

North Ayrshire
Community Planning Partnership
People's Panel Questionnaire
Summer 2018

Summary Report

Prepared for:
North Ayrshire Community Planning Partnership
Cunninghame House
Irvine
KA12 8EE

Prepared By:
Lowland Market Research
August 2018

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SUMMARY OF KEY FINDINGS

BACKGROUND

North Ayrshire People's Panel includes approximately 2,000 residents across the various communities of North Ayrshire. Members of the Panel are asked to complete a survey on various matters of interest to the community and to the partners of the North Ayrshire Community Planning Partnership. There were 1,342 respondents to the 2018 questionnaire, who provided feedback on a very wide range of issues relating to the following themes: A Working North Ayrshire; A Healthier North Ayrshire; A Safer North Ayrshire; A Thriving North Ayrshire; Working Together and About North Ayrshire Council. Results are broken down by the 15% Most Disadvantaged Areas and the Rest of North Ayrshire and are compared to the results of the 2013 and 2015 surveys where appropriate. The highlights in relation to each theme are summarised below.

Financial Management

The vast majority (86%) of respondents said that they have an approach to household income and expenditure which works well. A further 77% said that they could pay an unexpected bill of £300 from savings or spare money without cutting back. In addition to this, 67% of respondents said that they save every, or most months. In contrast to this, 26% of respondents rarely or never have any money left over to save and 18% have unsecured debt of more than one month's income.

Between two thirds and three quarters of all respondents state that they have some form of preparation for life events. For example, 78% state that they are currently paying into or have a previous pension, 65% have savings equivalent to at least 3 months income and 63% have life insurance and some sort of plan to meet a financial goal.

Most people, 85%, said that they are keeping up with their bills and commitments without difficulty. A further 7% struggle with their bills and commitments from time to time and 4% are constantly struggling with bills and financial commitments.

Thirty nine percent of respondents said that they have no money worries that affect their mental wellbeing. A further 28% said that money worries rarely affect their mental wellbeing and 24% said that money worries sometimes affect their mental wellbeing. The remaining 9% of respondents said that money worries affects their mental wellbeing either often or all the time.

Sixty seven percent of respondents said that they and their household are managing either quite well or very well. A further 27% said that they get by alright, with the remaining 6% stating that they don't manage very well or have some financial difficulties.

A Working North Ayrshire

Qualifications and Employment

The highest educational qualification that the greatest number of respondents have is National 3 (35%). Nine percent have Standard grade 1-3, 8% HNC, HND, 8% Degree and 6% have a postgraduate qualification. Ten percent of respondents have no qualifications. Respondents living in the 15% Most Disadvantaged Areas are more likely to have no qualifications (13%) compared to people living in the Rest of North Ayrshire (8%). In contrast to this, respondents in the rest of North Ayrshire are more likely to have a further or higher education qualification such as an HNC/HND, degree or post graduate qualification than people living in the 15% Most Disadvantaged Areas.

Just under two thirds (62%) of all respondents indicated that there were no adults in their household who are currently unemployed. This dropped to 56% among respondents in the 15% Most Disadvantaged Areas. Thirty six percent of respondents said that there are either one (18%) or two (18%) adults in their household who were unemployed and 2% said that there are three or more adults who are unemployed. Respondents living in the 15% Most Disadvantaged Areas are generally more likely to state that they have adults in their household who are unemployed.

The length of time the respondent or anyone else in their household has been unemployed peaks at 47% for a period of between 6 and 9 months. This is followed by 19% who have been unemployed for 9 to 12 months and 12% who have been unemployed for in excess of 24 months. Respondents living in the 15% Most Disadvantaged Areas were more inclined to indicate a 24 month period of unemployment, 22% stating this compared to 12% of people in the Rest of North Ayrshire.

For those respondents that stated they have been unemployed, the greatest number (67%) indicated that they had been unemployed once in the past 3 years.

Most people (69%) said that they have had no different jobs in the last 3 years. Twenty five percent said that they have had one different job and 6% said that they have had 2 or more different jobs in the last 3 years.

The main barrier/problem to getting a job was a lack of jobs, appearing in 53% of respondents' top three issues, followed by a lack of skills/qualifications (43%) and low pay/benefit trap (30%).

Three quarters (75%) of all respondents said that they have no caring responsibilities. Eleven percent care for their own child and 1% care for another child. Thirteen percent said that they care for an adult.

Basic Income

A third (33%) of all respondents said that they understood fully the concept known as basic income. A further 30% knew something about it and 17% had heard just a little about it. The remaining 20% had never heard of the concept known as basic income.

Just under a third (32%) of all respondents said that a basic income would not affect how they would use their time and a further 30% said that they would do none of the options suggested. Sixteen percent said they would look for a different job, 12% would gain additional skills and 11% would do more volunteering work. Eight percent would spend more time with their family, 5% would work for themselves and 3% would work less.

The top 3 arguments that people agreed with FOR a basic income were, "it reduces anxiety about financing basic needs" (41%), "it encourages independence and a sense of control" (26%) and "it is fairer to women" (25%).

In contrast, the main argument AGAINST a basic income was "It increases dependence on the state", 52% stating this. This is followed by 47% who said it might encourage people to stop working and a further 32% who thought it would be difficult to finance.

Just under half (46%) of all respondents said that if the basic income was set at a minimum of £73.10 per week, that the amount would be too low. A further 18% thought the amount was about right and 3% thought it to be too high. A third (33%) of all respondents didn't know.

Access to E-mail and the Internet

Overall, 84% of all respondents have access to email or the internet. The vast majority of respondents who currently have access to e-mail / internet indicate they have home access (95%). Just under a third of respondents (32%) have access to e-mail / internet through their workplace and 14% of respondents say they currently access e-mail / internet through their local library.

A Healthier North Ayrshire

Healthy Eating

The majority of respondents (86%) said that they have access to lots of food. A further 11% said that they have access to some food. This rises to 13% among respondents from the 15% Most Disadvantaged Areas a drops to 10% with people from the Rest of North Ayrshire. Eight percent of respondents said that food is available but too expensive.

Most people (86%) said that they can cook home made meals and do so regularly. Ten percent said that they can cook home made meals but mostly eat ready meals, this rises to 13% among respondents in the 15% Most Disadvantaged Areas. Six percent of respondents said that they can cook home made meals but they do not have the time. A further 3% said that they use ready meals but would like to learn to cook more home made meals.

Thirty nine percent of respondents said that they prepare and cook 7 main meals a week (out of a maximum of 7 main meals). A further 16% prepare 6 main meals, 19% prepare 5 and 10% prepare 4 main meals a week. The remaining 16% prepare three or fewer main meals per week.

Just under half (48%) of all respondents said that they eat from all of the major food groups over the course of a typical day. Forty one percent of respondents eat between 2 and 4 portions of fruit and vegetable, a further 36% eat 5 or more portions of fruit and vegetables and 19% eat between 1 and 2 portions over the course of a typical day.

Warwick-Edinburgh Mental Wellbeing Scale (WEMBS)

The average score for panel members is broadly in line with the national average figures for Scotland as a whole. Across the 3 study years there has been a slight decline from 51.03 in 2013 to 50.08 in 2018. This slight decline has been driven by respondents living in the Rest of North Ayrshire dropping from 52.64 in 2013 to 50.41 in 2018. However, respondents living in the 15% Most Disadvantaged Areas achieve a lower average score than those in the Rest of North Ayrshire (49.60 compared to 50.41).

A Safer North Ayrshire

Community Safety

The percentage of respondents who say they feel very safe when outside in their neighbourhood after dark has risen significantly from 18% in 2015 to 32% in 2018. The number of people who feel fairly safe has remained fairly constant across the 3 study years. The main driver of change has been the number of people who feel a bit unsafe, dropping from 24% in 2015 to 14% in 2018.

Dog fouling is the single biggest issue identified by respondents as a problem in their neighbourhood. Concerns over rubbish or litter lying in the street, people using or dealing drugs, young people hanging around on the street and vandalism, graffiti or other deliberate damage to property are also fairly prominent.

Drug dealing / drug use emerges as the top priority for the Community Policing team to address, 44% of respondents selecting this as one of their top three issues. This is followed by housebreaking and other theft (42%), speeding motorists (36%), drunk or disorderly behaviour (31%) and bogus caller crime (29%) being the other issues most likely to be seen as priorities.

Fire Safety

Five percent of respondents said that they have concerns about fire safety in their home. This percentage remains similar across respondents in both the 15% Most Disadvantaged Areas and the Rest of North Ayrshire. The types of concerns people had included not having smoke alarms, flammable cladding on the exterior of their property and not being able to escape their house if it was on fire.

Abuse – Children and Adults

Thirteen percent of people now say that they have been worried that a child is, or might be, being abused or neglected, eight percent of respondents stated that they had ever been worried that a vulnerable adult was, or might be, being abused or neglected.

Twenty percent of respondents who have ever been worried that a child is, or might be, being abused or neglected did not report this to anyone or any organisation (24% in 2015 and 20% in 2013). Nineteen percent did not report their concern regarding a vulnerable adult (20% in 2015 and 25% in 2013).

Criminal Justice

Prison is seen as the most likely deterrent with 60% of those that expressed a view stating that it would be fairly or very likely to make an offender less likely to commit a crime in the future. Opinions are divided about the deterrent effect of a range of other sentences (such as electronic tagging and various types of orders) and there is scepticism as to whether fines and, especially, deferred sentences would have the desired effect.

With regards to working with offenders in the community, respondents were likely to place considerable emphasis on tackling the underlying causes of crime (such as drugs and alcohol) (83%) although, little emphasis is placed on “providing stability for offenders” (18%).

Forty two percent of respondents indicated that they were aware of unpaid work carried out in North Ayrshire by individuals sentenced to community service.

The priorities that respondents saw for work of this nature are set out in the table below. Gardening/landscaping, Large-scale environmental work and litter-picking are respondents’ top priorities, some distance ahead of the other options that were put to people.

Neighbourhood and Outdoor Space

Seventy five percent of respondents are satisfied with the way in which open spaces in their neighbourhood are looked after.

Ninety six percent of people rate their neighbourhood as either a very good or fairly good place to live. This figure has increased from 90% 2013 and 91% in 2015.

Working Together

A fifth (20%) of all respondents stated that they would be interested in taking part in tenancy participation activities. This rises slightly to 22% among respondents from the 15% Most Disadvantaged Areas and drops to 19% with people from the Rest of North Ayrshire.

Thirty percent of respondents indicated that they spend time as a volunteer / organiser with charities, clubs or other organisations and 19% indicated that they attend as a member.

When asked about a variety of different means by which members of the public could participate more fully in the decision making processes within their communities, 36% said that they were not aware of any of the opportunities outlined. Awareness peaks at 51% with regard to the opportunity to participate in community organisations like community associations or community councils. This is followed by 48% who were aware of the opportunity to transfer council assets, like community centres, into community ownership. In contrast to this, significantly fewer respondents said that they were involved with these activities. The largest number of respondents (8%) said that they participate in community organisations like community associations or community councils.

Ninety one percent of respondents considered that people from different backgrounds get on well together in their local area (that is selected a rating of 3, 4 or 5 from a 5 point scale).

Fifty five percent of respondents said that the community planning partners work well together, with 12% saying they work together poorly. The remaining 33% say the community planning partners work neither well nor poorly

About North Ayrshire Council

Sixty percent of all respondents indicated that they were either fairly or very satisfied with how the council keeps them informed about the services it provides.

With regards to how North Ayrshire Council keeps people informed about its performance, respondents are split between good and poor. Thirty seven percent of respondents said that North Ayrshire Council was either very or fairly good, whilst 17% said they were either fairly or very poor. The remaining 45% were neutral.

Just under two thirds of all respondents (63%) said that they were aware that the council publishes an annual report. The top three topics that respondents would like to receive regarding the performance of North Ayrshire Council are; plans to improve services (76%), financial information (70%) and information on the councils' partners such as police and health services (55%)

The top 3 preferred methods by which respondents would like to receive information about North Ayrshire Council are by email (43%), leaflets and posters in council offices (40%) and from pages of information contained in local newspaper (37%).

1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

1.1 North Ayrshire Community Planning Partnership (the CPP) is committed to consultation with citizens and customers of specific services in order to further enhance the efficiency and effectiveness of public service delivery in the area. Its People's Panel, established in August 2000 is one of the key ways in which it does this.

1.2 The Community Planning Partnership Board includes representatives of:

- North Ayrshire Council
- JobCentre Plus
- NHS Ayrshire and Arran
- Scottish Enterprise
- Skills Development Scotland
- Scottish Fire and Rescue Service
- Strathclyde Partnership for Transport
- Police Scotland
- North Ayrshire Health and Social Care Partnership
- Representatives of the community and voluntary sector.

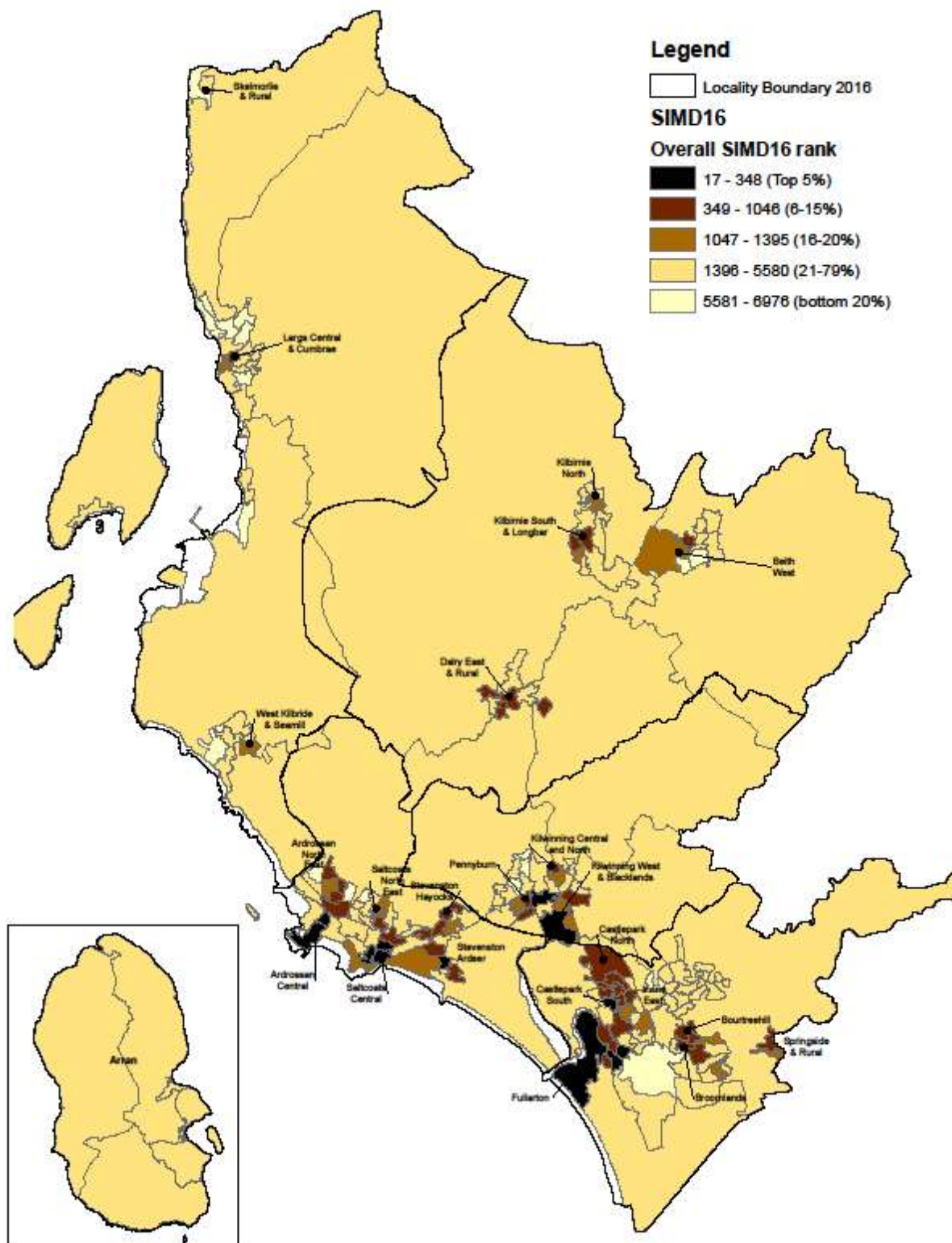
The CPP also works alongside an extended set of public, community/voluntary sector and private organisations, who are also important stakeholders in its work.

1.3 The North Ayrshire Council area has a population in the region of 135,000 of whom over 111,000 are aged 16+. The Council area came into being in 1996 as a successor to the District of Cunninghame. Its main administrative centre is the new town of Irvine and other major population centres include Largs and the North Coast, Kilwinning, the "three towns" of Ardrossan, Saltcoats and Stevenston and the Garnock Valley towns of Beith, Kilbirnie and Dalry. The area also includes the islands of Arran, Great Cumbrae and Little Cumbrae in the Firth of Clyde.

1.4 This report details the main findings to emerge from the 2018 questionnaire issued to the North Ayrshire Community Planning Partnership People's Panel; where relevant, direct comparisons to the 2013 and 2015 surveys are made.

1.5 As well as consulting with the population as a whole, the People's Panel is also used to consult with those people from North Ayrshire living in the 15% most deprived data zones in Scotland, according to the Scottish Index of Multiple Deprivation 2016 (that is to say, North Ayrshire's 15% Most Disadvantaged Areas). The illustration on the following page graphically summarises the most disadvantaged areas within North Ayrshire.

SIMD 2016 - Overall Rankings by North Ayrshire Locality



OBJECTIVES

- 1.6 The overall aim of the Panel is to provide the CPP with information that will guide strategy, policy and service improvements. The 2018 survey was designed to capture feedback about a very wide range of issues but these were designed to reflect the following themes:

- A working North Ayrshire
- A healthier North Ayrshire
- A safer North Ayrshire
- Neighbourhood and Outdoor Space

These issues are dealt within sections 2.1 to 2.7 of this report.

METHODOLOGY

- 1.7 Lowland Market Research undertook this survey on behalf of the CPP during the spring of 2018. Postal self-completion questionnaires were issued to all 2,000 members of the Panel in the week commencing 21st May with a closing date of 22nd June. The survey also included a link to an online version of the survey as an option for respondents. Reminder letters were issued to non-respondents in the week commencing 4th June with a closing date of 22nd June 2018. To help boost response numbers further, a reminder email was issued to non-respondents for whom an email address was available and who had agreed to take part in an online survey; this went out in the week beginning 4th June 2018. In addition to this, a number of non-respondents were contacted to conduct the survey by telephone.
- 1.8 The total number of responses was 1,342 (1,193 by post, 87 online and 62 by telephone) representing an effective response rate of 68%.
- 1.9 This overall number of responses of 1,342 is substantial, providing a confidence interval for the whole of the adult population of North Ayrshire of +/-2.7%. Throughout this report results are compared to results from the previous year's survey where possible and are broken down by respondents from the 15% Most Disadvantaged Areas and the Rest of North Ayrshire.
- 1.10 A full profile of respondents to the survey is set out in Chapter 8. A copy of the questionnaire used in the survey can be found at Appendix 1 to this report. Detailed data tables, which include comprehensive cross-tabulation of the data and data by locality, are included as Appendix 2 and a full listing of the responses to open-ended questions as Appendix 3. The appendices are issued under separate cover.
- 1.11 In the commentary that follows, the main comparisons that are made are between the 15% Most Disadvantaged Areas and other areas. Where appropriate, additional comparisons have been made using the available profiling data as outlined in chapter 8. The data tables contained in Appendix 2 provide a detailed break-down of the results.

2.0 Survey Responses

2.1 Financial Management

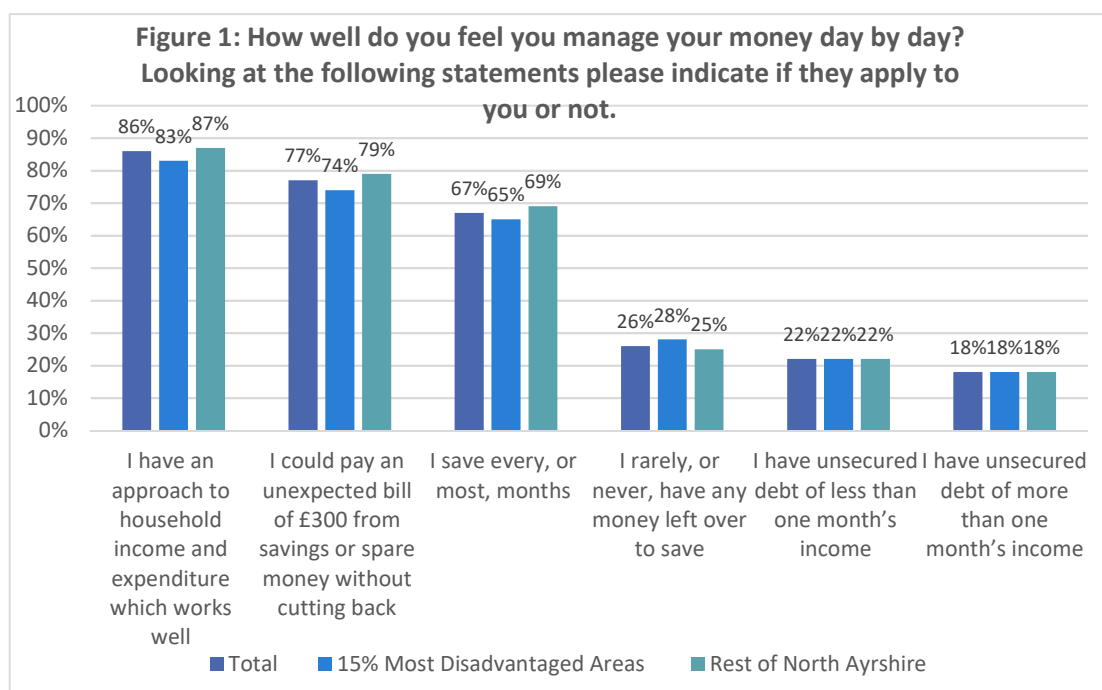
The initial section of the questionnaire asks a variety of questions regarding peoples financial health. The vast majority (86%) of respondents said that they have an approach to household income and expenditure which works well. A further 77% said that they could pay an unexpected bill of £300 from savings or spare money without cutting back. In addition to this, 67% of respondents said that they save every, or most months.

In contrast to this, 26% of respondents rarely or never have any money left over to save. This rises slightly to 28% among respondents living in the 15% Most Disadvantaged Areas. A further 18% have unsecured debt* of more than one months income

Table 1: How well do you feel you manage your money day by day? Looking at the following statements please indicate if they apply to you or not.

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
I have an approach to household income and expenditure which works well	86%	83%	87%
I could pay an unexpected bill of £300 from savings or spare money without cutting back	77%	74%	79%
I save every, or most, months	67%	65%	69%
I rarely, or never, have any money left over to save	26%	28%	25%
I have unsecured debt of less than one month's income	22%	22%	22%
I have unsecured debt of more than one month's income	18%	18%	18%
Bases:	1,072-1,312	423-527	648-785

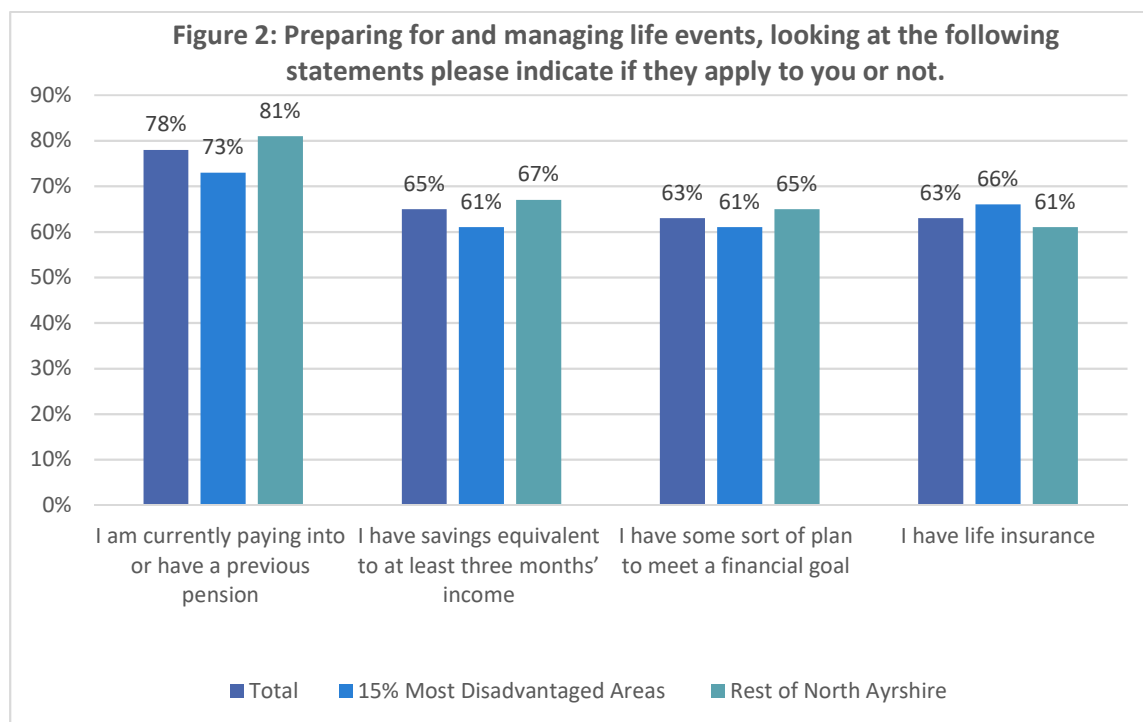
*Unsecured debt is a loan that is not backed by an underlying asset. Unsecured debt includes credit card debt, utility bills and other types of loans or credit that were extended without a collateral requirement.



Between two thirds and three quarters of all respondents state that they have some form of preparation for life events. For example 78% state that they are currently paying into or have a previous pension, 65% have savings equivalent to at least 3 months income and 63% have life insurance and some sort of plan to meet a financial goal. In general, respondents living in the Rest of North Ayrshire are more likely to have these facilities, peaking at 81% who are currently paying into or have a previous pension.

Table 2: Preparing for and managing life events, looking at the following statements please indicate if they apply to you or not.

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
I am currently paying into or have a previous pension	78%	73%	81%
I have savings equivalent to at least three months' income	65%	61%	67%
I have some sort of plan to meet a financial goal	63%	61%	65%
I have life insurance	63%	66%	61%
Bases:	1,168 – 1,264	458-503	710-761



Most people, 85%, said that they are keeping up with their bills and commitments without difficulty. A further 7% struggle with their bills and commitments from time to time and 4% are constantly struggling with bills and financial commitments.

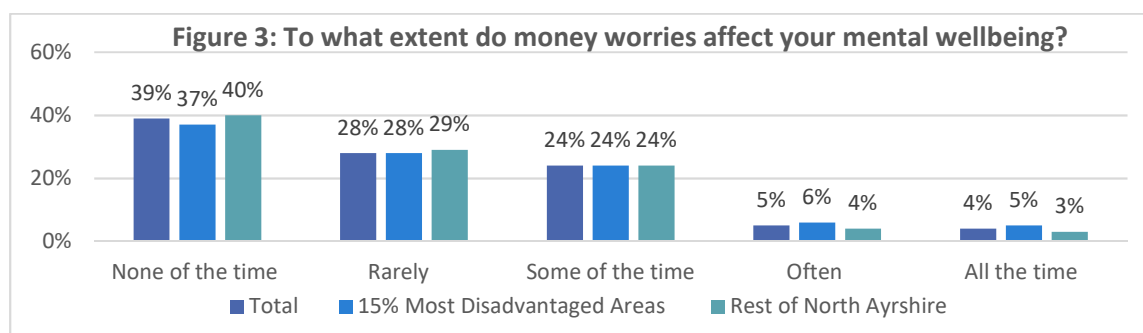
Table 3: Keeping up financially, looking at the following statements please indicate if they apply to you or not

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
I am keeping up with my bills and commitments without difficulty	85%	84%	85%
I struggle with my bills and commitments from time to time	7%	8%	7%
I am constantly struggling with bills and financial commitments.	4%	4%	3%
I have missed credit commitments or domestic bills in at least three of the last six months.	1%	1%	2%
I have gone without energy because I have been unable to put money in my meter.	1%	2%	1%
I have accessed high cost lenders e.g. doorstep/pay day in the last three months	0%	0%	0%
Bases:	1,167-1,306	463-518	700-788

Thirty nine percent of respondents said that they have no money worries that affect their mental wellbeing. A further 28% said that money worries rarely affect their mental wellbeing and 24% said that money worries sometimes affect their mental wellbeing. The remaining 9% of respondents said that money worries affects their mental wellbeing either often or all the time.

Table 4: To what extent do money worries affect your mental wellbeing?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
None of the time	39%	37%	40%
Rarely	28%	28%	29%
Some of the time	24%	24%	24%
Often	5%	6%	4%
All the time	4%	5%	3%
Base:	1,136	533	803



Sixty seven percent of respondents said that they and their household are managing either quite or very well. A further 27% said that they get by alright, with the remaining 6% stating that they don't manage very well or have some financial difficulties.

Table 5: How are you and your household managing financially these days?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Managing very well	38%	39%	38%
Managing quite well	29%	26%	30%
Get by alright	27%	28%	25%
Don't manage very well	3%	4%	3%
Have some financial difficulties	3%	4%	3%
Are in deep financial trouble	0%	0%	0%
Bases:	1,336	533	803

KEY POINTS – Financial Management

The vast majority (86%) of respondents said that they have an approach to household income and expenditure which works well. A further 77% said that they could pay an unexpected bill of £300 from savings or spare money without cutting back. In addition to this, 67% of respondents said that they save every, or most months. In contrast to this, 26% of respondents rarely or never have any money left over to save and 18% have unsecured debt of more than one months income.

Between two thirds and three quarters of all respondents state that they have some form of preparation for life events. For example, 78% state that they are currently paying into or have a previous pension, 65% have savings equivalent to at least 3 months income and 63% have life insurance and some sort of plan to meet a financial goal.

Most people, 85%, said that they are keeping up with their bills and commitments without difficulty. A further 7% struggle with their bills and commitments from time to time and 4% are constantly struggling with bills and financial commitments.

Thirty nine percent of respondents said that they have no money worries that affect their mental wellbeing. A further 28% said that money worries rarely affect their mental wellbeing and 24% said that money worries sometimes affect their mental wellbeing. The remaining 9% of respondents said that money worries affects their mental wellbeing either often or all the time.

Sixty seven percent of respondents said that they and their household are managing either quite well or very well. A further 27% said that they get by alright, with the remaining 6% stating that they don't manage very well or have some financial difficulties.

2.2 A Working North Ayrshire

2.2.1 Qualifications and employment

The highest educational qualification that the greatest number of respondents have is National 3 (35%). Nine percent have Standard grade 1-3, 8% HNC/HND, 8% Degree and 6% have a postgraduate qualification. Ten percent of respondents have no qualifications. Respondents living in the 15% Most Disadvantaged Areas are more likely to have no qualifications (13%) compared to people living in the Rest of North Ayrshire (8%). In contrast to this, respondents in the rest of North Ayrshire are more likely to have a further or higher education qualification such as an HNC/HND, degree or post graduate qualification than people living the 15% Most Disadvantaged Areas.

Table 6: What is the highest educational qualification that you currently have?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
National 3	35%	39%	33%
National 4	5%	6%	4%
National 5	1%	2%	1%
Standard grade 1-3	9%	10%	9%
Standard grade 4-6	1%	1%	1%
HIGHER	5%	5%	5%
Advanced HIGHER	1%	1%	0%
NC	1%	0%	1%
HNC, HND	8%	5%	9%
Degree	8%	6%	10%
Postgraduate	6%	4%	8%
No qualifications	10%	13%	8%
Other	10%	8%	11%
Bases:	1,285	512	713

Just under two thirds (62%) of all respondents indicated that there were no adults in their household who are currently unemployed. This drops to 56% among respondents in the 15% Most Disadvantaged Areas. Thirty six percent of respondents said that there are either one (18%) or two (18%) adults in their household who were unemployed and two percent said that there are three or more adults who are unemployed.

Table 7: How many adults in your household are currently unemployed? (Including yourself if unemployed)

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
None (0)	62%	56%	66%
One (1)	18%	23%	15%
Two (2)	18%	19%	17%
Three (3)	2%	2%	1%
Four (4)	0%	0%	1%
Bases:	1,297	519	778

Just over half (53%) of all respondents said that they were employed either full time, part time or self employed. This is followed by 27% who are permanently retired from work, 7% are unemployed and 6% are permanently sick or disabled. This rises to 11% of respondents living in the 15% Most Disadvantaged Areas and drops to 3% for people living in the Rest of North Ayrshire.

Table 8: Which best describes your current situation?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Employed full time	36%	36%	36%
Employed part time	10%	9%	10%
Self employed	7%	6%	8%
Permanently retired from work	27%	19%	33%
Looking after the home or family	4%	5%	2%
Unemployed and seeking work	7%	11%	4%
Unemployed but not claiming benefits	0%	0%	0%
At school	0%	0%	0%
In further/higher education	3%	2%	3%
Government work or training scheme	0%	0%	0%
Permanently sick or disabled	6%	11%	3%
Unable to work (short-term illness/injury)	0%	0%	0%
Other	0%	1%	1%
Base:	1,334	533	801

The length of time the respondent or anyone else in their household has been unemployed peaks at 46% for a period of between 6 and 9 months. This is followed by 19% who have been unemployed for 9 to 12 months and 15% who have been unemployed for in excess of 24 months. Respondents living in the 15% Most Disadvantaged Areas were more inclined to indicate a 24 month period of unemployment, 21% stating this compared to 10% of people in the Rest of North Ayrshire.

Table 9: If you or anyone else in your household is unemployed, how long has the current period of unemployment lasted?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Up to 3 months	6%	3%	8%
3 to 6 months	3%	1%	5%
6 to 9 months	46%	43%	48%
9 to 12 months	19%	25%	16%
12 to 18 months	5%	5%	5%
18 months to 24 months	6%	2%	8%
24+ months	15%	21%	10%
Base:	213	80	133

For those respondents that stated they have been unemployed, the greatest number (67%) indicated that they had been unemployed once in the past 3 years. A further 18% said twice and 15% had three or more spells of unemployment in the past 3 years.

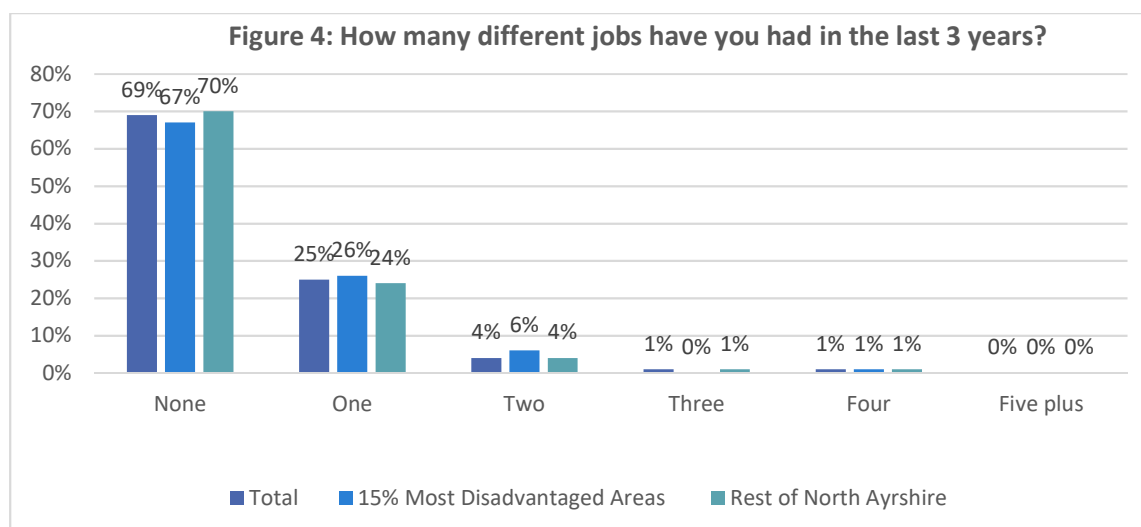
Table 10: How many spells of unemployment, if any, have you had in the last 3 years?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
One	67%	61%	70%
Two	18%	19%	18%
Three	8%	8%	9%
Four	2%	4%	0%
Five plus	5%	8%	3%
Base:	60	26	34

Most people (69%) said that they have had no different jobs in the last 3 years. Twenty five percent said that they have had one different job and 6% said that they have had 2 or more different jobs in the last 3 years.

Table 11: How many different jobs have you had in the last 3 years?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
None	69%	67%	70%
One	25%	26%	24%
Two	4%	6%	4%
Three	1%	0%	1%
Four	1%	1%	1%
Five plus	0%	0%	0%
Base:	1,342	536	806



The barrier that was selected most commonly in respondents' top three choices was a lack of jobs, appearing in 53% of respondents' top three, followed by a lack of skills/qualifications (43%) and low pay/benefit trap (30%).

Table 12: What do you consider to be the main barriers/problems to getting a job? (Multiple Choice)

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Lack of jobs	53%	55%	52%
Lack of skills/qualifications	43%	39%	45%
Low pay/benefit trap	30%	28%	32%
Confidence	23%	25%	21%
Cost of travel	22%	23%	22%
Illness/disability	21%	22%	20%
Employers don't reply	19%	20%	17%
Childcare	14%	10%	16%
Transport	11%	12%	10%
Mental health	10%	12%	9%
Personal circumstances	10%	12%	8%
Other	6%	5%	7%
Convictions	5%	4%	5%
Base:	896	362	534

Three quarters (75%) of all respondents said that they have no caring responsibilities. Eleven percent care for their own child and 1% care for another child. Thirteen percent said that they care for an adult.

Table 13: Do you have any caring responsibilities?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
No	75%	74%	75%
Yes, I care for my own child	11%	11%	11%
Yes, I care for another child	1%	1%	1%
Yes, I care for an adult	13%	14%	12%
Bases:	1,330	525	805

2.2.2 Basic Income

A third (33%) of all respondents said that they understood fully the concept known as basic income. A further 30% knew something about it and 17% had heard just a little about it. The remaining 20% had never heard of the concept known as basic income.

Table 14: How familiar are you with the concept known as basic income? (Please choose one)

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Understand it fully	33%	35%	32%
Know something about it	30%	31%	29%
Heard just a little about it	17%	16%	18%
Never heard of it	20%	18%	21%
Bases:	1,225	493	732

Respondents were informed that a basic income is an income unconditionally paid by the government to every individual, regardless of whether they work, and irrespective of any other sources of income. It replaces many means-tested payments such as Jobseekers Allowance and Universal Credit (but not housing or disability benefits) and is high enough to cover basic needs (food, etc). Most models suggest at least £73.10 per week for an adult of working age, in line with current benefits.

Just under a third (32%) of all respondents said that a basic income would not affect how they would use their time and a further 30% said that they would do none of the options suggested. Sixteen percent said they would look for a different job, 12% would gain additional skills and 11% would do more volunteering work. Eight percent would spend more time with their family, 5% would work for themselves and 3% would work less.

Table 15: If you were to receive a basic income at this level, what would be the most likely effect on how you would use your time? (Select all that apply)

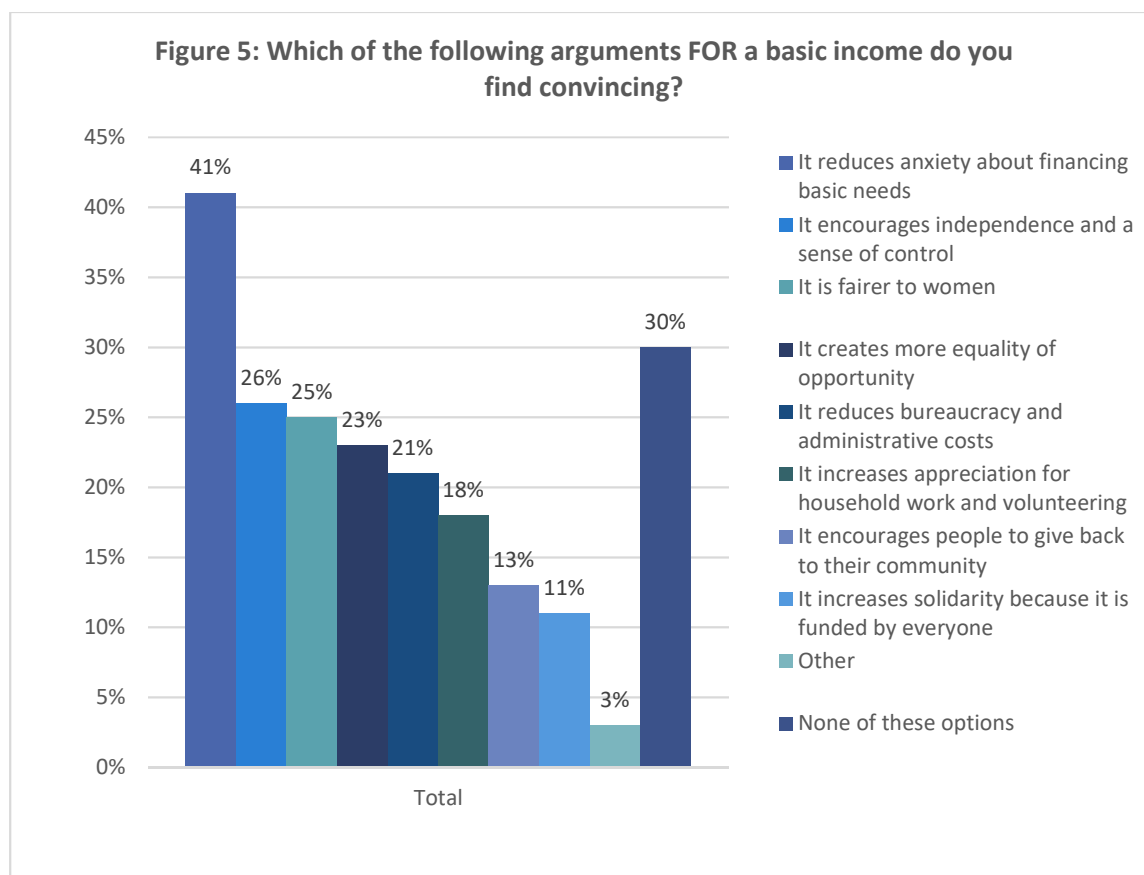
	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
A basic income would not affect how I use my time	32%	31%	34%
None of these options	30%	30%	30%
I would look for a different job	16%	18%	16%
I would gain additional skills	12%	13%	11%
I would do more volunteering work	11%	11%	11%
I would spend more time with family	8%	9%	8%
I would work for myself	5%	6%	4%
I would work less	3%	4%	3%
Other (please tell us)	2%	1%	2%
I would stop working	1%	1%	2%
Bases:	1,074	426	648

The top 5 arguments that people agreed with FOR a basic income were as follows;

- It reduces anxiety about financing basic needs 41%
- It encourages independence and a sense of control 26%
- It is fairer to women 25%
- It creates more equality of opportunity 23%
- It reduces bureaucracy and administrative costs 21%

Table 16: Which of the following arguments FOR a basic income do you find convincing? (Please select all that apply)

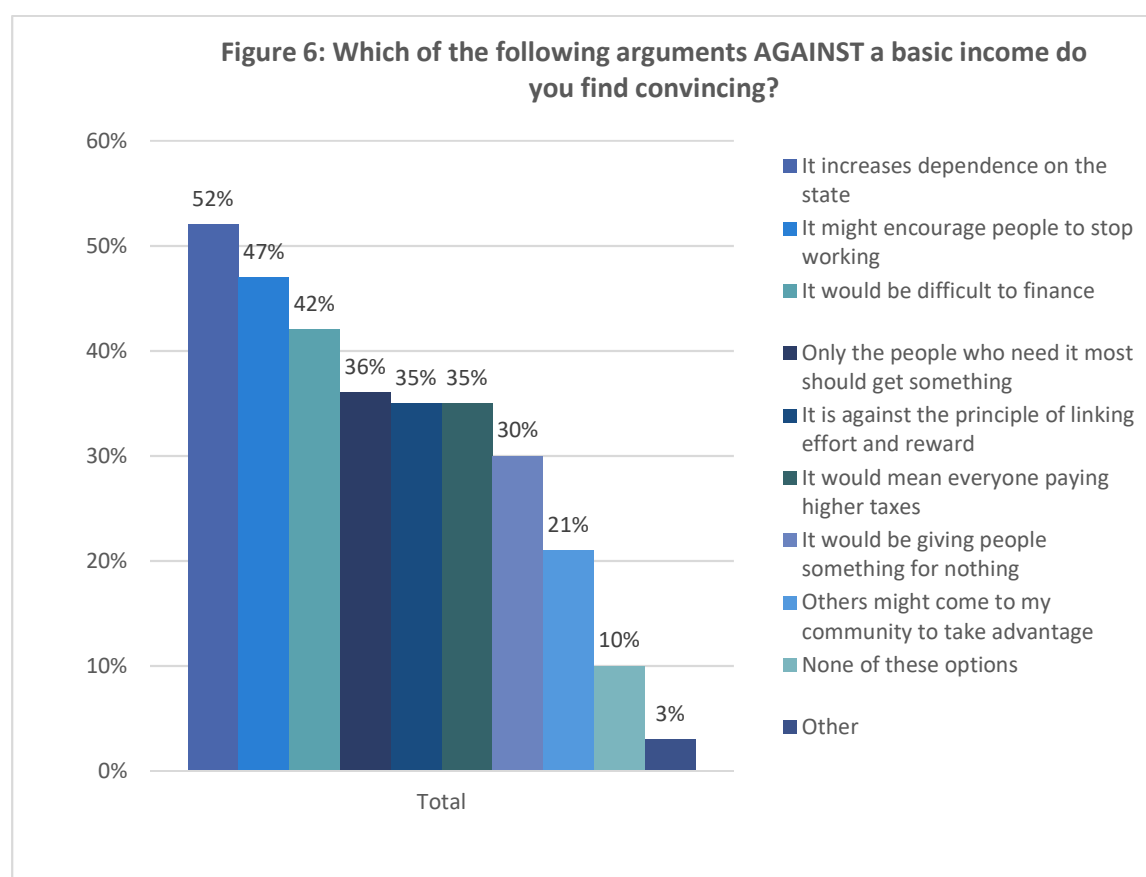
	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
It reduces anxiety about financing basic needs	41%	41%	41%
It encourages independence and a sense of control	26%	24%	27%
It is fairer to women	25%	25%	25%
It creates more equality of opportunity	23%	22%	24%
It reduces bureaucracy and administrative costs	21%	19%	22%
It increases appreciation for household work and volunteering	18%	19%	17%
It encourages people to give back to their community	13%	12%	14%
It increases solidarity because it is funded by everyone	11%	11%	12%
Other	3%	3%	2%
None of these options	30%	33%	29%
Base:	1,074	426	648



In contrast, the main argument AGAINST a basic income was “It increases dependence on the state”, 52% stating this. This is followed by 47% who said it might encourage people to stop working and a further 32% who thought it would be difficult to finance.

Table 17: Which of the following arguments AGAINST a basic income do you find convincing? (Please select all that apply)

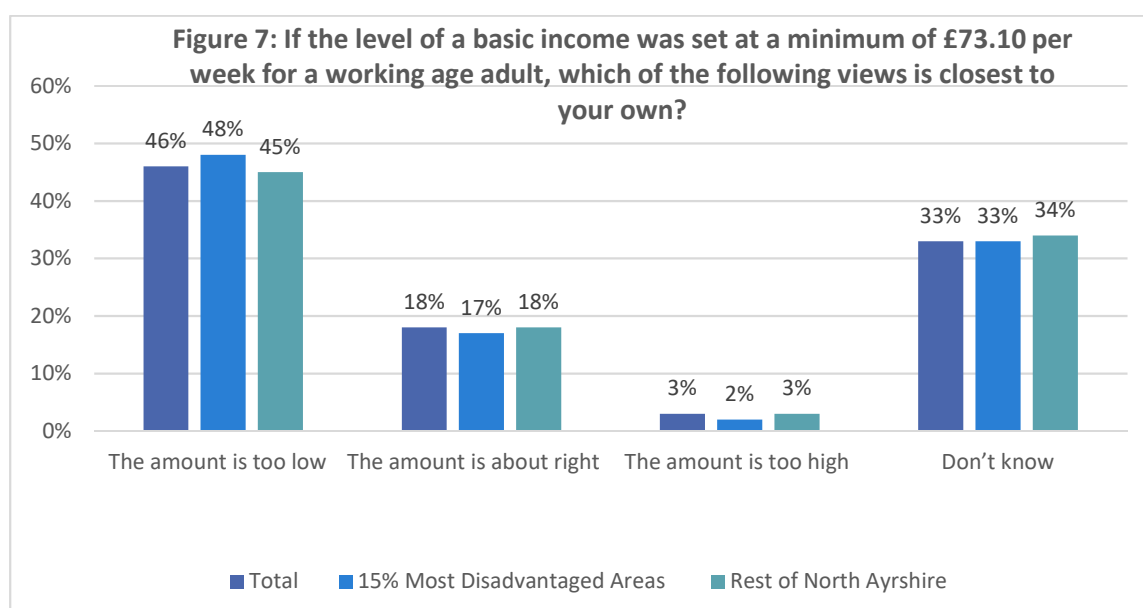
	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
It increases dependence on the state	52%	52%	51%
It might encourage people to stop working	47%	44%	48%
It would be difficult to finance	42%	40%	43%
Only the people who need it most should get something	36%	36%	36%
It is against the principle of linking effort and reward	35%	35%	36%
It would mean everyone paying higher taxes	35%	33%	35%
It would be giving people something for nothing	30%	27%	32%
Others might come to my community to take advantage	21%	22%	21%
None of these options	10%	12%	8%
Other	3%	4%	2%
Base:	920	368	552



Just under half (46%) of all respondents said that if the basic income was set at a minimum of £73.10 per week, that the amount would be too low. A further 18% thought the amount was about right and 3% thought it to be too high. A third (33%) of all respondents didn't know.

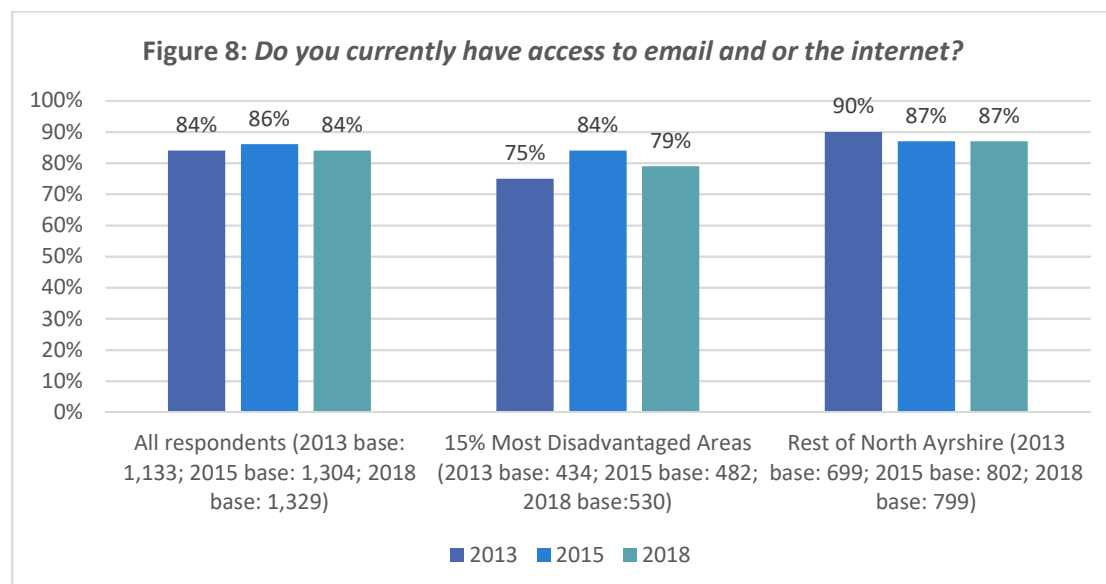
Table 18: If the level of a basic income was set at a minimum of £73.10 per week for a working age adult, which of the following views is closest to your own? (Please select one response)

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
The amount is too low	46%	48%	45%
The amount is about right	18%	17%	18%
The amount is too high	3%	2%	3%
Don't know	33%	33%	34%
Bases:	1,195	476	719



2.2.3 Access to E-mail and the Internet

Respondents were asked if they currently have access to email or the internet and the results are shown in chart below. Overall, 84% of all respondents have access to email or the internet. This is the same as 2013 and down slightly from 86% in 2015. This slight decline has been primarily driven by respondents living in the 15% Most Disadvantaged Areas where the number of people who have access to email or the internet has dropped from 84% in 2015 to 79% in 2018.



The vast majority of respondents who currently have access to e-mail / internet indicate they have home access (95%). Just under a third of respondents (32%) have access to e-mail / internet through their workplace and 14% of respondents say they currently access e-mail / internet through their local library.

Table 20: If yes, where do you have access to E-mail / Internet (Tick all that apply)

Access to e-mail / internet	2013	2015	2018
From home	93%	95%	95%
Work	35%	31%	32%
Local library	15%	13%	14%
College / university	3%	1%	1%
Community centre	2%	1%	1%
Internet café	2%	1%	1%
School	1%	1%	1%
Community learning centre	1%	1%	1%
Other community facility	1%	1%	1%
Other	5%	3%	2%
Bases:	941	1,122	1,096

KEY POINTS – A Working North Ayrshire

Qualifications and Employment

The highest educational qualification that the greatest number of respondents have is National 3 (35%). Nine percent have Standard grade 1-3, 8% HNC/HND, 8% Degree and 6% have a postgraduate qualification. Ten percent of respondents have no qualifications. Respondents living in the 15% Most Disadvantaged Areas are more likely to have no qualifications (13%) compared to people living in the Rest of North Ayrshire (8%). In contrast to this, respondents in the rest of North Ayrshire are more likely to have a further or higher education qualification such as an HNC/HND, degree or post graduate qualification than people living the 15% Most Disadvantaged Areas.

Just under two thirds (62%) of all respondents indicated that there were no adults in their household who are currently unemployed. This dropped to 56% among respondents in the 15% Most Disadvantaged Areas. Thirty six percent of respondents said that there are either one (18%) or two (18%) adults in their household who were unemployed and 2% said that there are three or more adults who are unemployed. Respondents living in the 15% Most Disadvantaged Areas are generally more likely to state that they have adults in their household who are unemployed.

The length of time the respondent or anyone else in their household has been unemployed peaks at 47% for a period of between 6 and 9 months. This is followed by 19% who have been unemployed for 9 to 12 months and 12% who have been unemployed for in excess of 24 months. Respondents living in the 15% Most Disadvantaged Areas were more inclined to indicate a 24 month period of unemployment, 22% stating this compared to 12% of people in the rest of North Ayrshire.

For those respondents that stated they have been unemployed, the greatest number (67%) indicated that they had been unemployed once in the past 3 years.

Most people (69%) said that they have had no different jobs in the last 3 years. Twenty five percent said that they have had one different job and 6% said that they have had 2 or more different jobs in the last 3 years.

The main barrier/problem to getting a job was a lack of jobs, appearing in 53% of respondents' top three issues, followed by a lack of skills/qualifications (43%) and low pay/benefit trap (30%).

Three quarters (75%) of all respondents said that they have no caring responsibilities. Eleven percent care for their own child and 1% care for another child. Thirteen percent said that they care for an adult.

Basic Income

A third (33%) of all respondents said that they understood fully the concept known as basic income. A further 30% knew something about it and 17% had heard just a little about it. The remaining 20% had never heard of the concept known as basic income.

Just under a third (32%) of all respondents said that a basic income would not affect how they would use their time and a further 30% said that they would do none of the options suggested. Sixteen percent said they would look for a different job, 12% would gain additional skills and 11% would do more volunteering work. Eight percent would spend more time with their family, 5% would work for themselves and 3% would work less.

The top 3 arguments that people agreed with FOR a basic income were, “it reduces anxiety about financing basic needs” (41%), “it encourages independence and a sense of control” (26%) and “it is fairer to women” (25%).

In contrast, the main argument AGAINST a basic income was “It increases dependence on the state”, 52% stating this. This is followed by 47% who said it might encourage people to stop working and a further 32% who thought it would be difficult to finance.

Just under half (46%) of all respondents said that if the basic income was set at a minimum of £73.10 per week, that the amount would be too low. A further 18% thought the amount was about right and 3% thought it to be too high. A third (33%) of all respondents didn’t know.

Access to E-mail and the Internet

Overall, 84% of all respondents have access to email or the internet. The vast majority of respondents who currently have access to e-mail / internet indicate they have home access (95%). Just under a third of respondents (32%) have access to e-mail / internet through their workplace and 14% of respondents say they currently access e-mail / internet through their local library.

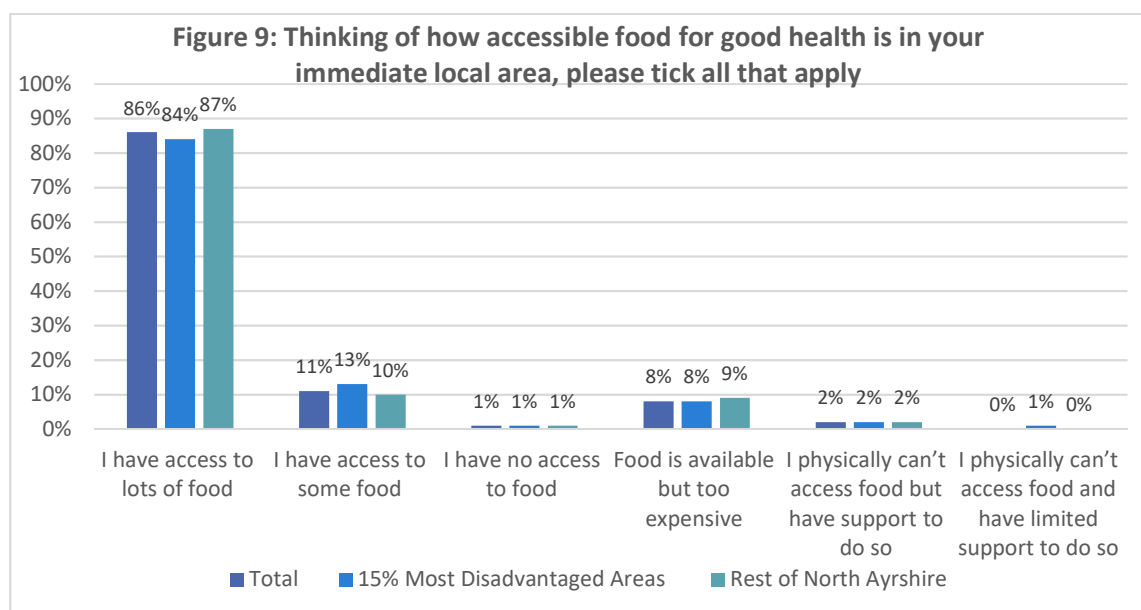
2.3 A Healthier North Ayrshire

2.3.1 Healthy Eating

The majority of respondents (86%) said that they have access to lots of food. A further 11% said that they have access to some food. This rises to 13% among respondents from the 15% Most Disadvantaged Areas a drops to 10% with people from the Rest of North Ayrshire. Eight percent of respondents said that food is available but too expensive.

Table 21: Thinking of how accessible food for good health is in your immediate local area, please tick all that apply

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
I have access to lots of food	86%	84%	87%
I have access to some food	11%	13%	10%
I have no access to food	1%	1%	1%
Food is available but too expensive	8%	8%	9%
I physically can't access food but have support to do so	2%	2%	2%
I physically can't access food and have limited support to do so	0%	1%	0%
Base:	1,309	523	786



Most people (86%) said that they can cook home made meals and do so regularly. Ten percent said that they can cook home made meals but mostly eat ready meals, this rises to 13% among respondents in the 15% Most Disadvantaged Areas. Six percent of respondents said that they can cook home made meals but they do not have the time. A further 3% said that they use ready meals but would like to learn to cook more home made meals.

Table 22: What statements about cooking apply to you and your household? Please tick all statements that apply

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
I can cook home made meals and do so regularly	86%	82%	88%
I can cook home made meals but mostly eat ready meals	10%	13%	8%
I can cook home made meals but don't have the tools or equipment to make them	0%	1%	0%
I use ready meals but would like to learn to cook more home made meals	3%	3%	3%
I use ready meals and am not interested in cooking home made meals	3%	3%	2%
I can cook home made meals but don't have the time	6%	7%	5%
Base:	1,315	523	792

Thirty nine percent of respondents said that they prepare and cook 7 main meals a week (out of a maximum of 7 main meals). A further 16% prepare six main meals, 19% prepare five and 10% prepare four main meals a week. The remaining 16% prepare three or fewer main meals per week.

Table 23: How many main meals per week do you prepare yourself? (out of a maximum seven main meals)

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
One	6%	6%	6%
Two	5%	5%	5%
Three	5%	6%	4%
Four	10%	10%	10%
Five	19%	17%	20%
Six	16%	17%	16%
Seven	39%	38%	40%
Bases:	1,273	501	772

Just under half (48%) of all respondents said that they eat from all of the major food groups over the course of a typical day. Forty one percent of respondents eat between 2 and 4 portions of fruit and vegetable, a further 36% eat 5 or more portions of fruit and vegetables and 19% eat between 1 and 2 portions over the course of a typical day.

Twelve percent of respondents eat food which they grow themselves and 7% don't grow their own food but would like to learn.

Table 24: Tell us about your food consumption over the course of a typical day (Tick all statements that apply)

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
I eat from all of the major food groups: fruit and vegetables, starchy foods, milk and dairy, pulses, fish eggs, meat, and fats.	48%	48%	48%
I eat between 2-4 portions of fruit and vegetables	41%	40%	42%
I eat 5 or more portions of fruit and vegetables	37%	35%	38%
I eat from some of the major food groups: fruit and vegetables, starchy foods, milk and dairy, pulses, fish eggs, meat, and fats.	36%	39%	35%
I eat between 1-2 portions of fruit and vegetables	19%	20%	18%
I eat food which I grow myself	12%	12%	13%
I eat from one of the major food groups: fruit and vegetables, starchy foods, milk and dairy, pulses, fish eggs, meat, and fats.	8%	9%	7%
I don't grow my own food but would like to learn	7%	8%	6%
I mostly eat food from takeaways	1%	1%	1%
I eat no portions of fruit and vegetables	1%	1%	2%
Bases:	1,297	513	784

* Examples of a portion of fruit and veg are: 1 banana, 2 plums or 3 heaped tablespoons of beans *Fruit and vegetables can either be fresh, frozen, tinned, dried or juiced *Starchy foods are: potatoes, breads, cereals, rice and pasta *Pulses are beans, peas, lentils

2.3.2 Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS)

In order to assess and monitor the mental wellbeing of the North Ayrshire population, the Community Planning Partnership utilises the Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) which is used to measure mental wellbeing.

The WEMWBS consists of a series of fourteen statements which are put to respondents, and they in turn are asked to state the frequency with which they had experienced these feelings and thoughts over the past two weeks.

Five potential responses were provided and a score assigned to each:

- 'None of the time' = 1
- 'Rarely' = 2
- 'Some of the time' = 3
- 'Often' = 4
- 'All of the time' = 5.

To achieve an overall score, each individual score was aggregated to give a potential score out of 70, with a minimum score of 14. The higher the score achieved the more positive an individuals' mental wellbeing.

The table below details the average scores by year and by area and also compares these results to the national average for Scotland as a whole.

Table 25: WEMWBS Average Scores by Area

Scottish Population (2016) ¹	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2013	2015	2018	2013	2015	2018	2013	2015	2018
49.8	51.03	50.76	50.08	48.65	50.06	49.60	52.64	51.09	50.41

The average score for panel members is broadly in line with the national average figures for Scotland as a whole. Across the 3 study years there has been a slight decline from 51.03 in 2013 to 50.08 in 2018. This slight decline has been driven by respondents living in the rest of North Ayrshire dropping from 52.64 in 2013 to 50.41 in 2018. However, respondents living in 15% Most Disadvantaged Areas achieve a lower average score than those in the rest of North Ayrshire (49.60 compared to 50.41).

¹ The Scottish Health Survey 2016 edition

The table below details the average scores by gender and age group. There are no significant differences in these mental wellbeing scores between men and women. In terms of age, there is a general (though sometime irregular) pattern whereby scores improve with age.

Table 26: WEMWBS Average Scores by Gender and Age by Area

Please tick the box that best describes your experience of each over the last 2 weeks.

Gender	Scottish Population (2016)	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
		2013	2015	2018	2013	2015	2018	2013	2015	2018
Male	49.8	50.95	50.65	50.32	48.45	50.44	49.62	52.26	50.78	50.06
Female	49.8	51.15	50.78	49.88	48.79	49.70	49.57	52.80	51.39	50.79
Age										
16-24 years	49.9	51.27	47.84	50.80	46.88	46.87	50.51	56.29	48.90	51.17
25-34 years	50.1	49.81	49.57	49.61	46.99	49.05	50.67	53.43	50.12	48.91
35-44 years	49.6	50.13	50.73	49.44	48.46	49.04	48.14	50.91	51.89	49.72
45-54 years	49.0	50.00	49.47	49.21	47.83	48.58	48.77	51.78	49.95	49.55
55-64 years	49.9	51.53	51.99	50.66	49.20	52.70	49.88	53.14	51.61	51.17
65-74 years	50.8	52.11	51.24	51.18	50.96	51.39	51.10	52.53	51.19	51.20
75+ years	49.8	53.16	51.72	50.83	48.23	49.84	46.64	54.94	52.72	52.37
Overall	49.8	51.03	50.76	50.08	48.65	50.06	49.60	52.64	51.09	50.41

KEY POINTS – A Healthier North Ayrshire

Healthy Eating

The majority of respondents (86%) said that they have access to lots of food. A further 11% said that they have access to some food. Eight percent of respondents said that food is available but too expensive.

Most people (86%) said that they can cook home made meals and do so regularly. Ten percent said that they can cook home made meals but mostly eat ready meals. Six percent of respondents said that they can cook home made meals but they do not have the time. A further 3% said that they use ready meals but would like to learn to cook more home made meals.

Thirty nine percent of respondents said that they prepare and cook 7 main meals a week (out of a maximum of 7 main meals). A further 16% prepare 6 main meals, 19% prepare 5 and 10% prepare 4 main meals a week. The remaining 16% prepare three or fewer main meals per week.

Just under half (48%) of all respondents said that they eat from all of the major food groups over the course of a typical day. Forty one percent of respondents eat between 2 and 4 portions of fruit and vegetable, a further 36% eat 5 or more portions of fruit and vegetables and 19% eat between 1 and 2 portions over the course of a typical day.

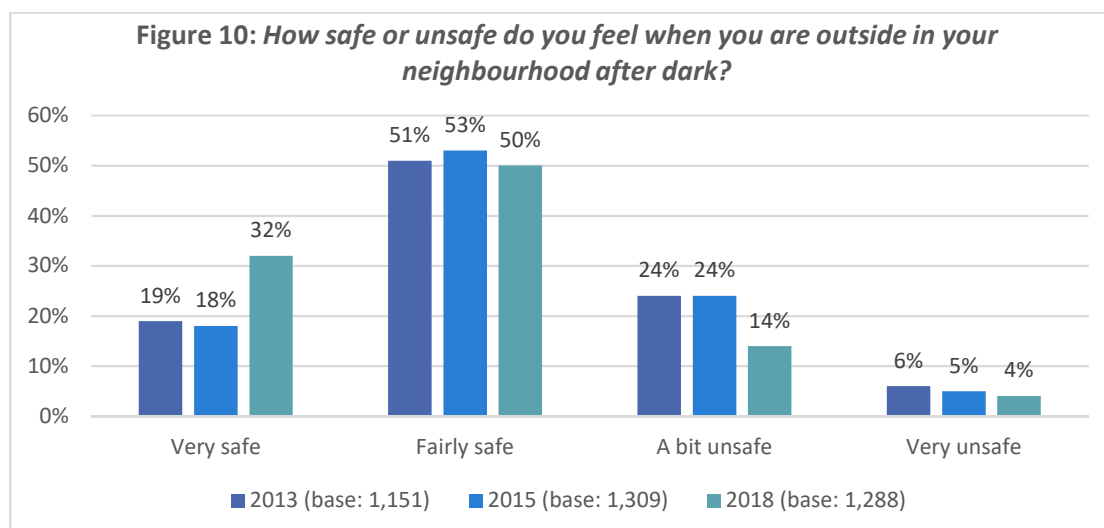
Warwick-Edinburgh Mental Wellbeing Scale (WEMBS)

The average score for panel members is broadly in line with the national average figures for Scotland as a whole. Across the 3 study years there has been a slight decline from 51.03 in 2013 to 50.08 in 2018.

2.4 A Safer North Ayrshire

2.4.1 Community safety

The chart below profiles the extent to which people say that they feel safe when they are outside in their neighbourhood after dark. The percentage of respondents who say they feel very safe when outside in their neighbourhood after dark has risen significantly from 18% in 2015 to 32% in 2018. The number of people who feel fairly safe has remained fairly constant across the 3 study years. The main driver of change has been the number of people who feel a bit unsafe, dropping from 24% in 2015 to 14% in 2018.



As shown in the table below, people who live in the 15% Most Disadvantaged Areas are slightly more likely to feel unsafe when outside in their neighbourhood after dark (21% compared to 17% of people in the rest of North Ayrshire). This gap has narrowed significantly since 2013.

Table 27: How safe or unsafe do you feel when you are outside in your neighbourhood after dark? – by area

	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2013	2015	2018	2013	2015	2018	2013	2015	2018
Very safe	19%	18%	32%	12%	16%	32%	24%	18%	31%
Fairly safe	51%	53%	50%	51%	49%	47%	51%	55%	52%
A bit unsafe	24%	24%	14%	28%	28%	16%	20%	22%	13%
Very unsafe	6%	5%	4%	8%	7%	5%	4%	4%	4%
Bases:	1,151	1,309	1,288	440	486	518	697	803	770

Respondents who felt unsafe outside in their neighbourhood after dark were asked to say why they felt this way. A full listing of verbatim comments can be found in the appendices but a number of common themes are apparent in these findings: standard of lighting, people hanging around, concerns about drug dealing and drugs misuse, drunkenness and perceived lack of visible policing. The broad thrust of these comments was similar in both 2013 and 2015.

Respondents were then asked to indicate how much of an issue various things were in their neighbourhood and the results for 2018 are set out in the table below. Dog fouling is the single biggest issue identified by respondents but with concerns over rubbish or litter lying in the street, people using or dealing drugs, young people hanging around on the street and vandalism, graffiti or other deliberate damage to property also being fairly prominent.

Table 28: In your neighbourhood, how much of an issue are each of the following?

Issue	Very big issue	Fairly big issue	A minor issue	Not an issue	Base
Dog fouling	20%	23%	36%	21%	1,256
Rubbish or litter lying in the street	15%	19%	34%	32%	1,256
People using or dealing drugs	13%	9%	18%	59%	1,246
Vandalism, graffiti or other deliberate damage to property	6%	9%	31%	53%	1,244
Antisocial residents	4%	4%	19%	73%	1,261
Young people hanging around on the street	5%	11%	29%	55%	1,243
People being attacked or harassed	4%	7%	20%	69%	1,237
People drinking in the street	5%	8%	20%	67%	1,243
Aggressive dogs	4%	4%	20%	72%	1,254
Discarded needles	4%	3%	13%	80%	1,255
Noisy neighbours or loud parties	4%	6%	23%	68%	1,253
Adults hanging around on the street	2%	6%	19%	72%	1,246
Grass / bin fires	3%	1%	14%	82%	1,247
Abandoned or burnt out cars	3%	2%	11%	83%	1,234

The table below compares results for this question for 2013, 2015 and 2018, based on the proportion of respondents indicating that something was either a very or fairly big issue. Since 2013, there have been notable declines in almost all of the issues asked about. The most significant declines being with dog fouling (-11%), young people hanging around on the street (-8%), vandalism, graffiti or other deliberate damage to property (-8%) and aggressive dogs (-8%).

Only one issue exhibited a rise in the number of people stating that it was a very or fairly big issue and that was noisy neighbours or loud parties, rising from 7% in 2013 to 10% in 2018.

Table 29: In your neighbourhood, how much of an issue are each of the following?

Issue	% stating very or fairly big issue			
	2013	2015	2018	% Change 2013-18
Dog fouling	54%	50%	43%	-11%
Rubbish or litter lying in the street	38%	35%	34%	-4%
People using or dealing drugs	29%	30%	22%	-7%
Young people hanging around on the street	24%	21%	16%	-8%
Vandalism, graffiti or other deliberate damage to property	23%	20%	15%	-8%
People drinking in the street	17%	14%	13%	-4%
People being attacked or harassed	16%	18%	11%	-5%
Aggressive dogs	16%	13%	8%	-8%
Antisocial residents	14%	16%	8%	-6%
Adults hanging around on the street	12%	10%	8%	-4%
Discarded needles	9%	9%	7%	-2%
Grass / bin fires	8%	7%	4%	-4%
Noisy neighbours or loud parties	7%	11%	10%	+3%
Abandoned or burnt out cars	5%	3%	5%	=
Bases:	1,093-1,116	1,248-1,272	1,234-1,261	

The extent of these issues in terms of 15% Most Disadvantaged Areas and other areas is detailed in the chart below. In every instance these issues continue to be most commonly seen in the 15% Most Disadvantaged Areas and sometimes significantly so.

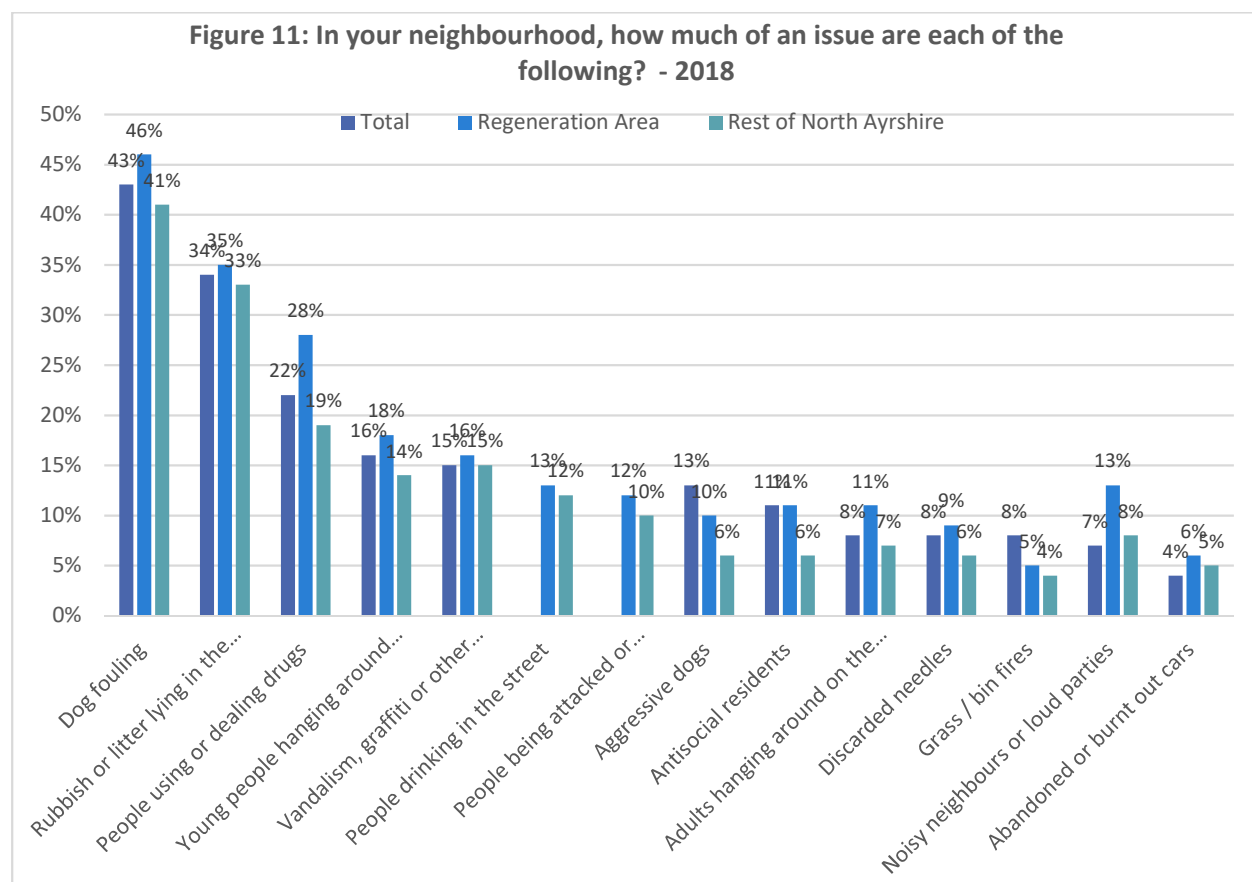


Table 30: In your neighbourhood, how much of an issue are each of the following? – by area.

	% stating very or fairly big issue								
	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2013	2015	2018	2013	2015	2018	2013	2015	2018
Dog fouling	54%	50%	43%	64%	55%	46%	48%	48%	41%
Rubbish or litter lying in the street	38%	35%	34%	52%	43%	35%	30%	30%	33%
People using or dealing drugs	29%	30%	22%	42%	35%	28%	21%	27%	19%
Young people hanging around on the street	24%	21%	16%	32%	25%	18%	17%	18%	14%
Vandalism, graffiti or other deliberate damage to property	23%	20%	15%	32%	25%	16%	17%	17%	15%
People drinking in the street	17%	14%	13%	27%	20%	13%	10%	12%	12%
People being attacked or harassed	16%	18%	11%	24%	25%	12%	11%	17%	10%
Aggressive dogs	16%	13%	8%	21%	15%	10%	12%	12%	6%
Antisocial residents	14%	16%	8%	21%	19%	11%	10%	14%	6%
Adults hanging around on the street	12%	10%	8%	17%	13%	11%	6%	8%	7%
Discarded needles	9%	9%	7%	14%	11%	9%	6%	8%	6%
Grass / bin fires	8%	7%	4%	12%	10%	5%	5%	6%	4%
Noisy neighbours or loud parties	7%	11%	10%	11%	13%	13%	5%	9%	8%
Abandoned or burnt out cars	5%	3%	5%	7%	5%	6%	3%	3%	5%

The full list of 'other' neighbourhood issues is set out in the appendices. As with previous years, it is possible to discern some common themes which have not changed greatly: street lighting, other dog-related issues, noise complaints, poorly maintained gardens, and traffic issues. These were mostly unchanged from previous years.

Respondents were also provided with a prompted list of possible community policing priorities and were again asked to rank these 1, 2 and 3 with 1 being the most important. The profile of results for 2018 is set out in the table below. Drug dealing / drug use emerges as the top priority for the Community Policing team to address, 44% of respondents selecting this as one of their top three issues. This is followed by housebreaking and other theft (42%), speeding motorists (36%), drunk or disorderly behaviour (31%) and bogus caller crime (29%) being the other issues most likely to be seen as priorities.

Table 31: Which three of the following do you want your local Community Policing Team to adopt as priorities?

Priorities	Rank 1	Rank 2	Rank 3	Total Rank in Top 3
Drug dealing / drug use	18%	15%	11%	44%
Housebreaking and other theft	14%	15%	13%	42%
Assault / violent crime	10%	7%	7%	24%
Speeding motorists	16%	11%	9%	36%
Drunk or disorderly behaviour (including vandalism and graffiti)	9%	11%	11%	31%
Bogus caller crime	9%	11%	9%	29%
Car crime	1%	2%	3%	6%
Hate crime	2%	3%	3%	8%
Fraud	2%	3%	5%	10%
Wilful fire raising	3%	2%	5%	10%
Base: 1,342				

The table below profiles results for 2013, 2015 and 2018 based on the proportion of people placing each priority in their top three in terms of importance. Since 2013, the main decrease in priorities are with regard to drug dealing / drug use (-24% since 2013) and assault/violent crime (23% since 2013). In contrast, more people are likely to prioritise wilful fire raising and bogus caller crime.

Table 32: Which three of the following do you want your local Community Policing Team to adopt as priorities?

Priorities	2013	2015	2018	% Change
Drug dealing / drug use	68%	60%	44%	-24%
Housebreaking and other theft	53%	50%	42%	-11%
Assault / violent crime	47%	45%	24%	-23%
Speeding motorists	37%	36%	36%	-1%
Drunk or disorderly behaviour (including vandalism and graffiti)	34%	34%	31%	-3%
Bogus caller crime	26%	23%	29%	+3%
Car crime	13%	10%	6%	-7%
Hate crime (Racist crime 2013/2015)	6%	8%	8%	+2%
Fraud	5%	7%	10%	+5%
Wilful fire raising	3%	3%	10%	+7%
Bases:	1,022	1,317	1,061	

These results are analysed below according to whether people lived in 15% Most Disadvantaged Areas or other areas. Comparatively few differences are apparent although people in non-15% Most Disadvantaged Areas are somewhat more likely to see housebreaking and other theft and assault/violent crime as a priority and those in 15% Most Disadvantaged Areas are notably more likely than people in other areas to see drug dealing/drug use and speeding motorists as a priority.

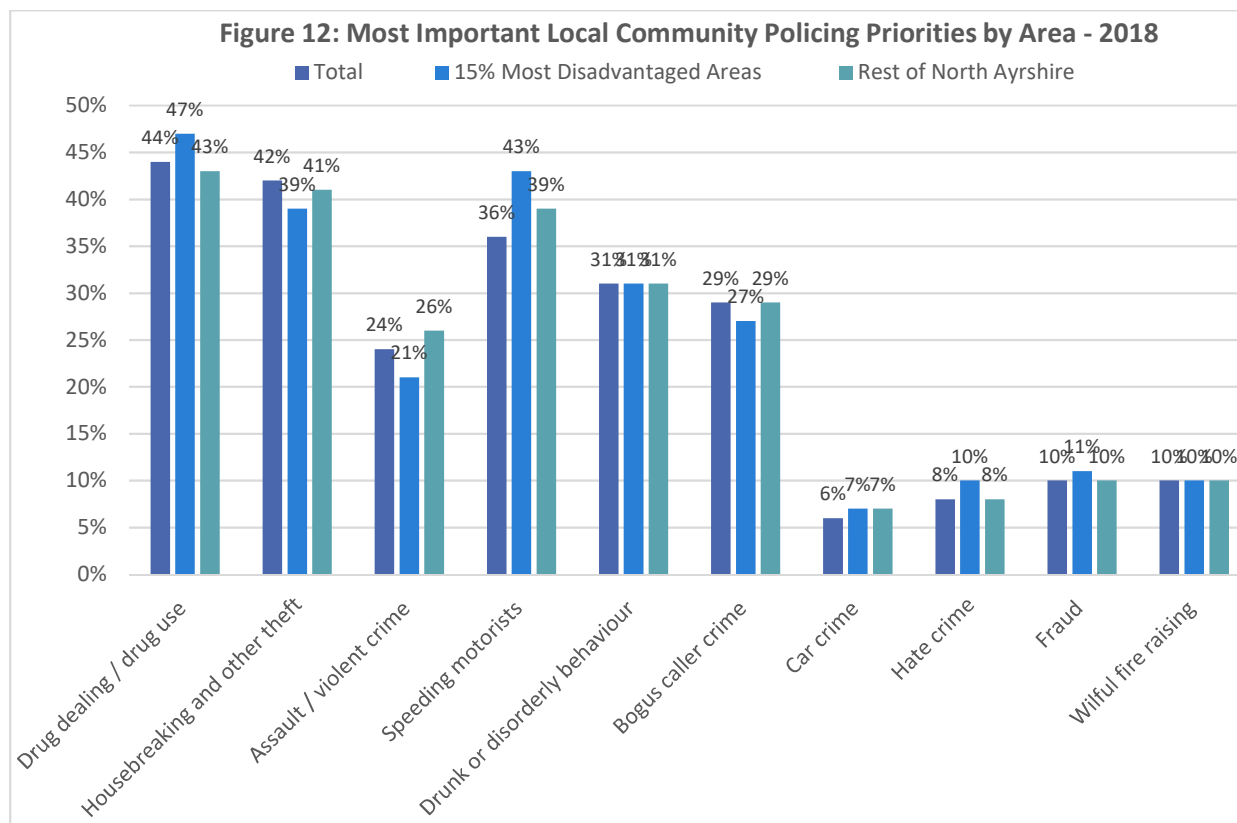


Table 33: Most Important Local Community Policing Priorities by Area

	% ranking 1,2, or 3								
	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2013	2015	2018	2013	2015	2018	2013	2015	2018
Drug dealing / drug use	68%	60%	44%	76%	62%	47%	64%	58%	43%
Housebreaking and other theft	53%	50%	42%	49%	47%	39%	53%	51%	41%
Assault / violent crime	47%	45%	24%	50%	42%	21%	46%	47%	26%
Speeding motorists	37%	36%	36%	35%	38%	43%	36%	35%	39%
Drunk or disorderly behaviour (including vandalism and graffiti)	34%	34%	31%	35%	33%	31%	34%	34%	31%
Bogus caller crime	26%	23%	29%	22%	25%	27%	28%	23%	29%
Car crime	13%	10%	6%	13%	9%	7%	14%	10%	7%
Hate crime (Racist crime 2013 and 2015)	6%	8%	8%	5%	7%	10%	6%	7%	8%
Fraud	5%	7%	10%	5%	9%	11%	5%	6%	10%
Wilful fire raising	3%	3%	10%	4%	4%	10%	3%	3%	10%

2.4.2 Fire Safety

Five percent of respondents said that they have concerns about fire safety in their home. This percentage remains similar across respondents in both the 15% Most Disadvantaged Areas and the rest of North Ayrshire.

The types of concerns people had included not having smoke alarms, flammable cladding on the exterior of their property and not being able to escape their house if it was on fire.

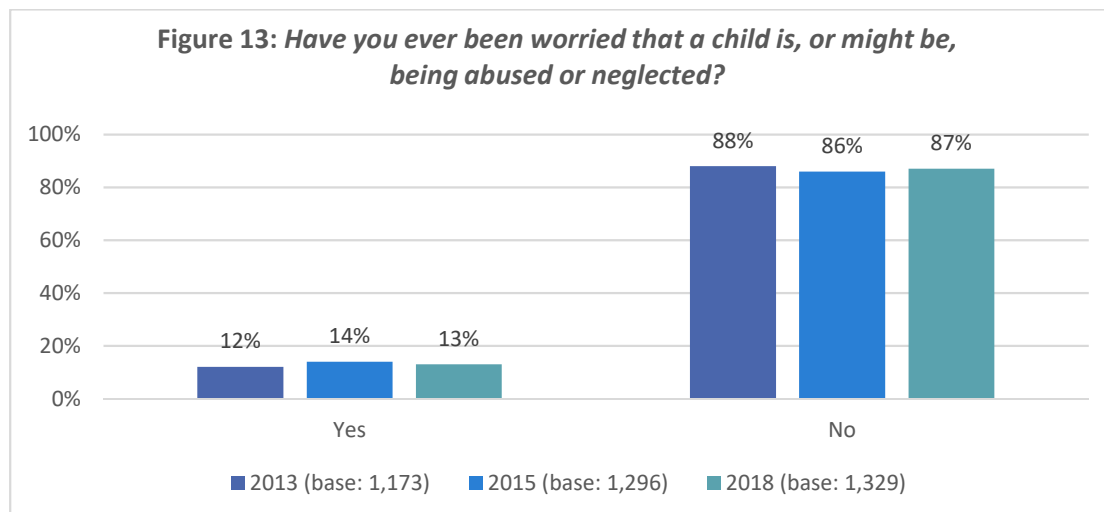
Table 34: Do you have any concerns about fire safety in your home?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Yes	5%	5%	4%
No	95%	95%	96%
Bases:	1,327	526	801

2.4.3 Abuse – children and adults

As shown in the graph below, 13% of people now say that they have been worried that a child is, or might be, being abused or neglected. This has remained similar across the 3 study years.

The prevalence of this varies somewhat according to whether people live in 15% Most Disadvantaged Areas or not (16% in 15% Most Disadvantaged Areas; 11% in other parts of North Ayrshire).



In 2013, 6% of respondents stated that they had ever been worried that a vulnerable adult was, or might be, being abused or neglected. This rose to 8% in 2015 and remains at 8% in 2018. There was a slight variation between regeneration (9%) and non-15% Most Disadvantaged Areas (7%).

Twenty percent of respondents who have ever been worried that a child is, or might be, being abused or neglected did not report this to anyone or any organisation (24% in 2015 and 20% in 2013). Nineteen percent did not report their concern regarding a vulnerable adult (20% in 2015 and 25% in 2013).

Those that had ever had such a concern and reported it were asked who they reported this to and the results of this are profiled in the table below for 2013, 2015 and 2018. The small base number of responses should be noted and results treated with appropriate caution.

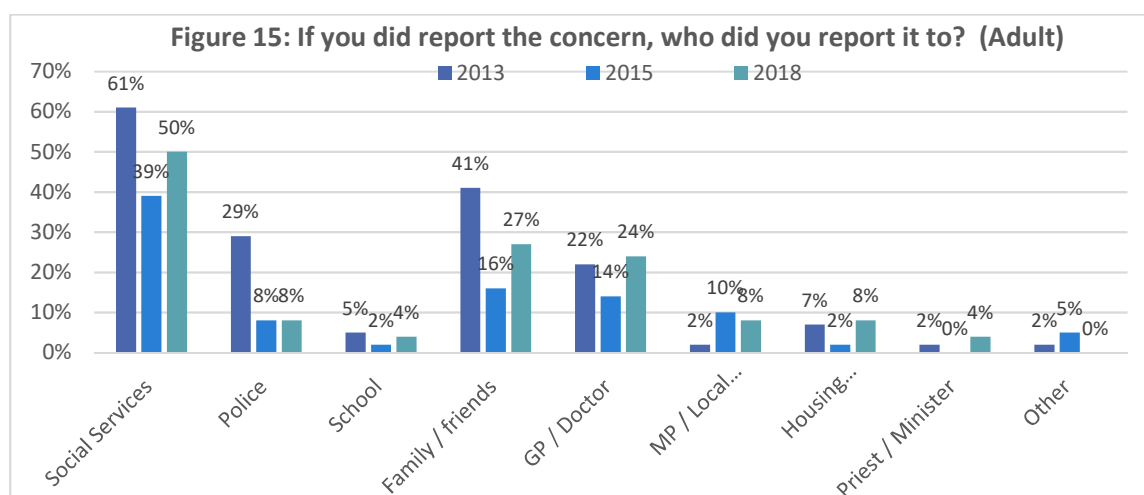
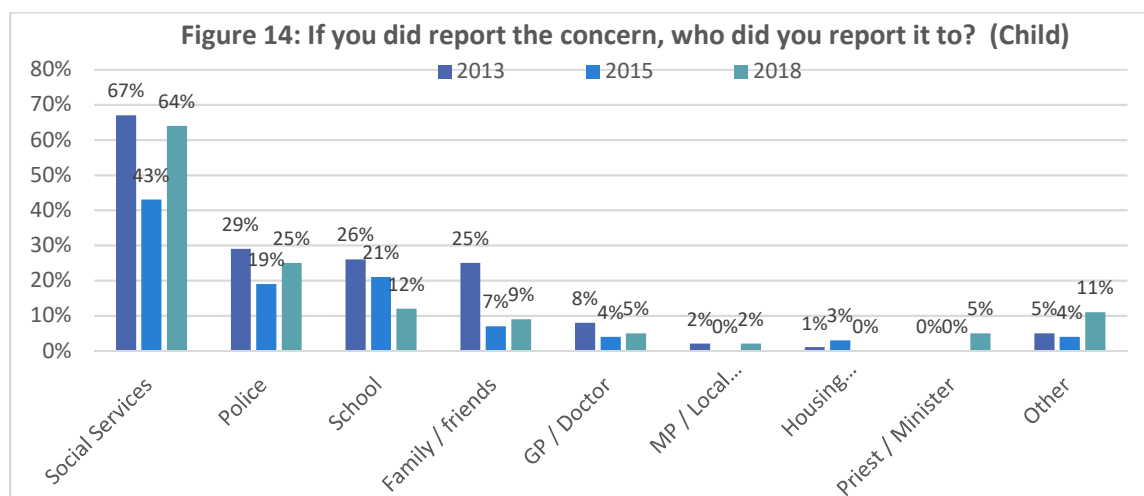


Table 35: If you did report the concern, who did you report it to?

Organisation	2013 (Child)	2013 (Adult)	2015 (Child)	2015 (Adult)	2018 (Child)	2018 (Adult)
Social Services	67%	61%	43%	39%	64%	50%
Police	29%	29%	19%	8%	25%	8%
School	26%	5%	21%	2%	12%	4%
Family / friends	25%	41%	7%	16%	9%	27%
GP / Doctor	8%	22%	4%	14%	5%	24%
MP / Local Councillor	2%	2%	0%	10%	2%	8%
Housing Department	1%	7%	3%	2%	0%	8%
Priest / Minister	0%	2%	0%	0%	5%	4%
Other	5%	2%	4%	5%	11%	0%
Bases:	92	41	137	88	133	78

The table below profiles the reasons why some people did not report such concerns, incorporating the results for 2013, 2015 and 2018. The relatively small base number of responses should again be noted and the results treated with appropriate caution.

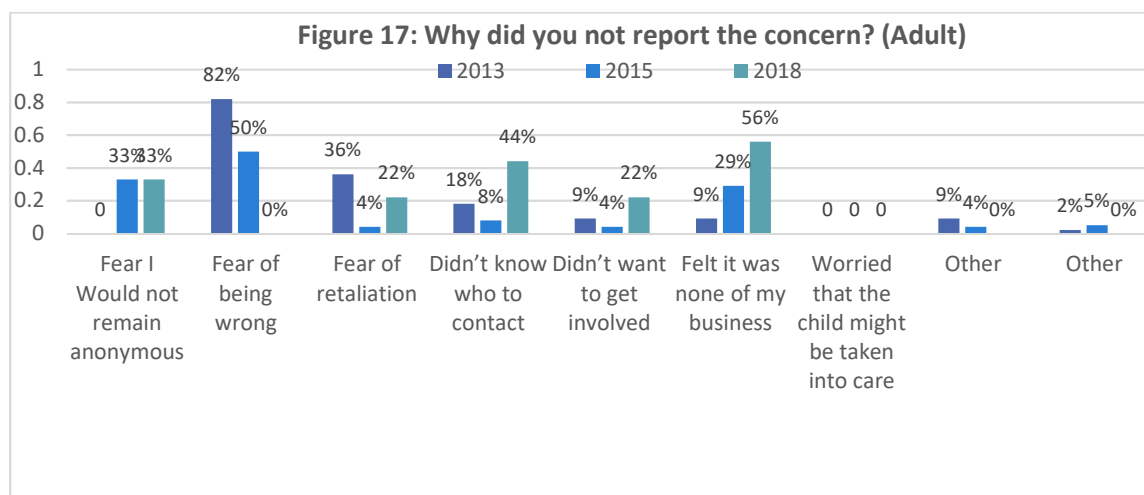
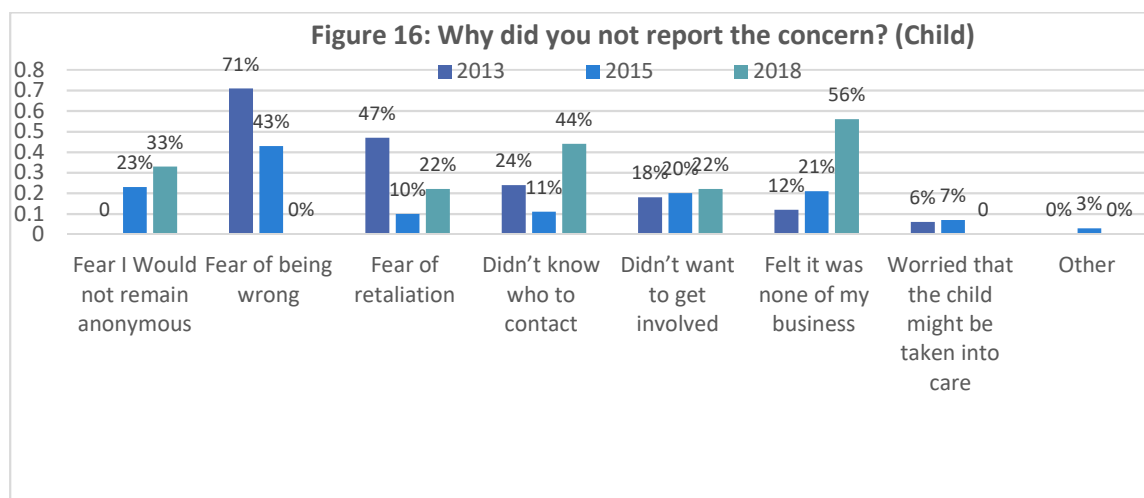


Table 36: Why did you not report the concern?

Reason	2013 (Child)	2013 (Adult)	2015 (Child)	2015 (Adult)	2018 (Child)	2018 (Adult)
Fear I Would not remain anonymous	--	--	23%	33%	56%	33%
Fear of being wrong	71%	82%	43%	50%	47%	0%
Fear of retaliation	47%	36%	10%	4%	31%	22%
Didn't know who to contact	24%	18%	11%	8%	36%	44%
Didn't want to get involved	18%	9%	20%	4%	19%	22%
Felt it was none of my business	12%	9%	21%	29%	41%	56%
Worried that the child might be taken into care	6%	--	7%	--	19%	--
Other	0%	9%	3%	4%	0%	0%
Bases:	17	11	44	22	32	9

2.4.4 Criminal justice

Respondents were then asked to comment on how likely or unlikely certain types of sentences would be to make an offender less likely to commit a crime in the future. The results of this are detailed below. Prison is seen as the most likely deterrent with 60% of those that expressed a view stating that it would be fairly or very likely to make an offender less likely to commit a crime in the future. Opinions are divided about the deterrent effect of a range of other sentences (such as electronic tagging and various types of orders) and there is scepticism as to whether fines and, especially, deferred sentences would have the desired effect.

Table 37: How likely or unlikely do you think it is that the following types of sentence would make an offender less likely to commit a crime in the future?

Deterrent	Very Likely	Fairly Likely	Fairly Unlikely	Very Unlikely	Haven't heard of it	Base
Prison	31%	29%	25%	15%	1%	1,168
Drug Treatment and Testing Order	16%	36%	25%	20%	2%	1,144
Compensation Order	15%	31%	24%	20%	10%	1,138
Electronic Tagging	16%	38%	28%	17%	0%	1,159
Community Payback Order	14%	31%	26%	22%	6%	1,165
Fine	13%	30%	32%	25%	0%	1,144
Deferred Sentence	7%	18%	32%	42%	2%	1,120

A comparison of responses to this question between 2013 and 2018 is set out in the table below. In general there is a small level of increase in the likelihood of these sentences acting as a deterrent to future crime. Two sentences show a decline in the number of respondents stating that they are very or fairly likely to be a deterrent, these are community payback order (-1%) and compensation order which drops by 3%.

Table 38: How likely or unlikely do you think it is that the following types of sentence would make an offender less likely to commit a crime in the future?

Deterrent	% stating very or fairly likely			
	2013	2015	2018	% Change
Prison	69%	69%	60%	-9%
Electronic Tagging	49%	47%	54%	+5%
Drug Treatment and Testing Order	50%	46%	52%	+2%
Community Payback Order	46%	41%	45%	-1%
Compensation Order	49%	41%	46%	-3%
Fine	40%	39%	43%	+3%
Deferred Sentence	20%	21%	25%	+5%
Bases:	920-1,071	1,163-1,206	1,138-1,168	

Respondents were then asked what they thought the main priorities for working with offenders in the community should be, ranking their priorities from 1 to 3 with 1 being the most important. The results of this for 2018 are summarised below. In this context, respondents were likely to place considerable emphasis on tackling the underlying causes of crime (such as drugs and alcohol) although, little emphasis is placed on “providing stability for offenders”.

Table 39: What do you think the main priorities for working with offenders in the community should be?

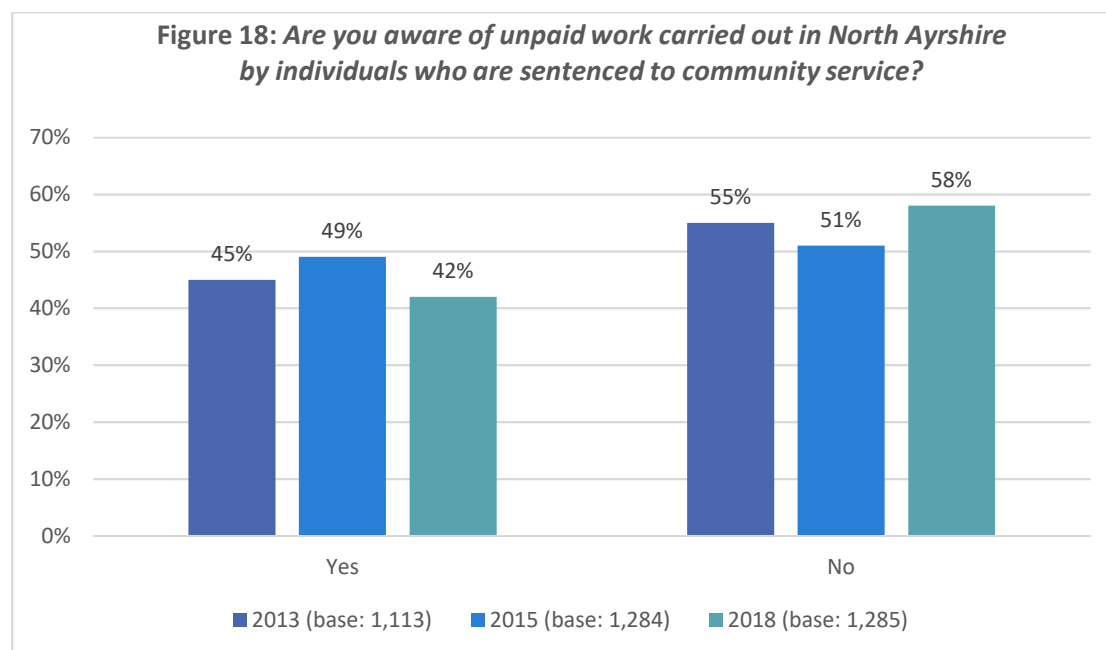
Priorities	Rank 1	Rank 2	Rank 3	Total Rank in Top 3
Tackling the underlying causes of crime, such as drugs and alcohol	36%	23%	24%	83%
Working with offenders so they can understand the impact of their crime on victims	23%	25%	19%	67%
Ensuring that offenders carry out unpaid work of value to the community in order to pay something back	14%	15%	15%	44%
Finding offenders meaningful training or employment opportunities	16%	19%	21%	56%
Providing stability for offenders by addressing issues such as homelessness	3%	7%	8%	18%
Base:				

Two notable differences in opinion between 2013 and 2018 (in terms of respondents' top priority) were the 12% drop in the percentage of respondents who would prioritise the tackling of underlying causes and an 8% increase in those who would prioritise finding offenders meaningful training or employment opportunities.

Table 40: What do you think the main priorities for working with offenders in the community should be? - Top Priority

Priorities	2013	2015	2018	% Change
Tackling the underlying causes of crime, such as drugs and alcohol	48%	45%	36%	-12%
Working with offenders so they can understand the impact of their crime on victims	21%	22%	23%	+2%
Ensuring that offenders carry out unpaid work of value to the community in order to pay something back	19%	17%	14%	-5%
Finding offenders meaningful training or employment opportunities	8%	8%	16%	+8%
Providing stability for offenders by addressing issues such as homelessness	4%	5%	3%	-1%
Base	1,027	1,317	1,067	

As shown in the chart below, 42% of respondents indicated that they were aware of unpaid work carried out in North Ayrshire by individuals sentenced to community service. This is down from 49% in 2015 and 45% in 2013.



As shown in the table below, people that lived in the 15% Most Disadvantaged Areas were slightly more likely than respondents living in the rest of North Ayrshire (44% compared to 41%) to be aware of such work.

Table 41: Are you aware of unpaid work carried out in North Ayrshire by individuals who are sentenced to community service?

	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2013	2015	2018	2013	2015	2018	2013	2015	2018
Yes	45%	49%	42%	50%	56%	44%	41%	44%	41%
No	55%	51%	58%	50%	44%	56%	59%	56%	59%
Bases:	1,113	1,284	1,285	419	479	509	679	788	776

The priorities that respondents saw for work of this nature are set out in the table below. Gardening/landscaping, Large-scale environmental work and litter-picking are respondents' top priorities, some distance ahead of the other options that were put to people. A full listing of the "other" options is contained in the appendices.

Table 42: What do you think the main priorities should be for the type of unpaid work carried out by offenders? (% selecting as 1, 2 or 3)

Priorities	Rank 1	Rank 2	Rank 3	Total Rank in Top 3
Large-scale environmental work	25%	25%	20%	70%
Gardening / landscaping	23%	20%	31%	74%
Litter-picking	22%	24%	14%	60%
Painting / decorating	3%	3%	3%	9%
Joinery and building work	11%	11%	12%	34%
Helping with removals	0%	1%	2%	3%
Other	2%	0%	1%	3%
Base:	1,116			

There have been few changes in opinion between 2013 and 2018 with regards to respondents' top priority. A significantly lower proportion named litter picking or large-scale environmental work as a top priority. In contrast more people selected joinery and building work or gardening/landscaping.

Table 43: What do you think the main priorities should be for the type of unpaid work carried out by offenders? -Top Priority

Priorities	2013	2015	2018	% Change
Litter-picking	35%	33%	22%	-13%
Large-scale environmental work	33%	30%	25%	-8%
Gardening / landscaping	17%	19%	23%	+6%
Painting / decorating	5%	6%	3%	-2%
Joinery and building work	4%	5%	11%	+7%
Helping with removals	1%	1%	0%	-1%
Other	4%	3%	2%	-2%
Bases:	1,010	1,317	1,116	

KEY POINTS – A Safer North Ayrshire

Community Safety

The percentage of respondents who say they feel very safe when outside in their neighbourhood after dark has risen significantly from 18% in 2015 to 32% in 2018. The number of people who feel fairly safe has remained fairly constant across the 3 study years.

Dog fouling is the single biggest issue identified by respondents as a problem in their neighbourhood. Concerns over rubbish or litter lying in the street, people using or dealing drugs, young people hanging around on the street and vandalism, graffiti or other deliberate damage to property are also fairly prominent.

Drug dealing / drug use emerges as the top priority for the Community Policing team to address, with 44% of respondents selecting this as one of their top three issues. This is followed by housebreaking and other theft (42%), speeding motorists (36%), drunk or disorderly behaviour (31%) and bogus caller crime (29%) being the other issues most likely to be seen as priorities.

Fire Safety

Five percent of respondents said that they have concerns about fire safety in their home. This percentage remains similar across respondents in both the 15% Most Disadvantaged Areas and the rest of North Ayrshire. The types of concerns people had included not having smoke alarms, flammable cladding on the exterior of their property and not being able to escape their house if it was on fire.

Abuse – Children and Adults

Thirteen percent of people now say that they have been worried that a child is, or might be, being abused or neglected, 8% of respondents stated that they had ever been worried that a vulnerable adult was, or might be, being abused or neglected.

Twenty percent of respondents who have ever been worried that a child is, or might be, being abused or neglected did not report this to anyone or any organisation. Nineteen percent did not report their concern regarding a vulnerable adult.

Criminal Justice

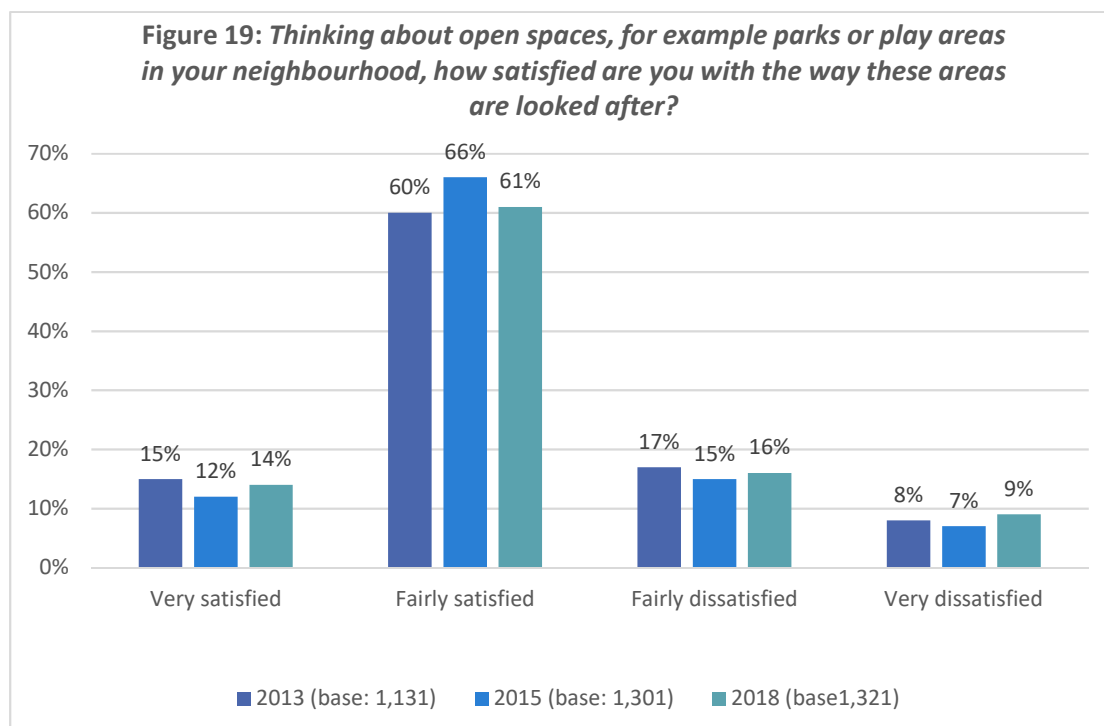
Prison is seen as the most likely deterrent with 60% of respondents stating that it would be fairly or very likely to make an offender less likely to commit a crime in the future. Opinions are divided about the deterrent effect of a range of other sentences (such as electronic tagging and various types of orders) and there is scepticism as to whether fines and, especially, deferred sentences would have the desired effect.

With regards to working with offenders in the community, respondents were likely to place considerable emphasis on tackling the underlying causes of crime (such as drugs and alcohol) (83%) although, little emphasis is placed on “providing stability for offenders” (18%).

Forty two percent of respondents indicated that they were aware of unpaid work carried out in North Ayrshire by individuals sentenced to community service. The priorities that respondents saw for work of this nature are set out in the table below. Gardening/landscaping, Large-scale environmental work and litter-picking are respondents’ top priorities, some distance ahead of the other options that were put to people.

2.5 Neighbourhood and Open Space

Seventy five percent of respondents are satisfied with the way in which open spaces in their neighbourhood are looked after. This has declined from 78% in 2015 and reverts back to the level seen in 2013.

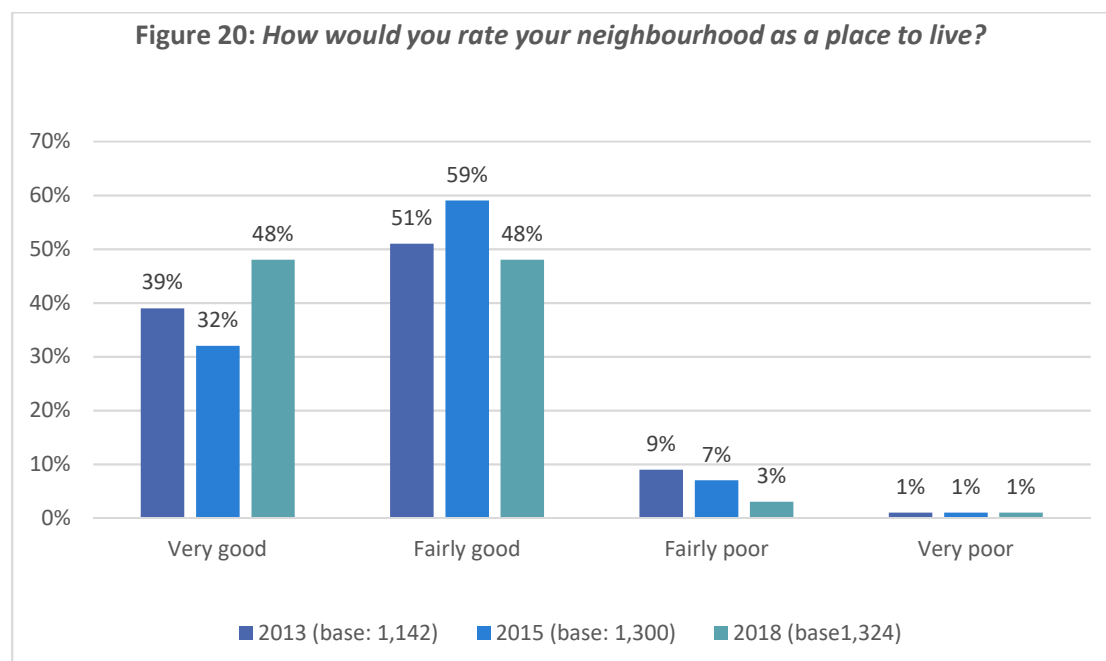


Ratings for maintenance of open spaces are slightly poorer in the 15% Most Disadvantaged Areas than in the rest of North Ayrshire as shown in the table below. 73% are now either fairly or very satisfied compared to 77% in the rest of North Ayrshire.

Table 45: Thinking about open spaces, for example parks or play areas in your neighbourhood, how satisfied are you with the way these areas are looked after?

Rating	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2013	2015	2018	2013	2015	2018	2013	2015	2018
Very Satisfied	15%	12%	14%	13%	11%	15%	17%	13%	14%
Fairly Satisfied	60%	66%	61%	55%	63%	58%	63%	67%	63%
Fairly Dissatisfied	17%	15%	16%	20%	16%	17%	15%	14%	14%
Very Dissatisfied	8%	7%	9%	13%	9%	10%	5%	6%	9%
Bases:	1,131	1,301	1,321	432	479	524	685	805	797

As shown in the chart below, 96% of people rate their neighbourhood as either a very good or fairly good place to live. This figure has increased from 90% 2013 and 91% in 2015. The proportion of respondents who stated that their neighbourhood is very good has increased to 48%.



There has been an increase in neighbourhood satisfaction since 2013 amongst people that live in 15% Most Disadvantaged Areas. Ninety Four percent of those in 15% Most Disadvantaged Areas give a very good or fairly good rating compared to 82% that did so in 2013. With regards to people living in the rest of North Ayrshire, satisfaction levels rise slightly from 94% in 2013 to 98% in 2018.

Table 46: How would you rate your neighbourhood as a place to live?

Rating	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2013	2015	2018	2013	2015	2018	2013	2015	2018
Very good	39%	32%	48%	22%	27%	42%	49%	36%	52%
Fairly good	51%	59%	48%	60%	62%	52%	45%	58%	46%
Fairly poor	9%	7%	3%	15%	9%	5%	5%	6%	2%
Very poor	1%	1%	1%	3%	2%	1%	1%	1%	0%
Bases:	1,142	1,300	1,324	435	482	526	694	801	798

KEY POINTS – Neighbourhood and Open Space

Seventy five percent of respondents are satisfied with the way in which open spaces in their neighbourhood are looked after.

Ninety six percent of people rate their neighbourhood as either a very good or fairly good place to live. This figure has increased from 90% 2013 and 91% in 2015.

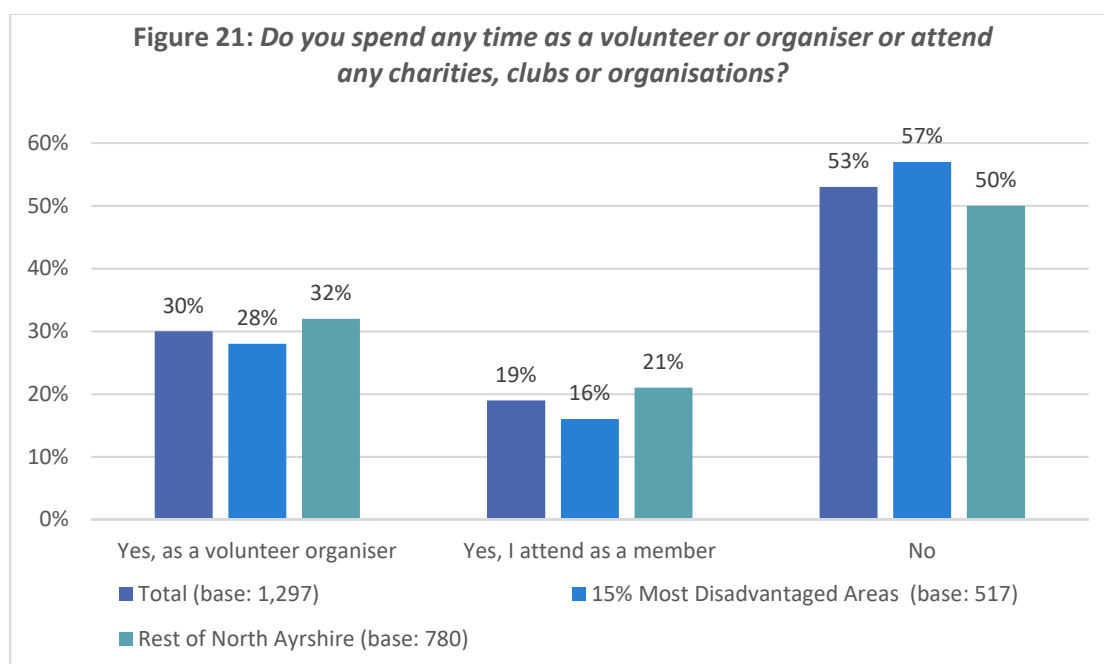
2.6 WORKING TOGETHER

A fifth (20%) of all respondents stated that they would be interested in taking part in tenancy participation activities. This rises slightly to 22% among respondents from the 15% Most Disadvantaged Areas and drops to 19% with people from the rest of North Ayrshire.

Table 47: Would you be interested in taking part in tenancy participation activities?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Yes	20%	22%	19%
No	80%	78%	81%
Bases:	1,279	512	767

As shown in the chart below, 30% of respondents indicated that they spend time as a volunteer / organiser with charities, clubs or other organisations and 19% indicated that they attend as a member.



As outlined in the table below, the proportion of respondents living in the 15% Most Disadvantaged Areas (28%) who spend time as a volunteer or organiser is slightly lower than for people living in the rest of North Ayrshire (32%). This gap has however narrowed since 2013, when the corresponding figures were 20% and 28%.

Table 48: Do you spend any time as a volunteer or organiser or attend any charities, clubs or organisations?

	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2013	2015	2018	2013	2015	2018	2013	2015	2018
Yes, as a volunteer / organiser	25%	23%	30%	20%	22%	28%	28%	24%	32%
Yes, attend as a member	18%	17%	19%	16%	16%	16%	20%	17%	21%
No	62%	60%	53%	69%	62%	57%	57%	59%	50%
Bases:	1,130	1,295	1,297	431	478	517	685	801	780

When asked about a variety of different means by which members of the public could participate more fully in the decision making processes within their communities, 36% said that they were not aware of any of the opportunities outlined. Awareness peaks at 51% with regard to the opportunity to participate in community organisations like community associations or community councils. This is followed by 48% who were aware of the opportunity to transfer council assets, like community centres, into community ownership.

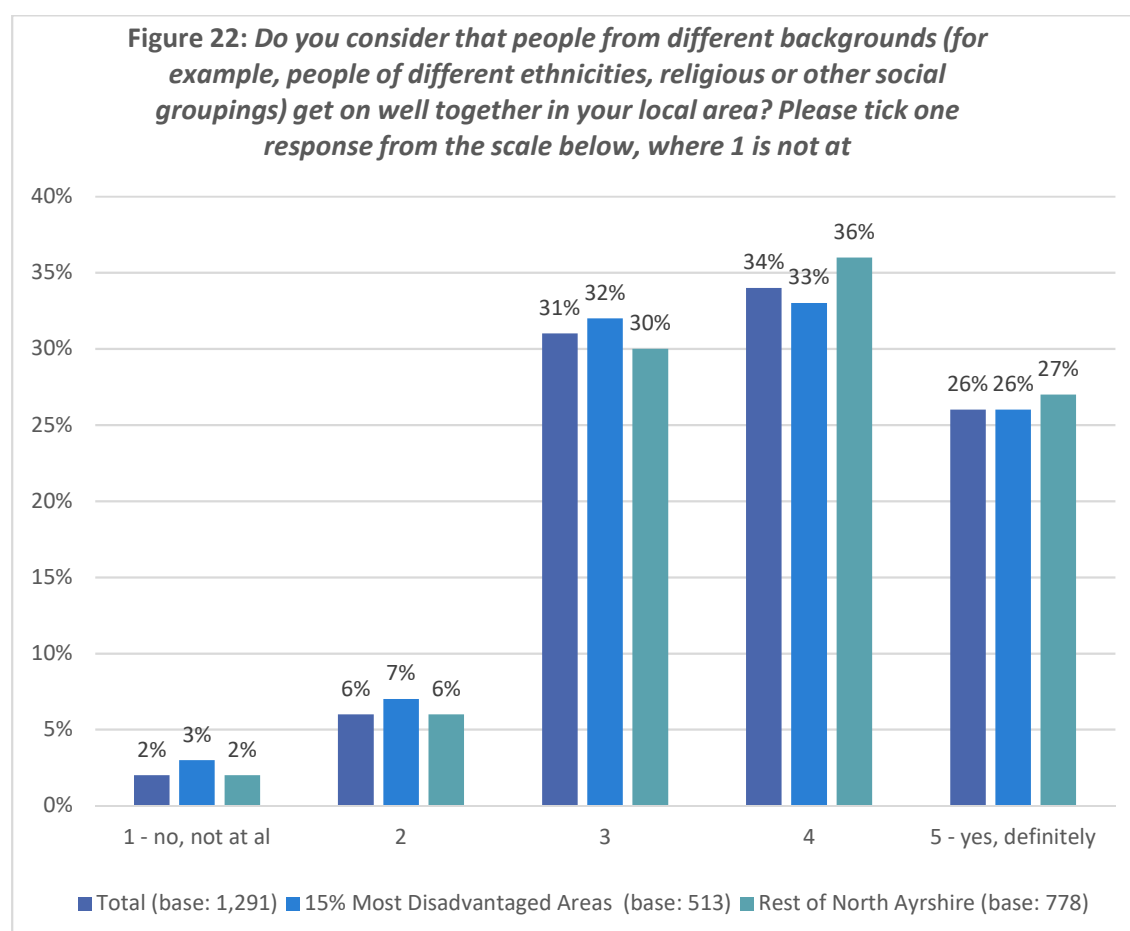
In contrast to the above, significantly fewer respondents said that they were involved with these activities. The largest number of respondents (8%) said that they participate in community organisations like community associations or community councils.

Table 49: Are you involved in or aware of opportunities to: (please tick any that apply)

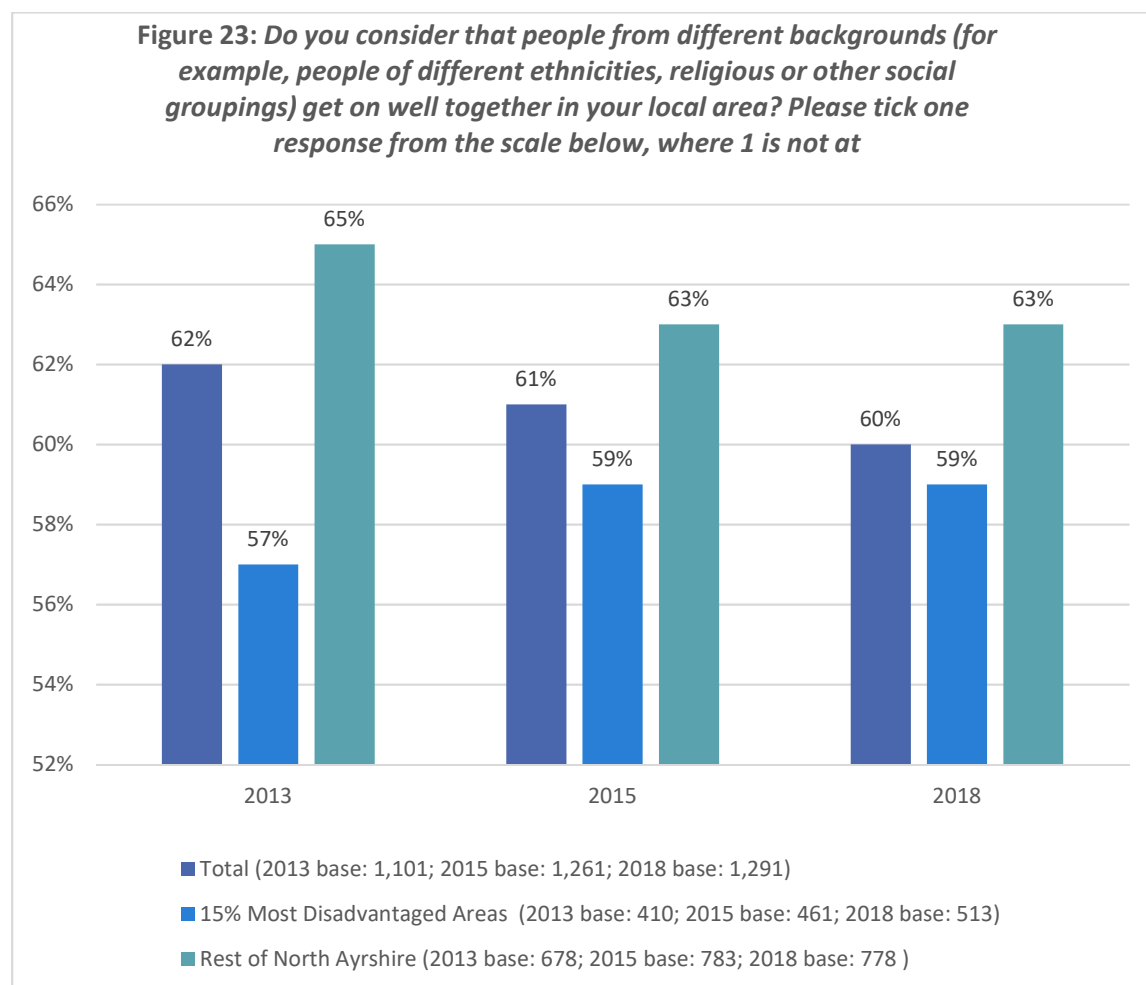
	Involved	Aware
transfer council assets, like community centres, into community ownership	2%	48%
secure funding through participatory budgeting where local people allocate money by popular vote	4%	40%
take part in local decision making through locality partnerships	3%	40%
participate in community organisations like community associations or community councils	8%	51%
Not involved/aware of any of the above	90%	36%
Bases:	1,342	1,342

A question was put to respondents regarding the extent to which they considered that people from different backgrounds get on well together in their local area. This was on a scale from 1 to 5 (where 1 was “not at all” and 5 was “definitely”).

It is encouraging to note that 91% of respondents overall (91% of respondents from 15% Most Disadvantaged Areas and 93% of respondents from the rest of North Ayrshire) gave a rating of 3 or above with 59% and 63% respectively giving a rating of 4 or above; those that provide the most positive ratings are from the non-15% Most Disadvantaged Areas. The median rating was 4.



A comparison of these figures between 2013 and 2018 is set out in chart below, based on the proportion of those that responded who provided a score of 4 or 5 on this 5-point scale. The figures generally show a positive upwards trend from the 2013 figures.



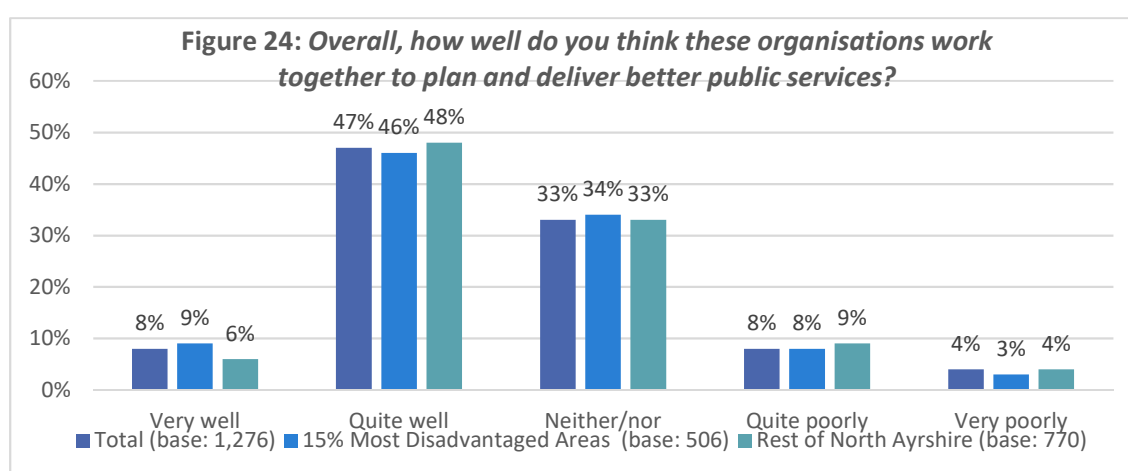
Respondents that expressed a negative view (1 or 2 on the 5-point scale) were asked about the reasons for this and their comments are listed in full in the appendices. Many of these comments related to sectarianism. Examples of the types of comments received included;

- Very little noticeable integration of immigrants
- They seem unwilling to adopt our language and customs
- Most get on well except Rangers v Celtic games and orange walk days
- Lack of education and social attitudes hinder individuals perceptions
- Culture differences mean that some people are displaying behaviour which is not acceptable to others
- Sectarianism/football still rife
- They have no interest with social interaction, social groups from different backgrounds rarely get on well
- Feel people are unable to accept people of different cultures due to being slightly racist

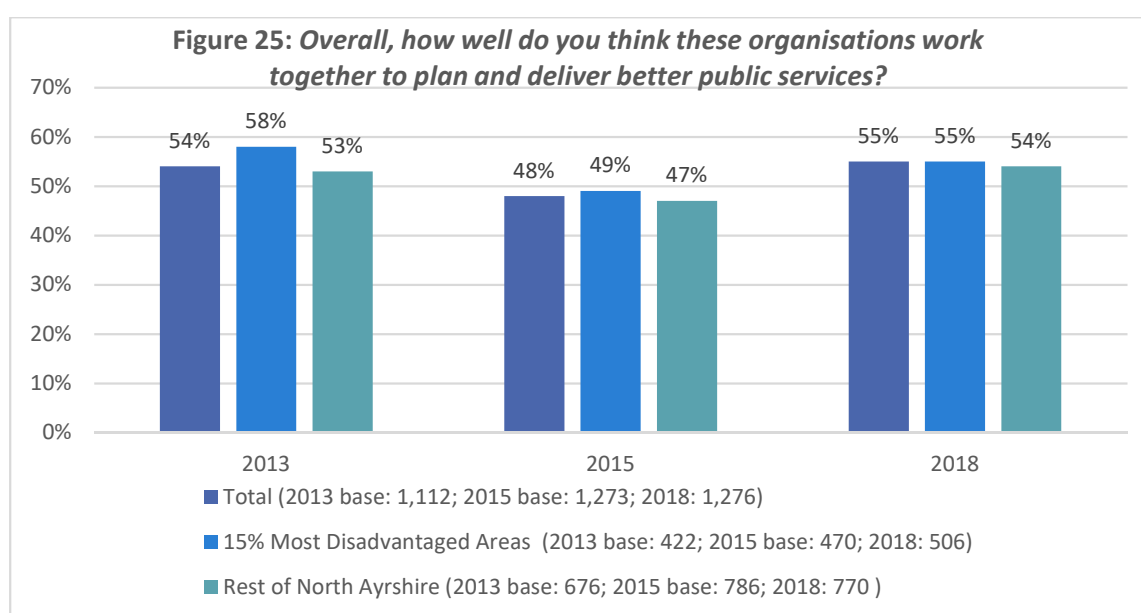
The questionnaire set out the following broad description of Community Planning:

“Community Planning is about working together to plan and deliver better services. The Partnership comprises of North Ayrshire Council, Jobcentre Plus, NHS Ayrshire and Arran, Scottish Enterprise, Skills Development Scotland, Scottish Fire & Rescue, Strathclyde Partnership for Transport, Police Scotland, Irvine Bay Regeneration Company, KA Leisure, Ayrshire College and representatives of the community and voluntary sector.”

Respondents were asked how well they felt that these organisations worked together to plan and deliver better public services and the results are set in the chart below. Fifty five percent of respondents said that the community planning partners work well together, with 12% saying they work together poorly. The remaining 33% say the community planning partners work neither well nor poorly. A similar pattern can be seen within the 15% Most Disadvantaged Areas and in the rest of North Ayrshire.



A comparison of these figures between 2013 and 2018 is set out below, based on the proportion of those that responded who provided a rating of “very well” or “quite well” on this scale. The results show a return to the proportions seen in 2013 up from 2015.



KEY POINTS – Working Together

A fifth (20%) of all respondents stated that they would be interested in taking part in tenancy participation activities. This rises slightly to 22% among respondents from the 15% Most Disadvantaged Areas and drops to 19% with people from the rest of North Ayrshire.

Thirty percent of respondents indicated that they spend time as a volunteer / organiser with charities, clubs or other organisations and 19% indicated that they attend as a member.

When asked about a variety of different means by which members of the public could participate more fully in the decision making processes within their communities, 36% said that they were not aware of any of the opportunities outlined. Awareness peaks at 51% with regard to the opportunity to participate in community organisations like community associations or community councils. This is followed by 48% who were aware of the opportunity to transfer council assets, like community centres, into community ownership. In contrast to this, significantly fewer respondents said that they were involved with these activities. The largest number of respondents (8%) said that they participate in community organisations like community associations or community councils.

Ninety one percent% of respondents considered that people from different backgrounds get on well together in their local area (that is selected a rating of 3, 4 or 5 from a 5 point scale).

Fifty five percent of respondents said that the community planning partners work well together, with 12% saying they work together poorly. The remaining 33% say the community planning partners work neither well nor poorly.

2.7 ABOUT NORTH AYRSHIRE COUNCIL

Sixty percent of all respondents indicated that they were either fairly or very satisfied with how the council keeps them informed about the services it provides. This remains constant among respondents in the rest of North Ayrshire and in the 15% Most Disadvantaged Areas.

Table 50: Overall, how satisfied or dissatisfied are you with local council services?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Very satisfied	7%	9%	6%
Fairly satisfied	53%	51%	54%
Neither/nor	24%	24%	25%
Fairly dissatisfied	13%	13%	13%
Very dissatisfied	3%	3%	3%
Base:	1327	527	800

When asked about how they would rate North Ayrshire Council for keeping them informed about its performance, respondents are split between good and poor. Thirty seven percent of respondents said that North Ayrshire Council was either very or fairly good, whilst 17% said they were either fairly or very poor. The remaining 45% were neutral.

Table 51: How would you rate North Ayrshire Council for keeping you informed about its performance?

	Total		15% Most Disadvantaged Areas		Rest of North Ayrshire	
	2015	2018	2015	2018	2015	2018
Very good	10%	5%	13%	7%	7%	4%
Good	19%	32%	17%	31%	21%	32%
Neither/nor	46%	45%	43%	43%	49%	47%
Poor	15%	13%	18%	14%	14%	13%
Very poor	9%	4%	9%	5%	9%	4%
Base:	1,272	1,327	472	527	783	800

Just under two thirds of all respondents (63%) said that they were aware that the council publishes an annual report.

Table 52: Are you aware that the council publishes an annual report?

	Total		15% Most Disadvantaged Areas		Rest of North Ayrshire	
	2015	2018	2015	2018	2015	2018
Yes	62%	63%	64%	64%	61%	63%
No	38%	37%	36%	36%	39%	37%
Base:	1,284	1,318	477	524	790	794

The top three topics that respondents would like to receive information about regarding the performance of North Ayrshire Council are as follows;

- Plans to improve services 76%
- Financial information (How well is the council spending money and using resources) 70%
- Information on the councils partners such as police and health services 55%

Table 53: What type of information would you like to receive regarding the performance of North Ayrshire Council?

	Total		15% Most Disadvantaged Areas		Rest of North Ayrshire	
	2015	2018	2015	2018	2015	2018
Plans to improve services	73%	76%	72%	76%	73%	76%
Financial information (How well is the council spending money and using resources)	63%	70%	62%	70%	63%	70%
Information on the councils partners such as police and health services	56%	55%	59%	58%	54%	53%
Specific service targets and progress on meeting these targets	43%	45%	43%	45%	44%	45%
How well is the council performing against the national average	41%	44%	41%	46%	42%	42%
How well the council is performing against other councils	35%	38%	36%	38%	34%	39%
Information about specific services	11%	13%	11%	15%	10%	12%
Base:	1,317	1,243	487	489	810	754

The top 3 preferred methods by which respondents would like to receive information about North Ayrshire Council are By email (43%), leaflets and posters in council offices (40%) and from pages of information contained in local newspaper (37%).

Table 54: What would be your preferred method of receiving information about North Ayrshire Council?

	Total		15% Most Disadvantaged Areas		Rest of North Ayrshire	
	2015	2018	2015	2018	2015	2018
By email	42%	43%	37%	42%	44%	44%
From pages of information contained in local newspaper	42%	37%	44%	39%	42%	36%
Council website	34%	21%	33%	21%	35%	20%
Leaflets and posters in council offices	25%	40%	26%	45%	24%	37%
Facebook	8%	11%	9%	12%	7%	11%
By text	6%	5%	5%	6%	6%	5%
Twitter	2%	3%	2%	3%	2%	3%
Base:	1,317	1,283	487	506	810	777

KEY POINTS – About North Ayrshire Council

Sixty percent of all respondents indicated that they were either fairly or very satisfied with how the council keeps them informed about the services it provides.

With regards to how North Ayrshire Council keeps people informed about its performance, respondents are split between good and poor. Thirty seven percent of respondents said that North Ayrshire Council was either very or fairly good, whilst 17% said they were either fairly or very poor. The remaining 45% were neutral.

Just under two thirds of all respondents (63%) said that they were aware that the council publishes an annual report. The top three topics that respondents would like to receive regarding the performance of North Ayrshire Council are; plans to improve services (76%), financial information (70%) and information on the councils' partners such as police and health services (55%)

The top 3 preferred methods by which respondents would like to receive information about North Ayrshire Council are By email (43%), leaflets and posters in council offices (40%) and from pages of information contained in local newspaper (37%).

3.0 RESPONDENT PROFILE

The **table** below outlines the profile of respondents by whether or not they are in a Regeneration Area. Forty percent of all respondents live in a Regeneration Area and 60% in the Rest of North Ayrshire.

Table 55: Area

	2013	2015	2018
Regeneration Area	38%	37%	40%
Rest of North Ayrshire	61%	61%	60%
No Data	1%	2%	0%
Base:	1,105	1,317	1,342

The gender profile of respondents is illustrated in the table below. Female respondents are very slightly more likely to respond although this pattern of response is common in surveys of this nature.

Table 56: Gender

	2013	2015	2018
Female	53%	51%	54%
Male	46%	47%	46%
No data	1%	2%	0
Base:	1,105	1,317	1,342

The age of respondents is somewhat skewed towards older individuals, although there remains a good degree of representation from younger age groups. This is common in Citizens' Panel research and other research of this nature,

Table 57: Age

	2013	2015	2018
16-24	3%	4%	5%
25-34	6%	7%	9%
35-44	15%	17%	18%
45-54	21%	21%	24%
55-64	26%	25%	24%
65-74	21%	19%	17%
75+	7%	5%	3%
No data	1%	2%	0%
Base:	1,105	1,317	1,342

Respondents' current employment status is outlined in the table below. Just over half of the Panel are working and a significant proportion of Panel members are retired.

Table 58: Employment Status

	2013	2015	2018
Working	46%	49%	53%
Student/training	2%	2%	3%
Unemployed	5%	6%	7%
Not working due to ill health/ disability	5%	5%	6%
Looking after home and family	4%	4%	4%
Retired	35%	31%	27%
Other	1%	1%	0%
No data	2%	2%	0%
Base:	1,105	1,317	1,334

The type of property that respondents live in is profiled in the following table.

Table 59: Property Type

	2013	2015	2018
Flat	15%	19%	14%
Maisonette/terraced house	22%	22%	21%
Detached house/ bungalow/ cottage	28%	27%	28%
Semi detached house/ bungalow	23%	24%	25%
Other	5%	2%	1%
No data	7%	6%	11%
Base:	1,105	1,317	1,342

As shown below, the majority of respondents own their own home although there is representation from a range of other housing tenures.

Table 60: Tenure

	2013	2015	2018
Owner occupier	70%	69%	65%
Rent from Council	12%	13%	14%
Rent from housing association	4%	5%	6%
Rent privately	3%	4%	5%
Live with family	3%	3%	4%
Other	1%	0%	1%
No data	7%	6%	5%
Base:	1,105	1,317	1,342

Overall, the profile of respondents has changed little between 2013, 2015 and 2018 and any marginal differences in the profile will not have a material impact on the overall results.