North Ayrshire
Community Planning Partnership

Survey on
Local Outcomes Improvement Plan

Report

3rd February 2022

Contents

SUMMARY OF KEY POINTS

The overall priorities relating to supporting children and to the local economy were most likely to appear in respondents' top three priorities (this being the case in 57% and 51% of cases respectively). The supporting children priority received the highest share of respondents' selections for the top overall priority (35%). The priorities relating to reducing poverty and to supporting communities then sit slightly below this, with 36% and 35% respectively placing these in their top three priorities. There are only marginal variations in relation to each of the remaining overall priority areas (relating to access to education, mental health, climate change, physical health, and supporting people who may be more vulnerable) with between 22% and 25% of respondents placing these in their top three priorities.

When asked to comment on any other areas of priority, a number of comments were actually reflective of the prompted list that had already been provided. There were also a number of other themes identified in these comments that related specifically to defined aspects of service delivery (roads, public transport, physical environment, housing, drugs and alcohol, crime and policing).

With respect to the "supporting children" priority, themes relating to mental health and developmental milestones were most likely to rank in respondents' top three priorities (70% and 60% respectively placing this in their top three priorities).

The most common "supporting communities" priority was improving access to local facilities and services (92% placing this in their top three priorities) followed by creating places and spaces for people to meet (76%) and improving community safety (64%).

In relation to "local economy" priorities, creating new employment and training opportunities was the theme that appeared most commonly in respondents' top three priorities (78% placing in their top three priorities) followed by helping young people to reach a positive destination when they leave school (62%).

With respect to "physical health", a particularly high level of priority was ascribed to supporting people to get active (79% placing this in their top three priorities), followed by supporting carers (60%).

Three particular priorities stand with respect to "mental health", these being reducing social isolation (69% placing in their top three priorities), supporting people in distress and reducing suicide rates (65%) and supporting children and young people with their mental health (64%).

SUMMARY OF KEY POINTS (CONTINUED)

The most common priority under the "reducing poverty" theme was reducing child poverty (86% placing this in their top three priorities including 48% who placed it as their top priority). A reasonable level of priority was also ascribed to access to healthy low-cost food, to reducing barriers to participation and to increasing awareness of, and access to, financial support (between 58% and 69% placing these in their top three priorities).

With respect to "tackling climate change", reducing waste was most commonly ascribed a high level of priority (81% placing this in their top three priorities) followed by increasing use of walking, cycling and green vehicles (60%).

In relation to "supporting vulnerable people", the priorities were broadly spread with between 61% and 67% of respondents placing reducing child poverty, supporting people in distress and reducing suicide rates, and improving support to people experiencing domestic abuse amongst their top three priorities. It is notable that a very high proportion (41%) placed reducing child poverty as their most important priority.

With respect to access to education, priorities were broadly spread between creating new training opportunities, helping young people leaving school to achieve positive destinations and keeping children engaged in school (with 94%, 92% and 82% respectively placing these in their top three priorities).

1.0   BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

1.1   North Ayrshire Community Planning Partnership brings together public and voluntary sector agencies, working together with local people to make a positive difference to local communities and residents.

1.2   The framework for the partnership's work is set out in the Local Outcomes Improvement Plan (LOIP). The new plan will run from 2022 to 2030 and the programme of community consultation described herein is intended to guide the setting of priorities for this plan.

OBJECTIVES

1.3   The first objective has been to identify the relative priorities of the North Ayrshire population in relation to a number of themes, which are discussed in this report and may be summarised thus:

- Supporting children
- Supporting communities
- Local economy
- Physical health
- Mental health
- Reducing poverty
- Tackling climate change
- Supporting vulnerable people
- Access to education.

In addition, a further objective was to gather feedback as to whether anything was missing in relation to these priorities.

A subsidiary objective was then to identify relative priorities within each of the above themes.

METHODOLOGY

1.4   The initial programme of consultation was delivered internally by the Community Planning Team and involved an online survey that North Ayrshire residents were invited to respond to. This included an initial "Overall Priorities" question and respondents were asked to answer subsequent questions on the priorities within those themes that they had ranked in their top three. There were 187 responses to this initial phase, which was conducted in late-2021.

1.5   To supplement this, current members of the North Ayrshire People's Panel were invited to provide their feedback. A short paper survey focused on an "Overall Priorities" question was issued to all Panel members and online reminders were issued to all those for whom a valid email address was available. The online version invited respondents to comment further on the subsidiary priorities within all the overall priorities, on an optional basis. A total of 458 valid responses were secured from this element of the consultation leading to a total of 645 responses.

1.8   IBP have merged the responses into a single data file for the purposes of this report. The surveys were somewhat different in their construction and the profile information available from the initial survey and from the Panel is different, meaning that we have had to merge certain questions on a "best fit" basis.

1.9   The questionnaires used for the Panel element of the survey are included as Appendix 1 to this document.

Appendix 2 includes a detailed set of data tables, which include breakdowns of responses by respondent criteria. Within this report we have focused on the overall feedback, but these data tables provide a further reference tool.

Appendix 3 includes a full listing of responses to the open-ended questions in the survey. As described in the body of the text, IBP has coded these responses into common categories to provide an overall sense of their content.

1.10 Section 2 of the report illustrates responses to the "Overall Priorities" question and also summarises the outcome of IBP's coding of open-ended responses.

Sections 3 to 10 then summarise the results of the "extended" parts of the surveys, being the perceived priorities within each overall priority theme.

Section 11 then summarises briefly responses to a "further feedback" question.

2.0 OVERALL PRIORITIES

2.1   The following point was noted within this part of the survey:

"These are proposed priorities for our partnership. While they are all important there may be some that you think are particularly relevant for North Ayrshire where we can do better and are areas in which we, as a local partnership, can make the greatest impact."

2.2   We have set out over the page an illustration of those issues most commonly ranked as priorities, showing the proportion of responses that ranked in respondents' top three priorities.

2.3   These results do show a clear "pecking order" in terms of overall priorities, with the priorities relating to supporting children and to the local economy being most likely to appear in respondents' top three priorities (this being the case in 57% and 51% of cases respectively). The supporting children priority received a very substantial share of respondents' selections for the top overall priority (35%).

The priorities relating to reducing poverty and to supporting communities then sit slightly below this, with 36% and 35% respectively placing these in their top three priorities.

There are only marginal variations in relation to each of the remaining overall priority areas (relating to access to education, mental health, climate change, physical health, and supporting people who may be more vulnerable) with between 22% and 25% of respondents placing these in their top three priorities.

2.4   Whilst there are clear differences in the relative priority accorded to each of the above, it is noted that at least a significant minority in each case ascribe a relatively high level of priority to all of these themes.

Figure 2.1: Overall Priorities

Legend: 1st priority, 2nd priority, 3rd priority

Category	Total	1st priority	2nd priority	3rd priority
Supporting children to grow up loved, safe and respected so that they can reach their full potential	57%	35%	13%	9%
Creating a local economy where people can access good jobs with fair pay and conditions	51%	19%	18%	14%
Reducing poverty	36%	13%	12%	11%
Supporing communities to have the tools and skills they need to work through situations, feel safe and have a voice	35%	10%	13%	12%
Supporting access to education that suits individuals, developing skills so people can contribute to their community	25%	4%	8%	13%
Supporting people to have good mental health	24%	3%	10%	11%
Tackling climate change	23%	7%	8%	8%
Supporting people to have good physical health	23%	5%	9%	9%
Supporting people who may be more vulnerable	22%	4%	8%	10%

2.5   Respondents were given the opportunity to respond to the question "Please tell us about anything else that you think should be a priority". The full listing of responses to these questions is set out in Appendix 3.

To provide an overview of the key themes emerging from these comments, IBP have developed a Coding Framework and allocated comments to each element of that framework. The results of this are shown in Table 2.1 below.[1]

Table 2.1: Additional Priorities

Issue	%
Supporting children to grow up loved, safe and respected so that they can reach their full potential	4%
Supporting communities to have the tools and skills they need to work through situations, feel safe and have a voice	4%
Creating a local economy where people can access good jobs with fair pay and conditions	3%
Supporting people to have good physical health	3%
Supporting people to have good mental health	3%
Reducing poverty	5%
Tackling climate change	3%
Supporting people who may be more vulnerable	8%
Supporting access to education that suits individuals, developing skills so people can contribute to their community	7%
Importance of ALL issues	10%
Roads	7%
Public transport	6%
Physical environment	13%
Housing	5%
Drugs and alcohol	3%
Crime and policing	10%
Community engagement and consultation	5%
Management of public finances	4%
Comments on survey process and responses	2%
Other / miscellaneous comments	11%
Base	**185 comments**

---

[1] Individual comments could be allocated to multiple codes and so the sum of responses is greater than 100%.

2.6   We have separately shaded different categories of response to the invitation to make further comment.

The first group of shaded responses reflects where these comments were essentially a restating of priorities from within the overall prompted list.

Secondly, a number of comments were to the effect that all of the issues needed to be considered as a priority.

Thirdly, there were a number of themes identified in the comments that related specifically to defined aspects of service delivery (roads, public transport, physical environment, housing, drugs and alcohol, crime and policing).

Fourthly, some comments related to "process" issues including issues to do with community engagement and consultation, and with the management of public finances.

Finally, there were a small number of miscellaneous comments, and comments on the survey process.

3.0 SUPPORTING CHILDREN

3.1 The following point was noted within this part of the survey:

"There are lots of ways in which we can support children to grow up loved, safe and respected so that they can reach their full potential . While they are all important there may be some that you think are particularly relevant for North Ayrshire where we can do better and are areas in which we, as a local partnership, can make the greatest impact."
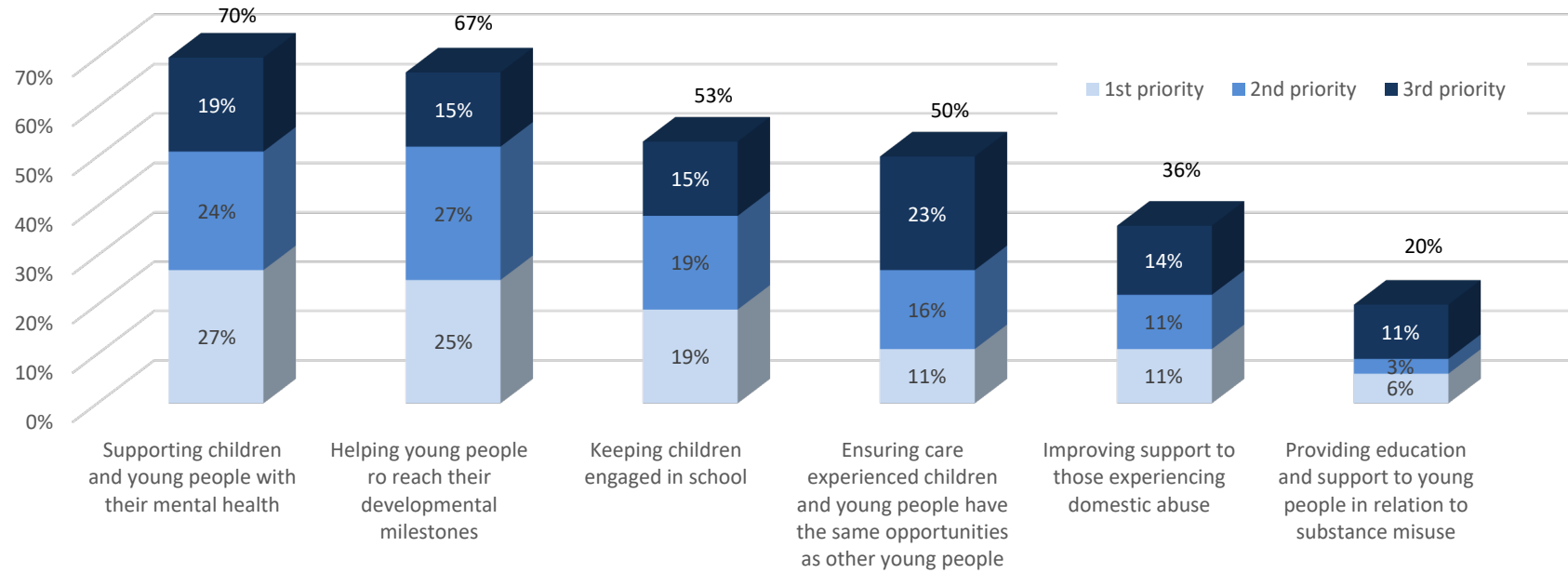
3.2 We have set out over the page an illustration of those issues most commonly ranked as priorities, showing the proportion of responses that ranked in respondents' top three priorities.

3.3 These figures show a relatively even spread of priority, but with themes relating to mental health and developmental milestones being most likely to rank in respondents' top three priorities (70% and 60% respectively placing this in their top three priorities). A significant proportion also ascribed a high priority to keeping children engaged in school and to supporting care experienced young people (53% and 50% respectively). Fewer, however, ascribed a high level of priority to improving support in relation to domestic abuse and to providing education and support to young people in relation to substance misuse (36% and 20% respectively).

3.4 As with all the "extended" themes, these results should be treated with appropriate caution due to the smaller sample sizes concerned.

Figure 3.1: Supporting Children Priorities

Figure 3.1: Supporting Children Priorities

	1st priority	2nd priority	3rd priority	Total
Supporting children and young people with their mental health	27%	24%	19%	70%
Helping young people ro reach their developmental milestones	25%	27%	15%	67%
Keeping children engaged in school	19%	19%	15%	53%
Ensuring care experienced children and young people have the same opportunities as other young people	11%	16%	23%	50%
Improving support to those experiencing domestic abuse	11%	11%	14%	36%
Providing education and support to young people in relation to substance misuse	6%	3%	11%	20%

4.0 SUPPORTING COMMUNITIES

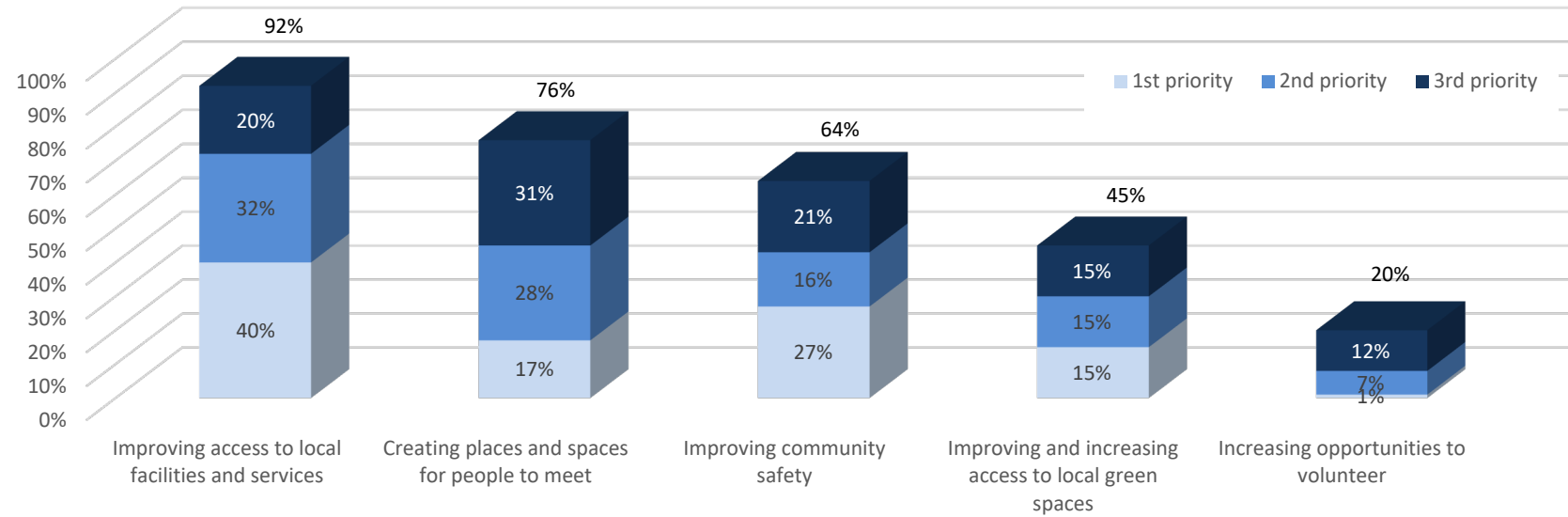4.1   The following point was noted within this part of the survey:

"There are lots of ways in which we can support communities to have the tools and skills they need to work through situations, feel safe and have a voice. While they are all important there may be some that you think are particularly relevant for North Ayrshire where we can do better and are areas in which we, as a local partnership, can make the greatest impact."

4.2   We have set out over the page an illustration of those issues most commonly ranked as priorities, showing the proportion of responses that ranked in respondents' top three priorities.

4.3   The most common priority here was improving access to local facilities and services (92% placing this in their top three priorities) followed by creating places and spaces for people to meet (76%) and improving community safety (64%).

Figure 4.1: Supporting Communities Priorities

Base: 81

Legend: 1st priority · 2nd priority · 3rd priority

Category	1st priority	2nd priority	3rd priority	Total
Improving access to local facilities and services	40%	32%	20%	92%
Creating places and spaces for people to meet	17%	28%	31%	76%
Improving community safety	27%	16%	21%	64%
Improving and increasing access to local green spaces	15%	15%	15%	45%
Increasing opportunities to volunteer	1%	7%	12%	20%

5.0 LOCAL ECONOMY

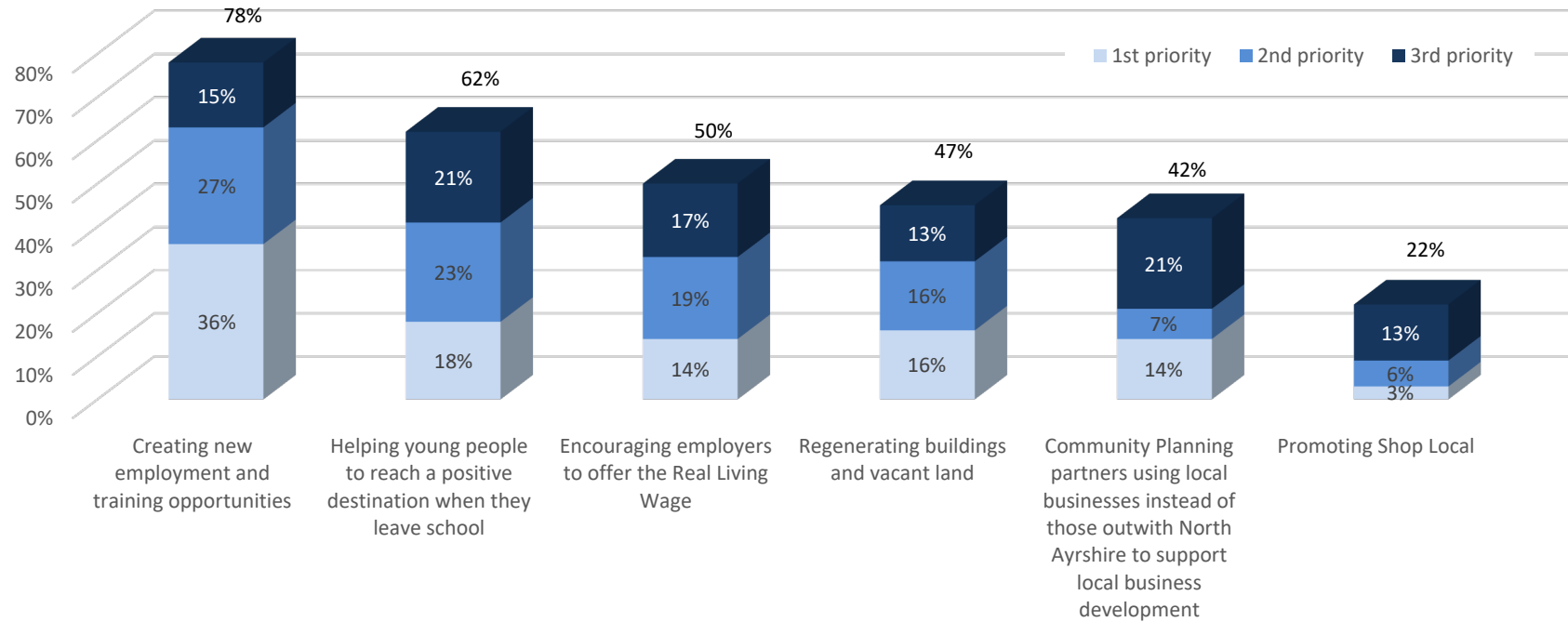5.1   The following point was noted within this part of the survey:

"There are lots of ways in which we can create a local economy where people can access good jobs with fair pay and conditions. While they are all important there may be some that you think are particularly relevant for North Ayrshire where we can do better and are areas in which we, as a local partnership, can make the greatest impact."

5.2   We have set out over the page an illustration of those issues most commonly ranked as priorities, showing the proportion of responses that ranked in respondents' top three priorities.

5.3   Creating new employment and training opportunities was the theme that appeared most commonly in respondents' top three priorities (78% placing in their top three priorities) followed by helping young people to reach a positive destination when they leave school (62%). A significant minority of respondents also ascribed priority to employers offering the Real Living Wage, to regeneration of buildings and vacant land and to Community Planning partners using local businesses (50%, 47% and 42% respectively). Fewer respondents (22%) placed promotion of Shop Local within their top three priorities.

Figure 5.1: Local Economy Priorities

Legend: 1st priority, 2nd priority, 3rd priority

Priority	Creating new employment and training opportunities	Helping young people to reach a positive destination when they leave school	Encouraging employers to offer the Real Living Wage	Regenerating buildings and vacant land	Community Planning partners using local businesses instead of those outwith North Ayrshire to support local business development	Promoting Shop Local
Total	78%	62%	50%	47%	42%	22%
3rd priority	15%	21%	17%	13%	21%	13%
2nd priority	27%	23%	19%	16%	7%	6%
1st priority	36%	18%	14%	16%	14%	3%

6.0 PHYSICAL HEALTH

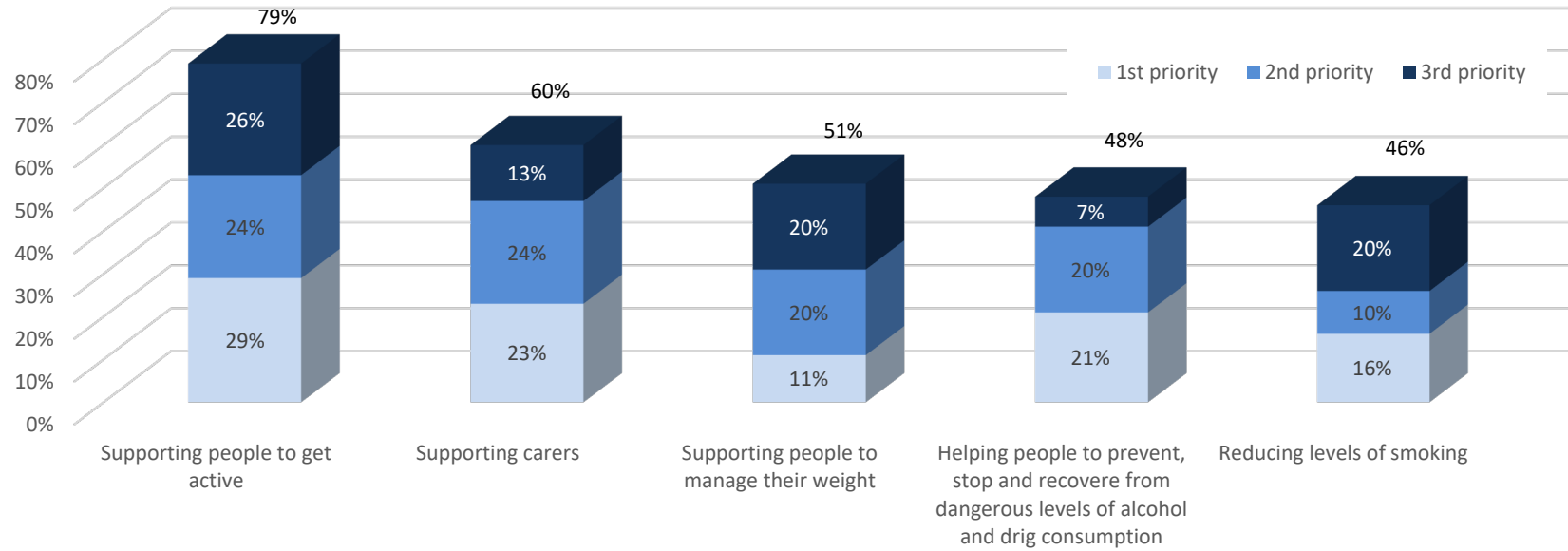6.1 The following point was noted within this part of the survey:

"There are lots of ways in which we can support people to have good physical health. While they are all important there may be some that you think are particularly relevant for North Ayrshire where we can do better and are areas in which we, as a local partnership, can make the greatest impact."

6.2 We have set out over the page an illustration of those issues most commonly ranked as priorities, showing the proportion of responses that ranked in respondents' top three priorities.

6.3 A particularly high level of priority was ascribed to supporting people to get active (79% placing this in their top three priorities), followed by supporting carers (60%). The degree of priority accorded to other aspects of this theme (supporting people to manage their weight, supporting people to address harmful alcohol and drug consumption, and reducing levels of smoking) varied little with between 46% and 51% placing this in their top three priorities.

Figure 6.1: Physical Health Priorities

Legend: ■ 1st priority ■ 2nd priority ■ 3rd priority

Supporting people to get active — 79% (1st priority 29%, 2nd priority 24%, 3rd priority 26%)

Supporting carers — 60% (1st priority 23%, 2nd priority 24%, 3rd priority 13%)

Supporting people to manage their weight — 51% (1st priority 11%, 2nd priority 20%, 3rd priority 20%)

Helping people to prevent, stop and recovere from dangerous levels of alcohol and drig consumption — 48% (1st priority 21%, 2nd priority 20%, 3rd priority 7%)

Reducing levels of smoking — 46% (1st priority 16%, 2nd priority 10%, 3rd priority 20%)

7.0 MENTAL HEALTH

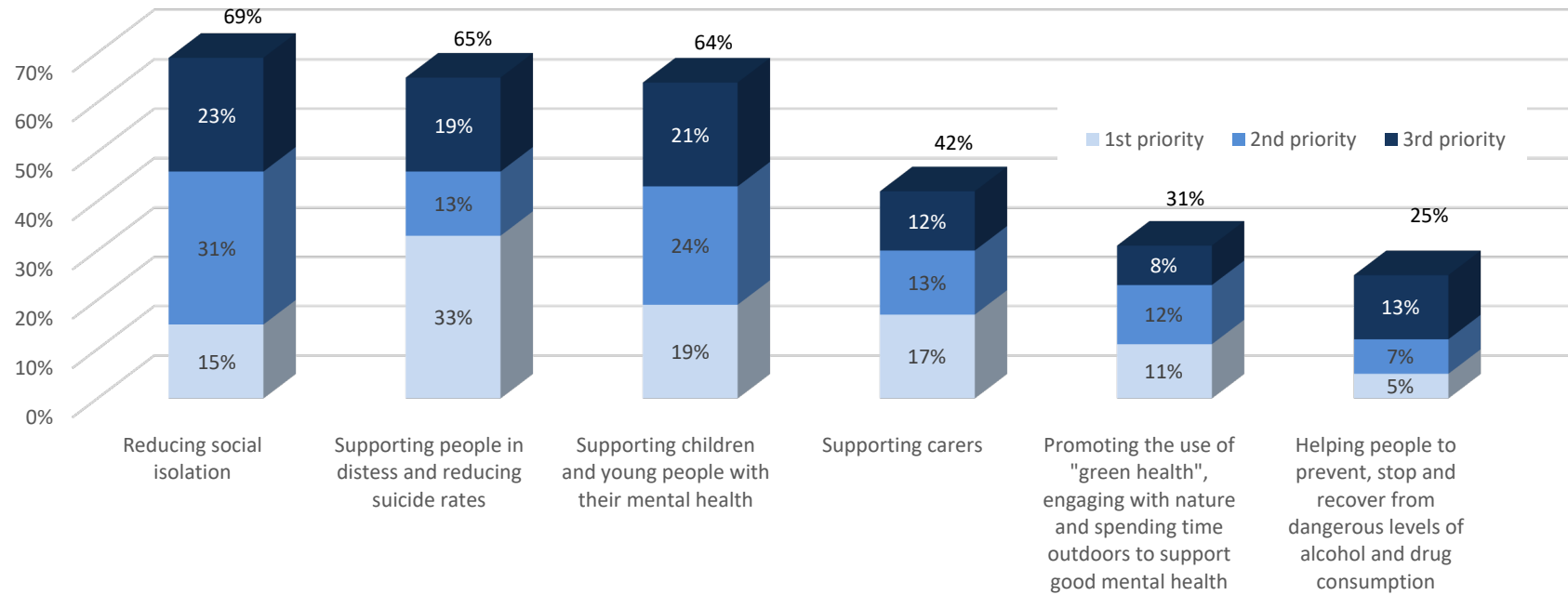7.1   The following point was noted within this part of the survey:

"There are lots of ways in which we can support people to have good mental health. While they are all important there may be some that you think are particularly relevant for North Ayrshire where we can do better and are areas in which we, as a local partnership, can make the greatest impact."

7.2   We have set out over the page an illustration of those issues most commonly ranked as priorities, showing the proportion of responses that ranked in respondents' top three priorities.

7.3   Three particular priorities stand out here, these being reducing social isolation (69% placing in their top three priorities), supporting people in distress and reducing suicide rates (65%) and supporting children and young people with their mental health (64%).

Figure 7.1: Mental Health Priorities

Base: 75

16

8.0 REDUCING POVERTY

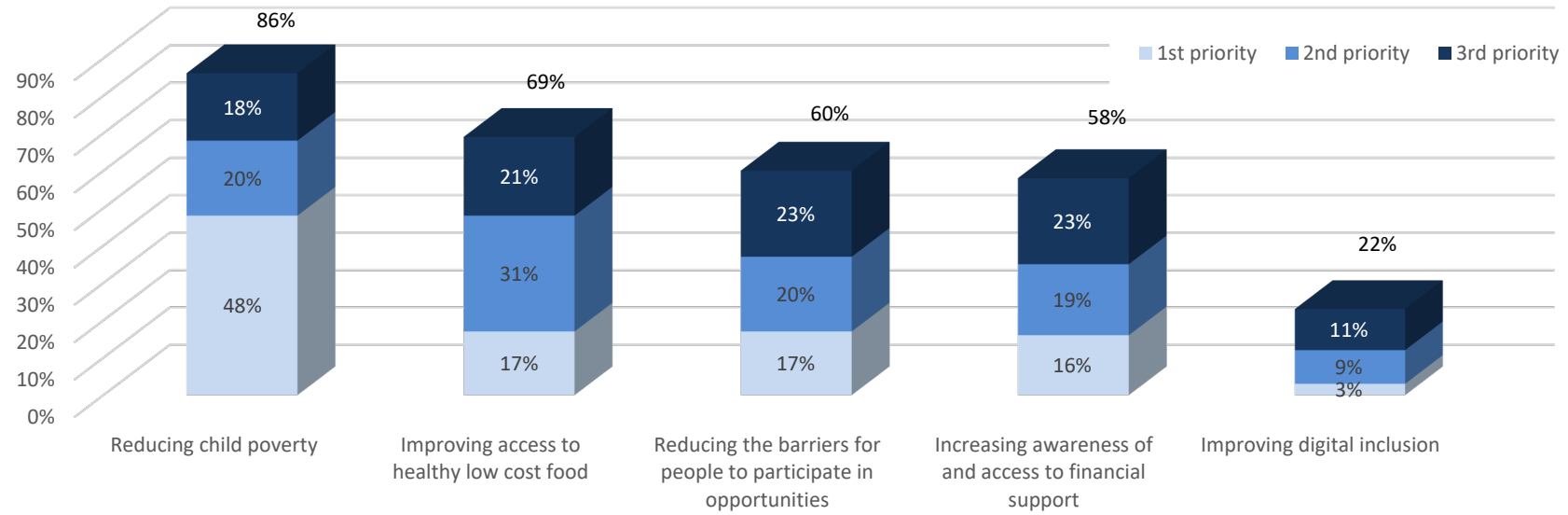8.1   The following point was noted within this part of the survey:

"There are lots of ways in which we can reduce poverty. While they are all important there may be some that you think are particularly relevant for North Ayrshire where we can do better and are areas in which we, as a local partnership, can make the greatest impact."

8.2   We have set out over the page an illustration of those issues most commonly ranked as priorities, showing the proportion of responses that ranked in respondents' top three priorities.

8.3   The most common priority here was reducing child poverty (86% placing this in their top three priorities including 48% who placed it as their top priority). A reasonable level of priority was also ascribed to access to healthy low-cost food, to reducing barriers to participation and to increasing awareness of, and access to, financial support (between 58% and 69% placing these in their top three priorities here) but with fewer ascribing a high level of priority to improving digital inclusion (29%).

Figure 8.1: Reducing Poverty Priorities

Legend: 1st priority | 2nd priority | 3rd priority

Reducing child poverty — 86% (1st: 48%, 2nd: 20%, 3rd: 18%)

Improving access to healthy low cost food — 69% (1st: 17%, 2nd: 31%, 3rd: 21%)

Reducing the barriers for people to participate in opportunities — 60% (1st: 17%, 2nd: 20%, 3rd: 23%)

Increasing awareness of and access to financial support — 58% (1st: 16%, 2nd: 19%, 3rd: 23%)

Improving digital inclusion — 22% (1st: 3%, 2nd: 9%, 3rd: 11%)

9.0 TACKLING CLIMATE CHANGE

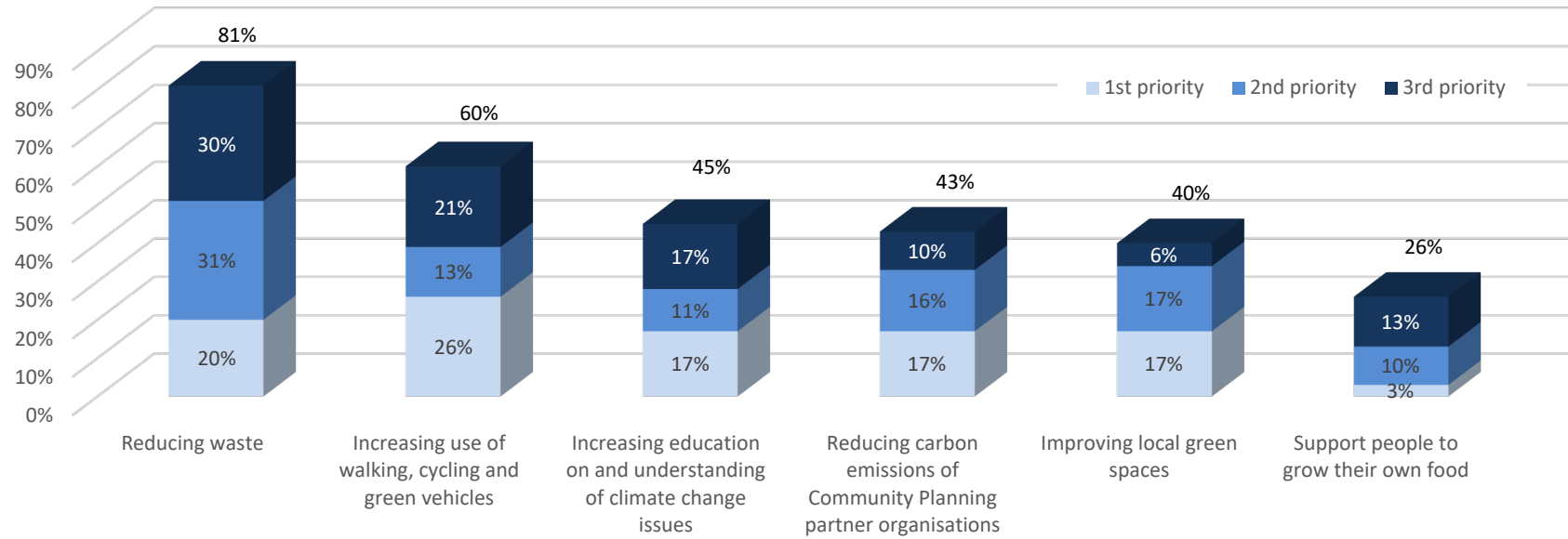9.1 The following point was noted within this part of the survey:

"There are lots of ways in which we can tackle climate change. While they are all important there may be some that you think are particularly relevant for North Ayrshire where we can do better and are areas in which we, as a local partnership, can make the greatest impact."

9.2 We have set out over the page an illustration of those issues most commonly ranked as priorities, showing the proportion of responses that ranked in respondents' top three priorities.

9.3 Reducing waste was most commonly ascribed a high level of priority (81% placing this in their top three priorities) followed by increasing use of walking, cycling and green vehicles (60%). A reasonable proportion of respondents placed issues in relation to education on climate change, reducing carbon emissions by Community Planning Partners and improving local green spaces within their top three priorities (between 40% and 45%). Fewer (26%) placed support for people to grow their own food amongst their top three priorities.

Figure 9.1: Tackling Climate Change Priorities

- 1st priority
- 2nd priority
- 3rd priority

Category	1st priority	2nd priority	3rd priority	Total
Reducing waste	20%	31%	30%	81%
Increasing use of walking, cycling and green vehicles	26%	13%	21%	60%
Increasing education on and understanding of climate change issues	17%	11%	17%	45%
Reducing carbon emissions of Community Planning partner organisations	17%	16%	10%	43%
Improving local green spaces	17%	17%	6%	40%
Support people to grow their own food	3%	10%	13%	26%

10.0 SUPPORTING VULNERABLE PEOPLE

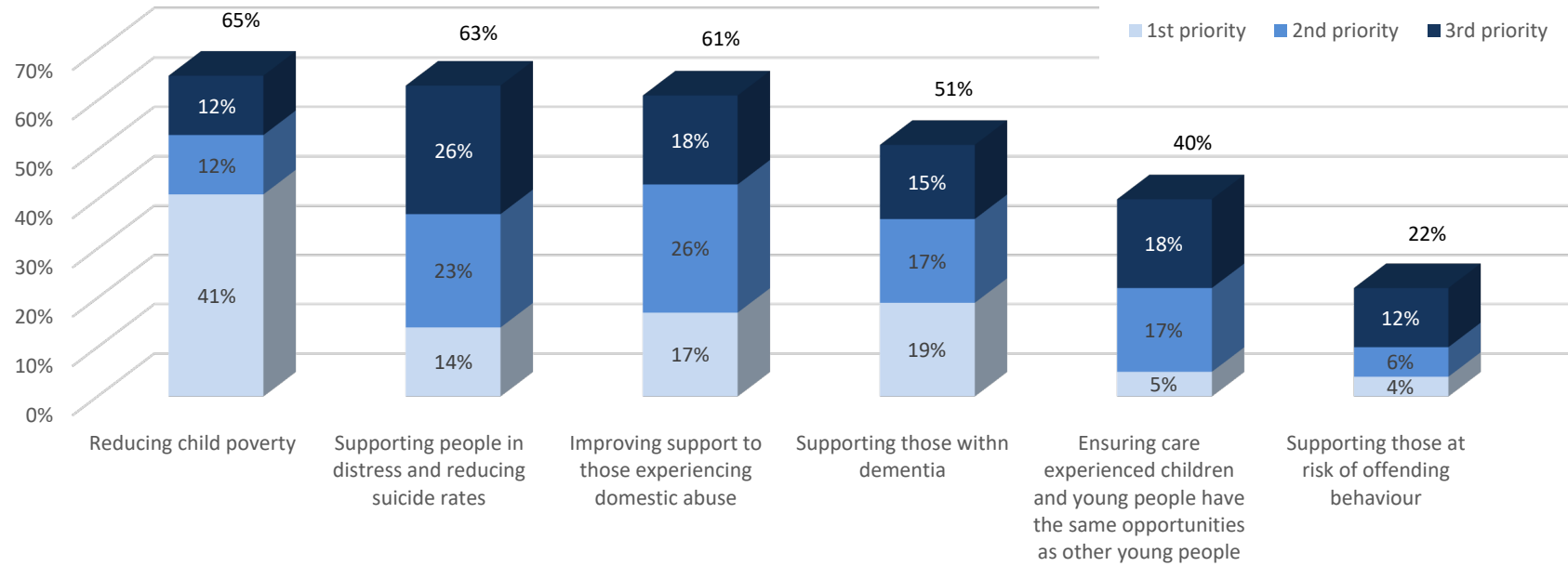10.1   The following point was noted within this part of the survey:

"There are lots of ways in which we can support people who may be more vulnerable. While they are all important there may be some that you think are particularly relevant for North Ayrshire where we can do better and are areas in which we, as a local partnership, can make the greatest impact."

10.2   We have set out over the page an illustration of those issues most commonly ranked as priorities, showing the proportion of responses that ranked in respondents' top three priorities.

10.3   Priorities in relation to this theme were broadly spread with between 61% and 67% of respondents placing reducing child poverty, supporting people in distress and reducing suicide rates, and improving support to people experiencing domestic abuse amongst their top three priorities. It is notable that a very high proportion (41%) placed reducing child poverty as their most important priority. A reasonable proportion placed supporting those with dementia and supporting care experienced children within their top three priorities (51% and 40% respectively), but fewer did so for supporting those at risk of offending behaviour (22%).

Figure 10.1: Supporting Vulnerable People Priorities

11.0 ACCESS TO EDUCATION

11.1 The following point was noted within this part of the survey:

"There are lots of ways in which we can support people to access education that suits them and allows them to gain skills so they can contribute to their community. While they are all important there may be some that you think are particularly relevant for North Ayrshire where we can do better and are areas in which we, as a local partnership, can make the greatest impact."

11.2 We have set out over the page an illustration of those issues most commonly ranked as priorities, showing the proportion of responses that ranked in respondents' top three priorities.

11.3 Priorities were broadly spread between creating new training opportunities, helping young people leaving school to achieve positive destinations and keeping children engaged in school (with 94%, 92% and 82% respectively placing these in their top three priorities). Significantly fewer (24%) ascribed this level of priority to increasing opportunities to volunteer.

Figure 11.1: Access to Education Priorities

Base: 77
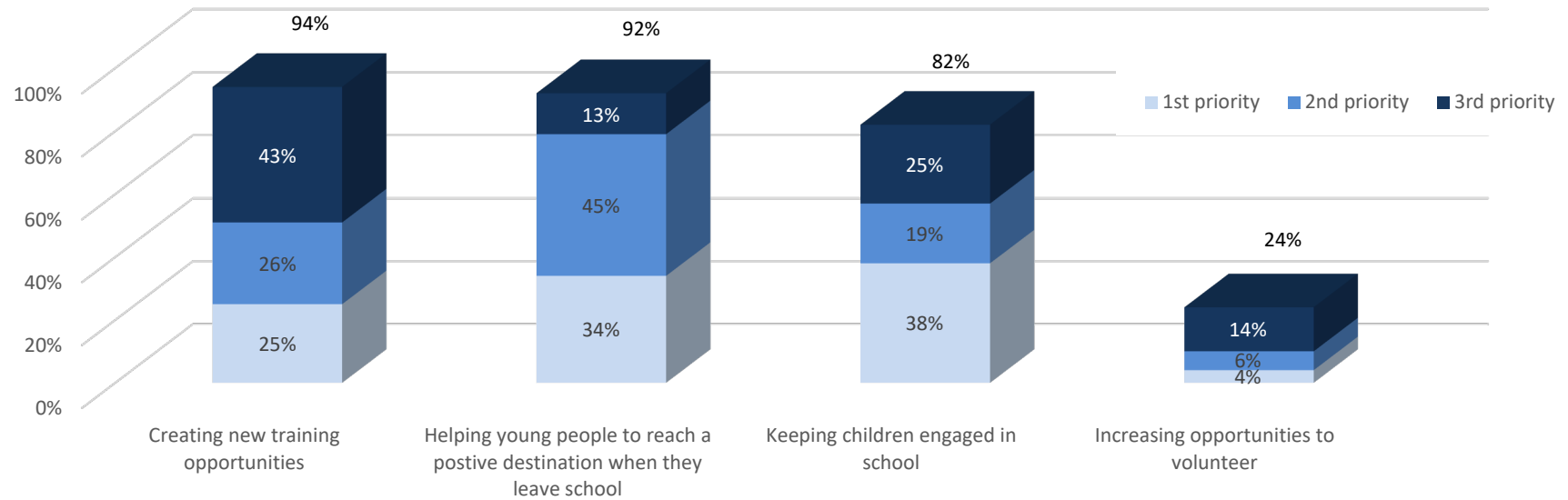
12.0 ADDITIONAL FEEDBACK

12.1 Those respondents that completed the "extended" questionnaire were given the opportunity to provide any further feedback. There were comparatively few such responses (57), and these are listed in full in Appendix 3.

For completeness, IBP have provided an overview of these comments using the same Coding Framework as the open-ended question relating to Overall Priorities. The results are shown in Table 12.1 below.[2]

Table 12.1: Further Feedback

Issue	%
Supporting children to grow up loved, safe and respected so that they can reach their full potential	2%
Supporting communities to have the tools and skills they need to work through situations, feel safe and have a voice	9%
Creating a local economy where people can access good jobs with fair pay and conditions	11%
Supporting people to have good physical health	2%
Supporting people to have good mental health	7%
Reducing poverty	11%
Tackling climate change	0%
Supporting people who may be more vulnerable	4%
Supporting access to education that suits individuals, developing skills so people can contribute to their community	9%
Importance of ALL issues	14%
Roads	9%
Public transport	2%
Physical environment	9%
Housing	0%
Drugs and alcohol	4%
Crime and policing	2%
Community engagement and consultation	11%
Management of public finances	9%
Comments on survey process and responses	18%
Other / miscellaneous comments	7%
Base	**57 comments**

---

[2] Individual comments could be allocated to multiple codes and so the sum of responses is greater than 100%.

12.2   These comments reflect those from the "additional priorities" question discussed previously, including a mix of comments that related to the list of overall priorities, comments to the effect that all issues were priorities, comments in relation to specific issues and aspects of service delivery, comments on "process" issues and a small number of miscellaneous comments. These categories have been separately shaded within the above table.