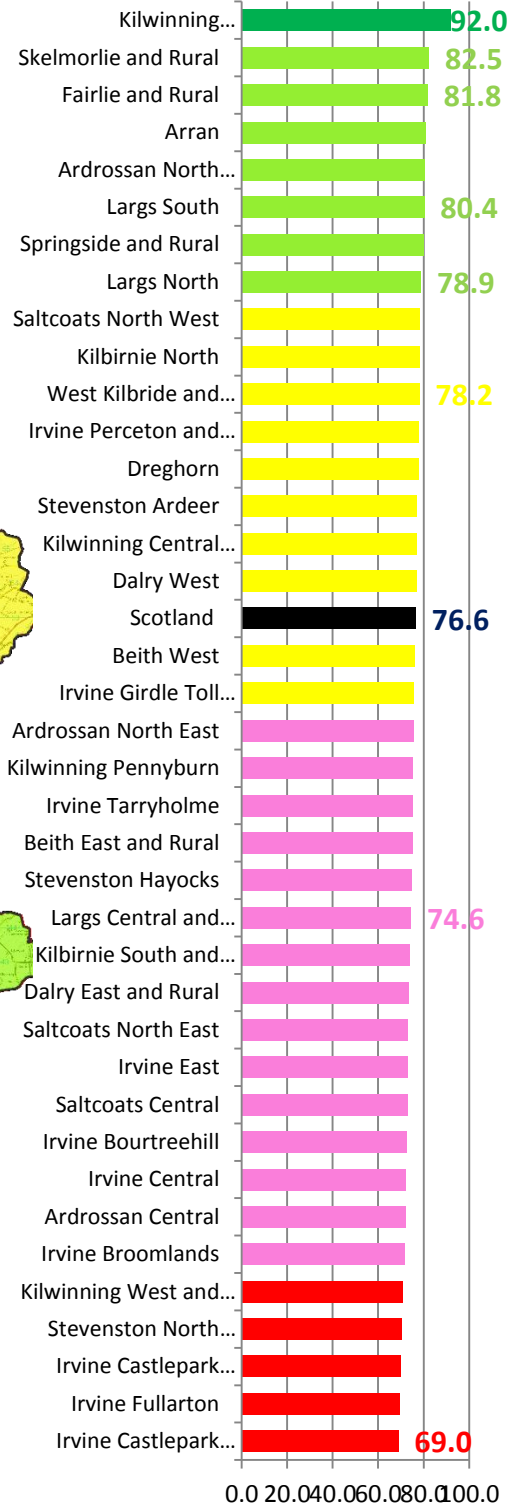
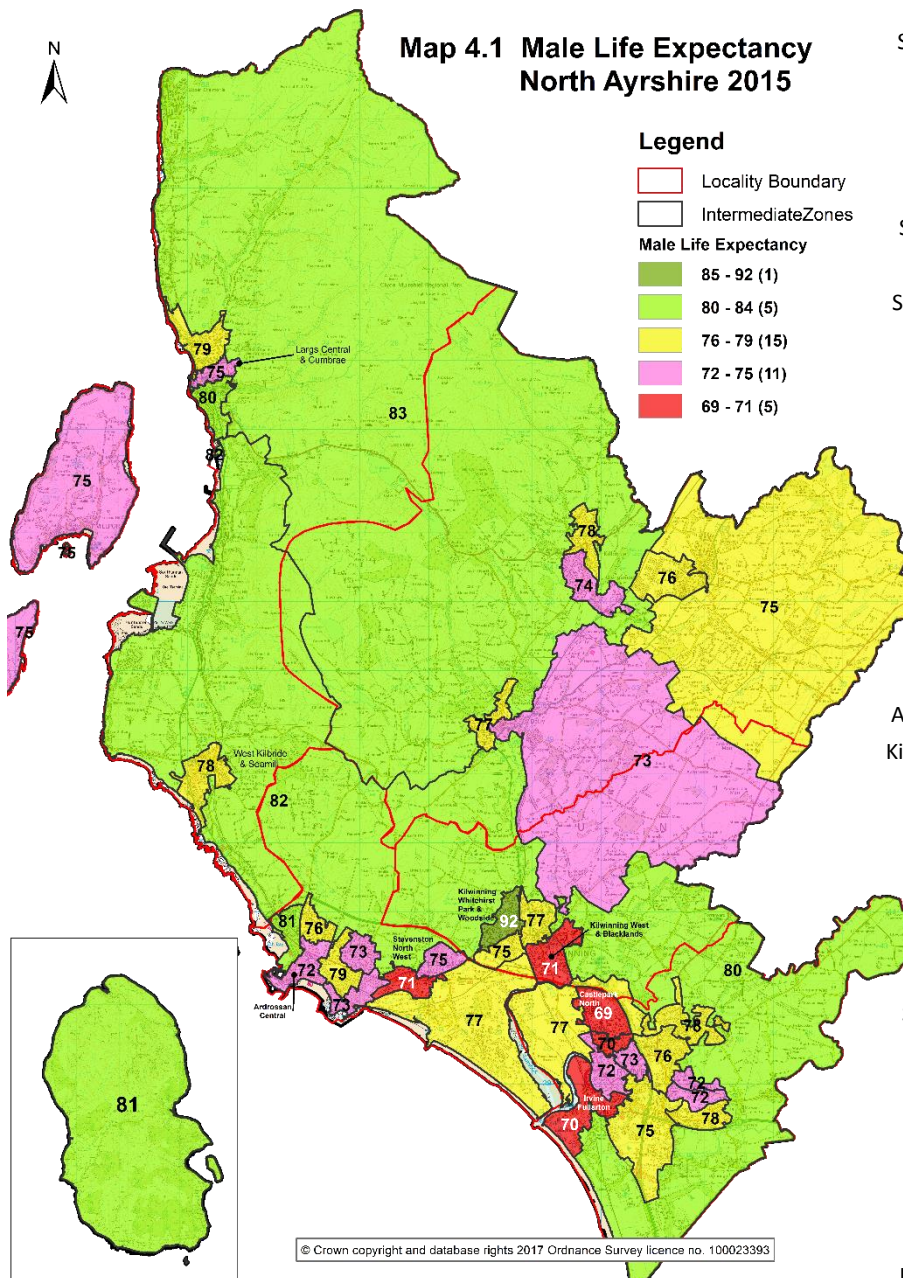
Median life expectancy for males in the North Coast – 3 years above the national average

82yrs

Life expectancy for males born in **Skelmorlie** today

- 4.9 **Figure 4.2** below shows male life expectancy for each of the 38 intermediate zones in North Ayrshire. Data is released retrospectively for each intermediate zone to avoid disclosure as these areas range between 2500 to 6000 population, while figures for small areas are only available up to 2013.
- 4.10 The chart indicates that male life expectancy in the North Coast, West Kilbride & Cumbrae locality is amongst the highest in North Ayrshire. With the exception of Largs Central & Cumbrae, the majority of North Coast settlements (Largs, West Kilbride, Fairlie and Skelmorlie) cluster at the top of the rankings among 38 North Ayrshire intermediate zones.
- 4.11 Males born in Skelmorlie today can expect to live to over 82 years – almost six years above the national average. Overall, the median male life expectancy in the North Coast is just under 80 years - more than 3 years above the national average and the North Ayrshire rate.
- 4.12 Only Largs Central & Cumbrae has a male life expectancy below the national average of two years approximately at 74.6 years. **Map 4.1** below illustrates the contrasting male life expectancy between North Coast neighbourhoods and the rest of North Ayrshire

Fig 4.2 Male Life Expectancy
(Ranked by Intermediate Zone)



Most improved areas (males)

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

- 4.13 These life expectancy results are aggregated over a 5 year period for intermediate zones with 2011 as the mid-point year. Improvements since the last life expectancy tables were released (covering the period 2005-2009) is most notable for Skelmorlie & Rural where male life expectancy has improved by almost 4 years, and Largs Central & Cumbrae which has risen by 3.5 years.
- 4.14 Other areas of notable improvement include Largs South – up by 2.7 years from 77.7 years to 80.4 years. However by contrast, Largs North dropped by almost one year (-0.8yrs) from 79.7 years in 2007 to 78.9 years in 2013.

Female life expectancy

Female life expectancy in the North Coast locality is the highest in North Ayrshire

Females in **Fairlie** can expect to live to 89 years - nine years above the Scottish average

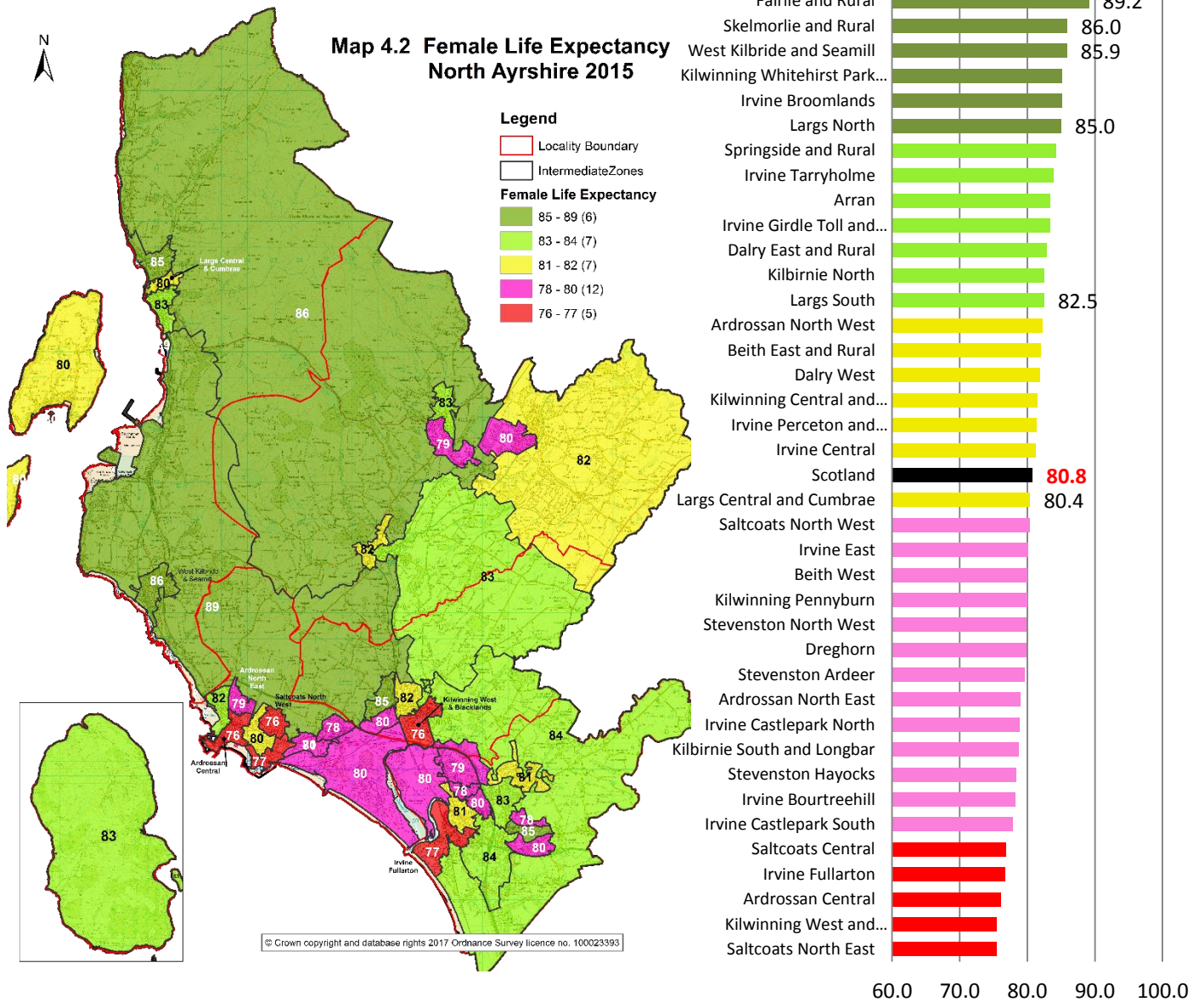
- 4.15 **Figure 4.3** below indicates that female life expectancy in the North Coast is the highest in North Ayrshire. The three top ranked areas for female life expectancy in North Ayrshire all fall in the North Coast neighbourhoods of Fairlie, Skelmorlie, West Kilbride & Seamill.
- 4.16 Females in Fairlie can expect to live to over 89 years which is more than 8 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 85 years.
- 4.17 Similarly, females in Skelmorlie and West Kilbride can expect to live to 86 years approximately, compared with just under 81 years nationally. **Map 4.2** below illustrates the contrasting female life expectancy between North Coast neighbourhoods and the rest of North Ayrshire.

Most improved areas (females)

Female life expectancy has improved most in **Skelmorlie** - up 4.8 years to 86 years

- 4.18 Improvements since the last female life expectancy tables were released is most notable for Skelmorlie, moving from a rank of eleventh (at 81.2 years) to second highest position out of 38 intermediate zones at 86 years.
- 4.19 While West Kilbride and Seamill retains its rank of third highest, other areas such as Largs North and Largs South improve in life expectancy terms but fall in the rankings due to stronger performance from other areas of North Ayrshire such as Irvine Broomlands and Springside & Rural. Largs Central & Cumbrae also drops by three places to a ranking of 20th out of 38 zones, being displaced by stronger performance in areas within the Garnock Valley for example.

Fig 4.3 Female Life Expectancy
(Intermediate Zones)



SIMD 2016 – Health Domain

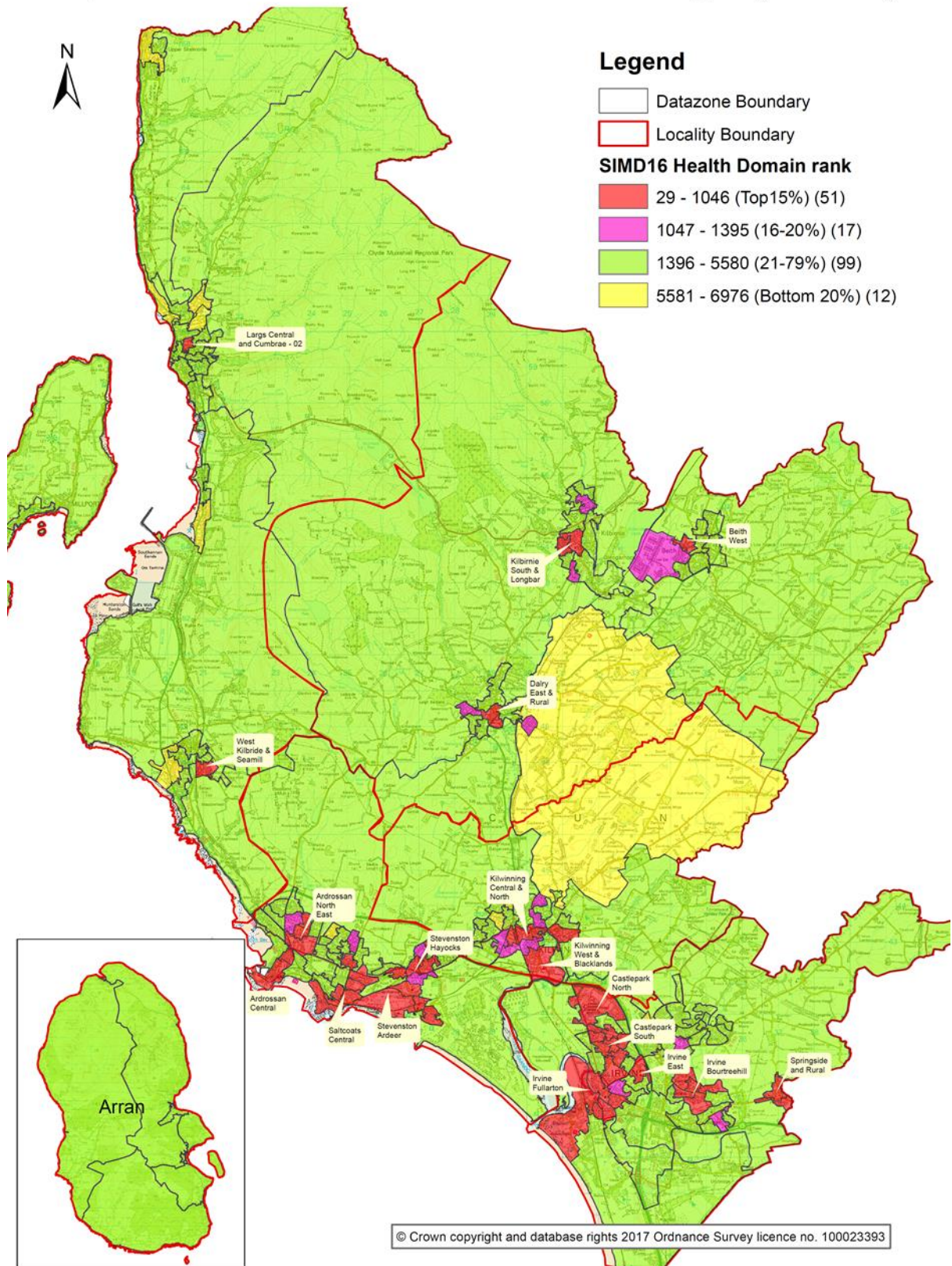
- 4.20 The SIMD 2016 is made up of seven domains, one of which ranks all 6,796 datazones in Scotland according to scores on population Health. Along with the Education domain, this index carries a weighting of 14% when combined with other domains to calculate the overall SIMD score.
- 4.21 As well as 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 Two of the North Coast's 31 datazones fall in the top 15% most health deprived datazones in Scotland. These are Largs Central & Cumbrae 04 and West Kilbride & Seamill 06. This is a 'local share' (or proportion of all the North Coast datazones) of 6.5%, the second lowest rate next to Arran.
- 4.25 However, this is a slight increase on the results for the Health domain in the SIMD 2012 where the North Coast had only one datazone falling in the top 15% most health deprived (West Kilbride & Seamill). This was a North Coast local share of 3.3% in relation to the health domain. Nonetheless, the majority of the North Coast's datazones fall outside of both the top 15% and the top 20% most health deprived
- 4.26 **Map 4.3** below indicates how the health rankings for the North Coast 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 North Coast has two datazones falling in the top 15% most health deprived datazones in Scotland

The **local share** of North Coast 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

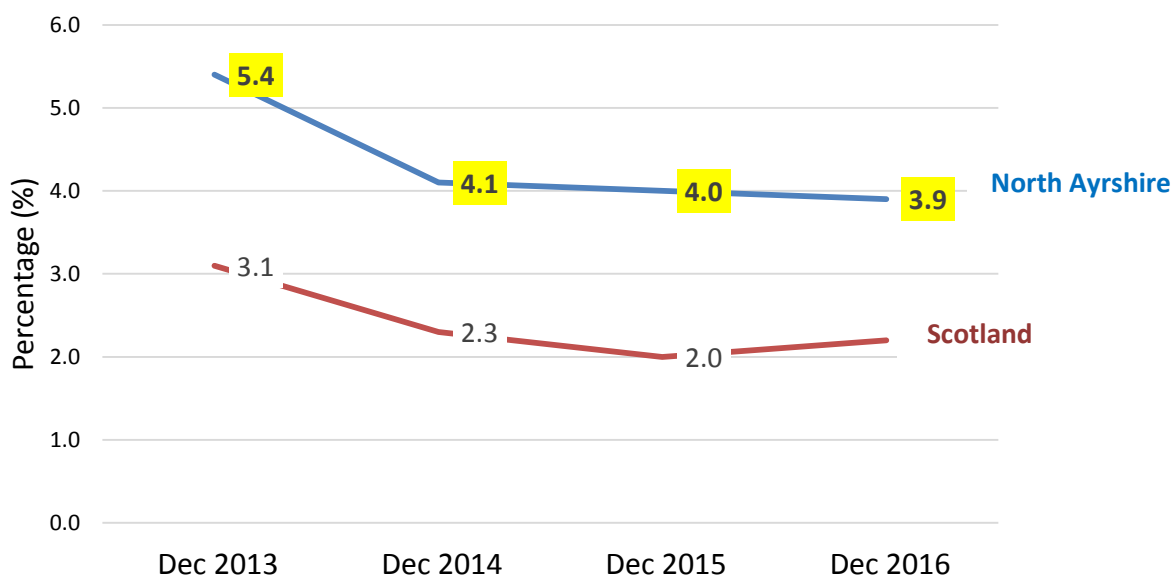
Unemployment & Youth Unemployment

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 North Coast

2.1%

The North Coast has the second lowest claimant rate of all six localities at 2.1%

- 5.5 The total unemployment claimant count for March 2017 in the North Coast was 280. **Table 5.1** below compares the unemployment claimant rates for all six localities by gender. The North Coast claimant count in March 2017 accounted for just over 8% of the North Ayrshire total at 280 claimants and at 2.2% is the second lowest of all six neighbourhoods following Arran at 1.0%.

2:1

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

- 5.6 The unemployment claimant count for males at 5.7% during Mar 2017 was more than twice that for females at 2.6%. In the North Coast there were 110 female claimants compared with 170 males. This translates into 1.5 times more male than female claimants, which is also the lowest ratio of all six 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 highlights the steady fall in the claimant count over the recent years in the North Coast. By comparison, the total unemployment claimant count for December 2013 in the North Coast was 400, or a rate of 2.9% of the working age population. The March 2017 count represents a fall of 30% in the number of claimants, and fall of 0.7% in the overall rate from 2.9% to 2.2%.

North Coast
unemployment rates
have been
consistently **lower**
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 North Coast settlements are generally clustered in the lower quartile, enjoying some of the lowest unemployment claimant rates across North Ayrshire. The subsequent **Map 5.1** shows the North Coast in context with other localities.

Fig 5.2 Unemployment Claimant Count 2013-16 by Locality

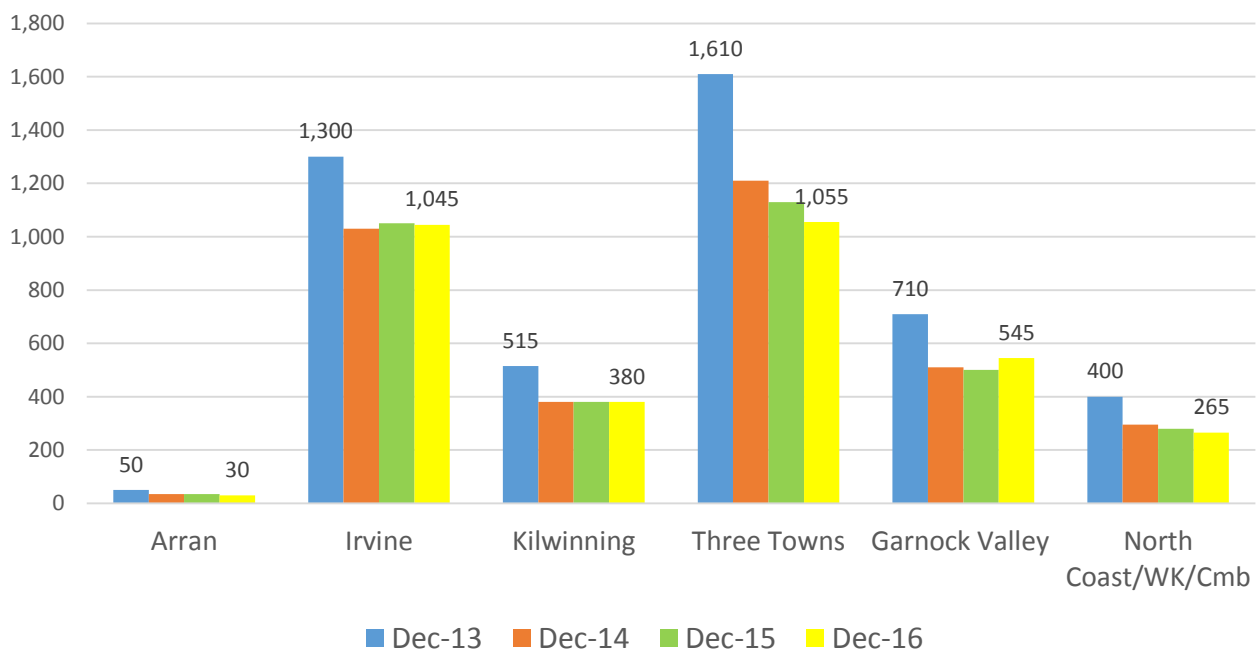
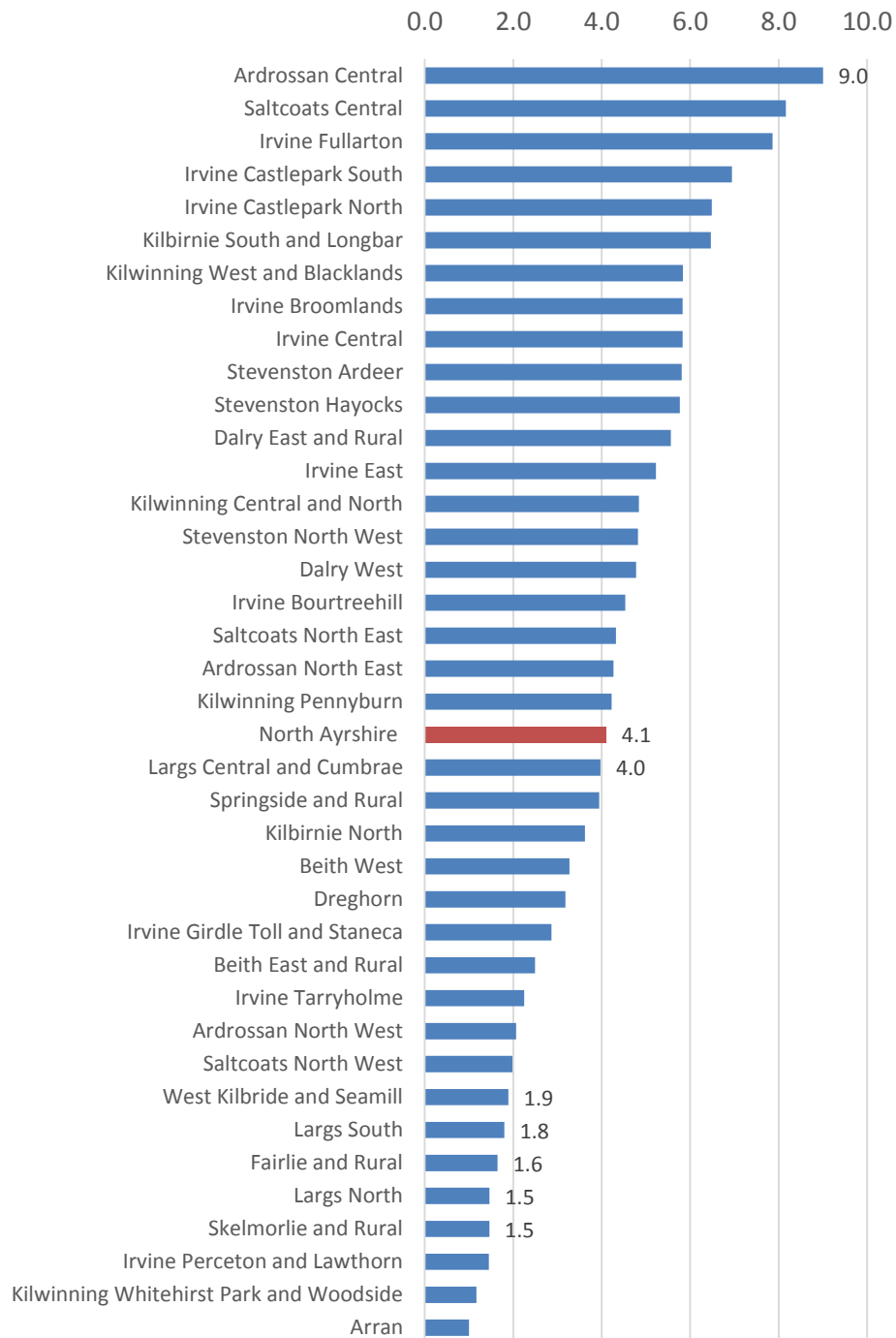
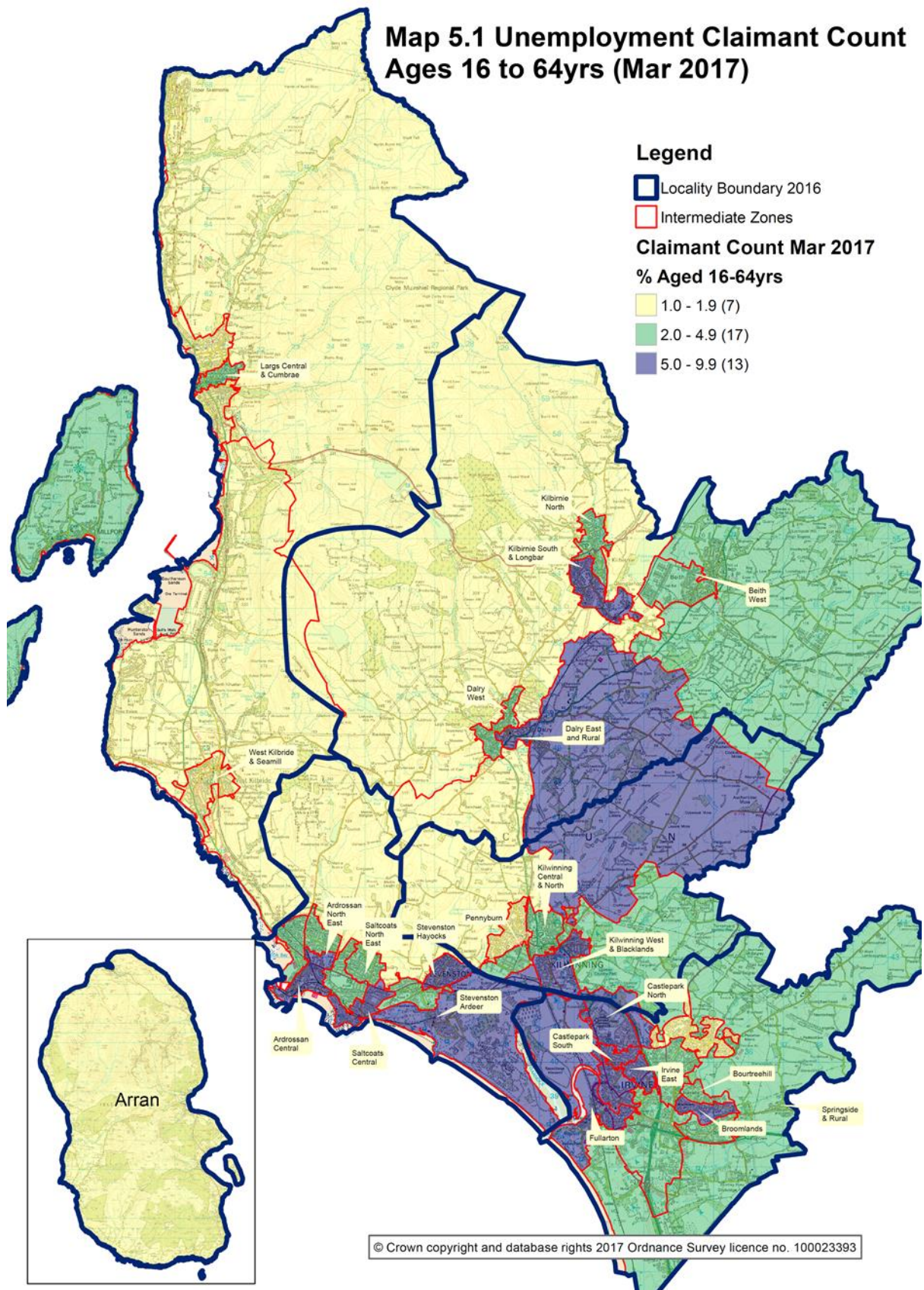


Fig 5.3 Unemployment Claimant Rate (%)
Aged 16-64yrs (Mar 2017)



**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 March 2017 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 twice as high 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,

3.4%
The March 2017 unemployment claimant rate for young people in the North Coast

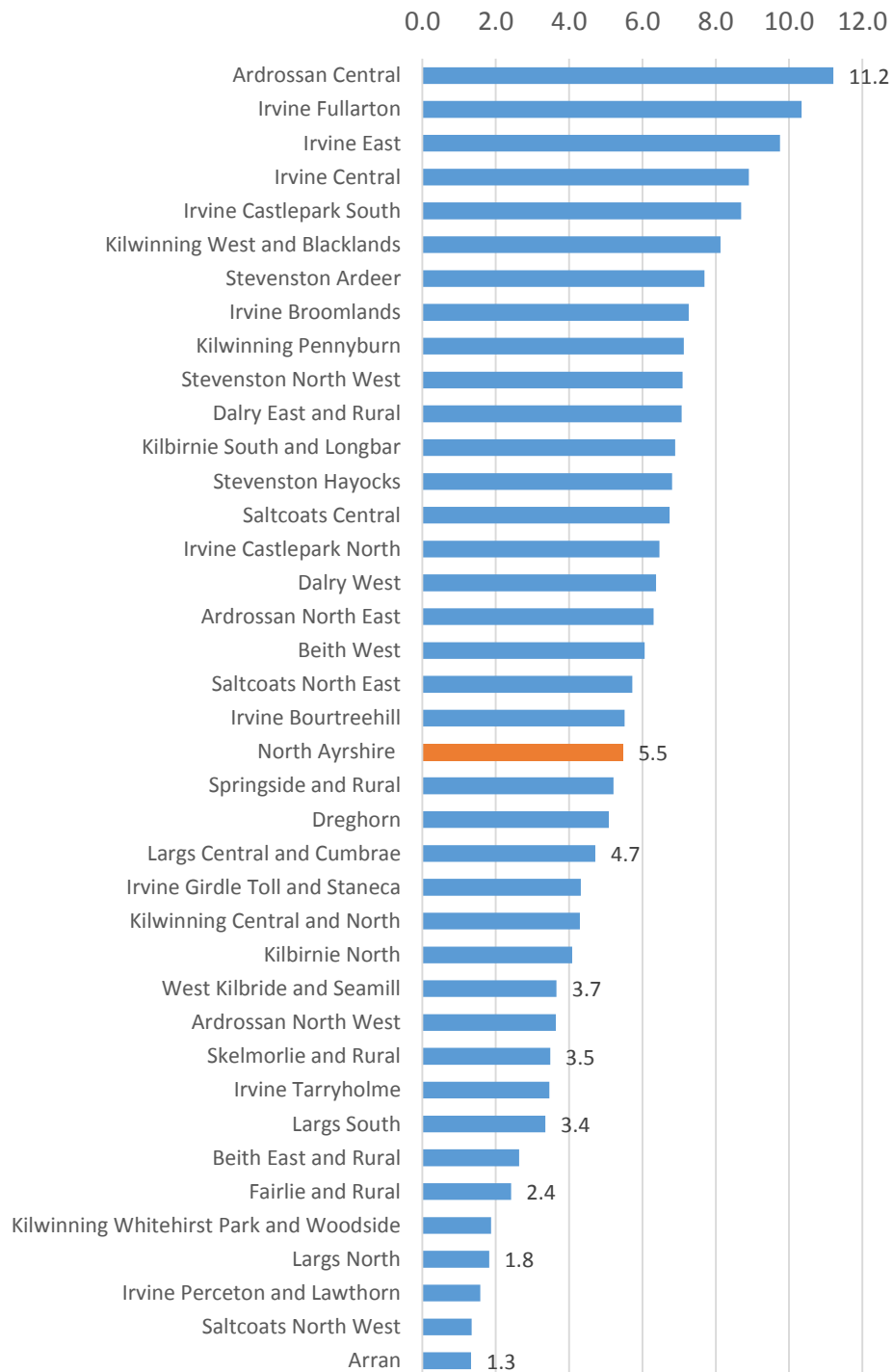
5.11 The unemployment claimant rate for young people aged 16 to 24 years in the North Coast is two percent below the North Ayrshire rate and is the second lowest of all six localities at 3.4%. However this varies at settlement level with a rate of 1.8% in Largs North to a rate of 4.7% in Largs Central. Only Arran, North Coast and Kilwinning have rates below the North Ayrshire rate of 5.5%.

5 out of 6

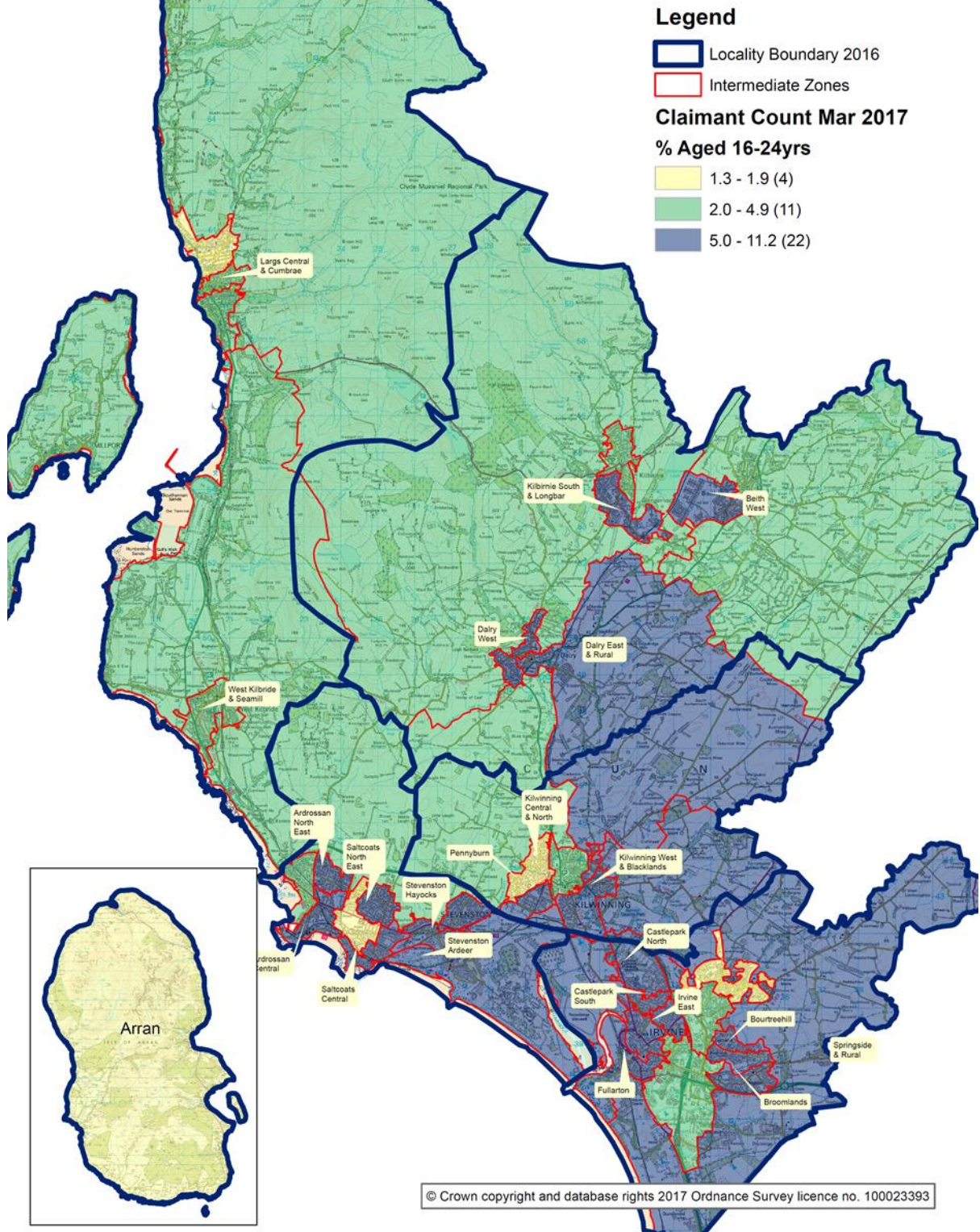
North Coast intermediate zones have amongst the lowest youth unemployment in North Ayrshire

- 5.12 **Figure 5.3** below indicates that youth unemployment claimant rates in the North Coast neighbourhoods ranged between 1.8% in Largs North to 4.7% in Largs Central & Cumbrae.
- 5.13 All six North Coast intermediate zones have lower claimant rates than the North Ayrshire youth claimant rate of 5.5%. The rate of 4.7% in Largs Central & Cumbrae is ranked 24th out of 38 intermediate zones in terms of youth claimant rates.
- 5.14 Ardrossan Central has the primary ranking of all intermediate zones with the both the highest adult unemployment rate in North Ayrshire at 9.0% and the highest youth unemployment at 11.2%. The youth claimant rate in Ardrossan Central is over six times higher than the equivalent rate in Largs North.

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



**Map 5.2 Unemployment Claimant Count
Ages 16 to 24yrs (Mar 2017)**



Household Income

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

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

£24,926

Median household income in North Ayrshire

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

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

£30,048

Median household income in North Coast

5.19 Median household income in the North Coast is £30,048 compared with a North Ayrshire median of £24,356. Across the thirty-one North Coast datazones this ranged from £52,425 in Skelmorlie & Rural to £17,454 in Largs Central & Cumbræe.

13 out of 31

North Coast datazones fall in the top ten percent of North Ayrshire's income rankings

5.20 **Table 5.1** below shows 8 out of the 31 datazones within the North Coast locality with both the highest and lowest median household incomes. One datazone within Skelmorlie & Rural is ranked second out of 186 datazones with a median household income of £52,425 while five other datazones fall within the top ten percent of overall rankings with median household incomes ranging between £41K and £52K approximately. These all rank between third and 18th place out of 186 datazones.

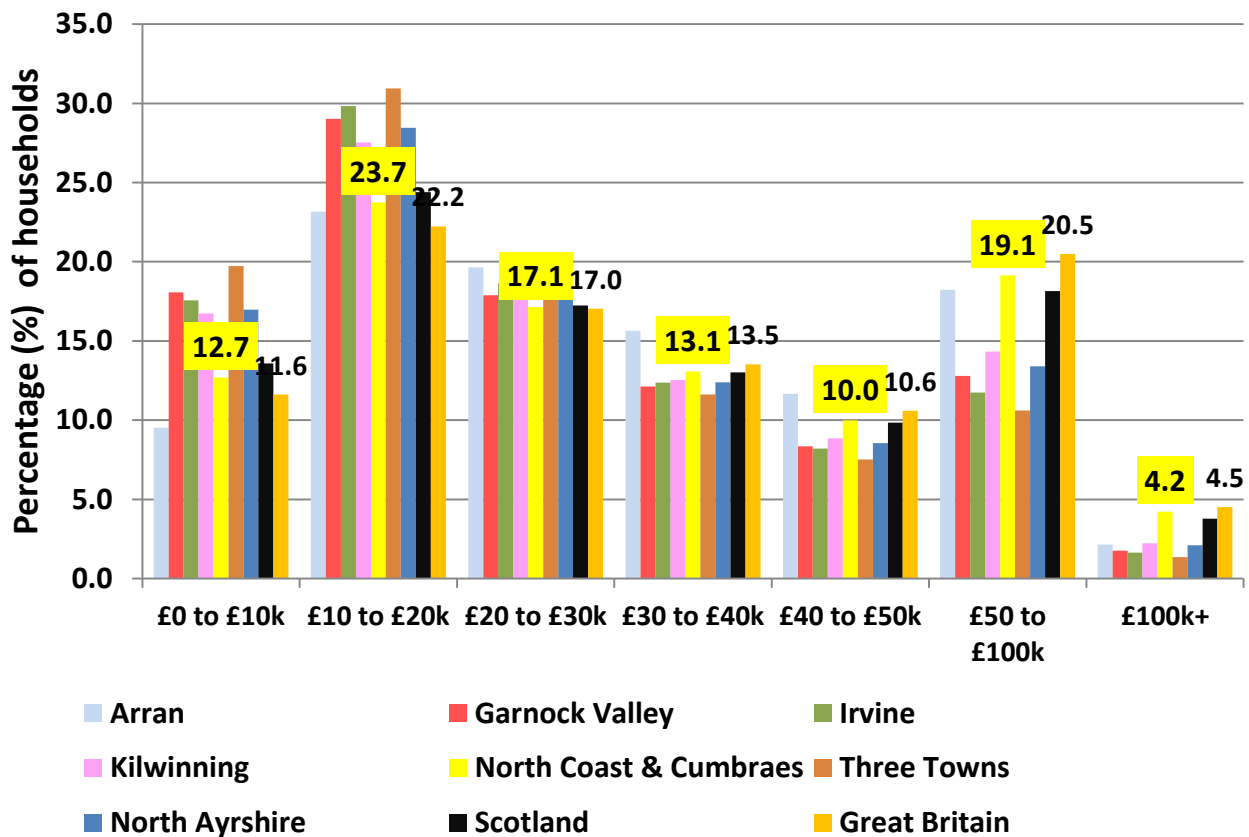
Table 5.1 Median income by highest / lowest datazones - North Coast

	Datazone	Total Households	Mean Income (£)	Median Income (£)	Rank
Highest	Skelmorlie and Rural - 04	300	59,667	52,425	2
	West Kilbride and Seamill - 02	482	59,654	51,803	3
	West Kilbride and Seamill - 01	361	55,051	47,900	9
	Largs North - 04	383	51,498	44,420	11
Lowest	Largs South - 04	317	25,982	20,416	128
	Largs Central and Cumbrae - 06	398	23,547	19,552	141
	Largs Central and Cumbrae - 05	566	21,972	18,260	155
	Largs Central and Cumbrae - 04	459	20,805	17,454	163
	North Ayrshire	63,289	31,227	24,356	n/a
	NA (Highest)	195	65,198	58,841	1
	NA (Lowest)	496	15,691	13,134	186

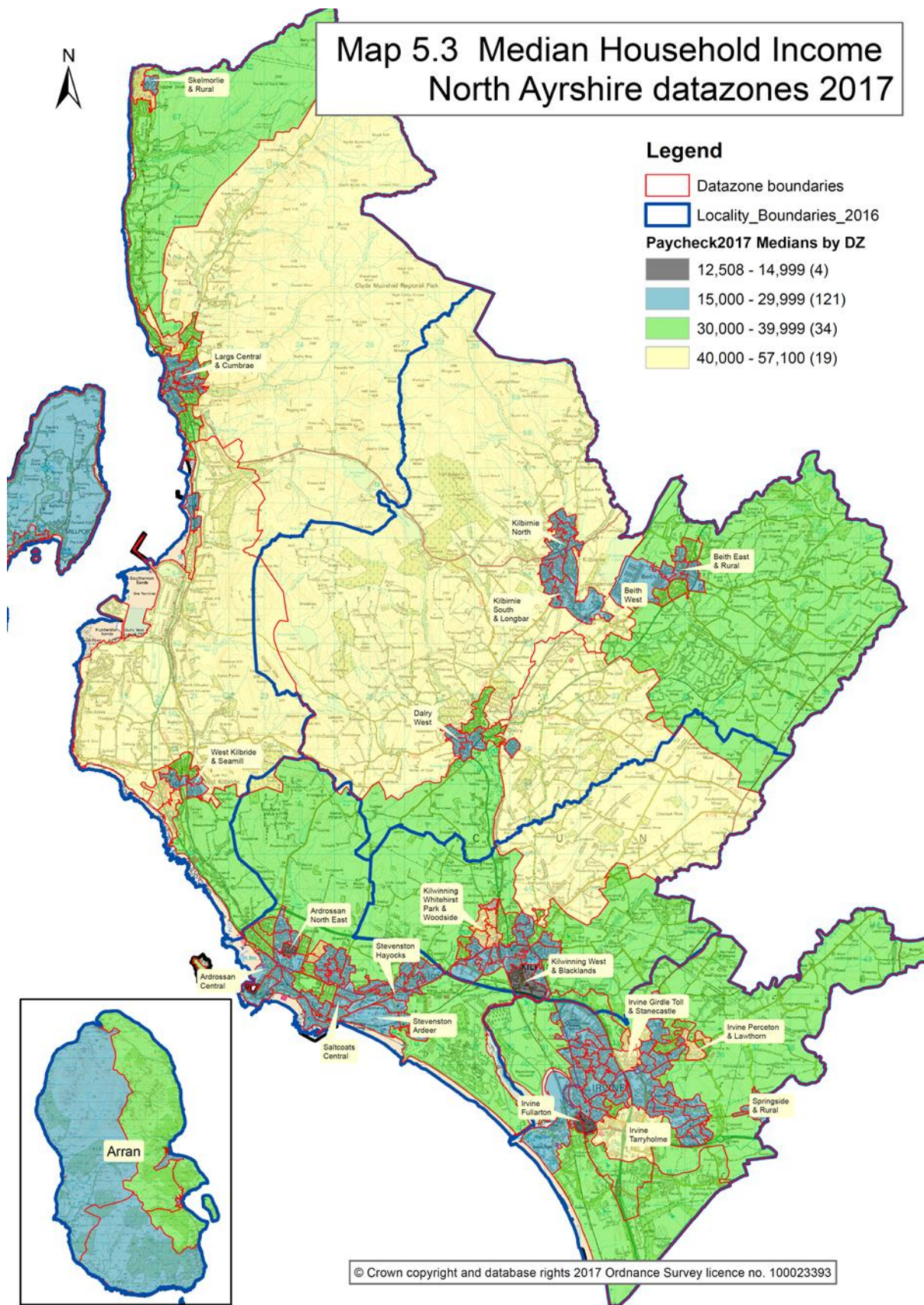
Source: CACI Paycheck 2016

- 5.21 By contrast, three datazones falling in Largs Central have median incomes of under £20K, falling well below the North Ayrshire median of £24,356. These are ranked 141, 155 and 163 respectively out of 186 datazones. However, all remaining North Coast datazones fall outside of the bottom 10% of intermediate zone rankings.
- 5.22 **Figure 5.1** below indicates the distribution of household incomes by £10K bandings. The North Coast (yellow bars) has the second highest proportion of households falling in the upper two categories of £50k to £100K and £200K plus. The North Coast is the third highest in terms of the £30K to £40K categories and £40K to £50K categories.

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



- 5.23 **Map 5.3** below indicates the distribution of household income by various bandings. 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 (77%) or 24 of the thirty one datazones in the North Coast have a median household income above the North Ayrshire median of £24,356. By contrast over 68%, or 30 of the Three Towns 44 datazones fall below the North Ayrshire median household income of £24,356.





6. Education

6. Education

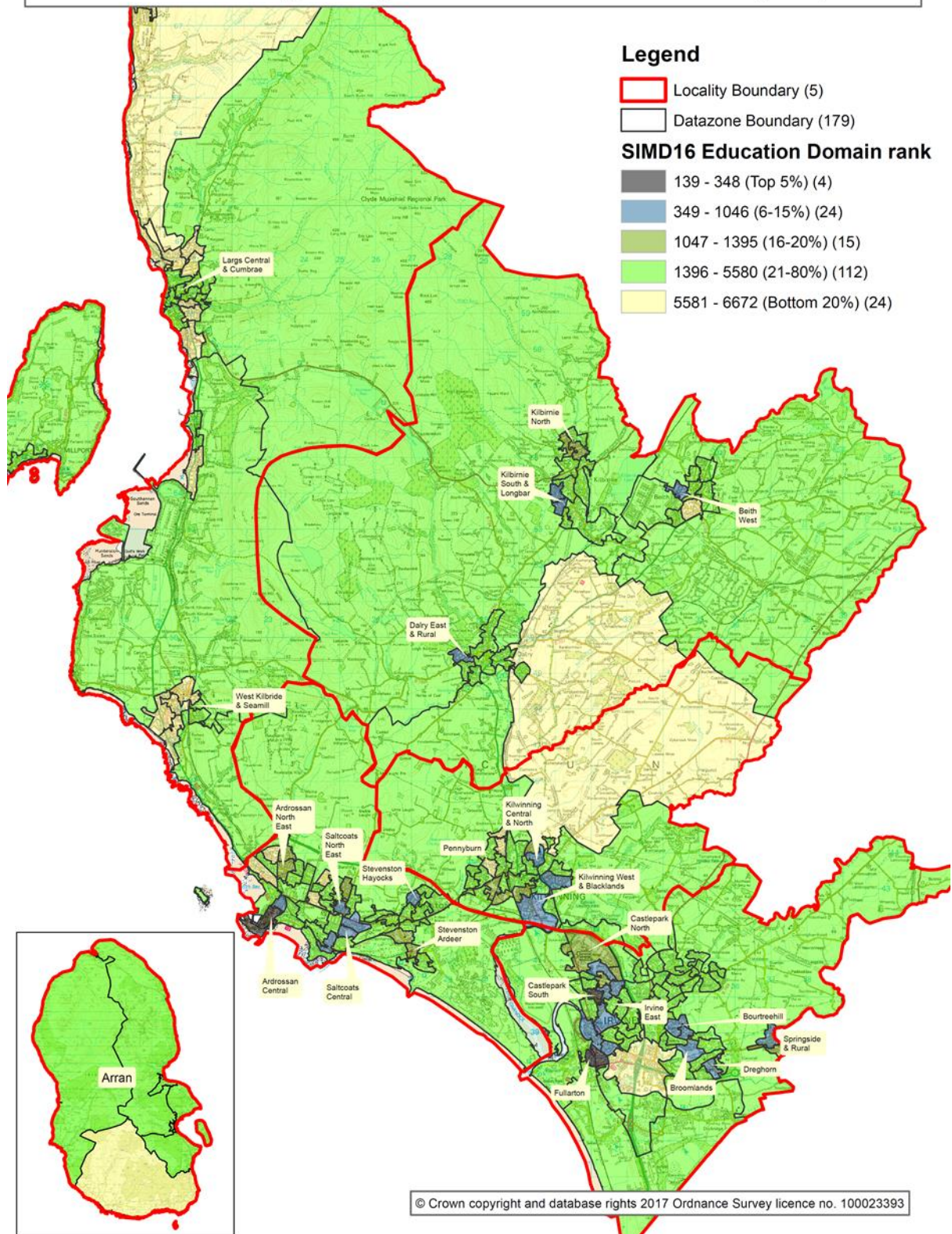
SIMD 2012 – Education, Skills & Training Domain

- 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 datazones 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 Like the Arran locality, the North Coast has had no datazones falling in the top 15% most deprived datazones of any SIMD Education Domain since 2006. Twenty-five out of the North Coast's thirty-one datazones fell in the bottom five least deprived deciles of the SIMD 2016 Education Domain nationally.
- 6.6 **Map 6.1b** below indicates how the Education rankings for the North Coast in the SIMD 2016 are distributed across the locality and in context with the other localities.

25 / 31

Twenty-five out of thirty-one North Coast datazones fell in the bottom five least deprived deciles of the SIMD 2016 Education Domain nationally

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





7. Identifying Local Need

7. Identifying local need

Scottish Index of Multiple Deprivation – 2016 Scores

51 out of 186

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

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

The North Coast has

31 datazones

7.2 Each datazone has an average population of 760 people, and the area is given an overall score which is then ranked among the 6,979 datazones across Scotland. The North Coast locality has 31 datazones in total. The map below highlights that the Largs Central and Cumbrae (04) datazone now falls within the top 15% most multiply deprived rankings of the 2016 Scottish index.

7.3 In terms of change since the last SIMD 2012, **Table 7.1** below shows the number of North Coast datazones in the top 15% has increased from zero to one. This means the local share within the North Coast has increased from zero percent to 3.2%. This is mostly attributed to the Largs Central and Cumbrae 04 datazone.

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%

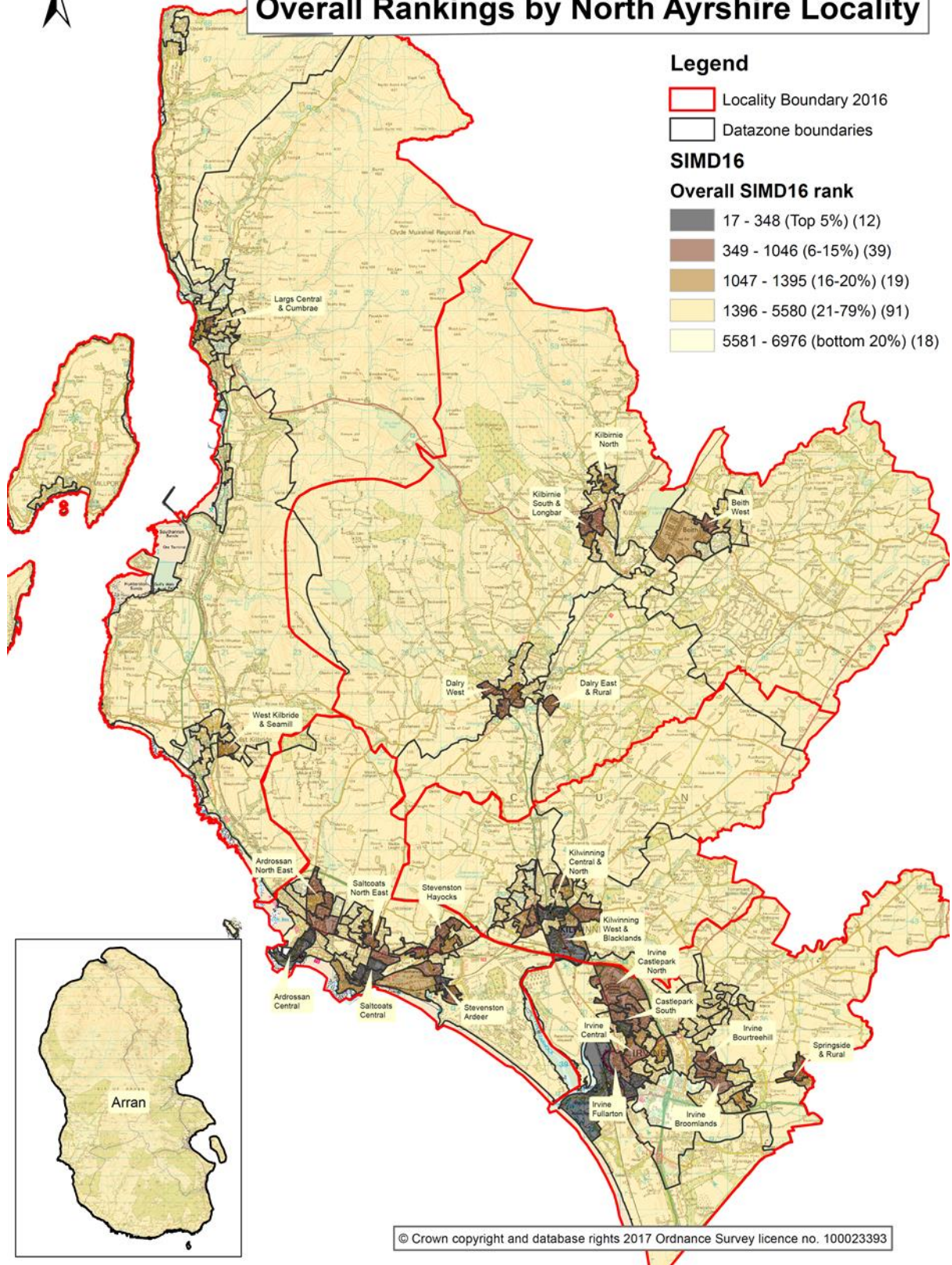
Largs Central & Cumbrae 04

is the first North Coast datazone to fall in the top 15% 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, an overlay of boundary layers using GIS allows us to make approximate spatial match between the respective boundary layers.



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

- 7.8 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.
- 7.9 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.
- 7.10 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.
- 7.11 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

- 7.12 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.
- 7.13 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.
- 7.14 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

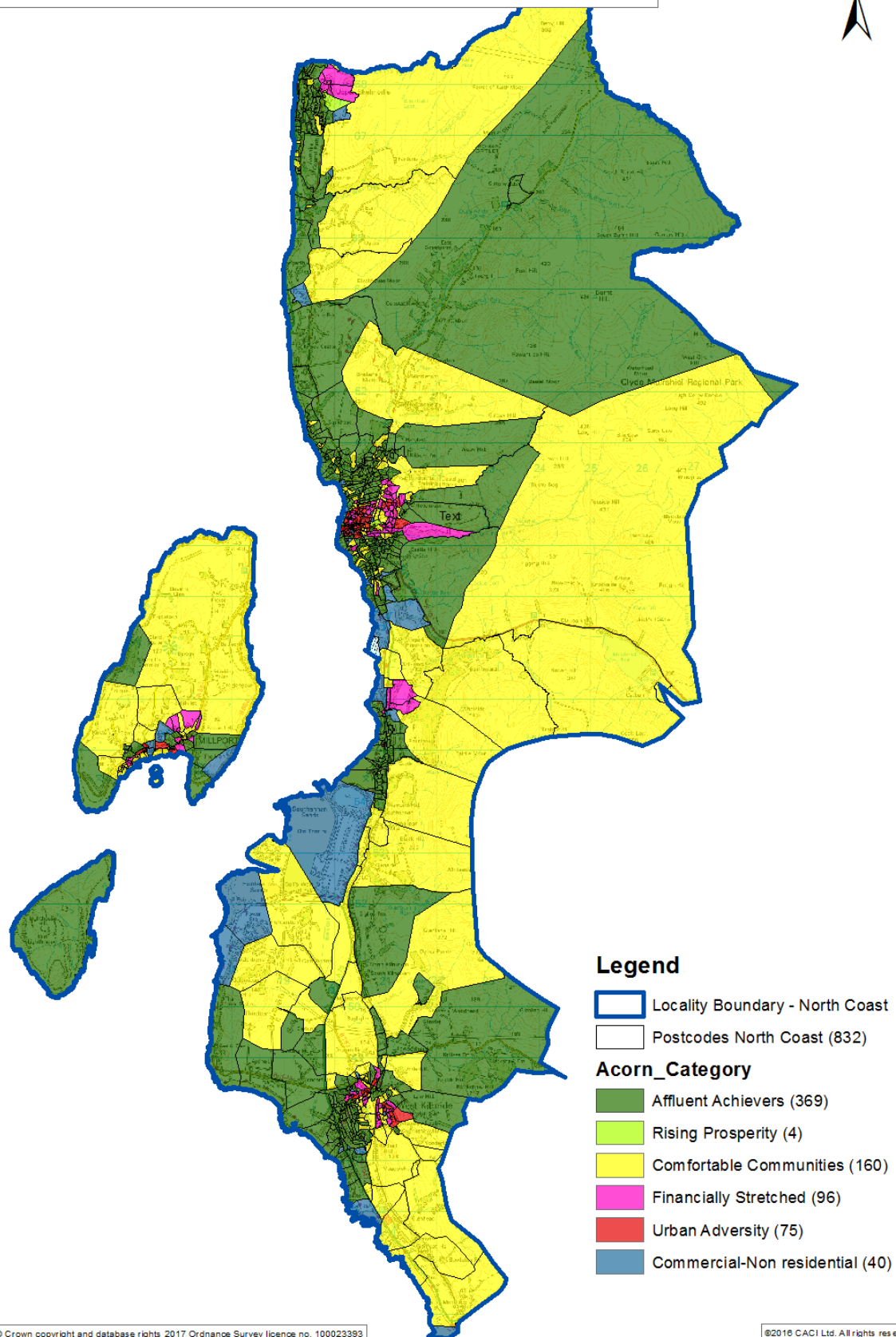
groups and 62 types, to enable users to understand the kind of people living in their area, buying their goods, or using their services

- 7.15 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 North Coast

- 7.16 **Map 7.2** below illustrates the distribution of the five main category household types by postcode across the North Coast locality. A strong concentration of lower income households (Urban Adversity category) is evident in postcodes falling within the Largs Central & Cumbrae neighbourhood. Postcodes categorised as 'affluent' and 'comfortable' are concentrated within the Largs North and Largs South neighbourhoods

Map 7.2 ACORN Categories (North Coast 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

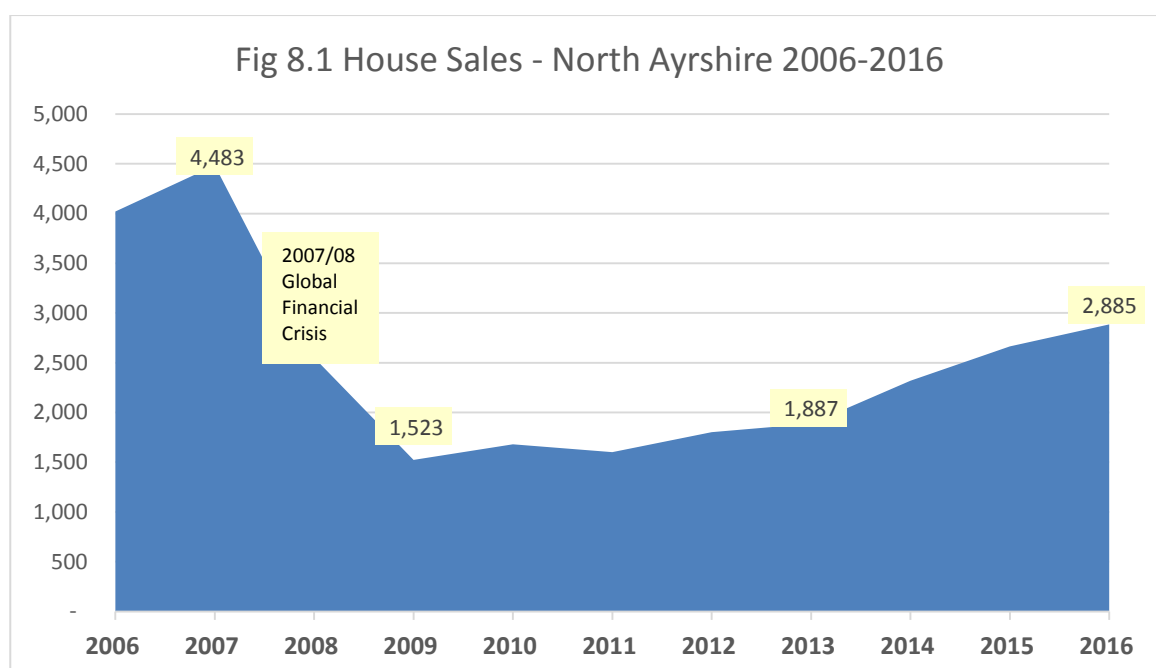
Assessment projects
a newly arising
demand rate of
approximately 240
units per annum

House Sales across North Ayrshire

2,885

House sales transactions in 2016

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



House Sales across the localities

£90,000

Median house price in North Ayrshire in 2016

- 8.6 In 2016 the median house price in North Ayrshire was £90,000 compared with £110,000 in the North Coast. 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.

£110,000

Median house price in North Coast in 2016

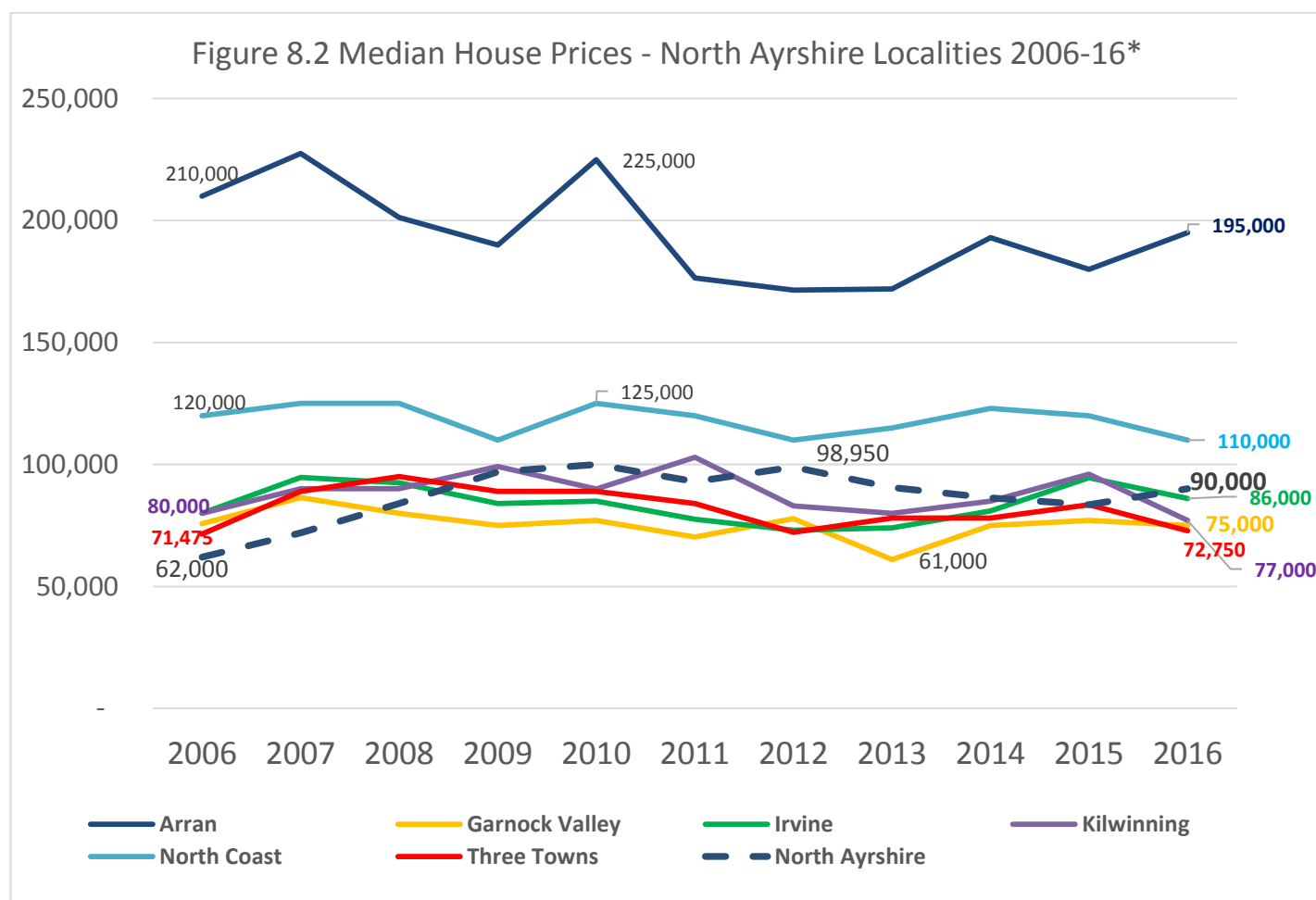
- 8.7 **Table 8.1** below demonstrates how house prices have fluctuated in the last five years significantly by localities. While the median value for North Ayrshire reached a peak of just under £100K in 2010 and again in 2012, prices began to fall again in 2013 reaching below a median of £84K by 2015.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

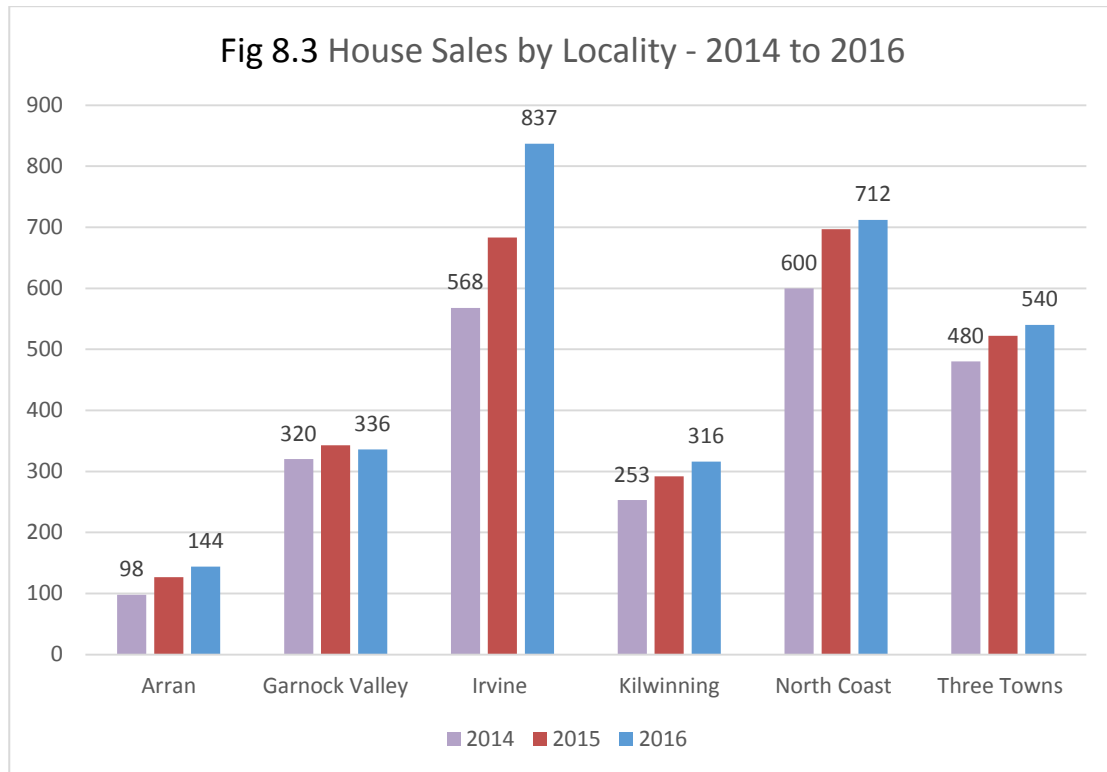
*Excludes all transactions <£20K & >£1M

Figure 8.2 below highlights the fluctuations in the housing market across the six localities over the last ten years. The black dotted line represents the movement of the whole North Ayrshire housing market, rising steadily since 2006 to peaks in 2010 and 2012. Both Arran and the North Coast have sustained the highest median values, with Arran peaking in 2010 (£225K), and the Garnock Valley by contrast falling to £61K in 2013.



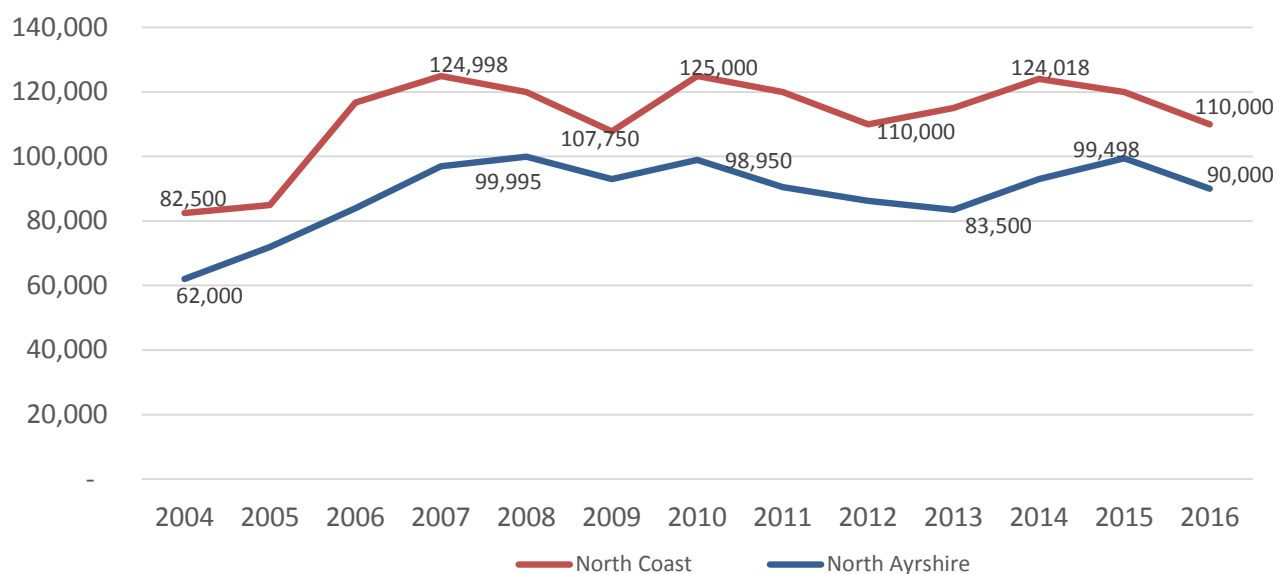
House Sales in the North Coast Locality

- 8.8 **Figure 8.3** below illustrates the volume of recent house sales by locality. Overall sales have been recovering in the North Coast in since 2014 with well over 700 transactions by 2016, the second highest volume of all localities behind Irvine (837).



- 8.9 Median house prices have also fluctuated since 2010 in the North Coast with values reaching a peak of £125K in 2010 falling to £110K in 2012. **Figure 8.4** below however illustrates a strong recovery by 2014 (£123K), with recent values decreasing again to £110,000 in 2016. Nonetheless this is over 22% higher than the North Ayrshire median of £90K, and the second highest median after Arran across all six localities.

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



Affordability

8.10 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.

8.11 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.

Affordable Housing

Housing affordable to people on modest incomes

8.12 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..."

8.13 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."

- 8.14 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.
- 8.15 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

Affordability Ratio

North Coast has the third highest ratio of house prices to median household income

- 8.16 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.
- 8.17 **Table 8.2** below shows affordability ratios across the six localities. The table shows that the North Coast locality had the third highest ratio of house prices to median household income, where local median house prices are 3.66 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

Affordability Ratios in North Coast neighbourhoods

- 8.18 The North Coast locality is made up of 31 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.
- 8.19 The table indicates low ratios for the four highest datazones ranging from 2.10 in Skelmorlie & Rural, to 2.48 in Largs North. With 300 households and a median household income of approximately £52K, the Skelmorlie & Rural 04 datazone records a ratio 1.7 times lower than the North Ayrshire ratio.
- 8.20 By contrast, the affordability ratio in the Largs Central & Cumbrae 04 datazone at 6.30 is 1.7 times the North Ayrshire rate. Finally the three datazones of Largs Central & Cumbrae 05/06, and Largs South 04 have median household incomes ranging from approximately £18K to £20K per annum. All have the highest affordability ratios in the North Coast – between 5.4 and 6.0 times the local median household income.

Table 8.3 Affordability by highest / lowest datazones - North Coast

	Datazone	Total Households	Median Income (£)	Median House Price	Affordability Ratio
Highest	Skelmorlie & Rural 04	300	52,425	110,000	2.10
	West Kilbride & Seamill 02	482	51,803	110,000	2.12
	West Kilbride & Seamill 01	361	47,900	110,000	2.30
	Largs North 04	383	44,420	110,000	2.48
Lowest	Largs South 04	317	20,416	110,000	5.39
	Largs Central & Cumbrae 06	398	19,552	110,000	5.63
	Largs Central & Cumbrae 05	566	18,260	110,000	6.02
	Largs Central & Cumbrae 04	459	17,454	110,000	6.30
	North Ayrshire	63,289	24,356	90,000	3.70
	NA (Highest)	195	58,841	90,000	1.53
	NA (Lowest)	496	13,134	90,000	6.58



9. Community Safety

9. Community Safety

Crime by Type

Down -6%

Recorded crime in North Ayrshire fell by -6% between 2014/15 and 2015/16

- 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

Property

Almost three quarters of all crime is property based (73%)

- 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.

62.5%

Level of public satisfaction with policing in Ayrshire in 2016

- 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.

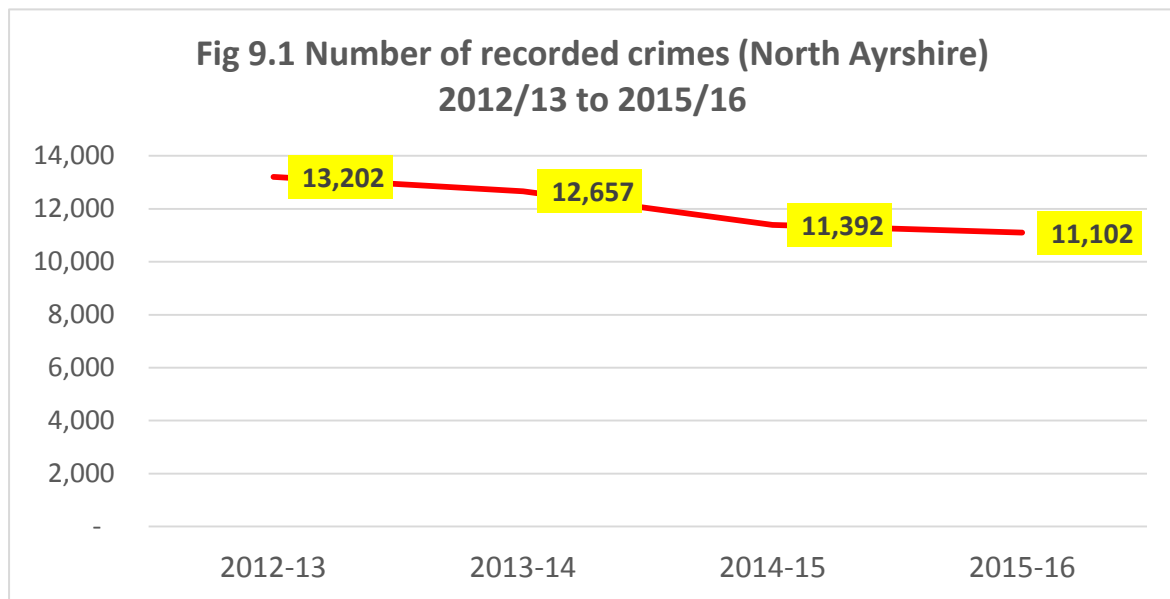
Crime across North Ayrshire

- 9.5 Data from Police Scotland allows us to aggregate the total number of crimes to each locality by type. **Figure 9.1** below highlights that there were just over 11,100 recorded crimes committed in North Ayrshire for the year to March 2016. This represents a fall of 2.5% on the previous year and a fall of 16% since 2012/13 Figure 9.1 below.
- 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

¹¹ Source: Recorded Crime in Scotland 2015-16

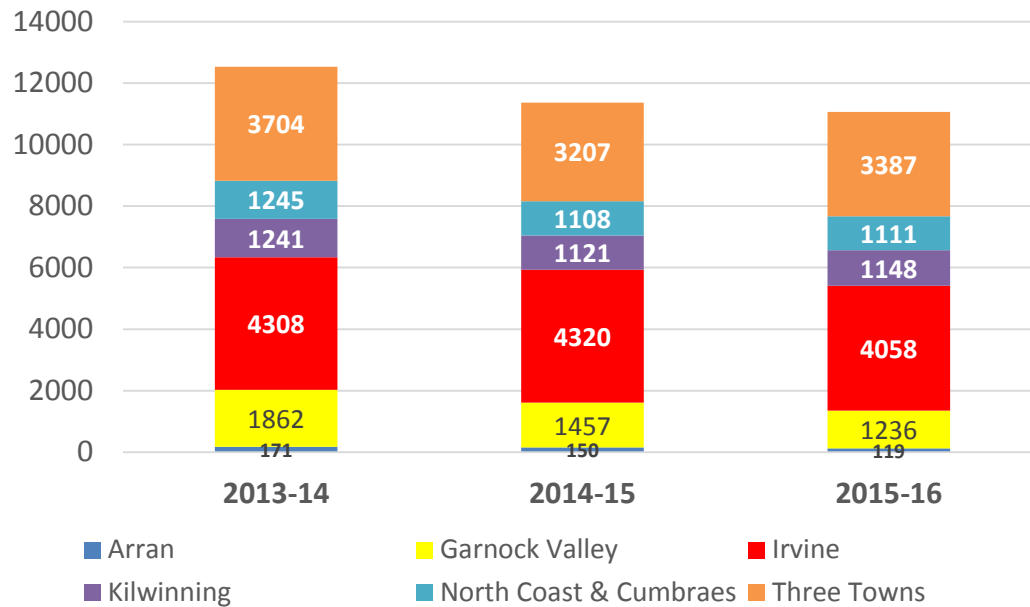
¹² Source: Scottish Crime & Justice Survey 2014/15. Based on 11,500 face-to-face interviews with adults (aged 16 or over) living in private households in Scotland.

dishonesty and miscellaneous offences accounted for over half of the total recorded crime (51.2%)



- 9.7 While overall crime is falling across North Ayrshire, this is does not apply uniformly across the six localities. **Figure 9.2** below shows the proportion of recorded crime for the last three years falling in the three localities of Arran, Irvine and the Garnock Valley since 2013/14.
- 9.8 Between 2014/15 and 2015/16 total crime in the Three Towns, North Coast and Kilwinning localities increased within the overall North Ayrshire total. Nonetheless, these were marginal increases of 5.6%, 2.4% and 0.3% respectively and the overall trend is expected to continue to fall.

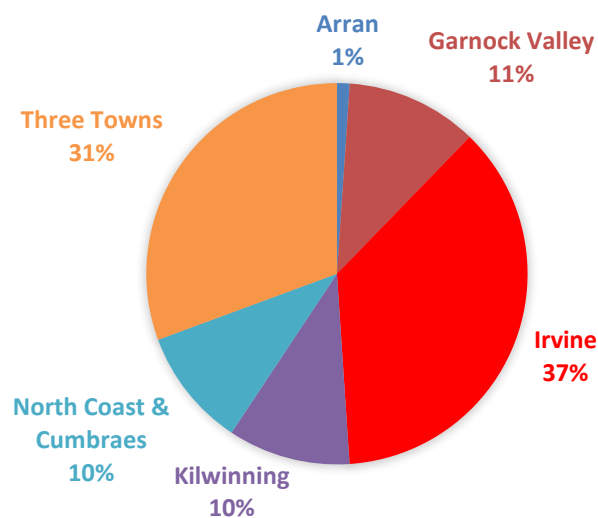
**Fig 9.2 Recorded Crime trends - All Localities
2013/14 to 2015/16**



Community Safety in the North Coast

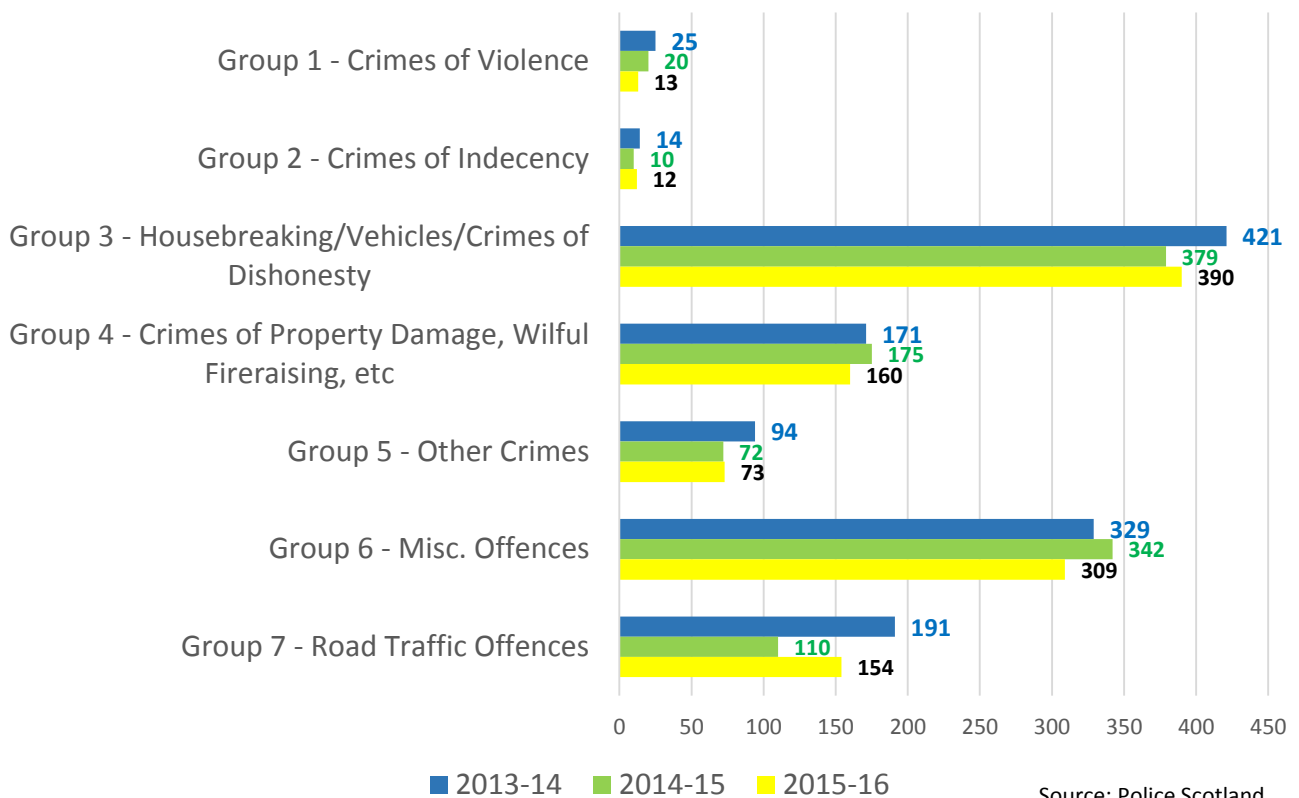
9.9 **Figure 9.3** below shows the distribution of recorded crime for 2015/16 across all six localities. Irvine and the Three Towns localities accounted for almost seven out of every ten incidences (68%). The share of overall crime in the North Coast, Kilwinning and the Garnock Valley was approximately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

FIG 9.3 RECORDED CRIME BY LOCALITY (2015/16)



9.10 **Figure 9.4** below highlights the distribution of the crime types across the North Coast for the last three years. Within the North Coast, the most common type of crime over the last three reporting years has been housebreaking, vehicle crime and crimes of dishonesty. These offence categories accounted for well over a third of all crime (35.1%) in 2015/16, followed by miscellaneous offences (27.8%).

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



SIMD Crime Domain

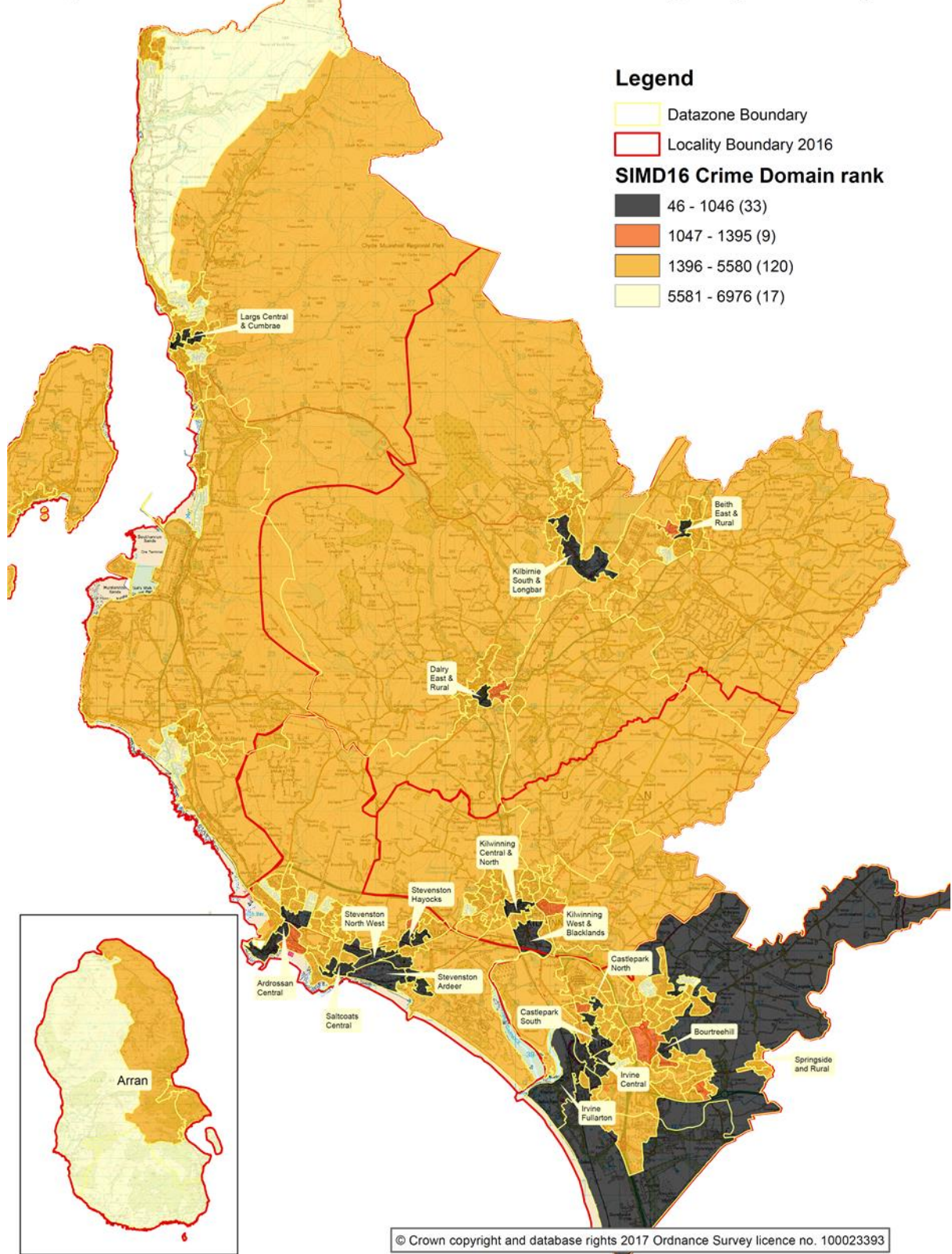
- 9.11 The SIMD 2016 Crime Domain is constructed from a count of selected recorded crimes called 'SIMD crimes', which are then divided by the 2014 population estimate. The domain was first introduced as an index in the 2006 SIMD and scoring was continued through the 2009 and 2012 SIMDs. It is shown as a rate of SIMD crimes per 10,000 population rather than a percentage of the population. However it carries a much smaller weighting (5%) compared with the Income or Employment domains (28%) in the calculation of overall scores.
- 9.12 Nonetheless it can be used as a comparator index for gauging general crime levels across datazones. The index measures all recorded crimes of violence, sexual offences, domestic housebreaking, vandalism, drugs offences and common assault.
- 9.13 The results for the North Ayrshire SIMD 2016 Crime Domain indicates a fall in the number of datazones falling in the top 15% most crime deprived rankings from 38 out of 179 in 2012 to 33 out of 186 in the 2016 SIMD. This is a fall in the North Ayrshire local share from 21.2% to 17.7%.
- 9.14 The North Coast had three datazones falling in the top 15% most crime deprived of the SIMD 2012 Crime domain (up from one in 2006). This number has remained stable, with three datazones also falling in the top 15% most deprived of the SIMD 2016 Crime domain. Nonetheless, this is a slight fall in the local share from 10% to 9.7%.

Crime rankings

The North Coast has three datazones falling in the top 15% most deprived of the SIMD 2016 Crime domain

Map 9.1b below illustrates the distribution of datazones across North Coast and places the locality in context with neighbouring datazones.

Map 9.1 SIMD 2016 - Crime Domain Rankings by Locality





10. Conclusion

Conclusion

With a variety of access to coastal walks and uninterrupted views towards the Isle of Arran, North Coast residents enjoy some of the finest aspects of Scotland's scenery and natural environment. As well as Fairlie and Skelmorlie, the key towns of Largs, West Kilbride and Millport are long established settlements, each with their own local identity, culture and heritage. From the Viking Festival in Largs, annual boat racing around the Isle of Cumbrae and West Kilbride's award winning collection of independent craft shops, the locality provides a wide range of local distinctiveness for residents and visitors alike.

The North Coast also enjoys some of the highest life expectancy in the region, lower unemployment, higher household incomes and some of the lowest crime rates in Scotland. Females in Fairlie for example, can expect to live to over 89 years, or more than eight years above the national average for their gender.

Longer term challenges specific to the locality include the ageing population, a much higher dependency ratio, a lack of affordable housing for young families, and small pockets of multiple deprivation in central Largs. This included one Largs datazone recently increasing its ranking to fall within the top 15% most deprived in Scotland for the first time.

Nevertheless, similar to Arran, North Coast residents can expect a higher quality of life overall, combined with strong social, cultural and environmental assets within and surrounding the main towns. These local assets and advantages generate a net surplus of strengths over challenges across the selected range of socio-economic indicators included in this profile.

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)