



North Ayrshire
Community Planning Partnership
People's Panel Questionnaire 2020

Summary Report

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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 1,263 respondents to the 2020 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; Neighbourhood and Open Space, 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 2015 and 2018 surveys where appropriate. The highlights in relation to each theme are summarised below.

Access to E-mail and the Internet

Overall, 90% 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 (92%). Just under half (49%) of respondents have access to e-mail / internet through their mobile phone, 28% have access through work and 20% say they currently access e-mail / internet through their local library.

Healthy Eating

A Healthier North Ayrshire

The majority of respondents (88%) said that they have access to lots of food. A further 9% said that they have access to some food. Ten percent of respondents state that food is available but too expensive.

Most people (87%) said that they can cook homemade meals and do so regularly. Five percent said that they can cook homemade meals but use ready meals and are not interested in cooking homemade meals. Six percent of respondents said that they can cook homemade meals but they do not have the time. A further 9% said that they use ready meals but would like to learn to cook more homemade meals.

Thirty eight percent of respondents said that they prepare and cook seven main meals a week (out of a maximum of seven main meals). A further 15% prepare six main meals, 22% prepare five and 11% prepare four main meals a week. The remaining 14% prepare three or fewer main meals per week.

Just under half (48%) of all respondents said that they eat from all the major food groups over the course of a typical day. Thirty nine percent of respondents eat between two and four portions of fruit and vegetable, a further 35% eat five or more portions of fruit and vegetables and 19% eat between one and two 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 three study years there has been a slight increase from 50.76 in 2015 to 51.34 in 2020.

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 31% in 2020. The number of people who feel fairly safe has remained fairly constant across the three study years, although is displaying a slight downward trend.

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 and vandalism, graffiti or other deliberate damage to property also being fairly prominent.

Since 2015, there have been notable declines in almost all the issues asked about. The most significant declines being with people being attacked or harassed (-10%), dog fouling (-9%), people using or dealing drugs (-9%), young people hanging around on the street (-9%) and anti-social tenants (-8%).

Fire Safety

Four 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, issues with neighbours and not being able to escape their house if it was on fire.

Abuse - Children and Adults

Eight percent of people now say that they have been worried that a child is, or might be, being abused or neglected, 6% of respondents stated that they had ever been worried that a vulnerable adult was, or might be, being abused or neglected.

Thirty six 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. Twenty seven percent did not report their concern regarding a vulnerable adult.

Criminal Justice

Prison is seen as the most likely deterrent with 56% 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), 47% of respondents selecting this as one of their top three priorities.

Forty percent of respondents indicated that they were aware of unpaid work carried out in North Ayrshire by individuals sentenced to community service. Large-scale environmental work, gardening/landscaping and litter-picking are respondents' top priorities, some distance ahead of the other options that were put to people.



Neighbourhood and Outdoor Space

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

Ninety two percent of people rate their neighbourhood as either a very good or fairly good place to live. The percentage of people stating that their neighbourhood is very good has increased from 32% in 2013 to 50% in 2020.

Working Together

Almost a quarter (24%) of all respondents stated that they would be interested in taking part in tenancy participation activities, this is up from 20% in the 2018 survey. This rises slightly to 30% among respondents from the 15% Most Disadvantaged Areas and drops to 20% with people from the rest of North Ayrshire.

Twenty three percent of respondents indicated that they spend time as a volunteer / organiser with charities, clubs or other organisations and 24% 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, awareness peaks at 46% with regard to the opportunity to participate in community organisations like community associations or community councils. This is followed by 45% 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.

Ninety five 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).

Respondents were asked to consider a variety of statements concerning their neighbourhood and people living within it. The top two statements which the largest number of people agree with are "This is a neighbourhood where people are kind to each other" (76%) and "This is a neighbourhood where most people can be trusted" (76%). In contrast to this, the statement which the smallest number of people agree with is "There are welcoming places and opportunities to meet new people" - 44% strongly or tend to agree.

Almost all respondents (99%) said that they would offer help to neighbours in an emergency. A further 90% said they could rely on someone in their neighbourhood for help. Eighty five percent of respondents said they could rely on someone in their neighbourhood to look after their home and 79% said they could turn to someone in their neighbourhood for advice or support.

Just over a quarter (27%) of respondents said they thought inequalities was definitely an issue in their own locality, with a further 47% saying it is somewhat of an issue. The remaining 26% thought that inequalities are definitely not an issue in their own locality.

The top three statements where respondents felt there was very little room for improvement within their community were "Can you regularly experience good-quality natural space" (32%), "Does public transport meet your needs" (23%) and "Can you access a range of space with opportunities for recreation" (22%).



In contrast, the top 3 statements that respondents feel there could be a lot of improvement are, “Is there an active local economy and the opportunity to access good-quality work” (25%), “Do traffic and parking arrangements allow people to move around safely and meet the community’s needs” (19%) and “Can you easily walk and cycle around using good-quality routes” (18%).

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

Fifty seven 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 22% said they were either fairly or very poor. The remaining 42% were neutral.

Just over half of all respondents (51%) said that they were aware that the council publishes an annual report. Among those respondents that were aware that the Council published an annual report, 43% indicated that they found the report informative and contained all of the information they would expect. Fifty percent said they had not read the report and 7% said it did not contain all of the information they would expect.

The top 3 preferred methods by which respondents would like to receive information about North Ayrshire Council are by email (44%), leaflets and posters in council offices (35%) and from pages of information contained in local newspaper (35%).



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. It's People's Panel, established in August 2000 is one of the key methods with which it does this.

1.2 The Community Planning Partnership Board includes representatives of:

- North Ayrshire Council
- 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
- Department for Work and Pensions
- Ayrshire College
- KA Leisure
- Representatives of the community and voluntary sector.

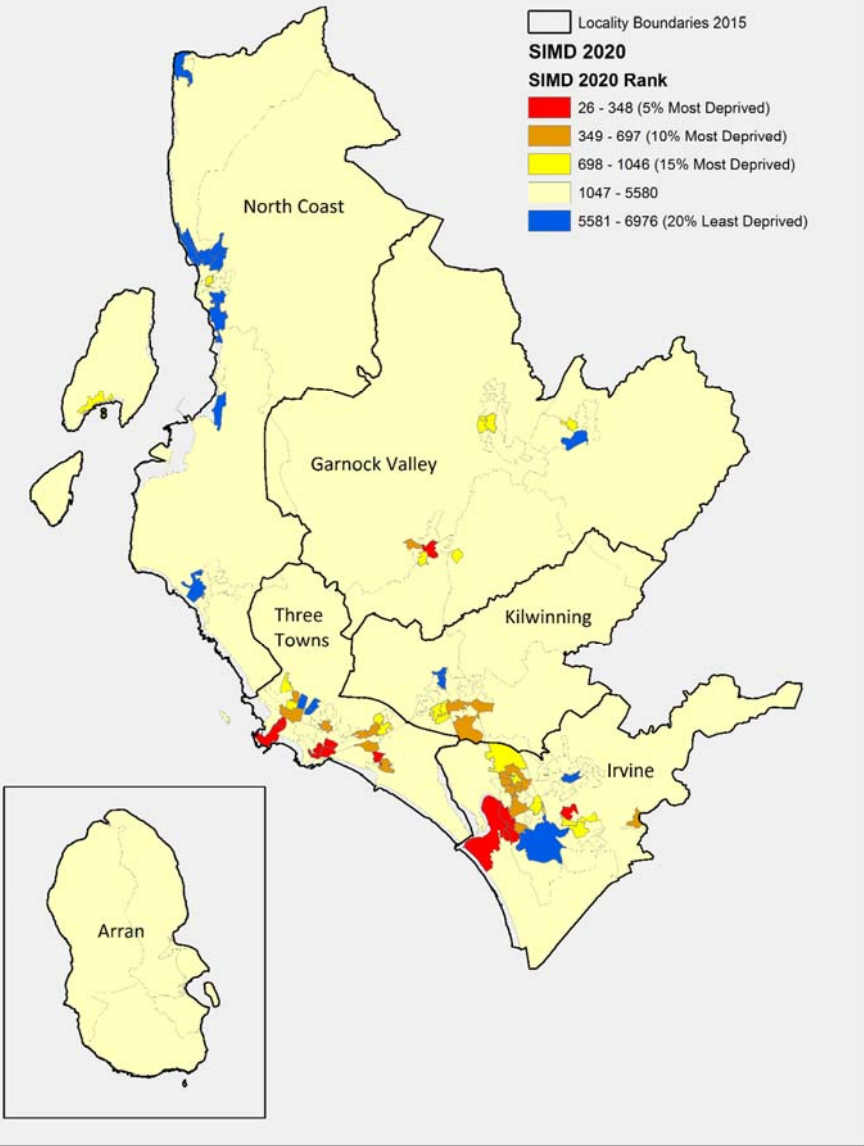
The CPP also works alongside an extended set of public, community/voluntary sector and private organisations, who are also important stakeholders in its work.

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 2020 questionnaire issued to the North Ayrshire Community Planning Partnership People's Panel; where relevant, direct comparisons to the 2015 and 2018 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 2020 (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 2020 - 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 2020 survey was designed to capture feedback about a very wide range of issues, and these were designed to reflect the following themes:

- A Working North Ayrshire
- A Healthier North Ayrshire
- A Safer North Ayrshire
- Neighbourhood and Outdoor Space
- Working Together
- About North Ayrshire Council

These issues are dealt within sections 2.1 to 2.6 of this report.

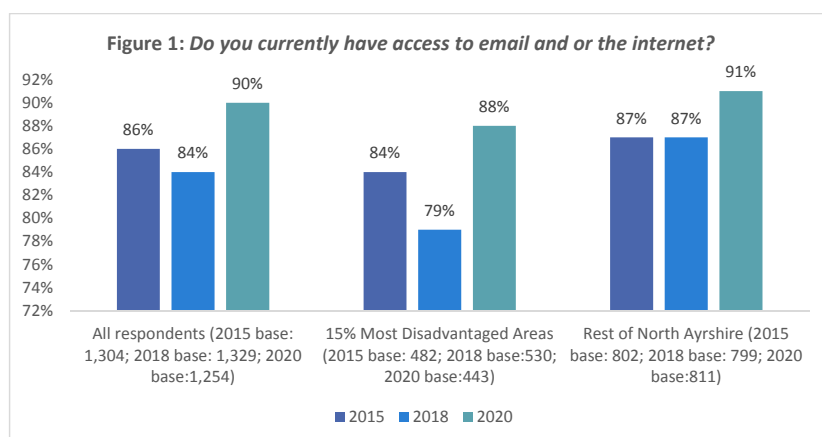
METHODOLOGY

- 1.7 Lowland Market Research undertook this survey on behalf of the CPP during the spring of 2020. Postal self-completion questionnaires were issued to all 2,000 members of the Panel in the week commencing 3rd February with a closing date of 9th March. 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 17th February with a closing date of 9th March 2020. 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 17th February 2020. 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 1,263 (1,144 by post, 71 online and 48 by telephone) representing an effective response rate of 63%.
- 1.9 This overall number of responses of 1,263 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 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, 90% of all respondents have access to email or the internet. This is up from both the 84% in 2018 and 86% in 2015. This increase 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 risen from 79% in 2018 to 88% in 2020.



The vast majority of respondents who currently have access to e-mail / internet indicate they have home access (92%). Just under half (49%) of respondents have access to e-mail / internet through their mobile phone, 28% have access through work and 20% say they currently access e-mail / internet through their local library.

Table 1: If yes, where do you have access to E-mail / Internet (Tick all that apply)

Access to e-mail / internet	2015	2018	2020
From home	95%	95%	92%
Mobile phone	--	--	49%
Work	31%	32%	28%
Local library	13%	14%	20%
College / university	1%	1%	1%
Community centre	1%	1%	1%
Internet café	1%	1%	1%
School	1%	1%	1%
Community learning centre	1%	1%	1%
Other community facility	1%	1%	1%
Other	3%	2%	1%
Bases:	1,122	1,096	1,129



KEY POINTS – Access to E-mail and the Internet

Overall, 90% 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 (92%). Just under half (49%) of respondents have access to e-mail / internet through their mobile phone, 28% have access through work and 20% say they currently access e-mail / internet through their local library.



2.2 A Healthier North Ayrshire

2.2.1 Healthy Eating

The majority of respondents (88%) said that they have access to lots of food. A further 9% said that they have access to some food. Ten percent of respondents state that food is available but too expensive, this rises to 13% within the 15% Most Disadvantaged Areas and drops to 8% in the Rest of North Ayrshire. Fifteen percent of respondents stated that they eat food which they grow themselves and 8% don't grow their own food but would like to learn.

Table 2: 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	88%	87%	88%
I have access to some food	9%	7%	10%
I have no access to food	1%	2%	1%
I eat food which I grow myself	15%	12%	16%
Food is available but too expensive	10%	13%	8%
I physically can't access food but have support to do so	3%	4%	3%
I physically can't access food and have limited support to do so	1%	1%	0%
I don't grow my own food but would like to learn	8%	7%	8%
Base:	1,262	444	818

Figure 2: Thinking of how accessible food for good health is in your immediate local area, please tick all that apply

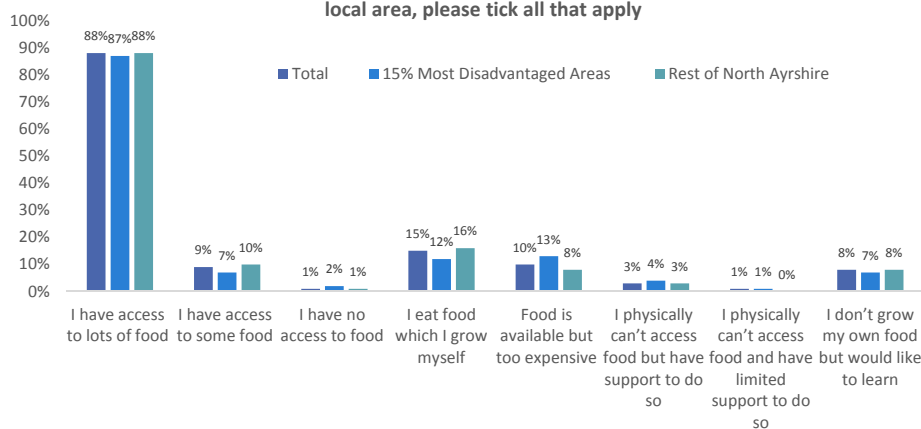




Table 3: Thinking of how accessible food for good health is in your immediate local area, please tick all that apply

	2018	2020
I have access to lots of food	86%	88%
I have access to some food	11%	9%
I have no access to food	1%	1%
I eat food which I grow myself	12%	15%
Food is available but too expensive	8%	10%
I physically can't access food but have support to do so	2%	3%
I physically can't access food and have limited support to do so	0%	1%
I don't grow my own food but would like to learn	7%	8%
Base:	1,309	1,262

Most people (87%) said that they can cook homemade meals and do so regularly. Five percent said that they can cook homemade meals but use ready meals and are not interested in cooking homemade meals, this rises to 17% among respondents in the 15% Most Disadvantaged Areas. Six percent of respondents said that they can cook homemade meals but they do not have the time. A further 9% said that they use ready meals but would like to learn to cook more homemade meals.

Table 4: 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 homemade meals and do so regularly	87%	82%	90%
I don't have a kitchen to prepare home-made meals	0%	0%	0%
I use ready meals but would like to learn to cook more homemademeals	9%	10%	9%
I can cook home-made meals but I use ready meals and am not interested in cooking homemade meals	5%	7%	4%
I can cook homemade meals but don't have the time	6%	7%	6%
I mostly eat ready meals	6%	9%	5%
Base:	1,262	444	818

Table 5: What statements about cooking apply to you and your household? Please tick all statements that apply

	2018	2020
I can cook homemade meals and do so regularly	86%	87%
I don't have a kitchen to prepare home-made meals	--	0%
I use ready meals but would like to learn to cook more homemade meals	3%	9%
I can cook home-made meals but I use ready meals and am not interested in cooking homemade meals	3%	5%
I can cook homemade meals but don't have the time	6%	6%
I mostly eat ready meals		6%
Base:	1,315	1,262



Thirty eight percent of respondents said that they prepare and cook seven main meals a week (out of a maximum of seven main meals). A further 15% prepare six main meals, 22% prepare five and 11% prepare four main meals a week. The remaining 14% prepare three or fewer main meals per week.

Table 6: 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	5%	5%	5%
Two	4%	6%	3%
Three	5%	6%	4%
Four	11%	11%	10%
Five	22%	21%	22%
Six	15%	13%	16%
Seven	38%	38%	39%
Bases:	1,205	420	785

Table 7: How many main meals per week do you prepare yourself? (out of a maximum seven main meals)

	2018	2020
One	6%	5%
Two	5%	4%
Three	5%	5%
Four	10%	11%
Five	19%	22%
Six	16%	15%
Seven	39%	38%
Bases:	1,273	1,205



Just under half (48%) of all respondents said that they eat from all the major food groups over the course of a typical day. Thirty nine percent of respondents eat between 2 and 4 portions of fruit and vegetable, a further 35% eat 5 or more portions of fruit and vegetables and 19% eat between 1 and 2 portions over the course of a typical day.

Table 8: 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%	43%	50%
I eat between 2-4 portions of fruit and vegetables	39%	37%	41%
I eat 5 or more portions of fruit and vegetables	35%	37%	34%
I eat from some of the major food groups: fruit and vegetables, starchy foods, milk and dairy, pulses, fish eggs, meat, and fats.	38%	37%	38%
I eat between 1-2 portions of fruit and vegetables	19%	18%	20%
I eat from one of the major food groups: fruit and vegetables, starchy foods, milk and dairy, pulses, fish eggs, meat, and fats.	7%	10%	6%
I mostly eat food from takeaways	2%	2%	2%
I eat no portions of fruit and vegetables	1%	1%	1%
Bases:	1,262	444	818

* 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

Table 9: Tell us about your food consumption over the course of a typical day (Tick all statements that apply)

	2018	2020
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%
I eat between 2-4 portions of fruit and vegetables	41%	39%
I eat 5 or more portions of fruit and vegetables	37%	35%
I eat from some of the major food groups: fruit and vegetables, starchy foods, milk and dairy, pulses, fish eggs, meat, and fats.	36%	38%
I eat between 1-2 portions of fruit and vegetables	19%	19%
I eat from one of the major food groups: fruit and vegetables, starchy foods, milk and dairy, pulses, fish eggs, meat, and fats.	8%	7%
I mostly eat food from takeaways	1%	2%
I eat no portions of fruit and vegetables	1%	1%
Bases:	1,297	1,262



2.2.2 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 compares these results to the national average for Scotland as a whole.

Table 10: WEMWBS Average Scores by Area

Scottish Population (2018) ¹	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2015	2018	2020	2015	2018	2020	2015	2018	2020
49.4	50.76	50.08	51.34	50.06	49.6	50.92	51.09	50.41	51.55

The average score for panel members is broadly in line with the national average figures for Scotland as a whole. Across the three study years there has been a slight increase from 50.76 in 2015 to 51.34 in 2020. This slight increase is evident in both the 15% Most Disadvantaged Areas up from 50.06 in 2015 to 50.92 in 2020 and in the Rest of North Ayrshire rising from 51.09 in 2015 to 51.55 in 2020.

¹ The Scottish Health Survey 2018 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, respondents aged between 35 and 54 tend to exhibit lower scores, whilst people aged 65-74 have the highest.

Table 11: 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 (2018)	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
		2015	2018	2020	2015	2018	2020	2015	2018	2020
Male	49.3	50.65	50.32	51.35	50.44	49.62	50.81	50.78	50.06	51.64
Female	49.6	50.78	49.88	51.32	49.70	49.57	51.04	51.39	50.79	51.55
Age										
16-24 years	49.5	47.84	50.80	51.02	46.87	50.51	52.91	48.90	51.17	49.46
25-34 years	49.1	49.57	49.61	49.89	49.05	50.67	50.74	50.12	48.91	49.14
35-44 years	48.4	50.73	49.44	50.97	49.04	48.14	49.27	51.89	49.72	52.05
45-54 years	48.6	49.47	49.21	50.58	48.58	48.77	49.98	49.95	49.55	50.94
55-64 years	49.5	51.99	50.66	52.04	52.70	49.88	51.93	51.61	51.17	52.08
65-74 years	51.6	51.24	51.18	52.52	51.39	51.10	52.38	51.19	51.20	52.56
75+ years	50.3	51.72	50.83	49.67	49.84	46.64	48.07	52.72	52.37	50.16
Overall	49.4	50.76	50.08	50.33	50.06	49.60	50.92	51.09	50.41	51.54

KEY POINTS – A Healthier North Ayrshire

Healthy Eating

The majority of respondents (88%) said that they have access to lots of food. A further 9% said that they have access to some food. Ten percent of respondents state that food is available but too expensive.

Most people (87%) said that they can cook homemade meals and do so regularly. Five percent said that they can cook homemade meals but use ready meals and am not interested in cooking homemade meals. Six percent of respondents said that they can cook homemade meals but they do not have the time. A further 9% said that they use ready meals but would like to learn to cook more homemade meals.

Thirty eight percent of respondents said that they prepare and cook seven main meals a week (out of a maximum of seven main meals). A further 15% prepare six main meals, 22% prepare five and 11% prepare four main meals a week. The remaining 14% prepare three or fewer main meals per week.

Just under half (48%) of all respondents said that they eat from all the major food groups over the course of a typical day. Thirty nine percent of respondents eat between two and four portions of fruit and vegetable, a further 35% eat five or more portions of fruit and vegetables and 19% eat between one and two portions over the course of a typical day.

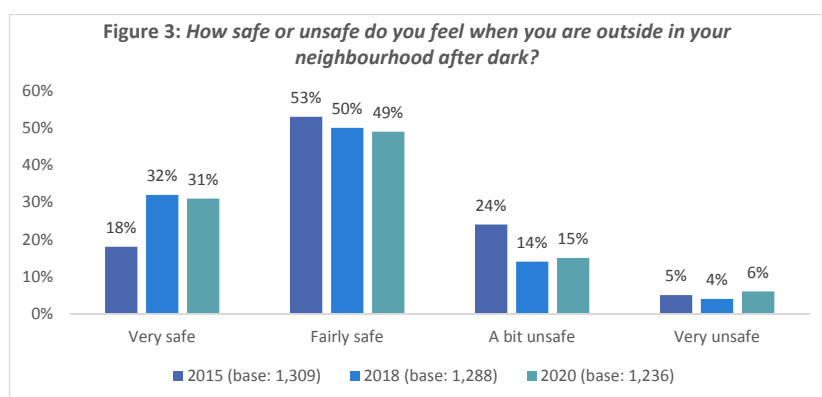
Warwick-Edinburgh Mental Wellbeing Scale (WEMBS)

The average score for panel members is broadly in line with the national average figures for Scotland as a whole. Across the three study years there has been a slight increase from 50.76 in 2015 to 51.34 in 2020.

2.2 A Safer North Ayrshire

2.2.1 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 31% in 2020. The number of people who feel fairly safe has remained fairly constant across the three study years, although is displaying a slight downward trend. The main driver of change has been the number of people who feel a bit unsafe, dropping from 24% in 2015 to 15% in 2020.



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 (23% compared to 19% of people in the rest of North Ayrshire). This gap has narrowed significantly since 2015.

Table 12: 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		
	2015	2018	2020	2015	2018	2020	2015	2018	2020
Very safe	18%	32%	31%	16%	32%	25%	18%	31%	34%
Fairly safe	53%	50%	49%	49%	47%	52%	55%	52%	47%
A bit unsafe	24%	14%	15%	28%	16%	15%	22%	13%	14%
Very unsafe	5%	4%	6%	7%	5%	8%	4%	4%	5%
Bases:	1,309	1,288	1,236	486	518	428	803	770	808

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 across all three of the study years, 2015, 2018 and 2020.



Respondents were then asked to indicate how much of an issue various things were in their neighbourhood and the results for 2020 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 and vandalism, graffiti or other deliberate damage to property also being fairly prominent.

Table 13: 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	18%	23%	36%	23%	1,222
Rubbish or litter lying in the street	14%	21%	36%	29%	1,219
People using or dealing drugs	9%	12%	20%	59%	1,213
Vandalism, graffiti or other deliberate damage to property	5%	8%	30%	57%	1,209
Antisocial residents	4%	4%	17%	76%	1,212
Young people hanging around on the street	3%	9%	27%	60%	1,209
People being attacked or harassed	3%	5%	20%	72%	1,208
People drinking in the street	3%	7%	16%	73%	1,197
Aggressive dogs	3%	5%	18%	75%	1,208
Discarded needles	2%	2%	12%	83%	1,207
Noisy neighbours or loud parties	2%	3%	19%	76%	1,200
Adults hanging around on the street	2%	3%	19%	76%	1,202
Grass / bin fires	3%	2%	11%	84%	1,211
Abandoned or burnt out cars	2%	2%	9%	87%	1,211



The table below compares results for this question for 2015, 2018 and 2020, based on the proportion of respondents indicating that something was either a very or fairly big issue. Since 2015, there have been notable declines in almost all the issues asked about. The most significant declines being with people being attacked or harassed (-10%), dog fouling (-9%), people using or dealing drugs (-9%), young people hanging around on the street (-9%) and anti-social tenants (-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 abandoned or burnt out cars, rising from 3% in 2015 to 4% in 2020.

Table 14: In your neighbourhood, how much of an issue are each of the following?

Issue	% stating very or fairly big issue			
	2015	2018	2020	% point change 2015-20
Dog fouling	50%	43%	41%	-9
Rubbish or litter lying in the street	35%	34%	35%	=
People using or dealing drugs	30%	22%	21%	-9
Young people hanging around on the street	21%	16%	12%	-9
Vandalism, graffiti or other deliberate damage to property	20%	15%	13%	-7
People drinking in the street	14%	13%	10%	-4
People being attacked or harassed	18%	11%	8%	-10
Aggressive dogs	13%	8%	8%	-5
Antisocial residents	16%	8%	8%	-8
Adults hanging around on the street	10%	8%	5%	-5
Discarded needles	9%	7%	4%	-5
Grass / bin fires	7%	4%	5%	-2
Noisy neighbours or loud parties	11%	10%	5%	-6
Abandoned or burnt out cars	3%	5%	4%	+1
Bases:	1,248-1,272	1,234-1,261	1,197-1,222	

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.

Figure 4: In your neighbourhood, how much of an issue are each of the following? - 2020

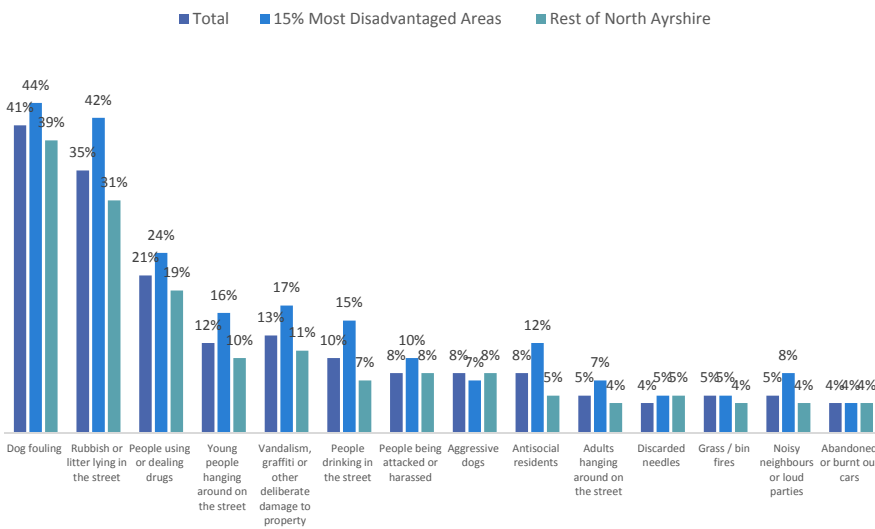




Table 15: In your neighbourhood, how much of an issue are each of the following? – by area.

	% stating very or fairly big issue								
	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2015	2018	2020	2015	2018	2020	2015	2018	2020
Dog fouling	50%	43%	41%	55%	46%	44%	48%	41%	39%
Rubbish or litter lying in the street	35%	34%	35%	43%	35%	42%	30%	33%	31%
People using or dealing drugs	30%	22%	21%	35%	28%	24%	27%	19%	19%
Young people hanging around on the street	21%	16%	12%	25%	18%	16%	18%	14%	10%
Vandalism, graffiti or other deliberate damage to property	20%	15%	13%	25%	16%	17%	17%	15%	11%
People drinking in the street	14%	13%	10%	20%	13%	15%	12%	12%	7%
People being attacked or harassed	18%	11%	8%	25%	12%	10%	17%	10%	8%
Aggressive dogs	13%	8%	8%	15%	10%	7%	12%	6%	8%
Antisocial residents	16%	8%	8%	19%	11%	12%	14%	6%	5%
Adults hanging around on the street	10%	8%	5%	13%	11%	7%	8%	7%	4%
Discarded needles	9%	7%	4%	11%	9%	5%	8%	6%	5%
Grass / bin fires	7%	4%	5%	10%	5%	5%	6%	4%	4%
Noisy neighbours or loud parties	11%	10%	5%	13%	13%	8%	9%	8%	4%
Abandoned or burnt out cars	3%	5%	4%	5%	6%	4%	3%	5%	4%

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.



2.2.2 Fire Safety

Four 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, issues with neighbours and not being able to escape their house if it was on fire.

Table 16: Do you have any concerns about fire safety in your home?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Yes	4%	4%	4%
No	96%	96%	96%
Bases:	1,245	438	807

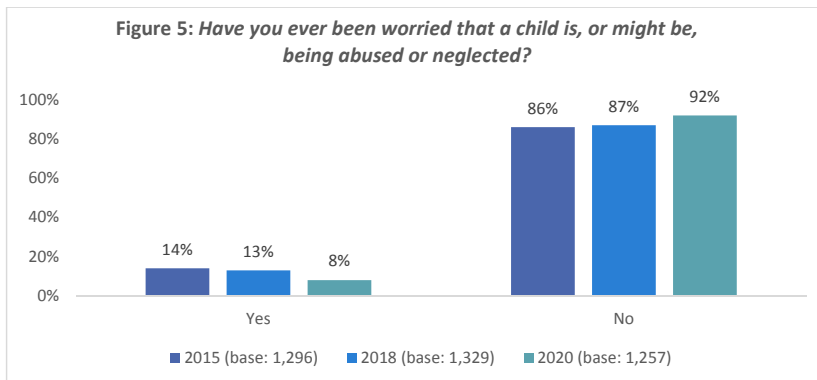
Table 17: Do you have any concerns about fire safety in your home?

	2018	2020
Yes	5%	4%
No	95%	96%
Bases:	1,327	1,245

2.2.3 Abuse – children and adults

As shown in the graph below, 8% of people now say that they have been worried that a child is, or might be, being abused or neglected. This is down from 14% in 2015 and 13% in 2018.

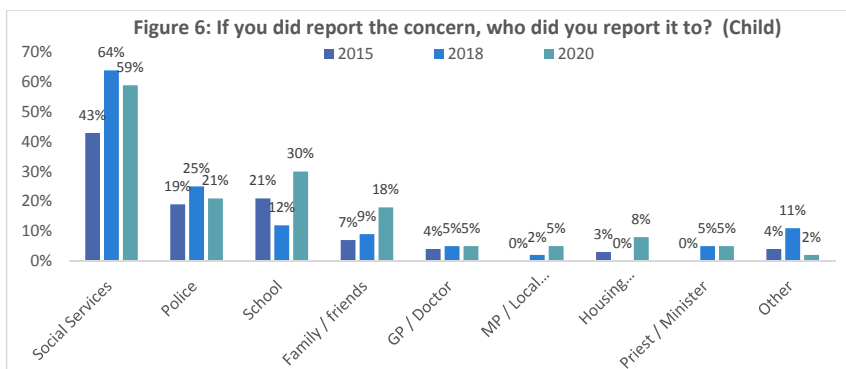
The prevalence of this similar in both the 15% Most Disadvantaged Areas and the Rest of North Ayrshire.



In 2015, 8% of respondents stated that they had ever been worried that a vulnerable adult was, or might be, being abused or neglected. This was maintained at 8% in 2018 and has dropped slightly to 6% in 2020.

Thirty six 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 2018). Twenty seven percent did not report their concern regarding a vulnerable adult (20% in 2015 and 19% in 2018).

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 charts and table below for 2015, 2018 and 2020. The small base number of responses should be noted and results treated with appropriate caution.



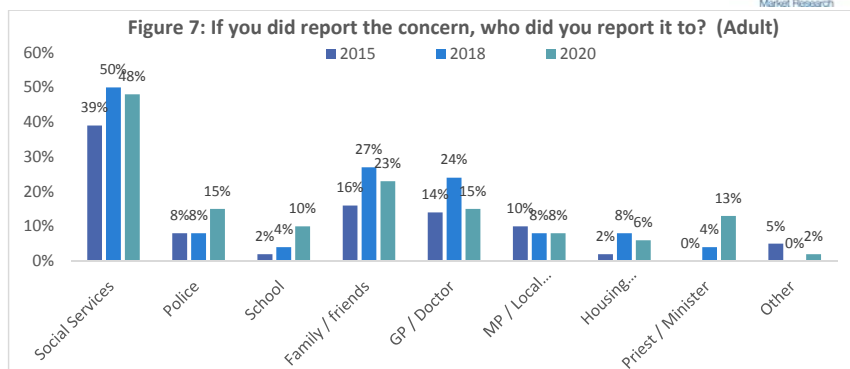


Table 18: If you did report the concern, who did you report it to?

Organisation	2015 (Child)	2015 (Adult)	2018 (Child)	2018 (Adult)	2020 (Child)	2020 (Adult)
Social Services	43%	39%	64%	50%	59%	48%
Police	19%	8%	25%	8%	21%	15%
School	21%	2%	12%	4%	30%	10%
Family / friends	7%	16%	9%	27%	18%	23%
GP / Doctor	4%	14%	5%	24%	5%	15%
MP / Local Councillor	0%	10%	2%	8%	5%	8%
Housing Department	3%	2%	0%	8%	8%	6%
Priest / Minister	0%	0%	5%	4%	5%	13%
Other	4%	5%	11%	0%	2%	2%
Bases:	137	88	133	78	66	52

The charts and table below profile the reasons why some people did not report such concerns, incorporating the results for 2015, 2018 and 2020. The relatively small base number of responses should again be noted and the results treated with appropriate caution.

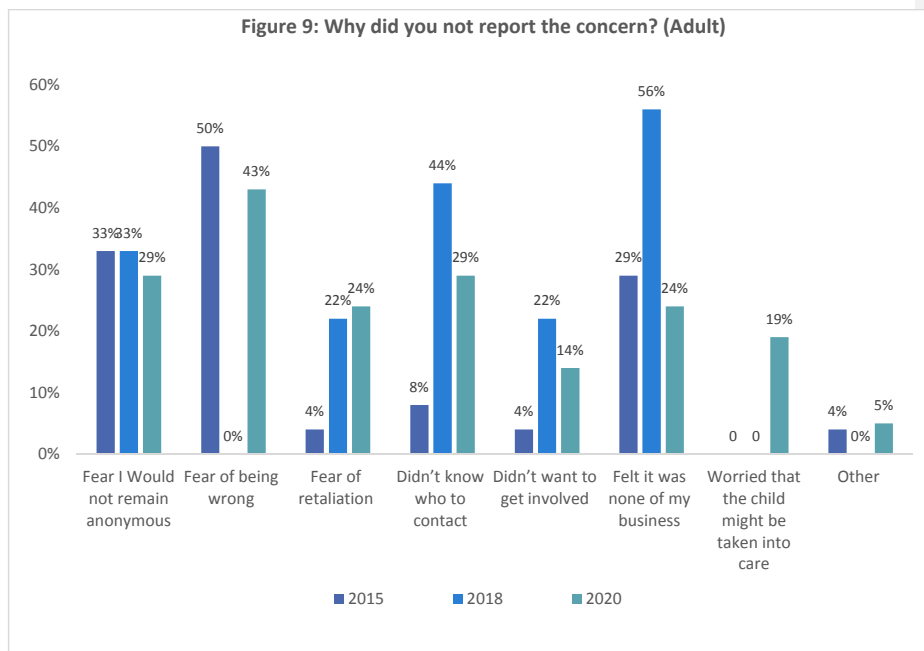
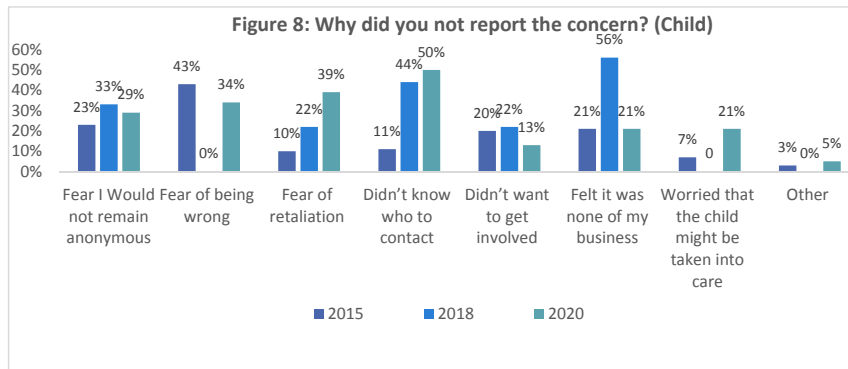




Table 19: Why did you not report the concern?

Reason	2015 (Child)	2015 (Adult)	2018 (Child)	2018 (Adult)	2020 (Child)	2020 (Adult)
Fear I Would not remain anonymous	23%	33%	56%	33%	29%	29%
Fear of being wrong	43%	50%	47%	0%	34%	43%
Fear of retaliation	10%	4%	31%	22%	39%	24%
Didn't know who to contact	11%	8%	36%	44%	50%	29%
Didn't want to get involved	20%	4%	19%	22%	13%	14%
Felt it was none of my business	21%	29%	41%	56%	21%	24%
Worried that the child might be taken into care	7%	--	19%	--	21%	19%
Other	3%	4%	0%	0%	5%	5%
Bases:	44	22	32	9	40	20

2.3.4 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 56% 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 20: 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	25%	31%	29%	15%	0%	1,121
Drug Treatment and Testing Order	12%	34%	26%	24%	4%	1,116
Compensation Order	10%	33%	26%	20%	11%	1,122
Electronic Tagging	11%	35%	33%	21%	0%	1,128
Community Payback Order	12%	30%	27%	23%	8%	1,133
Fine	10%	31%	36%	24%	0%	1,122
Deferred Sentence	7%	20%	31%	40%	2%	1,121

A comparison of responses to this question between 2015, 2018 and 2020 is set out in the table below. The greatest change from 2015 to 2020 is the 13 point drop in the percentage of people who believe that prison would make an offender less likely to commit a crime in the future. In contrast, the number of people who believe that a deferred sentence would make an offender less likely to commit a crime in the future rose by 6% from 21% in 2015 to 27% in 2020.

In general for the other types of sentences there is a small level of increase in the likelihood that these would act as a deterrent to future crime.

Table 21: 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			
	2015	2018	2020	% point change 2015-20
Prison	69%	60%	56%	-13
Electronic Tagging	47%	54%	46%	-1
Drug Treatment and Testing Order	46%	52%	46%	=
Community Payback Order	41%	45%	42%	+1
Compensation Order	41%	46%	43%	+2
Fine	39%	43%	41%	+2
Deferred Sentence	21%	25%	27%	+6
Bases:	1,163-1,206	1,138-1,168	1,116-1,133	



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 2020 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), 47% of respondents selecting this as one of their top three priorities. This is followed by working with offenders so they can understand the impact of their crime on victims (37%) and finding offenders meaningful training or employment opportunities (35%).

Table 22: What do you think the main priorities for working with offenders in the community should be?

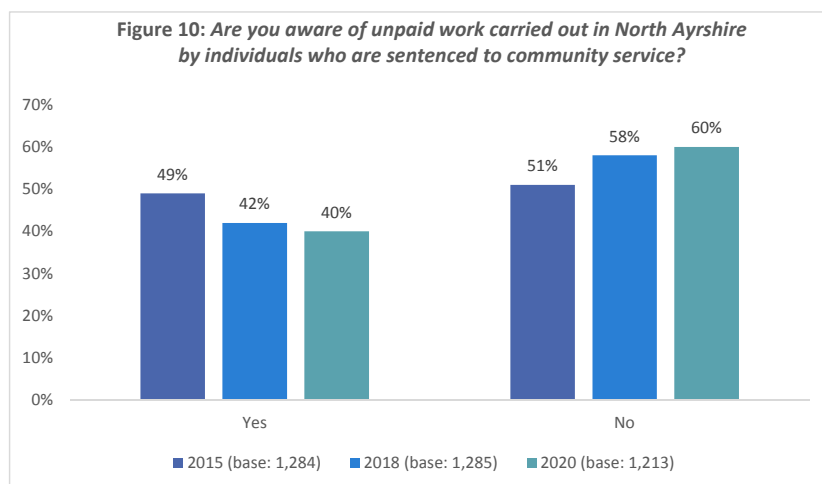
Priorities	Rank 1	Rank 2	Rank 3	Total Rank in Top 3
Tackling the underlying causes of crime, such as drugs and alcohol	33%	8%	6%	47%
Working with offenders so they can understand the impact of their crime on victims	10%	14%	13%	37%
Ensuring that offenders carry out unpaid work of value to the community in order to pay something back	11%	6%	10%	27%
Finding offenders meaningful training or employment opportunities	9%	14%	12%	35%
Providing stability for offenders by addressing issues such as homelessness	7%	12%	12%	31%
Base: 1,263				

Two notable differences in opinion between 2015 and 2020 (in terms of respondents' top priority) were the 12% drop in the percentage of respondents who would prioritise the tackling of underlying causes of crime, such as drugs and alcohol and a similar drop in prioritising working with offenders so they can understand the impact of their crime on victims.

Table 23: What do you think the main priorities for working with offenders in the community should be? - Top Priority

Priorities	2015	2018	2020	% point change 2015-20
Tackling the underlying causes of crime, such as drugs and alcohol	45%	36%	33%	-12
Working with offenders so they can understand the impact of their crime on victims	22%	23%	10%	-12
Ensuring that offenders carry out unpaid work of value to the community in order to pay something back	17%	14%	11%	-6
Finding offenders meaningful training or employment opportunities	8%	16%	9%	+1
Providing stability for offenders by addressing issues such as homelessness	5%	3%	7%	+2
Base	1,317	1,067	1,262	

As shown in the chart below, 40% 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 42% in 2018.



As shown in the table below, people that lived in the 15% Most Disadvantaged Areas were more likely than respondents living in the Rest of North Ayrshire (44% compared to 38%) to be aware of such work.

Table 24: 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		
	2015	2018	2020	2015	2018	2020	2015	2018	2020
Yes	49%	42%	40%	56%	44%	44%	44%	41%	38%
No	51%	58%	60%	44%	56%	56%	56%	59%	62%
Bases:	1,284	1,285	1,213	479	509	429	788	776	784



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

Table 25: 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	21%	14%	11%	46%
Gardening / landscaping	10%	16%	20%	46%
Litter-picking	23%	15%	6%	44%
Painting / decorating	3%	5%	6%	14%
Joinery and building work	5%	3%	6%	14%
Helping with removals	3%	2%	2%	7%
Base:	1,263			

There have been few changes in opinion between 2015 and 2020 with regards to respondents' top priority. A significantly lower proportion named litter picking, large-scale environmental work or gardening/landscaping as a top priority. In contrast there was a small increase in the number of people selecting helping with removals.

Table 26: What do you think the main priorities should be for the type of unpaid work carried out by offenders? -Top Priority

Priorities	2015	2018	2020	% point change 2015-20
Litter-picking	33%	22%	23%	-10
Large-scale environmental work	30%	25%	21%	-9
Gardening / landscaping	19%	23%	10%	-9
Painting / decorating	6%	3%	3%	-3
Joinery and building work	5%	11%	5%	=
Helping with removals	1%	0%	3%	+2
Bases:	1,317	1,116		



Criminal Justice

The following information regarding community justice was outlined to respondents.

A lot of people have heard of Criminal Justice and automatically think about people committing offences, police, courts and prisons, but this is where Community Justice is different.

Community Justice helps to connect people who have been in trouble (and their families) and victims of crime back in to their communities and includes a wide range of community based services which also help in reducing reoffending, not just Justice Social Work, Police, Courts and Prison.

Just under two thirds (63%) of respondents said that they thought communities had a role to play in justice.

Table 27: Do you think that communities have a role to play in justice?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Yes	63%	63%	62%
No	37%	37%	38%
Bases:	1,178	408	770

Respondents were asked what they believed that role would be. A wide variety of responses were received, examples of which are outlined below. A full list of responses are provided in the appendices.

- Guidance, direction, help, discussion
- Engagement, friendship
- Financial support and appropriate support for children to prevent them from criminal activities
- Telling their stories in regard impact on individuals and families
- The most important part is by providing meaningful work, well payed employment which in turn helps bolster self respect
- Support for young people at risk of becoming offenders. Provide mental health support
- Any initiatives that foster a sense of belonging in offenders
- To advise and prioritise unpaid work
- Reporting and managing problems
- Supervision and teaching by retired people
- Communities should help offenders where possible
- Make offenders realise how their actions affect others
- Try to educate any offenders into thinking like a victim. So as to try to stop any reoffending
- Advocacy and sign posting
- I think vulnerable communities can play a part in helping bring stability back by inclusion but also by exclusion of those who are aggressively anti social



It is estimated that up to 27,000 children are affected by a parent being in prison in Scotland each year.

Seventy percent of respondents said that they feel additional support should be available for families which are affected by a parent being in prison.

Table 28: Do you feel that additional support should be available for these families?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Yes	70%	68%	70%
No	30%	32%	30%
Bases:	1,133	399	734

The types of support suggested include the following. A full list of responses are provided in the appendices.

- Assistance from social work department
- After school and weekend supervised activities. Sports, drama, art etc
- Support groups
- Cheaper bus fares, if possible some secure place closer to home when it comes to visiting prisoners
- Social interaction things, clubs, activities
- Financial and social
- General day to day advice, help with family issues
- Social services being available to help young people. Councillors to allow children to talk away from home surrounds
- Home liaison officers
- Food bank
- Support when visiting e.g. toys, sweets, cakes etc
- Financial help, children/entertainment
- Possibly monetary and welfare advice
- Support and help for youngsters in school. Parent and children support groups
- Money, cash always helps
- Visit often to see if help is required
- Make sure the kids are getting fed and make sure they are going to school
- Financial and social
- Advice, safe fostering
- Wide range of support could be offered
- Yes, because this could be a one off and families should not suffer
- Befrienders for children to take them out while mum visits person in prison
- Just giving additional support to family
- Interventions with children so that they don't become isolated. This could be both social work and youth work. Services support for the mother to try to provide a stable home environment
- Partners and children are usually the innocents one in the actions of the offender – more help for them
- Increase family visits in prison. Increase home visits, increase assessment and supervision from probation service. Support for families of offenders from family division



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 31% in 2020. The number of people who feel fairly safe has remained fairly constant across the three study years, although is displaying a slight downward trend.

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 and vandalism, graffiti or other deliberate damage to property also being fairly prominent.

Since 2015, there have been notable declines in almost all of the issues asked about. The most significant declines being with people being attacked or harassed (-10%), dog fouling (-9%), people using or dealing drugs (-9%), young people hanging around on the street (-9%) and anti social tenants (-8%).

Fire Safety

Four 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, issues with neighbours and not being able to escape their house if it was on fire.

Abuse – Children and Adults

Eight percent of people now say that they have been worried that a child is, or might be, being abused or neglected, 6% of respondents stated that they had ever been worried that a vulnerable adult was, or might be, being abused or neglected.

Thirty six 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. Twenty seven percent did not report their concern regarding a vulnerable adult.

Criminal Justice

Prison is seen as the most likely deterrent with 56% 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.

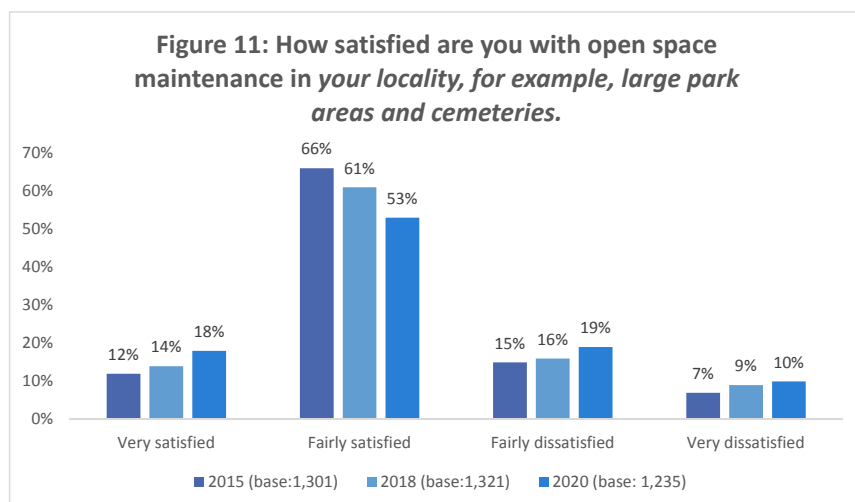
With regards to working with offenders in the community, respondents were likely to place considerable emphasis on tackling the underlying causes of crime (such as drugs and alcohol), 47% of respondents selecting this as one of their top three priorities).

Forty percent of respondents indicated that they were aware of unpaid work carried out in North Ayrshire by individuals sentenced to community service. Large-scale environmental work, gardening/landscaping and litter-picking are respondents' top priorities, some distance ahead of the other options that were put to people.

Seventy percent of respondents said that they feel additional support should be available for families which are affected by a parent being in prison.

2.4 Neighbourhood and Open Space

Seventy one 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 75% in 2018.



Level of dissatisfaction with the maintenance of open spaces is slightly higher in the 15% Most Disadvantaged Areas than in the rest of North Ayrshire as shown in the table below, with 31% dissatisfied compared to 28% for the Rest of North Ayrshire.

Table 29: How satisfied are you with open space maintenance in your locality, for example, large park areas and cemeteries.

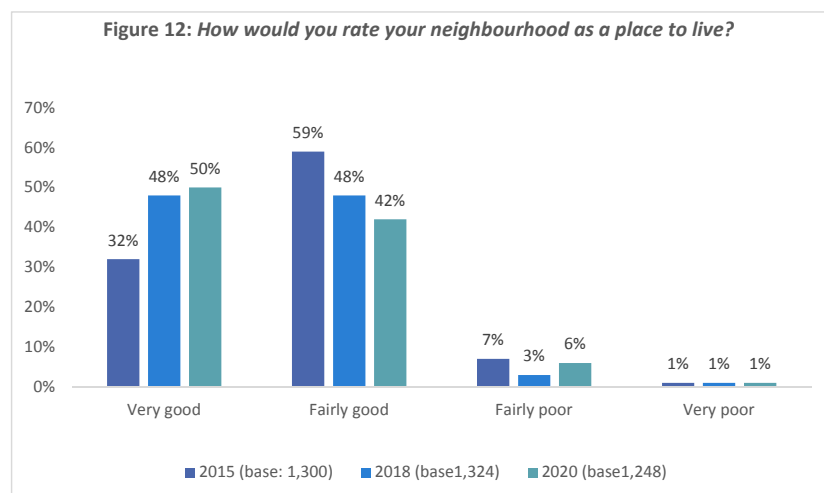
Rating	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2015	2018	2020	2015	2018	2020	2015	2018	2020
Very Satisfied	12%	14%	18%	11%	15%	18%	13%	14%	17%
Fairly Satisfied	66%	61%	53%	63%	58%	52%	67%	63%	54%
Fairly Dissatisfied	15%	16%	19%	16%	17%	20%	14%	14%	19%
Very Dissatisfied	7%	9%	10%	9%	10%	11%	6%	9%	9%
Bases:	1,301	1,321	1,235	479	524	434	805	797	801



Respondents gave a variety of reasons for stating that they were dissatisfied with the open space maintenance in their locality. Examples of which included;

- Grass cutting regular would help
- Lack of litter picking/general maintenance, drain cleaning
- Irvine is a rundown town
- The standard of horticulture work is poor. There is obviously little importance given to employing skilled workers
- The field near me is used as a dump
- Uneven paths , overgrown hedges and bushes
- They are not looked after
- Cemetery is not very tidy. Young children and teenagers moving flowers about graves
- It is non existant
- Litter and dog fouling is a big issue
- Cuts to street scene maintenance degrading environment not only affecting residents but appeal to visitors, causing knock on economic impact on local businesses and employment
- Widespread neglect by local councils of parks and open spaces
- Areas untidy
- Ardrossan, what is there to do
- Live in a tourist area, main income for all the council, took away all public toilets. Bad move, also cut spending on floral beds to detriment of area
- Certain areas are maintained well. But others not. Also verges between towns are seldom cleaned and tidied
- Litter needs regular attention, fly tipping higher fines
- The maintenance in my cemetery and local park and town centre – bare minimum
- Kilwinning cemeteries is a total mess, kids playparks are full of glass
- See groups sitting about in vans but little evidence of any real work accomplished
- Open spaces are rarely maintained by local authority
- Long delay in fixing broken things like roundabouts
- I note some maintenance being done at South Beach play area. I hope the grass area for parking will be levelled
- Dog dirt, used condoms, play parks filled with horrible teenagers that make you remove the kids the bloody play parks are there for. Open areas treated like dumps, Kilbirnie is a disgusting dump
- Signs of obvious neglect from overgrown planting and lack of maintenance of some footpaths
- Maintenance is minimal. I know financial resources are limited but there are many examples of shrubs planted and rarely or only annually maintained
- Any nice area gets ruined and wrecked in this area

As shown in the chart below, 92% of people rate their neighbourhood as either a very good or fairly good place to live. The percentage of people stating that their neighbourhood is very good has increased from 32% in 2015 to 50% in 2020.



Satisfaction with neighbourhood as a place to live is generally high among all respondents. It is highest at 95% among people living in the Rest of North Ayrshire and drops slightly to 88% among those that live in the 15% Most Disadvantaged Areas.

Table 30: How would you rate your neighbourhood as a place to live?

Rating	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2015	2018	2020	2015	2018	2020	2015	2018	2020
Very good	32%	48%	50%	27%	42%	41%	36%	52%	55%
Fairly good	59%	48%	42%	62%	52%	47%	58%	46%	40%
Fairly poor	7%	3%	6%	9%	5%	10%	6%	2%	5%
Very poor	1%	1%	1%	2%	1%	2%	1%	0%	1%
Bases:	1,300	1,324	1,248	482	526	436	801	798	812



The types of reasons that respondents gave for stating that their neighbourhood was a poor place to live included;

- Could have better facilities for sports etc, also very few decent venues for eating or socializing (in Dalry)
- Houses being used as a dumping ground for junkies and undesirables
- There should be more amenities accessible to those on low income to increase fitness e.g. equipment in parks
- Poorly maintained private rental flats and houses. There has to be an answer to this. Some pressure to bear
- You stuck all the criminals and junkies into our once beautiful area that used to have community spirit and pride
- Horrible people who think they can get away with anything because the justice system in this country is a joke
- Dirty streets despite new paving. Litter around bus stops and takeaways. Empty shops. This is basically a social problem and needs education or policing
- Run down buildings , poor street lights. Feel unsafe at night
- Simple maintenance to park areas in my estate are neglected
- It is known as drug alley. Neighbours don't look after their properties. Drug problems are a big cause for concern. Police not doing anything about it. Never seen any Police where I live: between drugs, alcohol, no driving licence and insurance. The area should be monitored
- Still have food bank
- It used to be a nice place to live, but in the last few years due to absentee landlords it has deteriorated badly. Neglect from the council
- Lack of police presence, should see more Police maybe on foot
- Recently I have noticed it has been very unfriendly it doesn't seem to have the same community spirit that when I was a child it once had. I don't know people anymore
- If the areas (near local shops) were kept pleasant – nice bushes etc then locals would feel better
- The state of the high street and pollution from traffic
- Vandalism, litter, people not taking care of their property, not enough community spirit
- It always looks tired and untidy, a great deal of fly tipping. Residents put anything they want rid of out on the street in the hope the Council will clear it away for them.. There's lots of rubbish piled up in gardens
- The state of our roads and pavements are poor. Attention to repairs is needed to ensure the NHS is less full of people falling and tripping
- Speeding cars, not enough Police visibility, no parking, only Irvine has money spent on town centre

KEY POINTS – Neighbourhood and Open Space

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

Ninety two percent of people rate their neighbourhood as either a very good or fairly good place to live. The percentage of people stating that their neighbourhood is very good has increased from 32% in 2013 to 50% in 2020.

2.5 Working Together

Almost a quarter (24%) of all respondents stated that they would be interested in taking part in tenancy participation activities, this is up from 20% in the 2018 survey. This rises slightly to 30% among respondents from the 15% Most Disadvantaged Areas and drops to 20% with people from the rest of North Ayrshire.

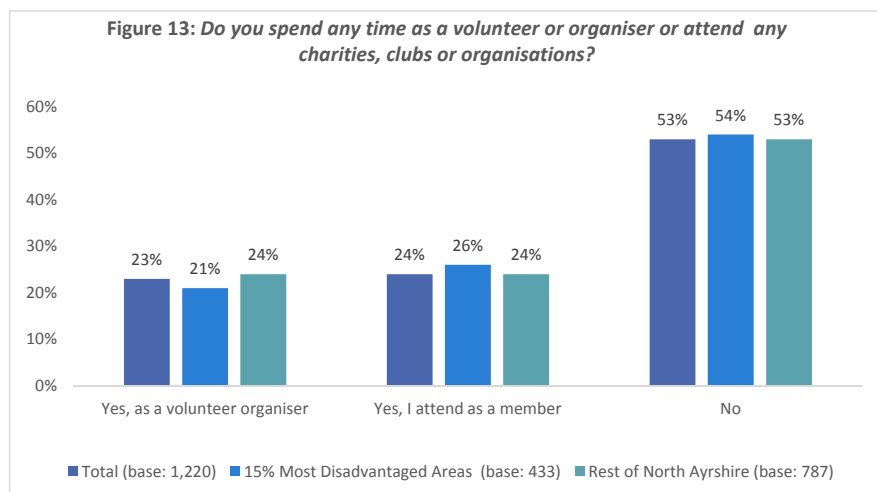
Table 31: Would you be interested in taking part in tenancy participation activities?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Yes	24%	30%	20%
No	76%	70%	80%
Bases:	520	206	314

Table 32: Would you be interested in taking part in tenancy participation activities?

	2018	2020
Yes	20%	24%
No	80%	76%
Bases:	1,279	520

As shown in the chart below, 23% of respondents indicated that they spend time as a volunteer / organiser with charities, clubs or other organisations and 24% indicated that they attend as a member.





As outlined in the table below, the proportion of respondents living in the 15% Most Disadvantaged Areas (21%) who spend time as a volunteer or organiser is slightly lower than for people living in the rest of North Ayrshire (24%). The number of people spending time as a volunteer or organiser has dropped back to the levels seen in 2015.

In contrast to the above, the percentage of people who state that they attend a charity, club or organisation as a member has increased from 17% in 2015 to 24% in 2020.

Table 33: 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		
	2015	2018	2020	2015	2018	2020	2015	2018	2020
Yes, as a volunteer / organiser	23%	30%	23%	22%	28%	21%	24%	32%	24%
Yes, attend as a member	17%	19%	24%	16%	16%	26%	17%	21%	24%
No	60%	53%	53%	62%	57%	54%	59%	50%	53%
Bases:	1,295	1,297	1,220	478	517	433	801	780	787

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, awareness peaks at 46% with regard to the opportunity to participate in community organisations like community associations or community councils. This is followed by 45% who were aware of the opportunity to transfer council assets, like community centres, into community ownership.

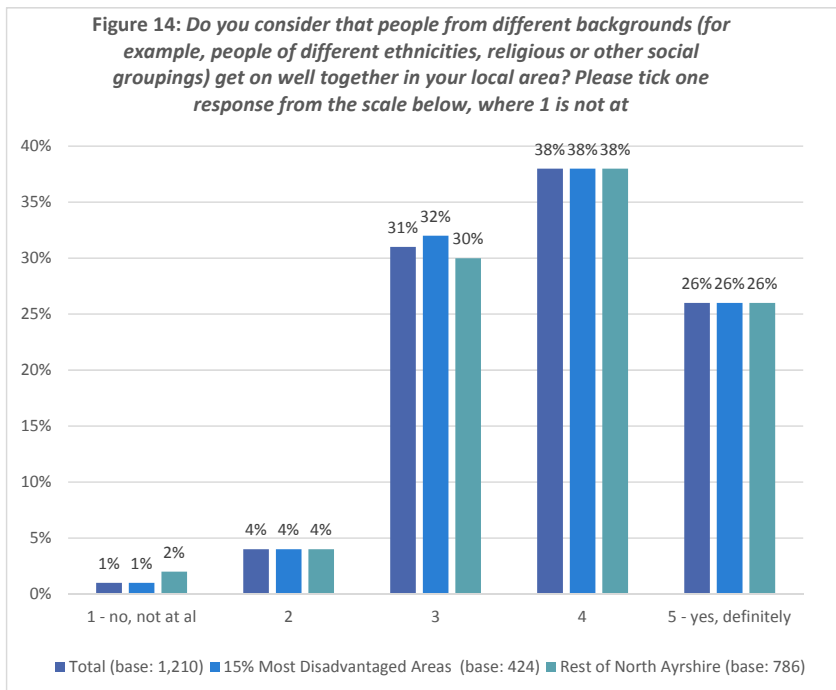
In contrast to the above, significantly fewer respondents said that they were involved with these activities. The largest number of respondents (8%) said that they participate in community organisations like community associations or community councils.

Table 34: Are you involved in or aware of opportunities to: (please tick any that apply)

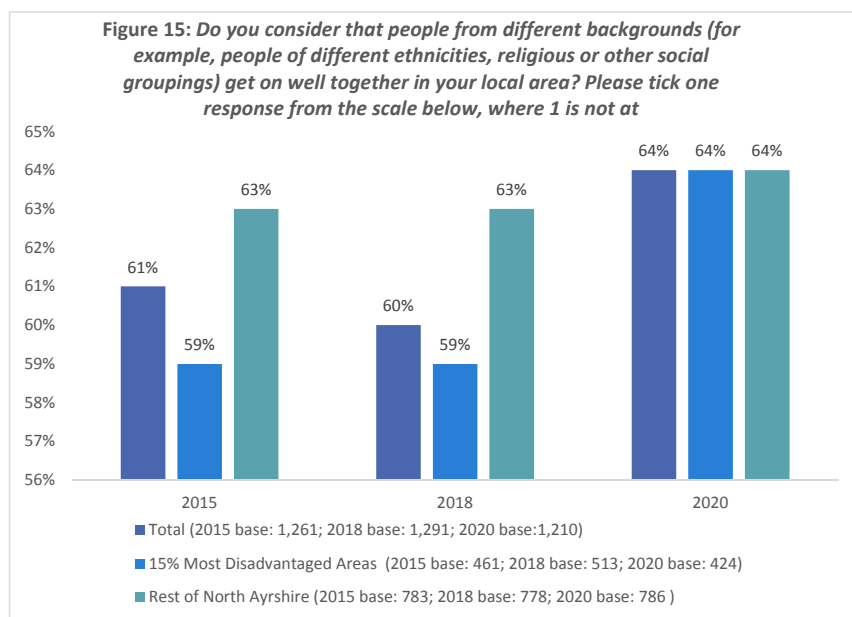
	Involved		Aware	
	2018	2020	2018	2020
Transfer council assets, like community centres, into community ownership	2%	2%	48%	45%
Secure funding through participatory budgeting where local people allocate money by popular vote	4%	4%	40%	36%
Take part in local decision making through locality partnerships	3%	4%	40%	36%
Participate in community organisations like community associations or community councils	8%	8%	51%	46%
Bases:	1,342	1,262	1,342	1,262

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 95% of respondents overall (96% of respondents from 15% Most Disadvantaged Areas and 94% of respondents from the rest of North Ayrshire) gave a rating of 3 or above with 64% giving a rating of 4 or above.



A comparison of these figures between 2015 and 2020 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 2015 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;

- Bullying of grandson at school (mixed race)
- My perception is that you are either good or bad . The examples you give are irrelevant
- Only people of ethnicity or different culture can answer this
- Too many old Tories live here
- Worse off get more benefits, work hard get nothing
- Very few such people in local area
- People from this area tend to be bitter against anyone not from the area
- I don't think there is discrimination but I haven't seen them anywhere other than the doctors
- Responsible working people don't want to live next door to non-contributing unemployed time wasters who get everything for nothing and don't put anything back into the community
- As a member of the LGBTQ+ community with a partner from the same community we are aware of the bigotry in the area towards our community and catholic religion
- We do not help our own first, examples of this are people with disabilities and veterans. I think once the public start seeing us helping our own then it will be easier to accept helping and getting on with others
- Ethnic groups keep to themselves
- Continuing sectarianism



- Football sectarianism and flag flying especially from public houses and private homes during the orange order marching season. Northern Ireland political group flags are extremely contentious

Respondents were asked to consider a variety of statements concerning their neighbourhood and people living within it. The top two statements which the largest number of people agree with are

- | | |
|---|------------------------|
| | Strongly/tend to agree |
| • This is a neighbourhood where people are kind to each other | 76% |
| • This is a neighbourhood where most people can be trusted | 76% |

In contrast to this, the statement which the smallest number of people agree with is "There are welcoming places and opportunities to meet new people" - 44% strongly or tend to agree.

Table 35: Thinking of your neighbourhood how strongly would you agree or disagree with the following statements?

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Base
This is a neighbourhood where people are kind to each other	25%	51%	22%	3%	1%	1,234
This is a neighbourhood where most people can be trusted	26%	50%	18%	5%	1%	1,235
There are welcoming places and opportunities to meet new people	13%	31%	36%	15%	5%	1,220
There are places where people can meet up and socialise	14%	33%	26%	21%	7%	1,217
This is a neighbourhood where people take action to help improve the neighbourhood	6%	41%	40%	9%	3%	1,200

Table 36: Thinking of your neighbourhood how strongly would you agree or disagree with the following statements? (Strongly agree/Tend to agree)

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
This is a neighbourhood where people are kind to each other	76%	70%	78%
This is a neighbourhood where most people can be trusted	76%	71%	79%
There are welcoming places and opportunities to meet new people	44%	43%	45%
There are places where people can meet up and socialise	47%	45%	47%
This is a neighbourhood where people take action to help improve the neighbourhood	47%	50%	46%



Almost all respondents (99%) said that they would offer help to neighbours in an emergency. A further 90% said they could rely on someone in their neighbourhood for help. Eighty five percent of respondents said they could rely on someone in their neighbourhood to look after their home and 79% said they could turn to someone in their neighbourhood for advice or support.

Table 37: Thinking of your involvement with other people in your neighbourhood would you agree or disagree with the following statements?

	Total		15% Most Disadvantaged Areas		Rest of North Ayrshire	
	Agree	Disagree	Agree	Disagree	Agree	Disagree
I could rely on someone in my neighbourhood for help	90%	10%	89%	11%	91%	9%
I could rely on someone in my neighbourhood to look after my home	85%	15%	83%	17%	87%	13%
I could turn to someone in my neighbourhood for advice or support	79%	21%	77%	23%	80%	20%
I would offer help to neighbours in an emergency	99%	1%	98%	2%	99%	1%

Just over a quarter (27%) of respondents said they thought inequalities are definitely an issue in their own locality, with a further 47% saying they are somewhat of an issue. The remaining 26% thought that inequalities are definitely not an issue in their own locality.

Table 38: To what extent do you think inequalities are an issue in your own locality? By inequalities, we mean any measurable differences in people’s health and life expectancy, educational attainment, or employment which are caused by having a low income and savings. Socio-economically disadvantaged households have a higher risk of experiencing poor outcomes.

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Definitely an issue	27%	33%	25%
Somewhat of an issue	47%	48%	46%
Definitely not an issue	26%	19%	29%

Respondents were asked “What sort of things would you like to see your Locality Partnership look at in the future to reduce inequalities and improve outcomes for your community?”. A wide variety of comments were received including the following;

- Eliminate food banks and provide hot meals and warm shelter for the underprivileged
- Published actions taken
- Local bus put back on in Dalry
- Create meaningful work opportunities and support for local traders and businesses
- Schools, housing, roads



- More teaching resources at primary and secondary
- Bring together young people / children and lonely senior citizens (e.g. retirement homes)
- Free fruit and milk in all schools
- Find out how many people are vulnerable and in need of help – few who need it most rarely ask for help
- Give the youths something to do. E.g. clubs , not all teenagers like sport
- Maintain libraries to support community needs
- Improved transport links esp, weekends and Sunday. Improves ANA classes at Kals West Kilbride gym
- Child poverty issues, educational attainment
- Ensuring children have a proper education, English, math, science, history, geography. Sack poorly performing teachers , close poor schools
- Improved employment opportunities
- Better employment locally would allow people to achieve something meaningful for themselves
- Strong community planning partners. This should be supported by sound and enthusiastic professional managers
- Get more properties built but in smaller areas. Garnock valley stop giving 2/3 bedroom properties to single people, it would be better giving these to families. Why don't the council letter people in bought properties offering to buy their property back at actual value
- People on benefits are treated better than those who have never applied – e.g. blue badge, my bus etc etc
- Improve the areas of neglect and provide more attention to the towns decay
- Childrens services and older adults
- Health inequalities, employment opportunities
- More help for elderly and young
- Initiatives to tackle drug use
- Publish the local inequalities
- Reduce the levels of government. There are local, Holyrood, Westminster. All consist of highly paid members with excellent pension schemes. We are over represented
- Keep the local hospital open
- A dedicated meeting place and time/date , regular flyers indicating topics of interest and discussion
- Activities for children and young people



Respondents were asked to consider a variety of statements regarding their community and to indicate how much room for improvement they felt there was. The top three statements where respondents felt there was very little room for improvement were “Can you regularly experience good-quality natural space” (32%), “Does public transport meet your needs” (23%) and “Can you access a range of space with opportunities for recreation” (22%).

In contrast, the top five statements that respondents feel there could be a lot of improvement are as follows;

- Is there an active local economy and the opportunity to access good-quality work? 25%
- Do traffic and parking arrangements allow people to move around safely and meet the community's needs? 19%
- Can you easily walk and cycle around using good-quality routes? 18%
- Does public transport meet your needs? 18%
- Do buildings, streets and public spaces create an attractive place that is easy to get around? 17%

Table 39: Thinking of your community please look at the following statements and rate each of them from 1 – 5 with 1 meaning there is a lot of room for improvement and 5 meaning very little room for improvement

Priorities	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Can you easily walk and cycle around using good-quality routes?	18%	14%	25%	23%	19%
Does public transport meet your needs?	18%	18%	18%	22%	23%
Do traffic and parking arrangements allow people to move around safely and meet the community's needs?	19%	17%	26%	19%	17%
Do buildings, streets and public spaces create an attractive place that is easy to get around?	17%	18%	36%	18%	12%
Can you regularly experience good-quality natural space?	12%	11%	21%	24%	32%
Can you access a range of space with opportunities for recreation?	11%	14%	26%	25%	22%
Do facilities and amenities meet your needs?	14%	16%	32%	24%	14%
Is there an active local economy and the opportunity to access good-quality work?	25%	25%	29%	14%	6%
Do the homes in your area support the needs of the community?	11%	18%	34%	26%	12%
Does your community have a positive identity and do you feel you belong?	13%	15%	28%	26%	17%
Base:	1,263				



Table 40: Thinking of your community please look at the following statements and rate each of them from 1 – 5 with 1 meaning there is a lot of room for improvement and 5 meaning very little room for improvement. -Top Priority

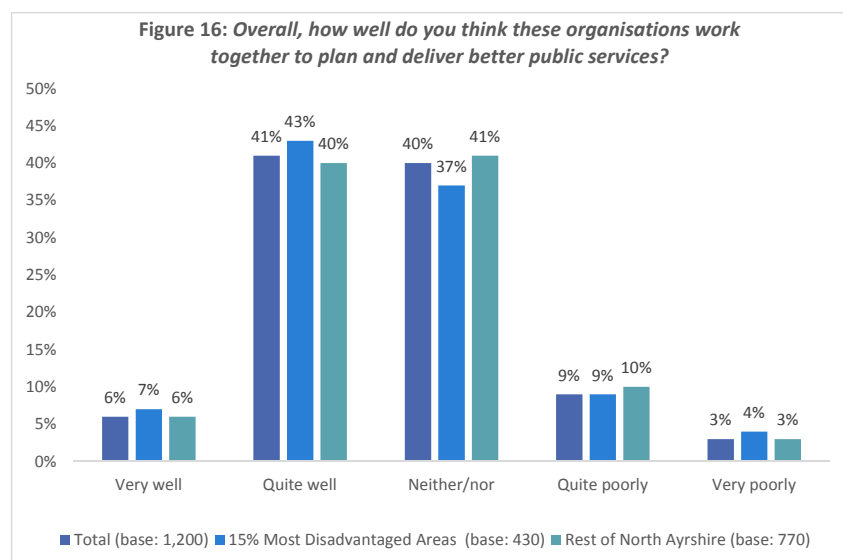
Priorities	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Can you easily walk and cycle around using good-quality routes?	18%	22%	16%
Does public transport meet your needs?	18%	19%	18%
Do traffic and parking arrangements allow people to move around safely and meet the community's needs?	19%	21%	18%
Do buildings, streets and public spaces create an attractive place that is easy to get around?	17%	20%	15%
Can you regularly experience good-quality natural space?	12%	15%	10%
Can you access a range of space with opportunities for recreation?	11%	14%	10%
Do facilities and amenities meet your needs?	14%	15%	13%
Is there an active local economy and the opportunity to access good-quality work?	25%	29%	24%
Do the homes in your area support the needs of the community?	11%	12%	10%
Does your community have a positive identity and do you feel you belong?	13%	16%	12%
Bases:	1,263	444	818



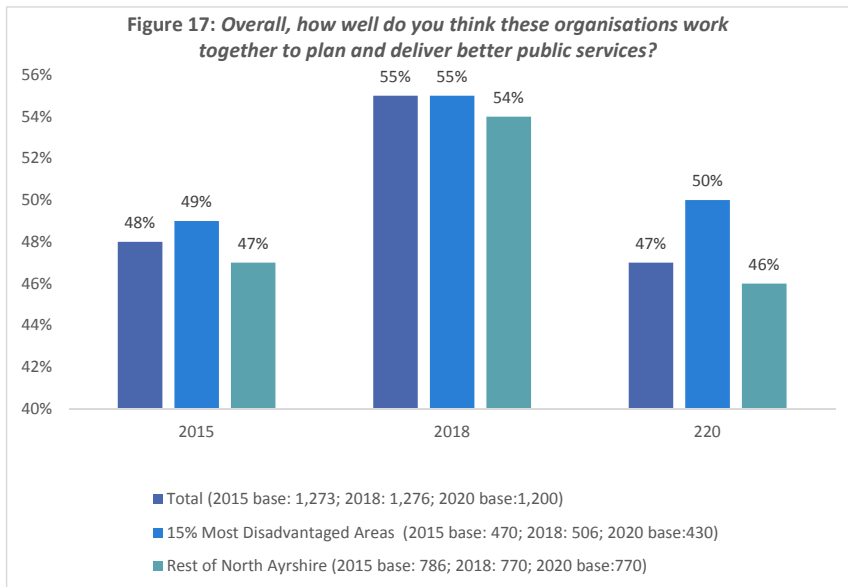
The questionnaire set out the following broad description of Community Planning:

“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. Forty seven percent of respondents said that the community planning partners work well together, with 12% saying they work together poorly. The remaining 40% 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 2015 and 2020 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 2015 down from 2018.



Commented [JG(PO/CPP1): Chart should say '2020' not 220



KEY POINTS – Working Together

Almost a quarter (24%) of all respondents stated that they would be interested in taking part in tenancy participation activities, this is up from 20% in the 2018 survey. This rises slightly to 30% among respondents from the 15% Most Disadvantaged Areas and drops to 20% with people from the rest of North Ayrshire.

Twenty three percent of respondents indicated that they spend time as a volunteer / organiser with charities, clubs or other organisations and 24% indicated that they attend as a member.

Forty six percent of respondents said they were aware of the opportunity to participate in community organisations like community associations or community councils. This is followed by 45% who were aware of the opportunity to transfer council assets, like community centres, into community ownership. 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 five 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).

The top two statements which the largest number of people agree with are “This is a neighbourhood where people are kind to each other” (76%) and “This is a neighbourhood where most people can be trusted” (76%). In contrast to this, the statement which the smallest number of people agree with is “There are welcoming places and opportunities to meet new people” - 44% strongly or tend to agree.

Almost all respondents (99%) said that they would offer help to neighbours in an emergency. A further 90% said they could rely on someone in their neighbourhood for help. Eighty five percent of respondents said they could rely on someone in their neighbourhood to look after their home and 79% said they could turn to someone in their neighbourhood for advice or support.

Just over a quarter (27%) of respondents said they thought inequalities are definitely an issue in their own locality, with a further 47% saying they are somewhat of an issue. The remaining 26% thought that inequalities are definitely not an issue in their own locality.

The top three statements where respondents felt there was very little room for improvement within their community were “Can you regularly experience good-quality natural space” (32%), “Does public transport meet your needs” (23%) and “Can you access a range of space with opportunities for recreation” (22%).

In contrast, the top three statements where respondents feel there could be a lot of improvement are, “Is there an active local economy and the opportunity to access good-quality work” (25%), “Do traffic and parking arrangements allow people to move around safely and meet the community’s needs” (19%) and “Can you easily walk and cycle around using good-quality routes” (18%).

Forty seven percent of respondents said that the community planning partners work well together, with 12% saying they work together poorly. The remaining 40% say the community planning partners work neither well nor poorly.

2.6 About North Ayrshire Council

Fifty seven percent of all respondents indicated that they were either fairly or very satisfied with local council services. Overall satisfaction is down slightly from 60% in 2018. Satisfaction broadly remains constant among respondents in the rest of North Ayrshire and in the 15% Most Disadvantaged Areas.

Table 41: Overall, how satisfied or dissatisfied are you with local council services?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Very satisfied	7%	10%	5%
Fairly satisfied	50%	45%	52%
Neither/nor	27%	27%	27%
Fairly dissatisfied	13%	13%	12%
Very dissatisfied	4%	5%	3%
Base:	1,247	441	806

Table 42: Overall, how satisfied or dissatisfied are you with local council services?

	Total		15% Most Disadvantaged Areas		Rest of North Ayrshire	
	2018	2020	2018	2020	2018	2020
Very satisfied	7%	7%	9%	10%	6%	5%
Fairly satisfied	53%	50%	51%	45%	54%	52%
Neither/nor	24%	27%	24%	27%	25%	27%
Fairly dissatisfied	13%	13%	13%	13%	13%	12%
Very dissatisfied	3%	4%	3%	5%	3%	3%
Base:	1,327	1,247	527	441	800	806

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 22% said they were either fairly or very poor. The remaining 42% were neutral.

Table 43: 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	2020	2015	2018	2020	2015	2018	2020
Very good	10%	5%	6%	13%	7%	7%	7%	4%	5%
Good	19%	32%	31%	17%	31%	32%	21%	32%	30%
Neither/nor	46%	45%	42%	43%	43%	37%	49%	47%	44%
Poor	15%	13%	15%	18%	14%	15%	14%	13%	15%
Very poor	9%	4%	7%	9%	5%	8%	9%	4%	6%
Base:	1,272	1,327	1,242	472	527	441	783	800	801



Just over half of all respondents (51%) said that they were aware that the council publishes an annual report. This is down from 63% in 2018.

Table 44: Are you aware that the council publishes an annual report?

	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2015	2018	2020	2015	2018	2020	2015	2018	2020
Yes	62%	63%	51%	64%	64%	53%	61%	63%	51%
No	38%	37%	49%	36%	36%	47%	39%	37%	49%
Base:	1,284	1,318	1,224	477	524	432	790	794	792

Among those respondents that were aware that the Council published an annual report, 43% indicated that they found the report informative and contained all the information they would expect. Fifty percent said they had not read the report and 7% said it did not contain all the information they would expect.

Table 45: If you answered yes did you find the report informative and to contain all of the information you would expect?

	Total	15% Most Disadvantaged Areas	Rest of North Ayrshire
Yes	43%	46%	41%
No	7%	7%	7%
Have not read the report	50%	47%	51%
Bases:	566	199	367

For people who stated that the annual report did not contain all of the information they would expect, the type of information they would like included;

- State of roads
- More information about bin collections as they keep changing and do not inform people of collection day
- Evidence of work performed , areas improved etc
- Draw peoples attention to report on website, council tax notices
- Car parking very big issue
- Expenses and perks of councilors
- Bigger print for short sight
- Where help can be found 24/7
- How many new houses are being built in NA and what the council is doing about upgrading the existing infrastructure to cope with bulging demand
- State of its finances
- Improved care and appearance of public spaces. More facilities for young people, open at helpful times

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 69%
- Financial information (How well is the council spending money and using resources) 68%
- Information on the councils partners such as police and health services 50%

Table 46: 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	2020	2015	2018	2020	2015	2018	2020
Plans to improve services	73%	76%	69%	72%	76%	73%	73%	76%	67%
Financial information (How well is the council spending money and using resources)	63%	70%	68%	62%	70%	71%	63%	70%	67%
Information on the councils partners such as police and health services	56%	55%	50%	59%	58%	53%	54%	53%	48%
Specific service targets and progress on meeting these targets	43%	45%	49%	43%	45%	51%	44%	45%	48%
How well is the council performing against the national average	41%	44%	45%	41%	46%	45%	42%	42%	45%
How well the council is performing against other councils	35%	38%	43%	36%	38%	49%	34%	39%	39%
Base:	1,317	1,243	1,262	487	489	444	810	754	818

The top three preferred methods by which respondents would like to receive information about North Ayrshire Council are by email (44%), leaflets and posters in council offices (35%) and from pages of information contained in local newspaper (35%).



Table 47: What would be your preferred method of receiving information about North Ayrshire Council?

	Total			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2015	2018	2020	2015	2018	2020	2015	2018	2020
By email	42%	43%	44%	37%	42%	42%	44%	44%	45%
From pages of information contained in local newspaper	42%	37%	35%	44%	39%	36%	42%	36%	35%
Council website	34%	21%	25%	33%	21%	24%	35%	20%	26%
Leaflets and posters in council offices	25%	40%	35%	26%	45%	38%	24%	37%	34%
Facebook	8%	11%	13%	9%	12%	15%	7%	11%	13%
By text	6%	5%	7%	5%	6%	7%	6%	5%	6%
Twitter	2%	3%	6%	2%	3%	7%	2%	3%	5%
Base:	1,317	1,283	1,262	487	506	444	810	777	818

KEY POINTS – About North Ayrshire Council

Fifty seven 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 22% said they were either fairly or very poor. The remaining 42% were neutral.

Just over half of all respondents (51%) said that they were aware that the council publishes an annual report. Among those respondents that were aware that the Council published an annual report, 43% indicated that they found the report informative and contained all the information they would expect. Fifty percent said they had not read the report and 7% said it did not contain all the information they would expect.

The top three topics that respondents would like to receive regarding the performance of North Ayrshire Council are; plans to improve services (69%), financial information (68%) and information on the councils' partners such as police and health services (50%)

The top three preferred methods by which respondents would like to receive information about North Ayrshire Council are by email (44%), leaflets and posters in council offices (35%) and from pages of information contained in local newspaper (35%).

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 48: Area

	2015	2018	2020
Regeneration Area	37%	40%	35%
Rest of North Ayrshire	61%	60%	65%
No Data	2%	0%	0%
Base:	1,317	1,342	1,262

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 49: Gender

	2015	2018	2020
Female	51%	54%	53%
Male	47%	46%	47%
No data	2%	0%	0%
Base:	1,317	1,342	1,262

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 50: Age

	2015	2018	2020
16-24	4%	5%	5%
25-34	7%	9%	8%
35-44	17%	18%	14%
45-54	21%	24%	21%
55-64	25%	24%	25%
65-74	19%	17%	23%
75+	5%	3%	5%
No data	2%	0%	0%
Base:	1,317	1,342	1,262

Respondents' current employment status is outlined in the table below. Just under half (49%) of the Panel are working and a significant proportion of Panel members are retired.

Table 51: Employment Status

	2015	2018	2020
Working	49%	53%	49%
Student/training	2%	3%	2%
Unemployed	6%	7%	6%
Not working due to ill health/ disability	5%	6%	4%
Looking after home and family	4%	4%	3%
Retired	31%	27%	34%
Other	1%	0%	1%
No data	2%	0%	1%
Base:	1,317	1,334	1,262

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

Table 52: Property Type

	2015	2018	2020
Flat	19%	14%	17%
Maisonette/terraced house	22%	21%	23%
Detached house/ bungalow/ cottage	27%	28%	29%
Semi detached house/ bungalow	24%	25%	24%
Other	2%	1%	4%
No data	6%	11%	2%
Base:	1,317	1,342	1,262

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

Table 53: Tenure

	2015	2018	2020
Owner occupier	69%	65%	70%
Rent from Council	13%	14%	14%
Rent from housing association	5%	6%	6%
Rent privately	4%	5%	4%
Live with family	3%	4%	3%
Other	0%	1%	1%
No data	6%	5%	2%
Base:	1,317	1,342	1,262

Overall, the profile of respondents has changed little between 2015, 2018 and 2020 and any marginal differences in the profile will not have a material impact on the overall results.