



North Ayrshire Council
People's Panel Survey 2022
Report
August 2022



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SUMMARY OF KEY FINDINGS

DIGITAL ACCESS

There has been a further increase in the proportion of people who have access to the email and internet, with this now sitting at 95% overall, and 89% amongst those living in the 15% most disadvantaged areas. Even amongst the older age groups, access to email and the internet is very high although it is possible that panel members are atypical in this regard.

FAIR FOR ALL

When invited to make comment on what more the Community Planning Partnership could do to address poverty and inequality in North Ayrshire, the most common themes related to jobs and the economy, specific assistance for those on low incomes, support with cost of living generally, healthy and affordable heating, and housing issues (including in relation to energy efficiency).

Since the previous survey in 2020, significantly more respondents say that food is available to them but too expensive to buy (this is 53% compared to only 10% in 2020 and is even higher amongst those that live in the most disadvantaged areas, at 59%).

Awareness of Community Larders remains relatively modest at 21% (though is slightly higher in the most disadvantaged areas, at 24%).

Overwhelmingly, supermarkets are the most commonly used sources for food shopping. This being the case for 94% of respondents. Significant proportions do, however, say that they also regularly use locally owned shops (61%) and convenience stores (26%). 3% of respondents say that they regularly use Community Larders or Pantries.

There has been an apparent decline in the proportion of people eating 5 or more portions a day of fruit and vegetables, from 35% to 17%; this is even more evident amongst those living in the 15% most disadvantaged areas (where the fall has been from 37% to 14%).

50% of respondents say that they eat food from takeaways at least once per month and 14% that they do so at least once per week. These figures are somewhat higher amongst those that live in the 15% most disadvantaged areas, being 57% and 18% respectively.

FAIR FOR ALL (CONTINUED)

Currently, only 1% of respondents indicated that they had accessed free period products from local community or council buildings in North Ayrshire.

WELLBEING AND SAFETY

There has been a reduction in the overall “score” Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) from 51.34 to 50.03 between 2020 and 2022. The reduction was most apparent amongst those living in the 15% most disadvantaged areas (from 50.92 to 48.27).

Participation in a range of “green health activities” was relatively modest. 39% of respondents said they engaged in “walking / step challenges” on at least a monthly basis but, otherwise, no more than 13% of respondents said they took part in things such as organised outdoor walks, use of green gyms, outdoor volunteering, outdoor exercise classes and outdoor learning sessions.

64% of respondents say they sometimes choose to walk or cycle to a destination rather than using some other form of transport; this figure is somewhat lower amongst those living in the 15% most disadvantaged areas (58%) and amongst those aged 75+ (47%). The barriers identified to more active travel included physical health issues, distance and timing issues, safety concerns, and weather.

34% of respondents indicated that they had spent money on gambling in the previous 12 months. This figure was higher amongst those living in the 15% most disadvantaged areas, amongst males (38%) and, especially, amongst those aged under 35 (52%).

There has been a modest reduction between 2020 and 2022 in the proportion of people who say that they feel safe when outside in their neighbourhood after dark, from 80% to 73%. This decline was slightly more apparent amongst people living in the 15% most disadvantaged areas (from 77% to 65%).

The most common “big issues” in neighbourhoods continue to be dog fouling (43% classifying this as a “fairly” or “very” big issue), rubbish or litter (40%) and people using or dealing drugs (23%). Across all of the neighbourhood issues, the proportion rating these as a big issue in their community was higher amongst those respondents from the 15% most disadvantaged areas, sometimes quite significantly so.

WELLBEING AND SAFETY (CONTINUED)

Only 3% of respondents indicated that they had concerns about fire safety in their home (this figure has declined from 5% in 2018 and 4% in 2020). 96% of respondents said they were aware of the new law in Scotland regarding the requirement for interlinked fire alarms.

87% of respondents said they were aware of how to minimise the risk of falls in their home.

12% of respondents indicated that they had ever worried that a child may be being abused or neglected (this figure increased from 8% in 2020 but was more in line with the 13% recorded in 2018). There was also an increase in the proportion of people who had ever been worried that a vulnerable adult was being harmed (from 6% to 9%).

The sentences that were most likely to make offenders less likely to commit a crime in the future were prison (58% considering that this was very likely to act as a deterrent), drug treatment and testing orders (51%) and electronic tagging (50%). Respondents continue to believe that the most important priority for working with offenders in the community is tackling the underlying causes of crime, such as drugs or alcohol (54% choosing this as their top priority from a prompted list). This prevalence of those choosing this as their top priority changed significantly between 2020 and 2022 (the 2020 figure was 33% of respondents choosing this as their top priority).

40% of respondents overall were aware of unpaid work carried out under Community Service (48% amongst those living in the 15% most disadvantaged areas). The most common priorities for this sort of work are gardening / landscaping, large scale environmental work, and litter-picking.

Only 15% of respondents indicated that they were aware of what “Community Justice” was.

Overall, very high proportion of respondents (89% in each case) agree that people who have committed an offence should have the opportunity to pay back to the community, and that they should have the underlying causes of their behaviour addressed. Respondents were generally ambivalent about the relative effectiveness of prison and community sentences in preventing re-offending, with 66% indicating that this “depends on the circumstances”.

COMMUNITY

The proportion of respondents rating their neighbourhood as a good place to live has increased further, from 92% to 95% (the current figure amongst those living in the 15% most disadvantaged areas is very slightly lower, at 91%).

Satisfaction with open space maintenance has also improved somewhat, from 71% to 80% (again, the current figure amongst those living in the 15% most disadvantaged areas is slightly lower, at 75%).

The figure for people spending time as a volunteer / organiser for local clubs, community groups or organisations has remained static at 22%. However, fewer respondents (14% compared to 24%) say they take part as a member (potentially influenced by there being less opportunity for participation due to the pandemic). The proportion of people who do NOT take part as either a volunteer / organiser or member is highest amongst those living in the 15% most disadvantaged areas, at 73% (this has risen sharply from 54% in 2020).

22% of respondents say that they use Council facilities such as community centres and halls on at least a monthly basis. When asked how such facilities could be improved, the key issues related to charging, maintaining the availability of facilities and better promotion.

A majority of respondents have a positive view as to whether people from different backgrounds get on well in the local area (63% give a rating of 4 or 5 on a 5-point scale pertaining to this question; the 2020 figure was 64%). Amongst those that gave a negative view on this, the most common themes related to religion and sectarianism, racism. Nationalism and anti-English sentiment, and issues associated with community integration generally.

A majority of respondents continue to agree that their local area is somewhere that people are kind to each other (74%), where most people can be trusted (67%) and that there are places where people can meet and socialise (52%). A substantial minority say that people can take action to improve the neighbourhood (48%) and that there are welcoming places and opportunities to meet new people (44%) but there is a substantial “neither / nor” response to each of the latter statements. It is noted that agreement with these statements is significantly lower amongst those that live in the 15% most disadvantaged areas.

COMMUNITY (CONTINUED)

A substantial majority of respondents say that they would offer support to their neighbours in an emergency (99%), that they could rely on someone in their neighbourhood for help (90%), that they could rely on someone in their neighbourhood to look after their home (83%) and that they could turn to someone in their neighbourhood for advice and support (80%); these figures have changed only marginally since 2020.

52% of respondents say that they would know how / where to report it if they felt a neighbour was struggling.

61% of respondents think that inequalities are either a “fairly” or “very” big issue in their locality (this rises to 72% amongst respondents living in the 15% most disadvantaged areas).

75% of respondents say that they consider climate change to be an immediate and urgent problem; 84% agree that they understand what actions they can take personally to help tackle climate change.

THE COUNCIL

Overall satisfaction with the Council has improved from 57% in 2020 to 61% in 2022.

When asked about their preferred method of accessing Council services, 46% expressed a preference for digital means, 42% for phone and 12% for face-to-face methods (respondents from the 15% most disadvantaged areas were more likely than others to express a preference for face-to-face (19%) and less likely to express a preference for digital access (38%).

70% of respondents say that they find accessing Council services to be easy. When asked to make improvement suggestions in relation to accessing Council services, these most commonly related to specific problems encountered with digital / online or telephone access.

38% rate the Council’s performance in keeping people informed about its performance positively, whilst 16% give a negative view and the remainder a neutral response. These ratings have changed little since 2020. 58% of respondents say they are aware that the Council published an annual report, up from 51% in 2020. Of those that indicate they have read the annual report, the vast majority (87%) indicate that it was informative and contained the expected information.

THE COUNCIL (CONTINUED)

The most common information sought by respondents was plans to improve services (79%, up from 69% in 2020) and financial information about how the Council is spending money and using resources (66%, down slightly from 68% in 2020).

The most common preferred methods of receiving information about the Council were email (52%, up from 44% in 2020), leaflets and posters (33%, down slightly from 35%), website (30%, up from 25%) and local newspaper (25%, down significantly from 35% in 2020).

1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

- 1.1 North Ayrshire Community Planning Partnership (the CPP) brings together public and voluntary sector agencies, working together with local people to make a positive difference to the lives of local people.¹
- 1.2 The North Ayrshire People's Panel has been used over a number of years to gather feedback on various issues of relevance to the CPP and specific partners. The main element of this has been a biennial survey of panel members.
- 1.3 This document sets out the findings of the 2022 survey, which was delivered on behalf of the CPP by IBP Strategy & Research.

OBJECTIVES

- 1.4 The survey themes were as follows:
 - Digital access
 - “Fair for All” - addressing a number of issues pertaining to inequality
 - Wellbeing and safety
 - Community issues
 - Views on aspects of Council performance and communication.

The survey questions were mainly provided by officers from within the community planning partners and were developed into an overall questionnaire by IBP. A number of questions have been asked in previous panel surveys, allowing for a comparison of results over time. There were also a number of additional questions developed for this survey.

- 1.5 The survey questionnaire is included as Appendix 1.²

¹ 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.

² Questionnaires are included under separate cover for reasons of space.

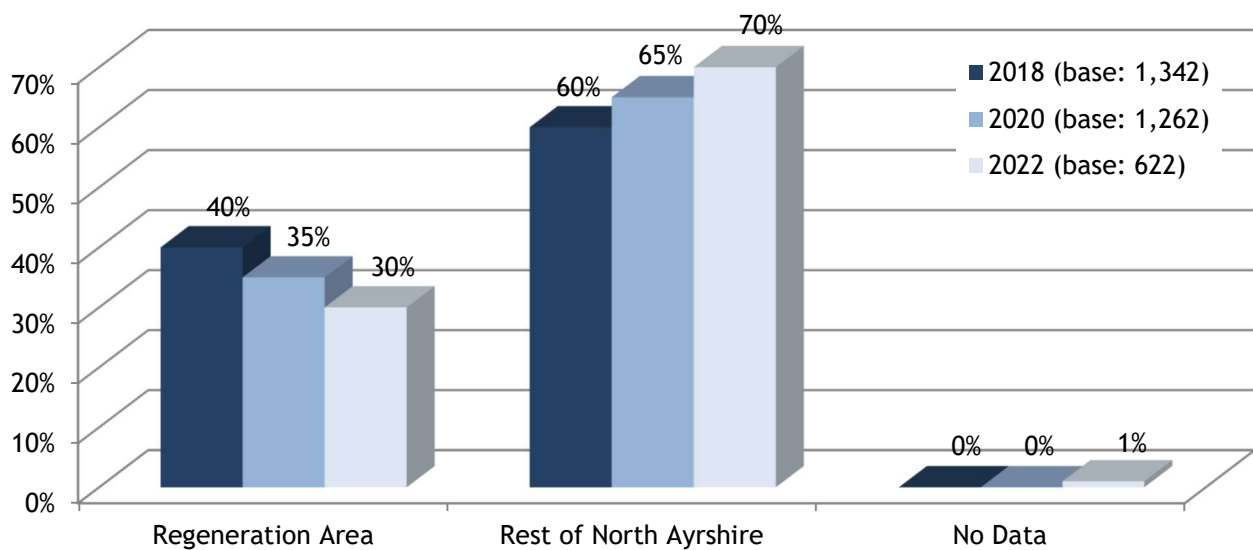
METHODOLOGY

- 1.5 The panel survey was issued by post to all current panel members (of which there were 1,810) during the week ending 6th May 2022. Email invitations and subsequent reminders were also issued to those panel members where an email address was available (these being issued over the period from 18th May to 9th June). There were 1,213 such cases but 263 emails were undeliverable, meaning that email invitations would only have reached a maximum of 950 panel members.
- 1.6 The above process resulted in a total of 622 responses, including 494 hard copy responses and 128 online responses (response rate of 34%). This is significantly lower than for the previous survey, where 1,263 responses were secured. There are a number of reasons for this including; a reduction in panel size due to previous drop-outs; the likelihood of there having been other “gone aways” not yet identified; diminishing interest amongst existing panel members, there not having been a “refreshment of the panel for some time; methodological changes in that a postal reminder was not conducted for this survey with the expectation being that online reminders would have been sufficient; the proximity of the Local Outcomes Improvement Plan survey, which had been conducted just prior to fieldwork for this study.
- 1.7 However, the sample size of 622 is still a substantial one, providing an indicative margin of error of +/- 3.9%.
- 1.8 The survey responses have been analysed by a number of demographic characteristics, as detailed in Section 2. Significant variances are referenced throughout the text of the report and Appendix 2 includes detailed data tables that break down the survey results according to these criteria.
- 1.9 The survey also provided the opportunity for a number of open-ended “write-in” questions. The key themes from these are commented on in the main body of the text, and a full listing of these open-ended responses is included as Appendix 3.

2.0 RESPONDENT PROFILE

2.1 In Figure 2.1, the location of survey respondents is detailed. This has been split into two categories: regeneration area (those areas which are classified as being amongst the 15% most disadvantaged in Scotland according to the Scottish Index of Multiple Deprivation) the rest of North Ayrshire.³

Figure 2.1: Area

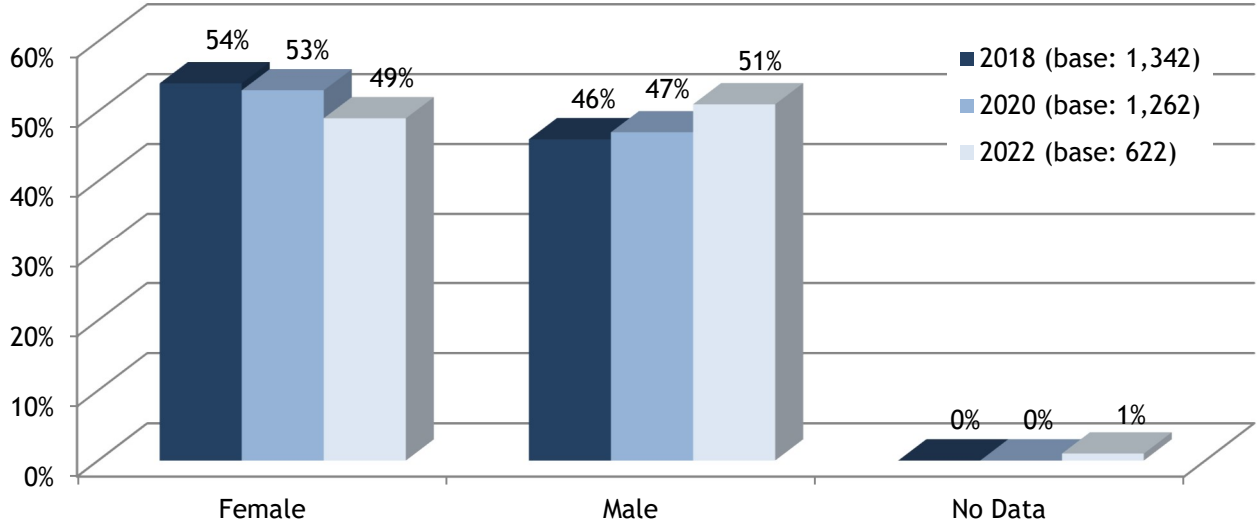


In comparison to previous years, there has been a modest reduction in the proportion of respondents who live in one of the 15% most disadvantaged areas and a consequent rise in the proportion of respondents who live in the rest of North Ayrshire (though a significant proportion of respondents still live in the regeneration areas).

2.2 There is an approximately even split with regard to gender, with slightly more male than female respondents. There has been an increase in the proportion of male respondents with a drop in the proportion of female respondents. This is shown in Figure 2.2 on the following page.

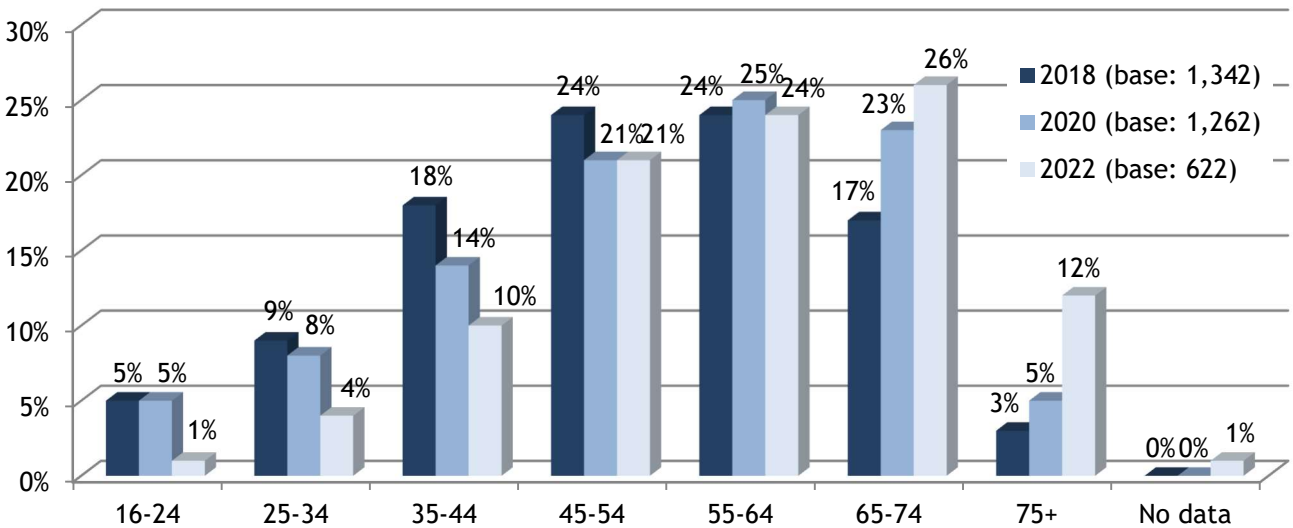
³ It should be noted that, throughout the report, numbers may not sum to 100% due to rounding.

Figure 2.2: Gender



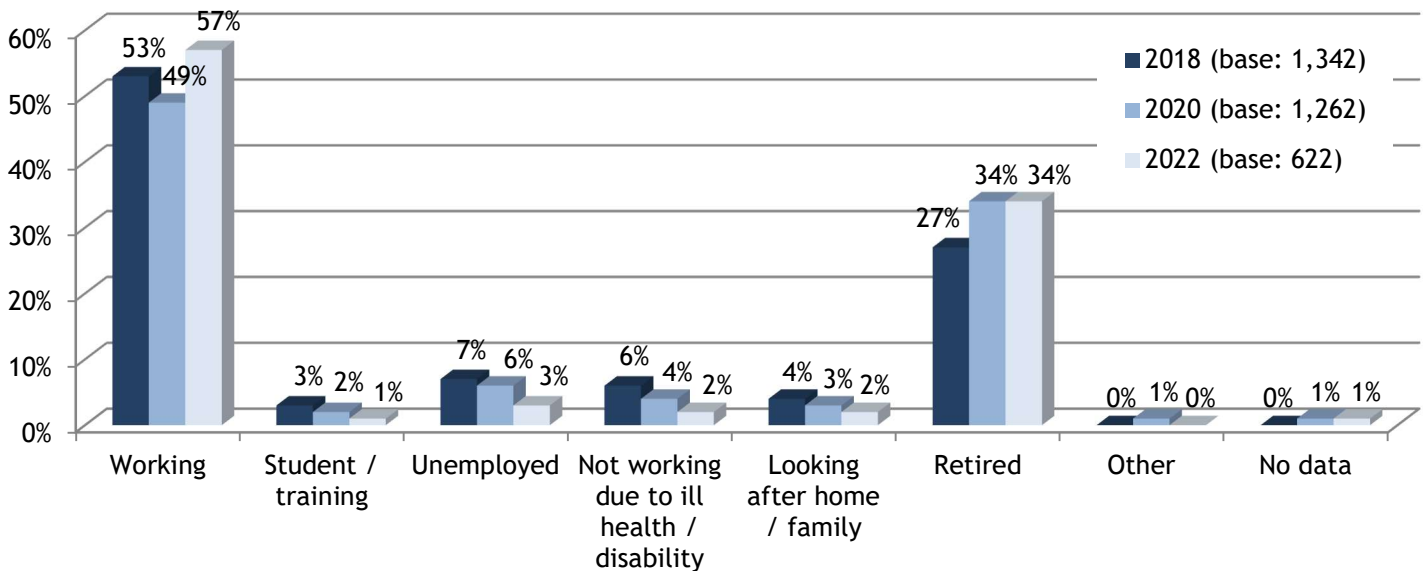
2.3 The age profile of respondents has become somewhat older in successive surveys, as shown in Figure 2.3.

Figure 2.3: Age



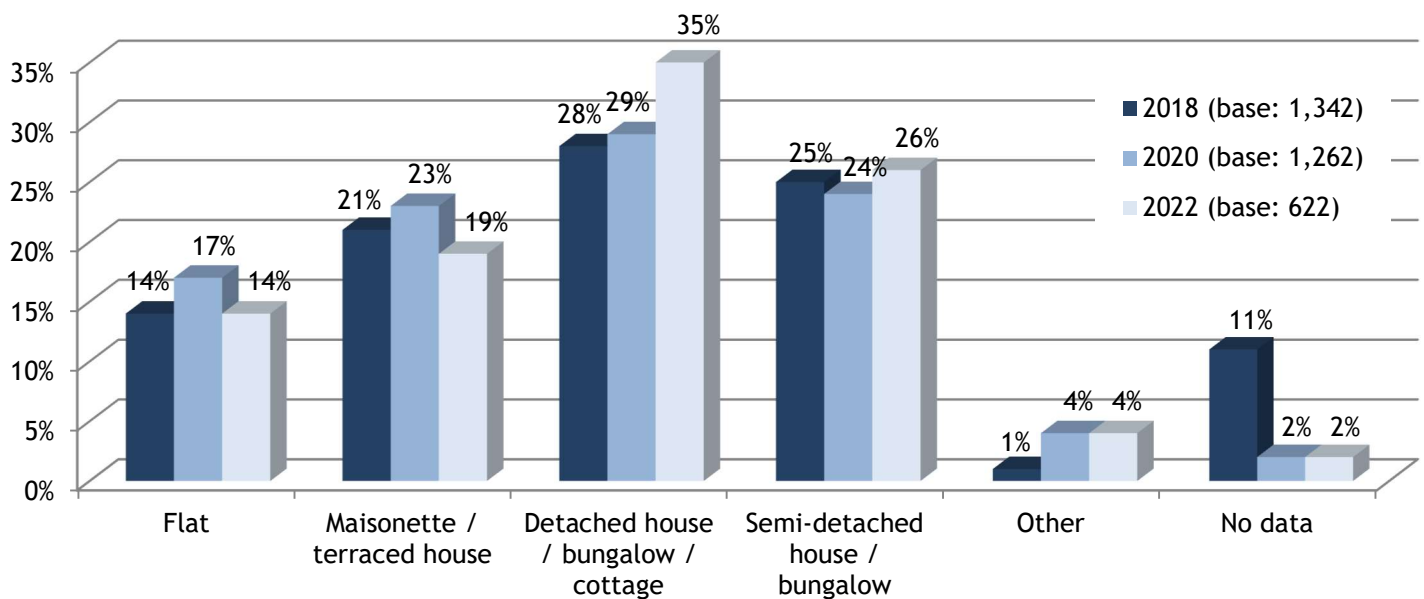
2.4 With regard to working status, a majority of respondents are in employment (57%) with approximately one third retired (34%). The working status of respondents has remained broadly stable since 2018.

Figure 2.4: Working Status



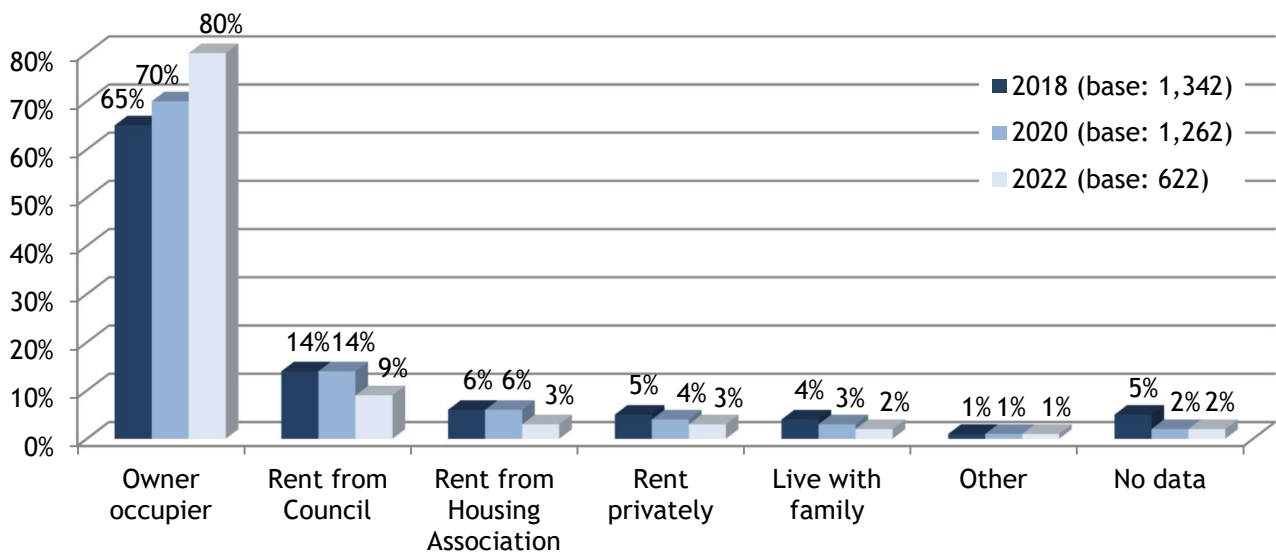
2.5 Respondents were most likely to live in a detached house / bungalow / cottage (an increase since 2020), followed by a semi-detached house / bungalow, maisonette / terraced house and flat.

Figure 2.5: Property Type



2.6 There has been an increase in the proportion of respondents who are owner occupiers (up from 70% in 2020 to 80% in 2022), with subsequent reductions in the proportions of respondents whose tenure was otherwise. This is likely reflective of the lower proportion of respondents in the regeneration areas and, potentially, of the number of “gone aways” amongst panel members being lower amongst owner occupiers.

Figure 2.6: Tenure

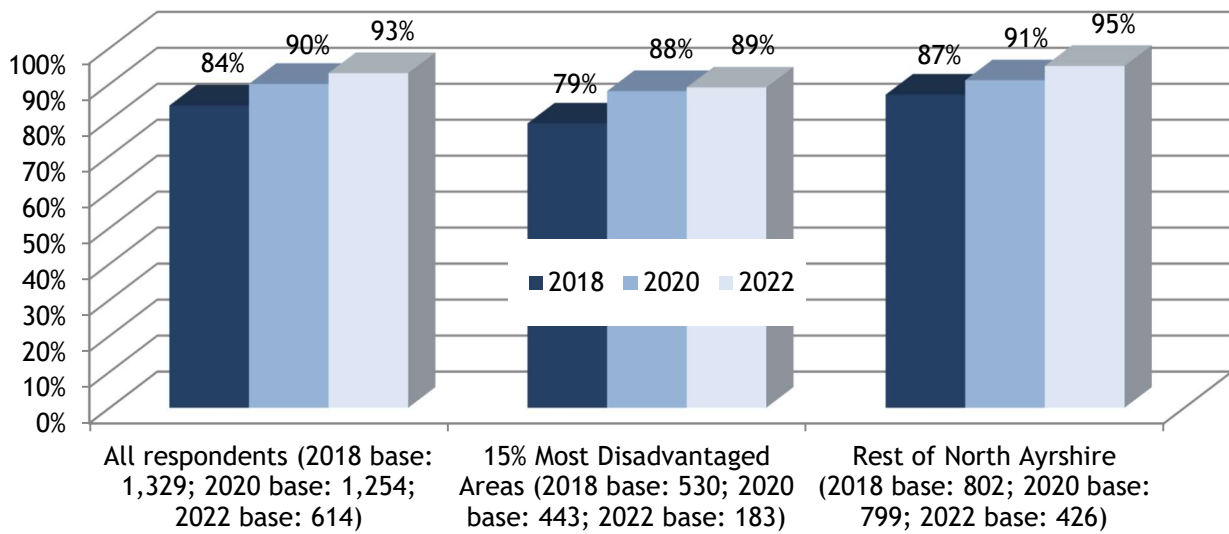


2.7 In the commentary that follows, we note particularly the breakdown of responses between those people living in regeneration areas and others. On occasion, we also comment on variations by other demographic criteria where this is of particular relevance. A full breakdown of responses to all questions by the various demographic criteria is set out in the appendices.

3.0 DIGITAL ACCESS

3.1 Overall, there has been an increase in the proportion of respondents who have access to e-mail and the internet, rising to 93% in 2022 from 90% in 2020. This increase can be mostly explained by a rise in the proportion of respondents in the rest of North Ayrshire with such access rising from 91% to 95%.

Figure 3.1: Access to E-mail and the Internet



Internet access is highest amongst aged under 55 (99%) and drops to 93% amongst 55-64 year olds, 88% amongst 65-74 year olds and 86% amongst those aged 75 and over.

3.2 Most commonly, those respondents who have access to e-mail and the internet do so from home (95%, up from 92%), with an increasing number having access from a mobile phone (66%, up from 49%) and work (33%, up from 28%). There has been a notable decrease in the proportion of respondents who have access to e-mail and the internet who are able to do so from a public library (11%, down from 20%). This information is detailed in Figure 3.1 on the following page.

Figure 3.1: Access to E-mail and the Internet

Source of Access	2015	2018	2020
From home	95%	92%	95%
Mobile phone	-	49%	66%
Work	32%	28%	33%
Local library	14%	20%	11%
College / university	1%	1%	2%
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%	2%
Other	2%	1%	2%
Bases:	1,096	1,129	563

KEY POINTS

There has been a further increase in the proportion of people who have access to the email and internet, with this now sitting at 95% overall, and 89% amongst those living in the 15% most disadvantaged areas. Even amongst the older age groups, access to email and the internet is very high although it is possible that panel members are atypical in this regard.

4.0 FAIR FOR ALL

4.1 The current economic crisis, linked partly to the COVID-19 pandemic, has had a huge impact on residents in North Ayrshire. At the start of lockdown, the number of people claiming Universal Credit in North Ayrshire increased by 30%. This emphasises that things are sometimes outwith our own control - and that poverty can have an impact on anyone at any time.

Just some of the work taking place across North Ayrshire by the Council and partners to address poverty and inequality is outlined below.

- Tackling holiday hunger by delivering an award winning Holiday School Meal programme
- Delivering a Cost of the School Day initiative with £500,000 funding aimed directly at supporting vulnerable parents and their children.
- Being the first local authority in Scotland to exempt Care Experienced young people from paying Council Tax.
- Running an enhanced 'birth to potty' reusable nappy scheme, saving families up to £1300 per child.
- Tackling food poverty in North Ayrshire via the network of community larders.
- Working to improve the energy efficiency of our housing stock having set aside £5million for a sustainability and affordable warmth fund.
- Is the first Scottish local authority to join the Wellbeing Economic Alliance dedicated to developing wellbeing economies with a focus on social justice and environmental change.
- Providing free sanitary products in all secondary schools.

4.2 Respondents were invited to make suggestions as to what else could the North Ayrshire Community Planning Partners do to address poverty and inequality in North Ayrshire.

The most common themes have been grouped together below, along with some illustrative comments received from respondents. A full listing of responses can be found in Appendix 3.

Theme	Illustrative Comments
Jobs and the economy	<p><i>"Create jobs and industry to grow local economies. Massively improve the quality of internet services in particular for rural communities! Broadband access here is terrible and in the modern era this creates huge disadvantages."</i></p> <p><i>"Provide greater opportunities for employment, training, apprenticeships."</i></p> <p><i>"Attract more potential employers to the area."</i></p>
Assistance for those on low incomes	<p><i>"Perhaps lower council tax, for the cases in most need."</i></p> <p><i>"Help other ones on benefits."</i></p> <p><i>"Do more for low paid employees and advice on how to access foodbanks etc."</i></p>
Assistance with the cost of living	<p><i>"Some financial aid to help elderly citizens towards increasing fuel prices."</i></p> <p><i>"Help vulnerable families with a one off payment towards fuel bills."</i></p> <p><i>"Visitations to the elderly and inform to ensure information is given for assisted grants from governments to ease hardship during major finance problems with increasing electric and gas bills. Also food prices increasing rapidly."</i></p>
Healthy / affordable eating	<p><i>"Teaching cooking and food literacy skills, which would help with increase in prices."</i></p> <p><i>"Access to free samples of fruit and veg."</i></p> <p><i>"Free school meals for all children."</i></p>
Housing issues	<p><i>"Providing more local housing, although this is difficult under present budget constraints."</i></p> <p><i>"Old stock houses should be upgraded to a better heating and warmth, i.e. better loft and wall insulation or if too dear, get rid of and rebuild to a better and updated and easy maintenance."</i></p> <p><i>"Make sure rents/council tax energy are sustainable to Tenants and more adaptations to homes are available to those in need without lengthy time scales."</i></p>

4.3 Respondents were asked to think of how accessible food for good health is in their immediate local and asked to say whether they agree or disagreed with a selection of statements. The results are shown in Table 4.1 below.

Table 4.1: Accessibility of Food for Good Health in the Immediate Local Area

Statement	All Respondents		15% Most Disadvantaged Areas		Rest of North Ayrshire	
	2020	2022	2020	2022	2020	2022
I have access to lots of food	88%	86%	87%	79%	88%	88%
I have access to some food	9%	34%	7%	42%	10%	30%
I have access to no food	1%	1%	2%	2%	1%	1%
I eat food which I grow myself	15%	23%	12%	17%	16%	25%
Food is available but too expensive	10%	53%	13%	59%	8%	50%
I physically can't access food but have support to do so	3%	7%	4%	8%	3%	6%
I physically can't access food and have limited support to do so	1%	3%	1%	4%	0%	2%
I don't grow my own food but would like to learn	8%	25%	7%	29%	8%	24%
Bases:	1,262	622	444	184	818	433

There have been some notable changes in agreement with certain statements since 2020, including:

- I have access to some food (34%, up from 9%)
- I eat food which I grow myself (23%, up from 15%)
- Food is available but too expensive to buy (53%, up from 10%)
- I don't grow my own food but I would like to learn (25%, up from 8%).

When those respondents who live in the 15% most disadvantaged areas are considered, there has been a decline in agreement with having access to lots of food (79%, down from 87%) whereas there has been no change in agreement with this statement from respondents who live in the rest of North Ayrshire.

Compared to respondents in the rest of North Ayrshire, those respondents in the 15% most disadvantaged areas were more likely to say they have access to some food (42% compared to 30%, that good food to eat is available but too expensive (59% compared to 50%) and less likely to say that they eat food which they grow themselves (17% compared to 25%).

With regard to good food for health being too expensive, this figure is highest amongst those aged 35-44 (60%), those aged 45-54 (63%) and those aged 55-64 (61%).

The respondents most likely to say that they physically can't access food but have support to do so are aged 75 and over (16%), with females somewhat more likely than males to say so (9% compared to 4%).

Those aged 25-34 (38%), aged 35-44 (33%) and aged 45-54 (35%) were most likely to say that they don't grow their own food but would like to learn.

4.4 In Table 4.2 below, respondents were asked whether they agreed or disagreed with a number of statements about cooking with regard to them and their household.

Table 4.2: Cooking at Home

Statement	All Respondents		15% Most Disadvantaged Areas		Rest of North Ayrshire	
	2020	2022	2020	2022	2020	2022
I can cook homemade meals and do so regularly	87%	88%	82%	87%	90%	89%
I don't have a kitchen to prepare homemade meals	0%	1%	0%	1%	0%	1%
I use ready meals but would like to learn to cook more homemade meals	9%	17%	10%	18%	9%	16%
I can cook homemade meals but I use ready meals and am not interested in cooking homemade meals	5%	10%	7%	15%	4%	9%
I can cook homemade meals but don't have the time	6%	12%	7%	15%	6%	10%
I mostly eat ready meals	6%	9%	9%	14%	5%	7%
Bases:	1,262	622	444	184	818	433

Overall, there has been an increase in the proportion of respondents who say they use ready meals by would like to learn to cook more homemade meals (17%, up from 9%), those who can cook homemade meals but use ready and are not interested in cooking homemade meals (10%, up from 5%) and those who can cook homemade meals but don't have the time (12%, up from 6%).

When those respondents in the 15% most disadvantaged areas are considered, there has been an increase in the proportion who say the can cook homemade meals and do so regularly (up 5%) compared to those in the rest of North Ayrshire (down 1%).

Respondents who live in the 15% most disadvantaged areas were more likely than those in the rest of North Ayrshire to say that they can cook homemade meals but use ready meals and are not interested in cooking homemade meals (15% compared to 9%), that they can cook homemade meals but don't have the time (15% compared to 10%) and that they mostly eat ready meals (14% compared to 7%).

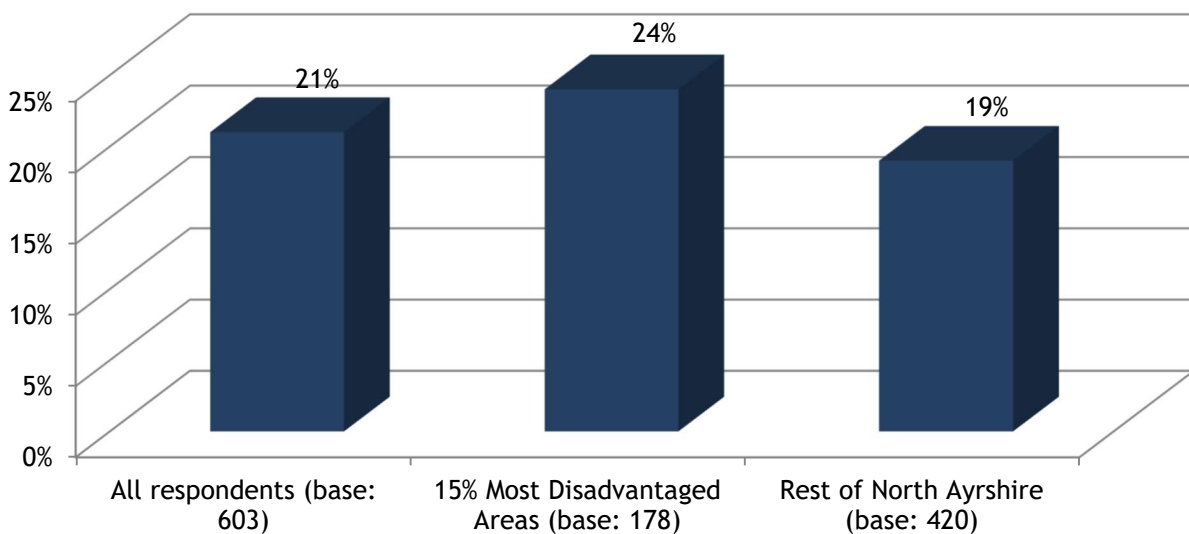
Respondents aged under 35 were most likely to say that can cook homemade meals but don't have the time (30%) along with those aged 45-54 (26%).

4.5 Community Larders are based in communities, run by community organisations and open to individuals and households with limited incomes that live in North Ayrshire. Larders go beyond the food bank approach, creating a sustainable and long-term solution to food poverty. Members pay a small weekly fee, typically £3 to £6, for which you can self-choose at least ten items of food each week.

In Figure 4.1 on the following page, it can be seen that 21% of respondents were aware of how to access their local community larder. This figure rises to 24% in the 15% most disadvantaged areas, compared to 19% in the rest of North Ayrshire.

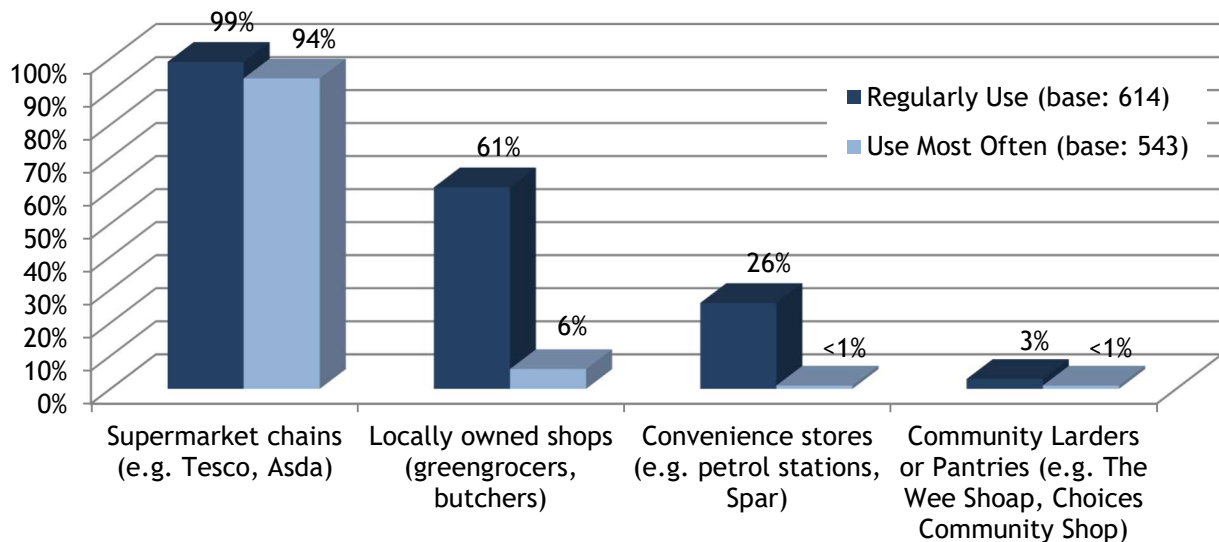
There was no significant difference in awareness of how to access the local community larder where gender was considered, whilst with regard to age, awareness was highest amongst 35-44 year olds (27%).

Figure 4.1: Knowing How to Access Local Community Larder



4.6 Respondents were asked about the types of outlets that they regularly use for food shopping, and the results of this are detailed in Figure 4.2 below.

Figure 4.2: Outlets for Food Shopping



99% of respondents regularly use supermarket chains for food shopping, whilst 94% use them most often for food shopping. A majority of respondents regularly use locally owned shops for food shopping (61%), but only 6% use them most often. 26% of respondents use convenience stores regularly for food shopping, with only 3% using community larders or pantries regularly.

Regular usage of locally owned shops is somewhat lower in the 15% most disadvantaged areas than the rest of North Ayrshire (56% compared to 62%), whilst male respondents are more likely than females to use such locally owned shops (65% compared to 56%).

When age is considered, those aged 25-34 were most likely to regularly use locally owned shops (73%), with those aged 35-44 (56%) and 45-54 (56%) least likely to do so, albeit still a majority of respondents.

4.7 As shown in Table 4.3 on the following page, there has been a notable decrease in the proportion of respondents who eat five or more portions⁴ of fruit and vegetables in a typical day (17%, down from 35% in 2020), with a rise in the proportion of respondents who eat 1-2 portions (40%, up from 19%).

⁴ Examples of a portion of fruit and vegetables are: 1 banana, 2 plums, 3 heaped tablespoons of beans. Fruit and vegetables can be either fresh, frozen, tinned, dried or juiced.

Table 4.3: Daily Fruit and Vegetable Consumption

Statement	All Respondents			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2018	2020	2022	2018	2020	2022	2018	2020	2022
I eat no portions of fruit and vegetables	1%	1%	4%	-	1%	8%	-	1%	3%
I eat 1-2 portions of fruit and vegetables	19%	19%	40%	-	18%	50%	-	20%	35%
I eat 3-4 portions of fruit and vegetables	41%	39%	38%	-	37%	27%	-	41%	43%
I eat 5 or more portions of fruit and vegetables	37%	35%	17%	-	37%	14%	-	34%	18%
Bases:	1,297	1,262	622	-	444	184	-	818	433

The decline in the proportion of respondents reporting eating 5 or more portions of fruit and vegetables in a typical day has been more pronounced amongst those in the 15% most disadvantaged areas (down 23%) than the rest of North Ayrshire (down 16%).

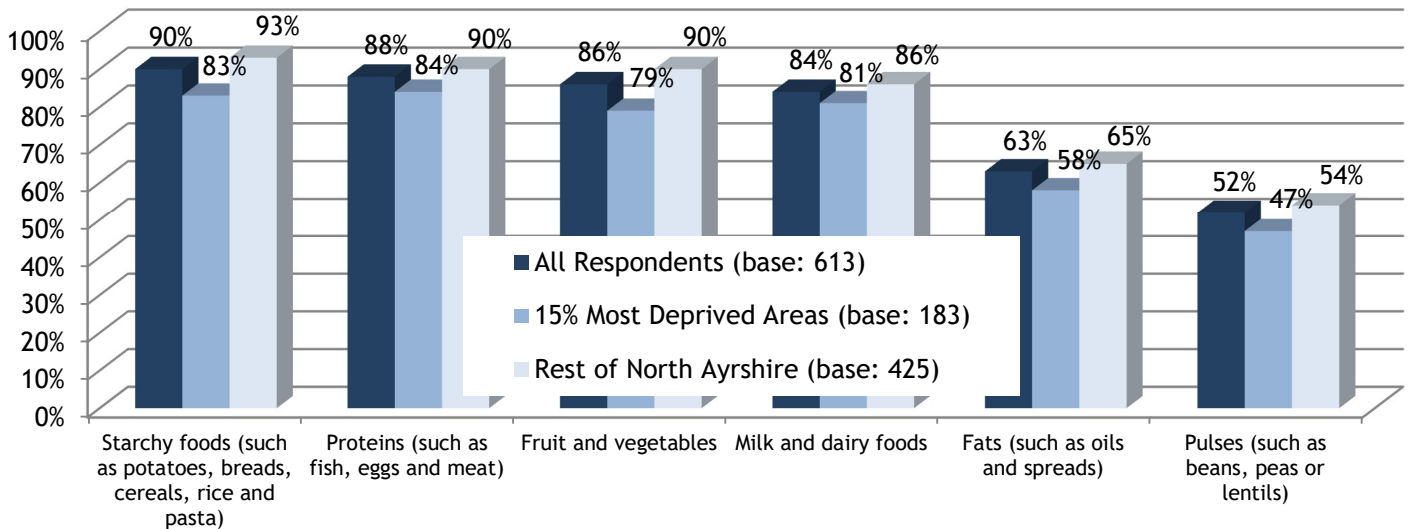
When comparing the results from this year's survey, respondents in the 15% most disadvantaged areas were notably less likely to eat at least 3 portions of fruit and vegetables in a typical day (41%) compared to those in the rest of North Ayrshire (61%).

Females were more likely than males to eat at least 3 portions of fruit and vegetables in a typical day compared to males (59% compared to 52%), with the proportion who eat at least 3 portions highest lowest amongst those aged 25-34 (47%) and highest amongst those aged 65-74 (57%) and those aged 75 and over (57%).

4.8 Respondents were then provided with a list of the major food groups, and examples of what these foods may be, and asked to state which of these food groups they would typically eat from in a typical day⁵. The results are shown in Figure 4.3 on the following page.

⁵ A similar question was asked in the 2020 survey, but direct comparison with these results is not possible.

Figure 4.3: Daily Consumption of Major Food Groups



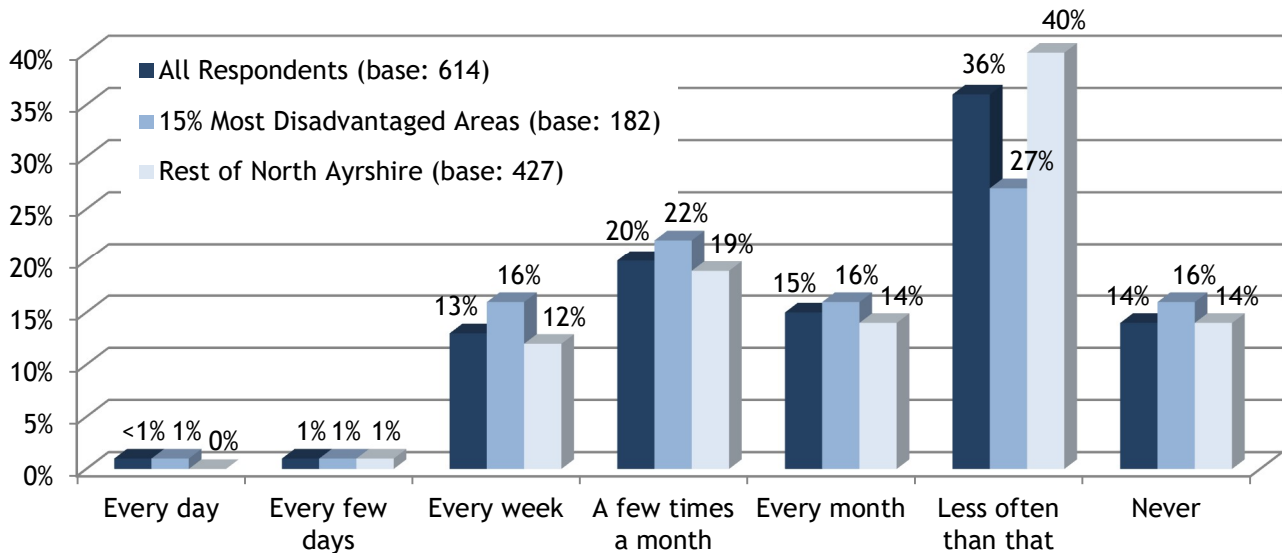
A majority of all respondents eats from each of these major food groups in a typical day, however this ranges from 90% who eat starchy foods, 88% who eat proteins, 86% who eat fruit and vegetables and 84% who consume milk and dairy products to 63% who eat fats and 52% who eat pulses.

For each of these major food groups, typical daily consumption is lower amongst respondents from the 15% most disadvantaged areas.

When age and gender is considered, no clear pattern emerges with regard to consumption of these major food groups.

4.9 Figure 4.4 on the following page details the frequency with which respondents eat food from takeaways. Overall, 50% of respondents do so at least once a month and 14% do so at least once a week. Amongst those respondents in the 15% most disadvantaged areas, these figures rise to 57% who do so at least once a month (compared to 47% in the rest of North Ayrshire) and 18% who do so at least once a week (compared to 13%).

Figure 4.4: Frequency of Eating from Takeaways



Males are more likely than females to eat from takeaways at least once a month (53% compared to 46%), with those aged under 35 (94%), aged 35-44 (73%) and 45-54 (60%) most likely to do so.

- 4.10 Eight individuals (or 1% of all respondents) have accessed free period products from local community or council buildings in North Ayrshire. Of these, six had used pads and four had used tampons.

All respondents stated that the selection of products met their needs.

- 4.11 Respondents were asked if there were any other products they felt should be available to those in need. Two responses were received, with the suggestions being:

"Maybe wet wipes"

"Toilet paper".

- 4.12 Five respondents stated that the products were for themselves whilst three said that they were for a family member. Products were most commonly accessed from Council buildings (six individuals), followed by school (one individual), community centre / hall (one) and food larder / food bank (one).

4.13 Respondents were then asked to suggest any additional or alternative sites where they felt free period products should be available from. Three responses were provided:

"Supermarkets, public parks"

"All schools and workplaces"

"Medical surgery if they aren't available already".

4.14 Finally in this section, respondents were invited to make suggestions for improving the distribution of free period products, recognising the need to do this in a way that ensures people's dignity and avoids any possible embarrassment. Three responses were provided:

"Having libraries open fully"

"Postal services"

"Free collection from e.g. pharmacies for my own use at home."

KEY POINTS

When invited to make comment on what more the Community Planning Partnership could do to address poverty and inequality in North Ayrshire, the most common themes related to jobs and the economy, specific assistance for those on low incomes, support with cost of living generally, healthy and affordable heating, and housing issues (including in relation to energy efficiency).

Since the previous survey in 2020, significantly more respondents say that food is available to them but too expensive to buy (this is 53% compared to only 10% in 2020 and is even higher amongst those that live in the most disadvantaged areas, at 59%).

Awareness of Community Larders remains relatively modest at 21% (though is slightly higher in the most disadvantaged areas, at 24%).

Overwhelmingly, supermarkets are the most commonly used sources for food shopping. This being the case for 94% of respondents. Significant proportions do, however, say that they also regularly use locally owned shops (61%) and convenience stores (26%). 3% of respondents say that they regularly use Community Larders or Pantries.

KEY POINTS (CONTINUED)

There has been an apparent decline in the proportion of people eating 5 or more portions a day of fruit and vegetables, from 35% to 17%; this is even more evident amongst those living in the 15% most disadvantaged areas (where the fall has been from 37% to 14%).

50% of respondents say that they eat food from takeaways at least once per month and 14% that they do so at least once per week. These figures are somewhat higher amongst those that live in the 15% most disadvantaged areas, being 57% and 18% respectively.

Currently, only 1% of respondents indicated that they had accessed free period products from local community or council buildings in North Ayrshire.

5.0 WELLBEING AND SAFETY

5.1 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.

5.2 Table 5.1 below details the average scores by year and by area and compares these results to the national average for Scotland as a whole. It should be noted that the national average figure is taken from the Scottish Health Survey 2020 and does not therefore take account of any impacts from the Covid-19 pandemic.

Table 5.1: WEMWBS Average Scores by Area

Scottish Population (2020)	All Respondents			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2018	2020	2022	2018	2020	2022	2018	2020	2022
51.9	50.08	51.34	50.03	49.62	50.92	48.27	50.41	51.55	50.72

It is apparent that there has been a decline in the average score for Panel members, most notably amongst respondents in the 15% most disadvantaged areas, whose average score is now below that of 2018.

5.3 The decline in average scores noted in Table 5.1 is further detailed in Table 5.2 below. The categories of respondent to have seen the steepest declines are females (particularly those in the 15% most disadvantaged areas), and those aged between 45 and 64 years (again, particularly so in the 15% most disadvantaged areas) and those aged 75 and over in the 15% most disadvantaged areas.

Table 5.2: WEMWBS Average Scores by Gender and Age by Area

Gender	All Respondents			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2018	2020	2022	2018	2020	2022	2018	2020	2022
Male	50.32	51.35	50.41	49.62	50.81	48.87	50.06	51.64	50.98
Female	49.88	51.32	49.60	49.57	51.04	47.73	50.79	51.55	50.43
16-24 years ⁶	50.80	51.02	49.29	50.51	52.91	44.33	51.17	49.46	53.00
25-34 years	49.61	49.89	48.73	50.67	50.74	45.83	48.91	49.14	51.21
35-44 years	49.44	50.97	50.61	48.14	49.27	49.95	49.72	52.05	51.03
45-54 years	49.21	50.58	49.10	48.77	49.98	47.20	49.55	50.94	50.06
55-64 years	50.66	52.04	50.44	49.88	51.93	47.65	51.17	52.08	51.39
65-74 years	51.18	52.52	51.09	51.10	52.38	51.38	51.20	52.56	50.99
75+	50.83	49.67	48.40	46.64	48.07	43.90	52.37	50.16	49.27
Overall	50.08	51.34	50.03	49.60	50.92	48.27	50.41	51.55	50.72

When considering the results obtained in this year's survey, males were more likely to score higher than females (50.41 to 49.60) and this is the case in both the 15% most disadvantaged areas (48.87 to 47.73) and the rest of North Ayrshire (50.98 to 50.43). The gap between male and female scores (which were almost identical in 2020) has grown, particularly amongst females in the 15% most disadvantaged areas (whose score in 2020 exceeded that of males).

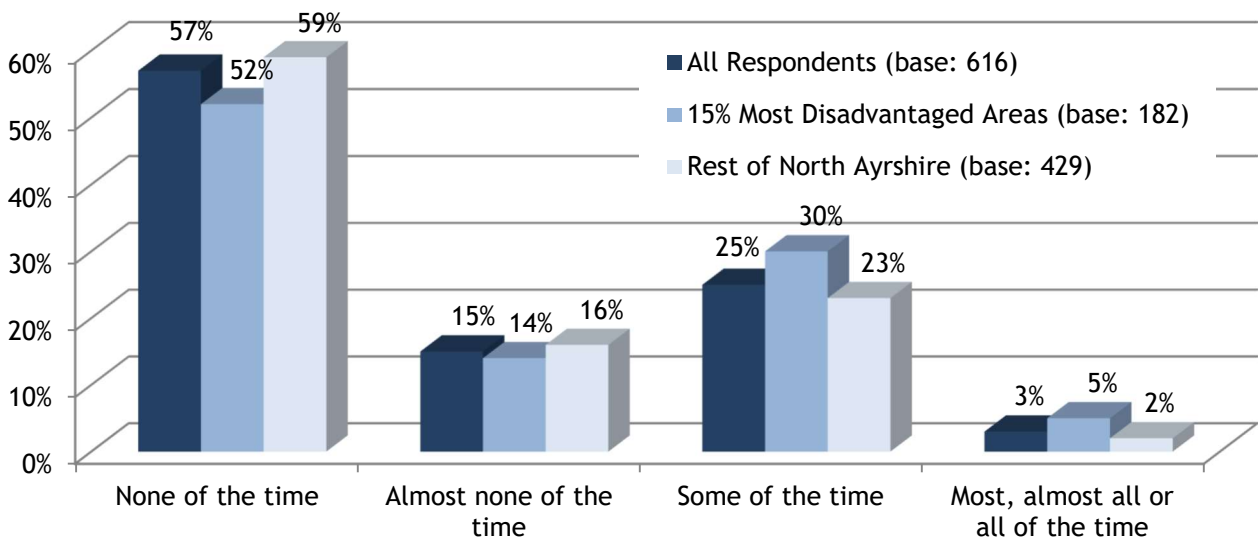
In general terms, those aged 35-44 years old (50.61), 55-64 (50.44) and 65-74 (51.09) have the highest scores when age is considered.

⁶ Note low base numbers

5.4 In Figure 5.1 below, the frequency with which respondents reported feeling lonely during the past week has been outlined. A majority (57%) reported feeling lonely "none of the time", with 15% stating "almost none of the time". 25% of respondents felt lonely "some of the time", with a small proportion reporting this as being "most, almost all, or all of the time".

The proportion of respondents reporting feeling lonely "some of the time" or "most, almost all, or all of the time" was notably higher amongst residents of the 15% most disadvantaged areas than the rest of North Ayrshire (35% compared to 25%).

Figure 5.1: Frequency of Feeling Lonely in the Past Week



There are no notable distinctions in responses with regard to gender, but those aged 75 and over were somewhat more likely on average to report feeling lonely "some of the time" or "most, almost all, or all of the time" (35%).

5.5 Those respondents who felt they were often lonely were invited to make suggestions as to within their community could help with this.

The most common themes have been grouped together on the following page, along with some illustrative comments received from respondents. A full listing of responses can be found in Appendix 3.

Theme	Illustrative Comments
Meeting new people	<p><i>"Meet and greet groups."</i></p> <p><i>"Drop in centres with just a tea and a chat. With people in your area. Giving advice on mental health groups, meeting people and fitness activities."</i></p> <p><i>"Being involved with something I really enjoy doing and meeting people who feel the same."</i></p>
Facilities / activities available to meet others	<p><i>"More facilities available at low cost."</i></p> <p><i>"More community based / organised activities. Dance classes - exercise - any aimed at building community spirit."</i></p> <p><i>"Community activities that are low cost and available - hill walking, gardening, film nights, clubs."</i></p>

5.6 The following statement was provided to survey respondents:

"Green Health Partnerships have been established across Scotland to demonstrate how better cross-sectoral coordination can increase physical activity and improve mental health through engagement with the natural environment. Led by local health boards and local authorities, these partnerships bring together the health, social care, environment, leisure, sport and active travel sectors in order to make more use of local green space as a health-promoting resource."

Respondents were then asked if they were aware that North Ayrshire has a Green Health Partnership, with 20% being aware of it. Awareness is highest amongst females (23%), those aged under 35 (33%) and those in the 15% most disadvantaged areas (23%).

5.7 Table 5.3 on the following page shows the frequency with which respondents participate in a selection of green health activities.

Table 5.3: Frequency of Participation in Green Health Activities

Activity	Daily	Weekly	Monthly	Rarely	Base
Organised outdoor walks	5%	6%	2%	87%	414
Walking / step challenges	26%	11%	2%	61%	424
Using local Green Gyms	1%	3%	1%	95%	390
Outdoor volunteering, such as planting or litter picking	2%	3%	5%	91%	385
Outdoor exercise classes	2%	4%	2%	92%	386
Outdoor learning sessions	1%	1%	1%	97%	370

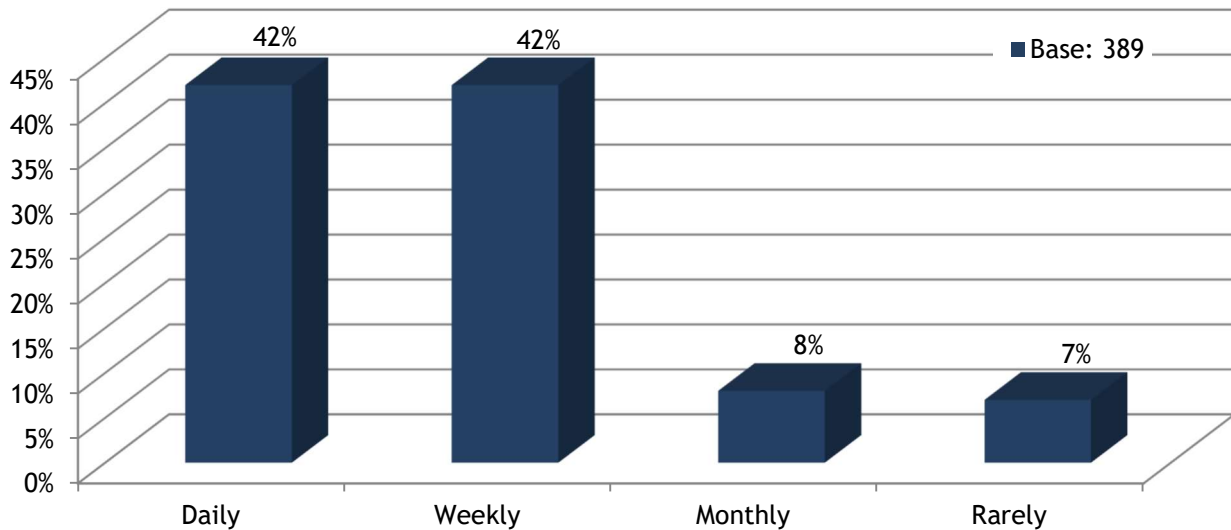
A majority of respondents stated that they rarely participated in any of these activities, although 37% stated that they participated in walking / step challenges at least once a week and 11% that they participated in organised outdoor walks at least once a week.

Respondents aged 35-44 were notably more likely to part in walking / step challenges at least once a week (44%) whilst those aged under 35 and those aged 75 and over were least likely to do so (both 26%).

There were no significant variations observed in respondents' frequency of usage with regard to gender and location.

- 5.8 64% of respondents sometimes choose to walk or cycle to a destination instead of using other forms of transportation (58% in the 15% most disadvantaged areas, 67% in the rest of North Ayrshire). There is little distinction with regard to age, whilst those aged 35-44 (77%) and 45-54 (70%) were most likely to do so, with those aged 75 and over least likely to do so (47%).
- 5.9 Of those who sometimes choose to walk or cycle to a destination instead of using other forms of transport, the frequency with which they do so is shown in Figure 5.2.

Figure 5.2: Frequency of Walking or Cycling Instead of Using Other Forms of Transport



Overall, 42% of those who walk or cycle instead of using other forms of transport do so daily, whilst 42% do so on a weekly basis. Lower proportions do so monthly (8%) or rarely (7%).

5.10 Respondents were asked what prevents them from using "active travel" options (i.e. walking and cycling) more often.

The most common themes have been grouped together on the following page, along with some illustrative comments received from respondents. A full listing of responses can be found in Appendix 3.

Theme	Illustrative Comments
Issues with physical health	<p><i>"Circulation problem in my legs."</i></p> <p><i>"Mobility problem."</i></p> <p><i>"I am disabled and suffer from Multiple Sclerosis."</i></p>
Distance / time travelled	<p><i>"Destinations are too far for this to be a sensible choice."</i></p> <p><i>"Distance to work."</i></p> <p><i>"Time to get to destinations."</i></p>
Safety concerns	<p><i>"Too much traffic on the roads. I don't feel safe cycling as much as I like."</i></p> <p><i>"Lack of safe cycle lanes in Largs. No continuous cycle route south e.g. no cycle route through Fairlie. No cycle route in of Largs."</i></p> <p><i>"Cycling on roads too dangerous."</i></p>
Weather	<p><i>"Wet weather, windy weather."</i></p> <p><i>"Rain."</i></p> <p><i>"Nothing, apart from bad weather."</i></p>

5.11 Respondents were given the following description of gambling:

"Gambling, is the act of betting or staking something of value (in most cases money) on the possible outcome of a future event (for example, backing the winning team of a football match, or predicting the lottery numbers). Although there is no widely accepted classification, gambling forms that are usually recognised include lotteries, scratch cards, sports and horse betting, bingo, electronic gambling machines, card games, and chance-based casino table games such as roulette and craps."

Bearing in mind this definition, 34% of respondents stated that they had spent money on any gambling activity in the past 12 months, and this is broken down by gender, age and area in Table 5.4 on the following page.

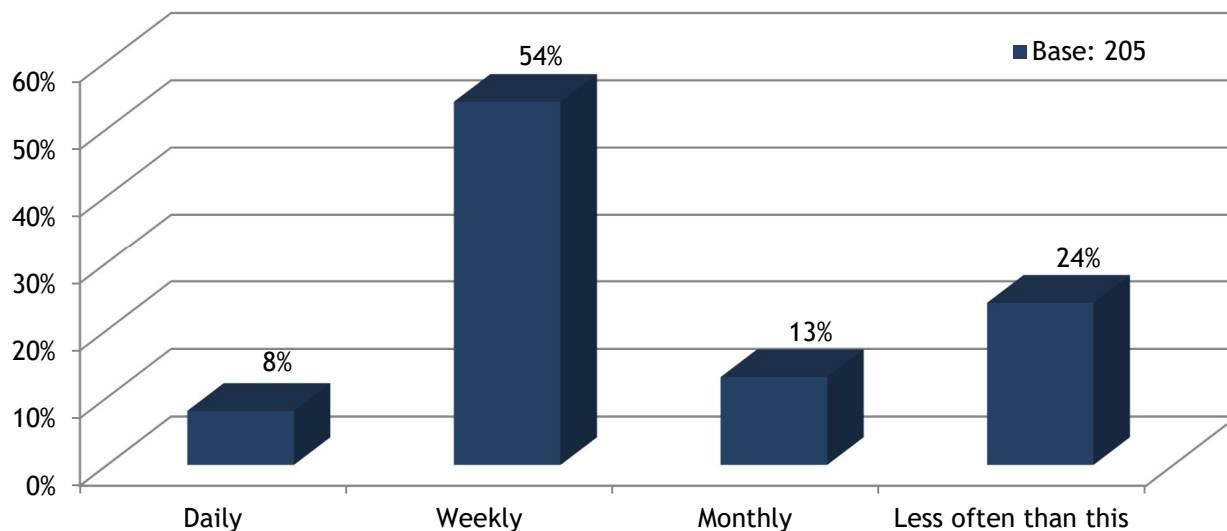
Table 5.4: Gambling Activity in the Past 12 Months

Gender	% who have spent money on any gambling activity in the past 12 months	Base
Female	28%	302
Male	38%	307
Age		
Under 35	52%	33
35-44	37%	60
45-54	37%	129
55-64	36%	151
65-74	28%	162
75+	22%	74
Area		
15% most disadvantages areas	39%	180
Rest of North Ayrshire	31%	429
All respondents	34%	614

The groups most likely to have engaged in gambling activity in the past 12 months were males (38%, compared to 28% of females), those aged under 35 (52%, compared to 28% of 65-74 year olds and 22% of those aged 75 and over) and those living in the 15% most disadvantaged areas (39%, compared to 31% of the rest of North Ayrshire).

- 5.12 Of those respondents who have engaged in gambling activity in the past 12 months, the frequency with which they do so is outlined in Figure 5.3 on the following page.

Figure 5.3: Frequency of Engaging in Gambling Activity



8% of respondents stated that they gamble on a daily basis, with 54% stating that they do so on a weekly basis. 13% gamble on a monthly basis while 24% gamble less often than that.

5.13 This frequency of gambling is broken down again by gender, age and area, and is shown in Table 5.5 below.

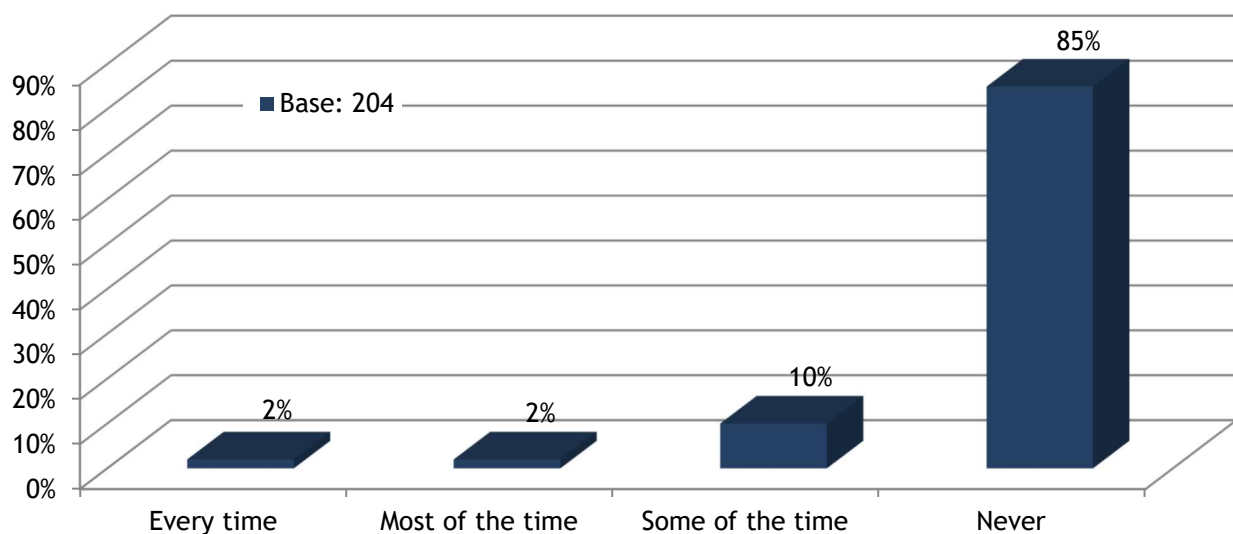
Table 5.5: Frequency of Engaging in Gambling Activity

Gender	Daily	Weekly	Monthly	Less often than that	Base
Female	2%	52%	12%	34%	86
Male	13%	55%	15%	17%	115
Age					
Under 35	12%	59%	18%	12%	17
35-44	0%	59%	9%	32%	22
45-54	8%	44%	23%	25%	48
55-64	13%	54%	11%	22%	54
65-74	4%	58%	9%	29%	45
75+	13%	60%	7%	20%	15
Area					
15% most disadvantages areas	7%	59%	14%	20%	70
Rest of North Ayrshire	9%	51%	13%	27%	131
All respondents	8%	54%	13%	24%	205

The groups that are most likely to gamble on a weekly basis are males (68%), those aged under 35 (71%), those aged 75 and over (73%) and those in the 15% most disadvantaged areas (66%).

5.14 Respondents were then asked how often they gambled further to win their money back after losing money, as shown in Figure 5.4 below.

Figure 5.4: Frequency of Further Gambling to Win Money Back

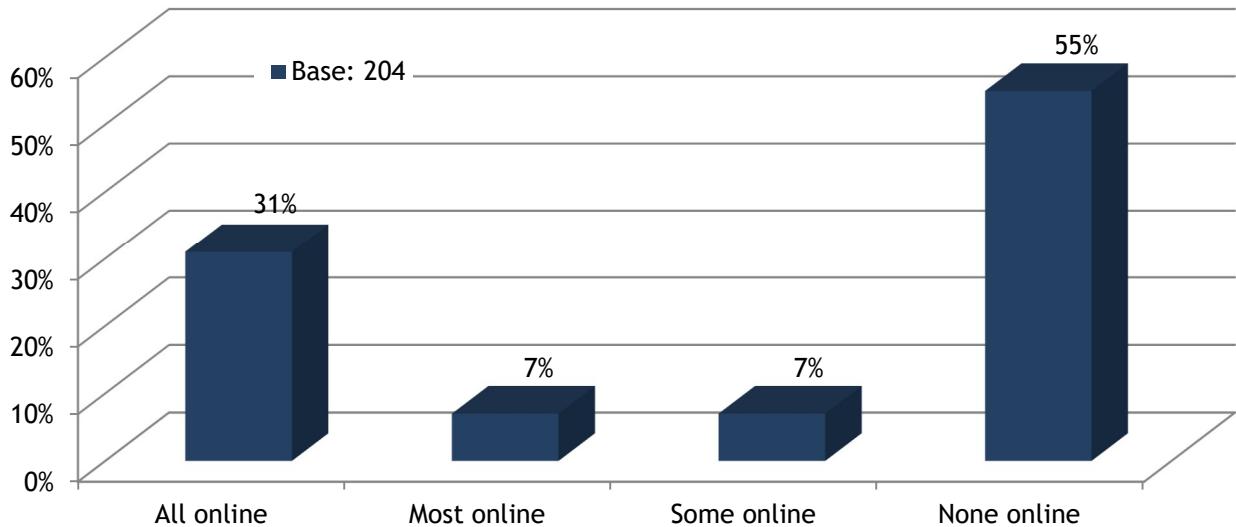


The vast majority of respondents (85%) stated that they never gamble further to recoup lost money. Very small proportions state that they do so every time (2%) and most of the time (2%), whilst 10% state that they do so some of the time.

The proportion of respondents who say that they gamble further to win their money back at least some of the time is highest amongst those in the 15% most disadvantaged areas (23% compared to 11% in the rest of North Ayrshire), males (18% compared to 12% of females), those aged under 35 (21%) and those aged 55-64 (22%).

5.15 Figure 5.5 on the following page outlines the proportion of respondents' gambling activity that is online (including online betting on sports as well as things like poker and other online games).

Figure 5.5: Proportion of Gambling Activity Online

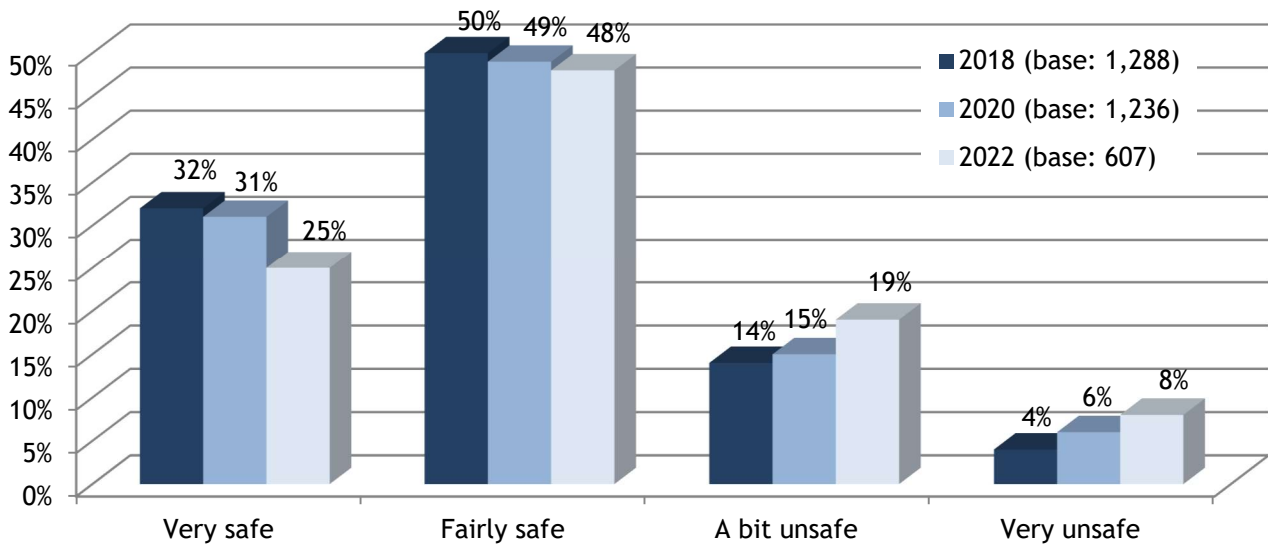


The majority of respondents (55%) say that none of their gambling activity is done online whereas 31% say that all of their gambling is online. 14% stated that some or most of the gambling is online.

Males were more likely than females to say that all or most of their gambling is done online (43% compared to 33%), as were those aged under 35 (76%) and 35-44 (50%).

5.16 In Figure 5.6 on the following page, it can be seen that there has been a declining proportion of respondents who feel safe to an extent when outside in their neighbourhood after dark. The proportion who feel very safe has fallen from 31% in 2020 to 25%, with a slight fall in those who feel fairly safe from 49% to 48%. Consequently, there has been a rise in those who feel a bit unsafe (19%, up from 15%) and very unsafe (8%, up from 6%).

Figure 5.6: Feeling of Safety Outside in Neighbourhood After Dark



When considering the proportion of respondents who feel unsafe to an extent (27% of all respondents), the groups of respondents who are most likely to do so are those in the 15% most disadvantaged areas (34% compared to 23%), females (35% compared to 19%) and those aged under 35 (33%).

5.17 With regard to the area that respondents live in, the largest decline in the proportion who feel very safe outside in their neighbourhood after dark is in the 15% most disadvantaged areas (15%, down from 25% in 2020), who have also seen an increase in the proportion who feel very unsafe (13%, up from 8%).

Table 5.6: Feeling of Safety Outside in Neighbourhood After Dark by Area

	All Respondents			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2018	2020	2022	2018	2020	2022	2018	2020	2022
Very safe	32%	31%	25%	32%	25%	15%	31%	34%	29%
Fairly safe	50%	49%	48%	47%	52%	50%	52%	47%	47%
A bit unsafe	14%	15%	19%	16%	15%	21%	13%	14%	18%
Very unsafe	4%	6%	8%	5%	8%	13%	4%	5%	5%
Bases:	1,288	1,236	607	518	428	177	770	808	425

5.18 Those respondents who felt either "a bit unsafe" or "very unsafe" were asked to give reasons as to why this was the case.

The most common themes have been grouped together below, along with some illustrative comments received from respondents. A full listing of responses can be found in Appendix 3.

Theme	Illustrative Comments
People drinking / taking drugs	<p><i>"The streets are full of drug addicts and young kids getting drunk can be very intimidating."</i></p> <p><i>"Too many people who take drugs."</i></p> <p><i>"Too many drug addicts and junkies around."</i></p>
People hanging around the streets	<p><i>"Local youths hanging around."</i></p> <p><i>"As a female I feel vulnerable after dark if I'm on my own. Too many undesirable people around."</i></p> <p><i>"Too many young people hanging around causing damage to property and drinking."</i></p>
Physical environment	<p><i>"Poor street lighting, uneven street paths, pathways."</i></p> <p><i>"It is a bit remote where I live. There are potholes at the top of my road and I worry I might fall. These have been reported to no avail."</i></p> <p><i>"The way the paths are laid out you feel as if someone could just jump out at you. Where I am the shrubs are out of control someone could hide in it."</i></p>
Lack of police visibility	<p><i>"Because I am aware that for a very long time there has been very little visible police presence and therefore no particular deterrent for potential criminal activity."</i></p> <p><i>"Lack of policing in the area."</i></p> <p><i>"No visible police presence."</i></p>

5.19 From a list provided, respondents were asked to indicate how much of an issue various things were in their neighbourhood, with the results for 2022 set out in Table 5.7 on the following page.

Table 5.7: Neighbourhood Issues

Issue	Very big issue	Fairly big issue	A minor issue	Not an issue	Base
Dog fouling	19%	24%	35%	21%	603
Rubbish or litter lying in the street	18%	22%	34%	27%	607
People using or dealing drugs	8%	15%	21%	56%	600
Vandalism, graffiti or other deliberate damage to property	6%	13%	33%	49%	600
Young people hanging around on the street	5%	10%	30%	55%	598
Antisocial residents	4%	6%	20%	70%	597
People drinking in the street	3%	8%	20%	69%	596
People being attacked or harassed	3%	6%	23%	69%	596
Noisy neighbours or loud parties	3%	4%	26%	68%	603
Grass / bin fires	3%	4%	14%	79%	595
Aggressive dogs	2%	6%	22%	70%	596
Adults hanging around on the street	2%	4%	20%	74%	596
Discarded needles	2%	3%	12%	82%	596
Abandoned or burnt out cars	1%	1%	12%	86%	596

The issues that were cited most frequently as being either a very big or a fairly big issue were dog fouling (43%), rubbish or litter lying in the street (40%), people using or dealing drugs (23%), vandalism, graffiti or other deliberate damage to property (18%) and young people hanging around on the street (15%).

5.20 Table 5.8 on the following page outlines the change over time (2018 to 2022) regarding respondents' perceptions of these neighbourhood issues being either a very big or a fairly big issue.

Whilst the proportion of respondents who consider these issues to be a very big or fairly big issue has remained reasonably stable, there has been a 6% increase in those citing rubbish or litter lying in the street since 2018 and a 4% increase in those citing vandalism, graffiti or other deliberate damage to property.

Table 5.8: Neighbourhood Issues

Issue	% stating very or fairly big issue			
	2018	2020	2022	% change 2018-22
Dog fouling	43%	41%	43%	=
Rubbish or litter lying in the street	34%	35%	40%	+6%
People using or dealing drugs	22%	21%	23%	+1%
Vandalism, graffiti or other deliberate damage to property	15%	13%	19%	+4%
Young people hanging around on the street	16%	12%	15%	-1%
Antisocial residents	8%	8%	10%	+2%
People drinking in the street	13%	10%	11%	-2%
People being attacked or harassed	11%	8%	9%	-2%
Noisy neighbours or loud parties	10%	5%	7%	-3%
Grass / bin fires	4%	5%	7%	+3%
Aggressive dogs	8%	8%	8%	=
Adults hanging around on the street	8%	5%	6%	-2%
Discarded needles	7%	4%	5%	-2%
Abandoned or burnt out cars	5%	4%	2%	-3%
Bases:	1,234-1,261	1,197-1,222	595-607	

5.21 Table 5.9 on the following page outlines the differences in perception of these issues being a very big or fairly big issue with regard to the area which respondents live in.

For each of these issues, concern is higher amongst respondents in the 15% most disadvantaged areas compared to the rest of North Ayrshire, sometimes considerably so. The most notable differences⁷ are with regard to rubbish or litter lying in the street (54% compared to 33%), people using or dealing drugs (36% compared to 16%), vandalism, graffiti or other deliberate damage to property (30% compared to 14%), young people hanging around on the street (25% compared to 11%), antisocial residents (20% compared to 6%), people drinking in the street (18% compared to 8%) and people being attacked or harassed (17% compared to 5%).

⁷ For the purpose of this analysis, this is considered to be differences of 10% or more.

Table 5.9: Neighbourhood Issues

Issue	% stating very or fairly big issue								
	All Respondents			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2018	2020	2022	2018	2020	2022	2018	2020	2022
Dog fouling	43%	41%	43%	46%	44%	49%	41%	39%	41%
Rubbish or litter lying in the street	34%	35%	40%	35%	42%	54%	33%	31%	33%
People using or dealing drugs	22%	21%	23%	28%	24%	36%	19%	19%	16%
Vandalism, graffiti or other deliberate damage to property	15%	13%	19%	16%	17%	30%	15%	11%	14%
Young people hanging around on the street	16%	12%	15%	18%	16%	25%	14%	10%	11%
Antisocial residents	8%	8%	10%	11%	12%	20%	6%	5%	6%
People drinking in the street	13%	10%	11%	13%	15%	18%	12%	7%	8%
People being attacked or harassed	11%	8%	9%	12%	10%	17%	10%	8%	5%
Noisy neighbours or loud parties	10%	5%	7%	13%	8%	12%	8%	4%	4%
Grass / bin fires	4%	5%	7%	5%	5%	11%	4%	4%	5%
Aggressive dogs	8%	8%	8%	10%	7%	11%	6%	8%	7%
Adults hanging around on the street	8%	5%	6%	11%	7%	11%	7%	4%	3%
Discarded needles	7%	4%	5%	9%	5%	8%	6%	5%	4%
Abandoned or burnt out cars	5%	4%	2%	6%	4%	4%	5%	4%	2%

5.22 3% of respondents have concerns about fire safety in their home. There are few differences evident with regard to different groups of respondents, with the exception of those aged under 35, 9% of whom have concerns about fire safety in the home. This is outlined in Table 5.10 on the following page.

Table 5.10: Concerns About Fire Safety in the Home

	All Respondents	15% Most Disadvantaged Areas	Rest of North Ayrshire
Yes	3%	3%	3%
No	97%	97%	97%
Bases:	614	182	427

5.23 As shown in Table 5.11, the low levels of concern regarding fire safety in the home has declined slightly since 2018.

Table 5.11: Concerns About Fire Safety in the Home

	2018	2020	2022
Yes	5%	4%	3%
No	95%	96%	97%
Bases:	1,327	1,245	614

5.24 Those respondents who had concerns about fire safety in their home were asked to detail what their concerns were. A total of 17 responses were provided, with the only identifiable theme being about the new legislation regarding the requirement for interlinked fire alarms in each household. A full listing of responses can be found in Appendix 3.

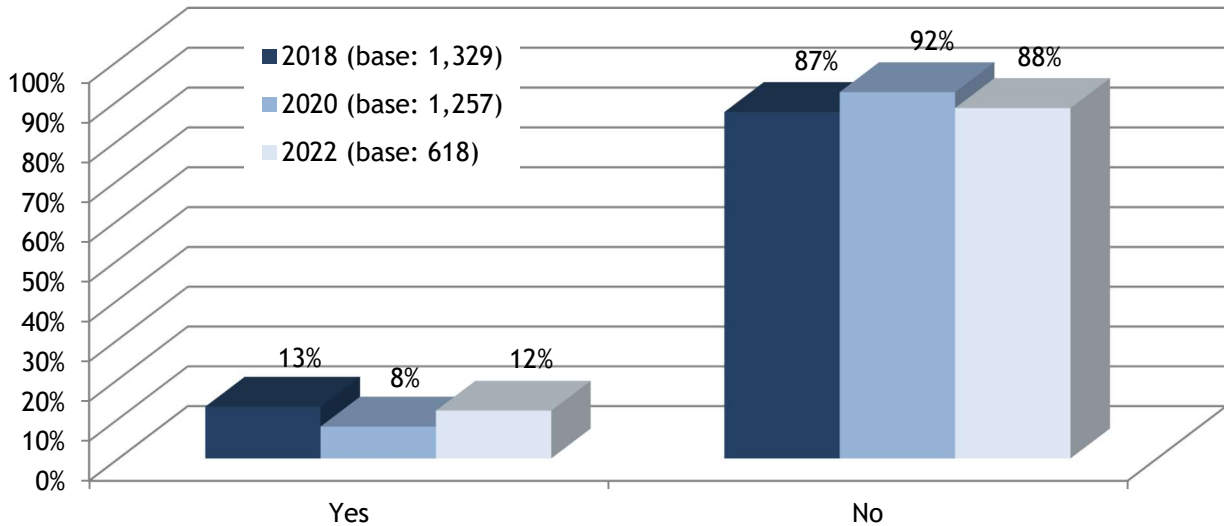
5.25 96% of respondents are aware of the new law in Scotland regarding the requirement for interlinked fire alarms in each household⁸. In all categories of respondent, awareness was very high, although was slightly lower amongst those aged 75 and over (93%), those living in flats (94%) and those in maisonettes / terraced houses / bungalows (93%).

5.26 87% of respondents are aware of how to minimise the risk of falls in their home, or the homes of family members who may be at risk. This figure is somewhat lower amongst respondents aged 65-74 (83%).

⁸ More information on this subject can be found at <https://www.mygov.scot/home-fire-safety>

5.27 In Figure 5.7, the proportion of respondents who have ever been worried that a child is, or might be, being abused or neglected is shown.

Figure 5.7: Worry That a Child is Being Abused or Neglected

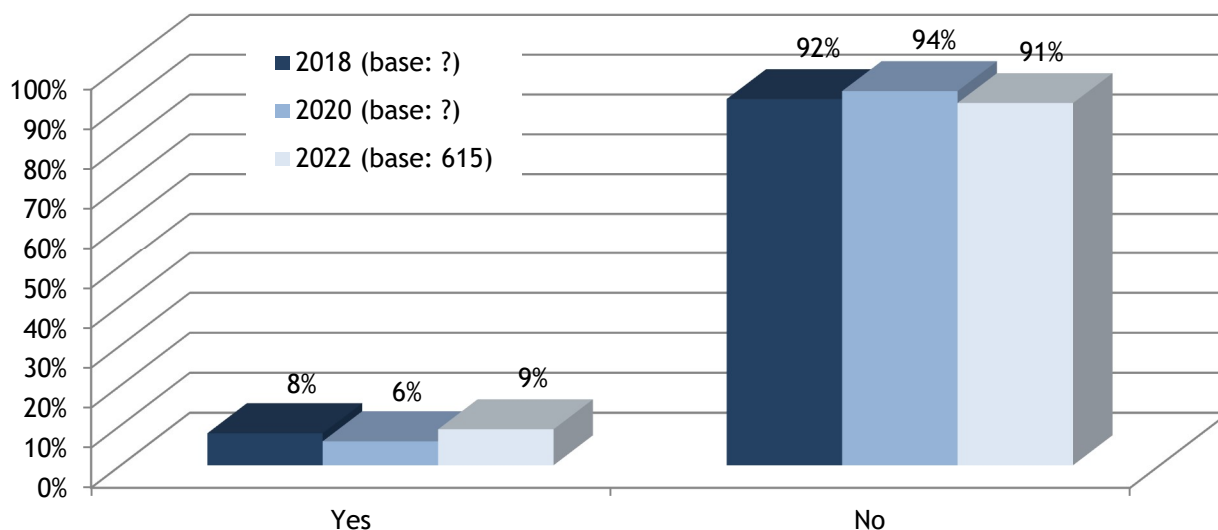


Overall, 12% of respondents stated that they had had such worries, an increase from 8% in 2020. Those in 15% most disadvantaged areas were somewhat less likely to have had these worries than respondents in the rest of North Ayrshire (9% compared to 13%).

There is little observable difference in results when gender is considered, however those aged 25-34 (27%) and aged 35-44 (20%).

5.28 There has also been an increase in the proportion of respondents who have ever been worried that a vulnerable adult is, or might be, being harmed (e.g. physical, neglect, psychological, self-harm, self-neglect, financial or sexual) from 6% in 2020 to 9% in 2022. This is shown in Figure 5.8 on the following page.

Figure 5.8: Worry That a Vulnerable Adult is Being Harmed



This concern was slightly higher amongst those in the 15% most disadvantaged areas (10% compared to 8% in the rest of North Ayrshire) and those aged under 35 (15%) and those aged 35-44 (15%).

5.29 76% of respondents who had worries about a child had reported these concerns, whilst 73% who worries about a vulnerable adult had done so. Of these respondents, Table 5.12 below details who these concerns were reported to.

Table 5.12: Who Concern Was Reported To

Organisation	Child			Adult		
	2018	2020	2022	2018	2020	2022
Social Services	64%	59%	67%	50%	48%	78%
Police	25%	21%	21%	8%	15%	15%
School	12%	30%	26%	4%	10%	7%
Family / friends	9%	18%	8%	27%	23%	11%
GP / Doctor	5%	5%	3%	24%	15%	15%
MP / MSP / local Councillor	2%	5%	0%	8%	8%	4%
Housing Department	0%	8%	0%	8%	6%	19%
Priest / Minister	5%	5%	0%	4%	13%	0%
Other	11%	2%	15%	0%	2%	11%
Bases:	133	66	39	78	52	27

Most commonly, for both children (67%) and vulnerable adults (78%), Social Services were where a majority of respondents reported their concerns.

5.30 For those respondents who had not reported their concerns, Table 5.13 outlines the reasons why they did not do so. For those who had concerns about a child, the most common reasons for not reporting were fear of not remaining anonymous (62%), fear of being wrong (62%) and fear of retaliation (46%). For adults, the most common reasons were fear of being wrong (75%), not knowing who to contact (50%) and fear of retaliation (42%).

Table 5.13: Reasons for Not Reporting Concern

Organisation	Child			Adult		
	2018	2020	2022	2018	2020	2022
Fear I would not remain anonymous	56%	29%	62%	33%	29%	25%
Fear of being wrong	47%	34%	62%	0%	43%	75%
Fear of retaliation	31%	39%	46%	22%	24%	42%
Didn't know who to contact	36%	50%	31%	44%	29%	50%
Didn't want to get involved	19%	13%	15%	22%	14%	8%
Felt it was none of my business	41%	21%	15%	56%	24%	25%
Worried that the child might be taken into care	19%	21%	23%	-	19%	17%
Other	0%	5%	8%	0%	5%	8%
Bases:	32	40	13	9	20	12

5.31 Respondents were then asked to comment on how likely or unlikely they felt certain types of sentences would be to make an offender less likely to commit a crime in the future, the results of which are shown in Table 5.14 on the following page.

Table 5.14: Deterrence Effect of Sentences

Sentence	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Never heard of this	Base
Prison	25%	33%	24%	16%	1%	580
Drug Treatment and Testing Order	15%	36%	26%	20%	4%	569
Electronic Tagging	14%	36%	33%	16%	1%	567
Fine	12%	28%	36%	24%	1%	562
Community Payback Order	11%	27%	29%	24%	9%	571
Compensation Order	11%	27%	28%	21%	13%	563
Deferred Sentence	6%	19%	29%	42%	3%	555

The sentence seen as being most likely to act as a deterrent to future offending was prison (58% considered it very or fairly likely to do so), followed by Drug Treatment and Testing Orders (51%) and Electronic Tagging (50%).

A number of variations are of note:

- Community Payback Orders - these are seen as being very or fairly likely to be a deterrence more often by females than males (42% compared to 34%), with those aged 55-64 most likely to cite this as a deterrent (44%) and those aged under 35 least likely to do so (19%).
- Compensation Orders - most likely to be seen as a deterrent by those aged 55-64 (49%) and least likely by those aged 35-44 (25%).
- Deferred Sentence - least likely to be seen as a deterrent by those aged under 35 (13%).
- Drug Treatment and Testing Orders - least likely to be seen as a deterrent by those aged under 35 (31%).
- Electronic Tagging - least likely to be seen as a deterrent by those aged under 35 (38%) and those aged 35-44 (42%).
- Fine - least likely to be seen as a deterrent by those aged under 35 (28%) and those aged 35-44 (25%) and most likely to be seen as a deterrent by those aged 65-74 (47%).
- Prison - males are somewhat more likely to view this as a deterrent compared to females (62% to 54%), with those aged 35-44 least likely to see this as a deterrent (45%) and those aged 75 and over most likely (67%).

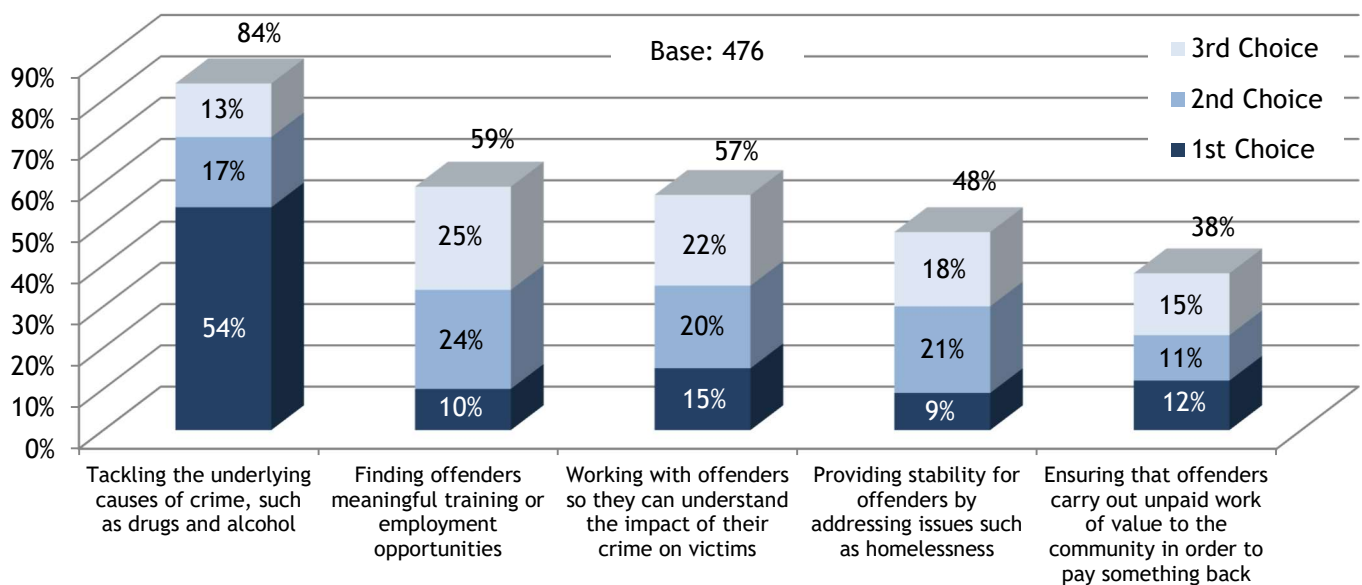
5.32 The results from 2022 are set out in comparison to those obtained in 2018 and 2020 in Table 5.15 below. Overall, there has been a drop in the proportion who feel that each of these sentences would act as a deterrent to future offending, particularly with regard to Community Payback Orders (down 7% since 2018) and Compensation Orders (down 8%).

Table 5.15: Deterrence Effect of Sentences

Sentence	% stating very or fairly likely			
	2018	2020	2022	% change 2018-22
Prison	60%	56%	58%	-2%
Drug Treatment and Testing Order	52%	46%	51%	-1%
Electronic Tagging	54%	46%	50%	-4%
Fine	43%	41%	40%	-3%
Community Payback Order	45%	42%	38%	-7%
Compensation Order	46%	43%	38%	-8%
Deferred Sentence	25%	27%	25%	=
Bases:	1,138-1,168	1,116-1,133	555-580	

5.33 From a list of priorities regard working with offenders in the community, respondents were asked to choose their top three in order of importance. The results of this are shown in Figure 5.9 below.

Figure 5.9: Priorities for Working with Offenders in the Community



The priority that featured most often in respondents' top three priorities was tackling the underlying causes of crime, such as drugs and alcohol (84%), followed by finding offenders meaningful training or employment opportunities (59%) and working with offenders so they can understand the impact of their crime on victims (57%).

5.34 Table 5.16 outlines the top three priorities for specific categories of respondent.

Table 5.16: Priorities for Working with Offenders in the Community

Area	Top Three Priorities (respondents' top priority)	Base
15% most disadvantaged areas	Tackling the underlying causes of crime, such as drugs and alcohol (50%) Working with offenders so they can understand the impact of their crime on victims (18%) Ensuring that offenders carry out unpaid work of value to the community in order to pay something back (14%)	134
Rest of North Ayrshire	Tackling the underlying causes of crime, such as drugs and alcohol (57%) Working with offenders so they can understand the impact of their crime on victims (14%) Ensuring that offenders carry out unpaid work of value to the community in order to pay something back (11%)	338
Gender		
Female	Tackling the underlying causes of crime, such as drugs and alcohol (56%) Working with offenders so they can understand the impact of their crime on victims (16%) Finding offenders meaningful training or employment opportunities (11%)	237
Male	Tackling the underlying causes of crime, such as drugs and alcohol (54%) Ensuring that offenders carry out unpaid work of value to the community in order to pay something back (15%) Working with offenders so they can understand the impact of their crime on victims (14%)	235

Age	Top Three Priorities (respondents' top priority)	Base
Under 35	<p>Tackling the underlying causes of crime, such as drugs and alcohol (68%)</p> <p>Finding offenders meaningful training or employment opportunities (11%)</p> <p>Working with offenders so they can understand the impact of their crime on victims (11%)</p>	28
35-44	<p>Tackling the underlying causes of crime, such as drugs and alcohol (58%)</p> <p>Ensuring that offenders carry out unpaid work of value to the community in order to pay something back (12%)</p> <p>Working with offenders so they can understand the impact of their crime on victims (12%)</p>	52
45-54	<p>Tackling the underlying causes of crime, such as drugs and alcohol (60%)</p> <p>Ensuring that offenders carry out unpaid work of value to the community in order to pay something back (13%)</p> <p>Working with offenders so they can understand the impact of their crime on victims (13%)</p>	112
55-64	<p>Tackling the underlying causes of crime, such as drugs and alcohol (53%)</p> <p>Working with offenders so they can understand the impact of their crime on victims (15%)</p> <p>Ensuring that offenders carry out unpaid work of value to the community in order to pay something back (13%)</p>	118
65-74	<p>Tackling the underlying causes of crime, such as drugs and alcohol (48%)</p> <p>Working with offenders so they can understand the impact of their crime on victims (17%)</p> <p>Providing stability for offenders by addressing issues such as homelessness (12%)</p>	114
75 and over	<p>Tackling the underlying causes of crime, such as drugs and alcohol (52%)</p> <p>Working with offenders so they can understand the impact of their crime on victims (19%)</p> <p>Providing stability for offenders by addressing issues such as homelessness (13%)</p>	48

5.35 In Table 5.17 on the following page, respondents' top priority is compared to previous surveys. There has been a notable increase in the proportion who cite tackling the underlying causes of crime as their top priority (up 18% from 2018), with a smaller increase observed for providing stability for offenders by addressing issues such as homelessness (up 6%).

Declines are noted with regard to working with offenders so they can understand the impact of their crime on victims (down 8%) and finding offenders meaningful training or employment opportunities (down 6%).

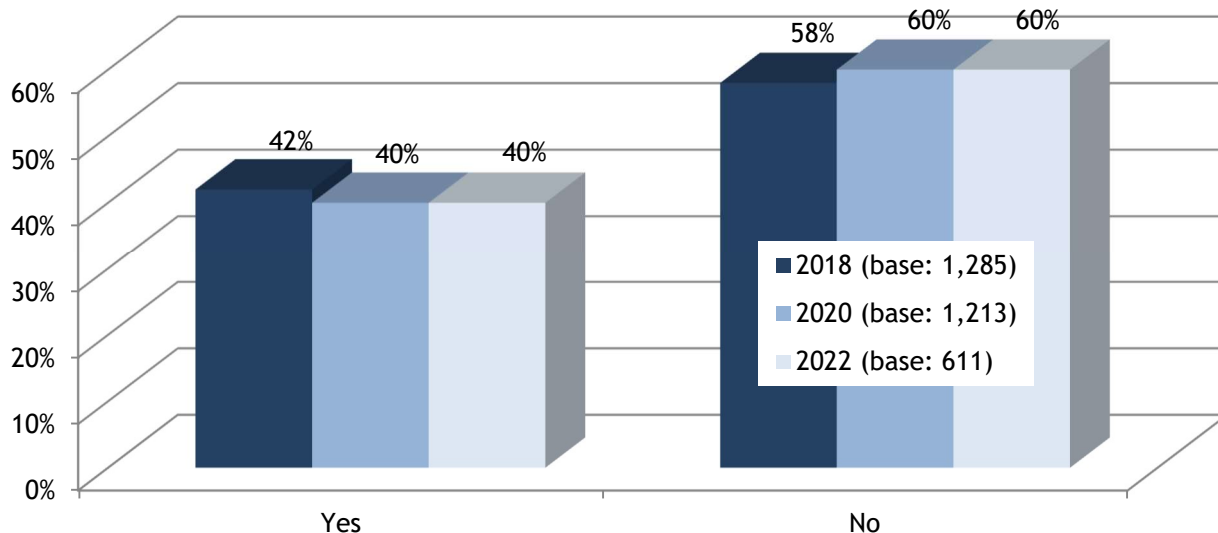
Table 5.17: Priorities for Working with Offenders in the Community - Top Priority

Priority	2018	2020	2022	% change 2018-22
Tackling the underlying causes of crime, such as drugs and alcohol	36%	33%	54%	+18%
Working with offenders so they can understand the impact of their crime on victims	23%	10%	15%	-8%
Ensuring that offenders carry out unpaid work of value to the community in order to pay something back	14%	11%	12%	-2%
Finding offenders meaningful training or employment opportunities	16%	9%	10%	-6%
Providing stability for offenders by addressing issues such as homelessness	3%	7%	9%	+6%
Bases:	1,067	1,262	476	

5.36 Overall, 40% of respondents are aware of unpaid work carried out in North Ayrshire by individuals who are sentenced to community service, unchanged since 2020. This is detailed in Figure 5.10 on the following page.

Awareness is highest amongst those in the 15% most disadvantaged areas (48% compared to 36% in the rest of North Ayrshire) and those aged under 35 (48%), with awareness lowest amongst those aged 75 and over (33%).

Figure 5.10: Awareness of Unpaid Work Carried Out by Those Sentenced to Community Service



5.37 The proportion who area aware of unpaid work being carried out by those sentenced to community service is broken down by area in Table 5.18 below.

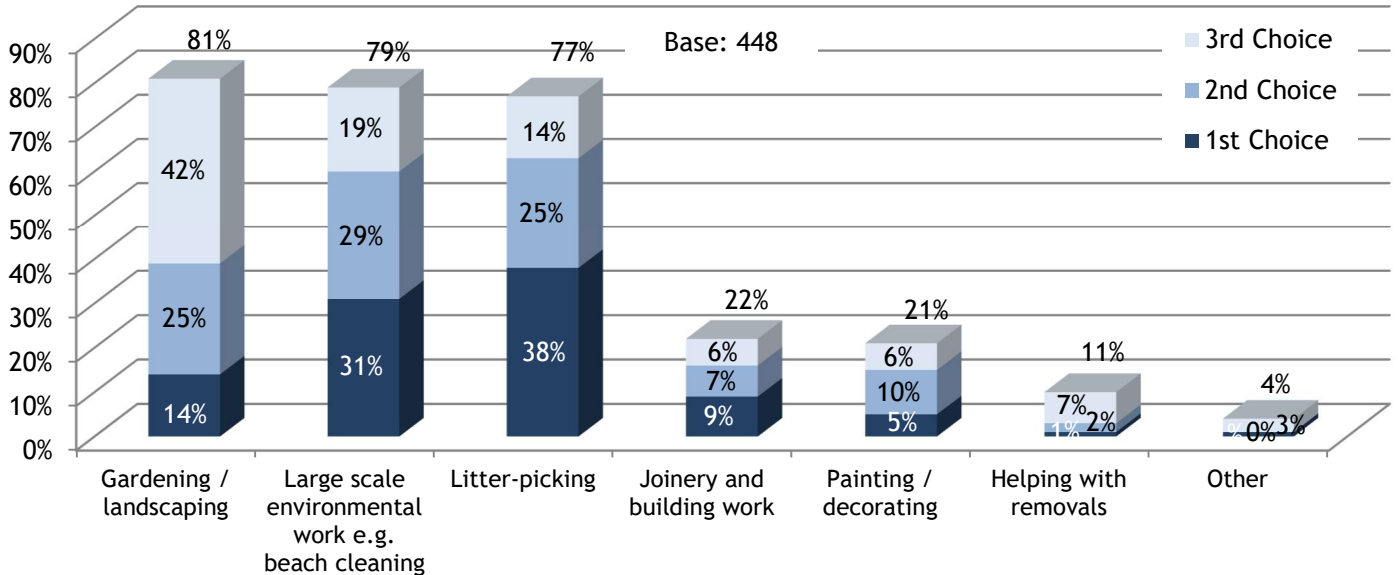
Table 5.18: Awareness of Unpaid Work Carried Out by Those Sentenced to Community Service

Statement	All Respondents			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2018	2020	2022	2018	2020	2022	2018	2020	2022
Yes	42%	40%	40%	44%	44%	48%	41%	38%	36%
No	58%	60%	60%	56%	56%	52%	59%	62%	64%
Bases:	1,285	1,213	611	509	429	178	776	784	428

As can be observed, an increasing proportion of respondents in the 15% most disadvantaged areas are aware of such work being carried out (48% in this survey, up from 44% in 2018), with a decreasing proportion in the rest of North Ayrshire (36%, down from 41%).

5.38 Respondents were asked to rank their top three priorities for the types of unpaid work carried out by offenders, as shown in Figure 5.11 on the following page.

Figure 5.11: Priorities for Unpaid Work Carried Out by Offenders



The types of unpaid work that were chosen most commonly by respondents were gardening / landscaping (81%), large scale environmental work (79%) and litter-picking (77%). It should be noted that, whilst the third choice overall with regard to the top three priorities of respondents, the most common first choice was that of litter-picking (38% choosing it as their top priority).

5.39 Table 5.19 outlines the top three priorities for specific categories of respondent.

Table 5.19: Priorities for Unpaid Work Carried Out by Offenders - Breakdown

Area	Top Three Priorities (respondent's top priority)	Base
15% most disadvantaged areas	Large scale environmental work (37%)	126
	Litter-picking (36%)	
	Gardening / landscaping (12%)	
Rest of North Ayrshire	Litter-picking (39%)	318
	Large scale environmental work (28%)	
	Gardening / landscaping (15%)	

Gender	Top Three Priorities (respondent's top priority)	Base
Female	Litter-picking (34%) Large scale environmental work (32%) Gardening / landscaping (13%)	223
Male	Litter-picking (42%) Large scale environmental work (30%) Gardening / landscaping (14%)	221
Age		
Under 35	Large scale environmental work (39%) Litter-picking (36%) Joinery and building work (14%)	28
35-44	Large scale environmental work (36%) Litter-picking (36%) Gardening / landscaping (14%)	50
45-54	Litter-picking (40%) Large scale environmental work (33%) Gardening / landscaping (13%)	98
55-64	Litter-picking (44%) Large scale environmental work (25%) Gardening / landscaping (13%)	115
65-74	Litter-picking (33%) Large scale environmental work (30%) Gardening / landscaping (14%)	108
75 and over	Large scale environmental work (36%) Litter-picking (33%) Gardening / landscaping (22%)	45

5.40 Respondent's top priority for unpaid work is shown in Table 5.20, with a comparison to results from previous surveys. There has been a notable increase in the proportion of respondents choosing litter-picking as their top priority (38%, up from 22% in 2018), with an increase also seen for large scale environmental work (31%, up from 25%). There has been a decline in the proportion citing gardening / landscaping as their top priority (14%, down from 23%).

Table 5.20: Priorities for Unpaid Work Carried Out by Offenders - Top Priority

Priority	2018	2020	2022	% change 2018-22
Litter-picking	22%	23%	38%	+16%
Large scale environmental work e.g. beach cleaning	25%	21%	31%	+6%
Gardening / landscaping	23%	10%	14%	-9%
Joinery and building work	11%	5%	9%	-2%
Painting / decorating	3%	3%	5%	+2%
Helping with removals	0%	3%	1%	+1%
Bases:	1,116	?	448	

5.41 Overall, 15% of respondents are aware of what Community Justice is⁹, although this figure falls somewhat in older age groups (12% of 55-64 year olds, 12% of 65-74 year olds and 9% of those aged 75 and over). A similar question was asked in 2020 but direct comparison with these results has not been possible.

5.42 Respondents who said they know what community justice is were asked to detail what they know about the subject. A representative sample of responses received were as follows:

"Where people who have broken the law are held to account and supported to reconnect and contribute to the community."

"Various agencies working together with the objective to re-offending."

"People who have committed an offence must contribute to their community."

"It's about offenders carrying out some community work as part of their sentence and to get them back on the straight and narrow."

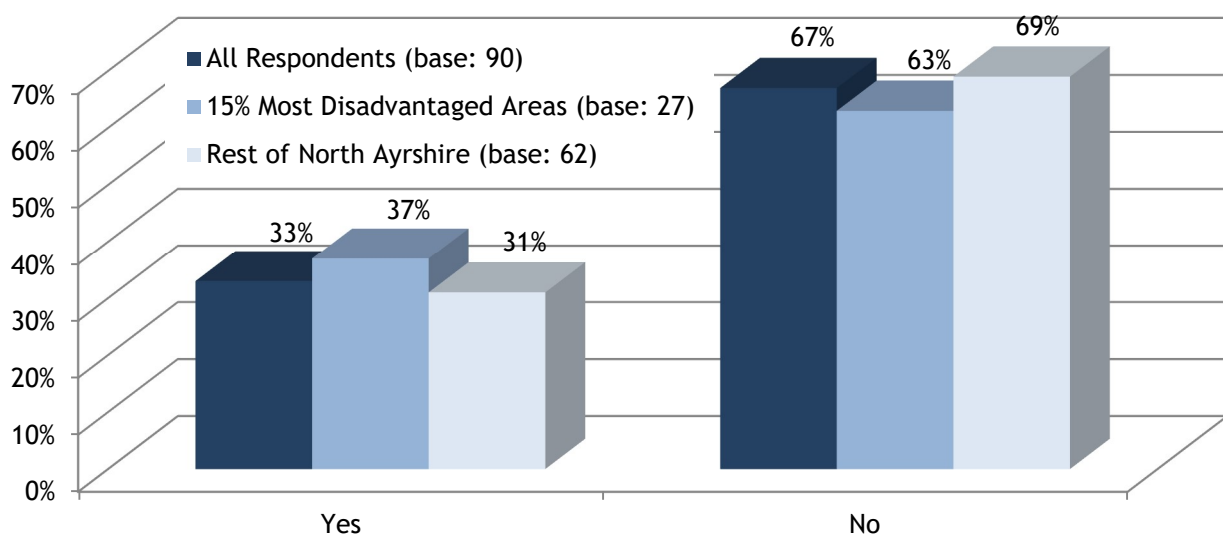
"Where the person meets with victims to hear how their actions had affected them. And then decide what compensation looks like."

⁹ For more information on this subject, please visit <https://www.communityjusticeayrshire.org.uk>

A full listing of responses can be found in Appendix 3.

5.43 Of those respondents who were aware of what Community Justice is, 33% were aware of Community Justice services and / or projects within their community. Those in the 15% most disadvantaged areas were more likely to be aware of such services / projects than those living in the rest of North Ayrshire (37% compared to 31%).

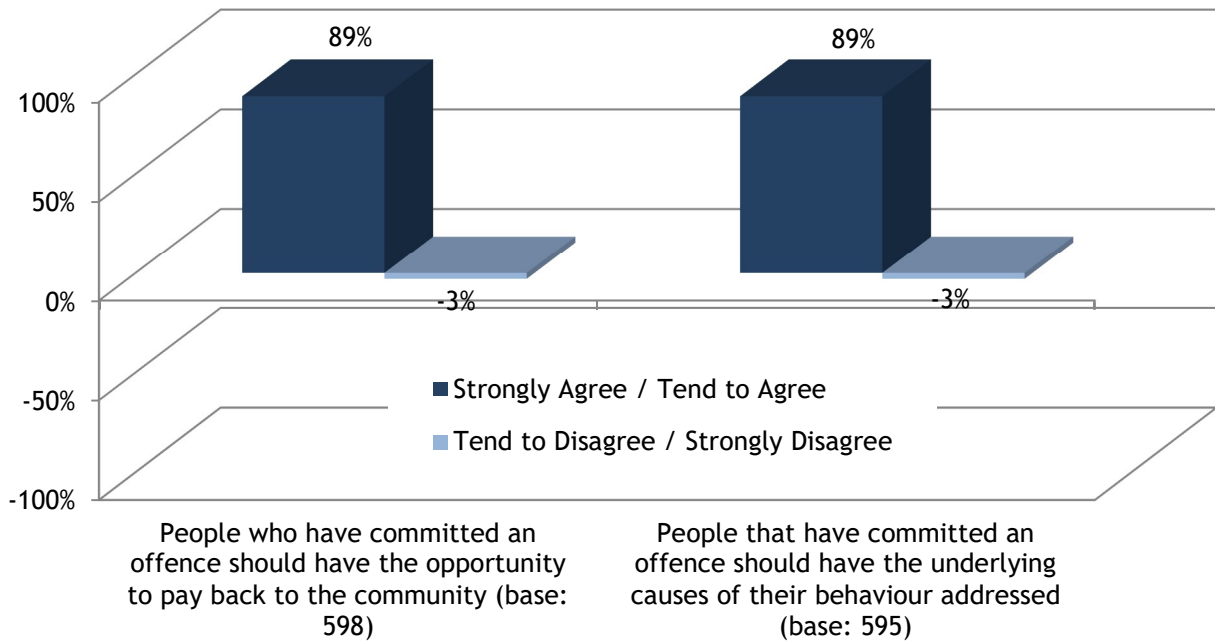
Figure 5.12: Awareness of Community Justice Services / Programmes in the Community



5.44 Respondents who were aware such services and programmes in their community were asked to describe such activities that they were aware of. A limited number of responses were received (23), with no particular theme evident. A full listing of responses can be found in Appendix 3.

5.45 Respondents were provided with statements regarding offending, with the extent to which they agreed or disagreed with each statement shown in Figure 5.13 below. Please note, the balance of responses was "Neither Agree nor Disagree" responses.

Figure 5.13: Agreement with Statements on Offending



There is strong agreement with both statements, with 89% agreeing that people who have committed an offence should have the opportunity to pay back to the community, and 89% also agreeing that people that have committed an offence should have the underlying causes of their behaviour addressed.

Those in the 15% most disadvantaged areas were notably more likely to strongly agree that people who have committed an offence should have the opportunity to pay back to the community compared to the rest of North Ayrshire (62% to 52%).

Females were more likely than males to agree that people that have committed an offence should have the underlying causes of their behaviour addressed (92% compared to 84%), whilst those aged 35-44 were most likely to agree when age is considered (93%).

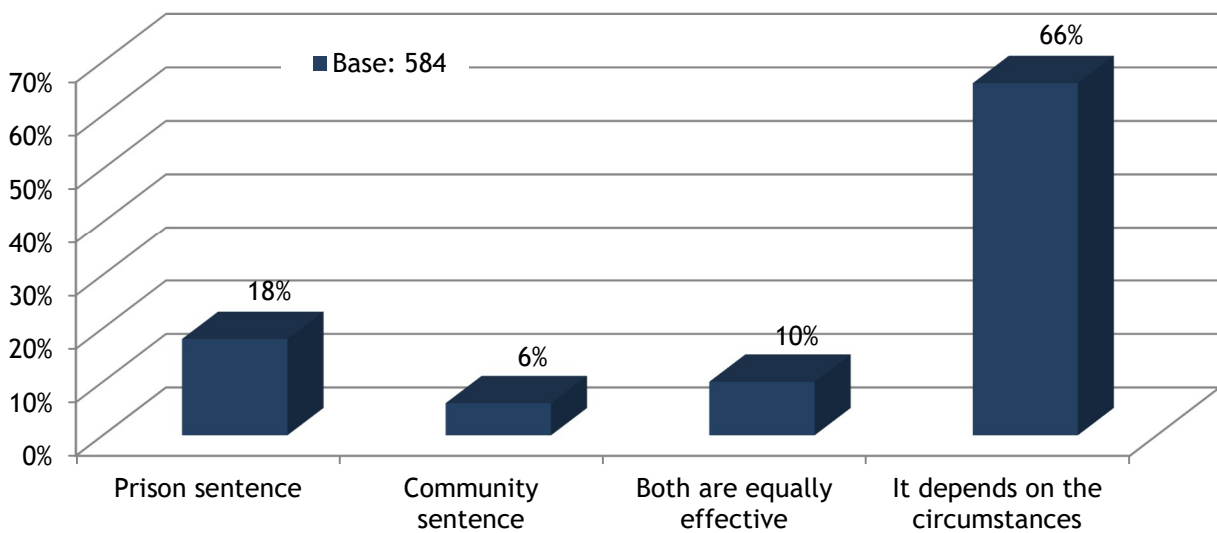
5.46 Table 5.21 below gives a full breakdown of respondents' level of agreement with the previous statements. It can be seen that the proportion of respondents who strongly agree is higher with regard to people that have committed offences having the underlying causes of their behaviour addressed (61%) compared to people who have committed an offence having the opportunity to pay that back to community (55%).

Table 5.21: Agreement with Statements on Offending

Statement	Strongly Agree	Tend to Agree	Neither Agree nor Disagree	Tend to Disagree	Strongly Disagree	Base
People who have committed an offence should have the opportunity to pay that back to the community	55%	34%	8%	2%	1%	598
People that have committed an offence should have the underlying causes of their behaviour addressed	61%	28%	8%	2%	2%	595

5.47 Finally in this section, respondents were asked whether they felt prison sentences or community sentences were more effective at preventing re-offending, as shown in Figure 5.14.

Figure 5.14: Effectiveness in Preventing Re-offending



More respondents chose a prison sentence as being most effective (18%) compared to a community sentence (6%), with 10% believing them to be equally effective. However, approximately two-thirds of respondents (66%) felt that it depended on the circumstances as to which sentence would be most effective at preventing re-offending.

Those living in the 15% most disadvantaged areas were less likely to choose "it depends on the circumstances" when compared to the rest of North Ayrshire (60% to 69%), whilst males were more likely than females to feel that a prison sentence would be most effective at preventing re-offending (23% compared to 12%).

5.48 Respondents were asked to provide reasons as to why they thought their choice would be most effective at preventing re-offending.

The most common themes have been grouped together below, along with some illustrative comments received from respondents. A full listing of responses can be found in Appendix 3.

Theme	Illustrative Comments
Scepticism over the effectiveness of prison	<p><i>"Prison teaches people to be better criminals. Lack of training available in prisons."</i></p> <p><i>"A lot of people in prison that shouldn't be there for minor crimes."</i></p> <p><i>"Prisons overcrowded with people who could be helped outside."</i></p>
Prisons are effective	<p><i>"Society is far too lenient - stiffer penalties are required ASAP."</i></p> <p><i>"Prison is for protecting community."</i></p> <p><i>"Too many soft people now. Crime should be punished with maximum force. Long sentences, big fines, make prison difficult by making prisoners life difficult."</i></p>
The need to consider cases individually	<p><i>"Tailored sentences for tailored crimes."</i></p> <p><i>"It depends on the crime committed and also the prisoners/offenders' personal circumstances what would be most appropriate."</i></p> <p><i>"Individual circumstances of motivations vary, there is no one answer."</i></p>
The need to address the causes of offending	<p><i>"Need to address the underlying reasons and deal with them."</i></p> <p><i>"I think offender should understand the consequences of their crime but also need help to find other ways to live, drug rehab, alcohol assistance."</i></p> <p><i>"The usual conundrum applies. If circumstances and support do not change. Re-offending is the most likely cause of events going forward."</i></p>

KEY POINTS

There has been a reduction in the overall “score” Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) from 51.34 to 50.03 between 2020 and 2022. The reduction was most apparent amongst those living in the 15% most disadvantaged areas (from 50.92 to 48.27).

Participation in a range of “green health activities” was relatively modest. 39% of respondents said they engaged in “walking / step challenges” on at least a monthly basis but, otherwise, no more than 13% of respondents said they took part in things such as organised outdoor walks, use of green gyms, outdoor volunteering, outdoor exercise classes and outdoor learning sessions.

64% of respondents say they sometimes choose to walk or cycle to a destination rather than using some other form of transport; this figure is somewhat lower amongst those living in the 15% most disadvantaged areas (58%) and amongst those aged 75+ (47%). The barriers identified to more active travel included physical health issues, distance and timing issues, safety concerns, and weather.

34% of respondents indicated that they had spent money on gambling in the previous 12 months. This figure was higher amongst those living in the 15% most disadvantaged areas, amongst males (38%) and, especially, amongst those aged under 35 (52%).

There has been a modest reduction between 2020 and 2022 in the proportion of people who say that they feel safe when outside in their neighbourhood after dark, from 80% to 73%. This decline was slightly more apparent amongst people living in the 15% most disadvantaged areas (from 77% to 65%).

The most common “big issues” in neighbourhoods continue to be dog fouling (43% classifying this as a “fairly” or “very” big issue), rubbish or litter (40%) and people using or dealing drugs (23%). Across all of the neighbourhood issues, the proportion rating these as a big issue in their community was higher amongst those respondents from the 15% most disadvantaged areas, sometimes quite significantly so.

Only 3% of respondents indicated that they had concerns about fire safety in their home (this figure has declined from 5% in 2018 and 4% in 2020). 96% of respondents said they were aware of the new law in Scotland regarding the requirement for interlinked fire alarms.

87% of respondents said they were aware of how to minimise the risk of falls in their home.

KEY POINTS (CONTINUED)

12% of respondents indicated that they had ever worried that a child may be being abused or neglected (this figure increased from 8% in 2020 but was more in line with the 13% recorded in 2018). There was also an increase in the proportion of people who had ever been worried that a vulnerable adult was being harmed (from 6% to 9%).

The sentences that were most likely to make offenders less likely to commit a crime in the future were prison (58% considering that this was very likely to act as a deterrent), drug treatment and testing orders (51%) and electronic tagging (50%). Respondents continue to believe that the most important priority for working with offenders in the community is tackling the underlying causes of crime, such as drugs or alcohol (54% choosing this as their top priority from a prompted list). This prevalence of those choosing this as their top priority changed significantly between 2020 and 2022 (the 2020 figure was 33% of respondents choosing this as their top priority).

40% of respondents overall were aware of unpaid work carried out under Community Service (48% amongst those living in the 15% most disadvantaged areas). The most common priorities for this sort of work are gardening / landscaping, large scale environmental work, and litter-picking.

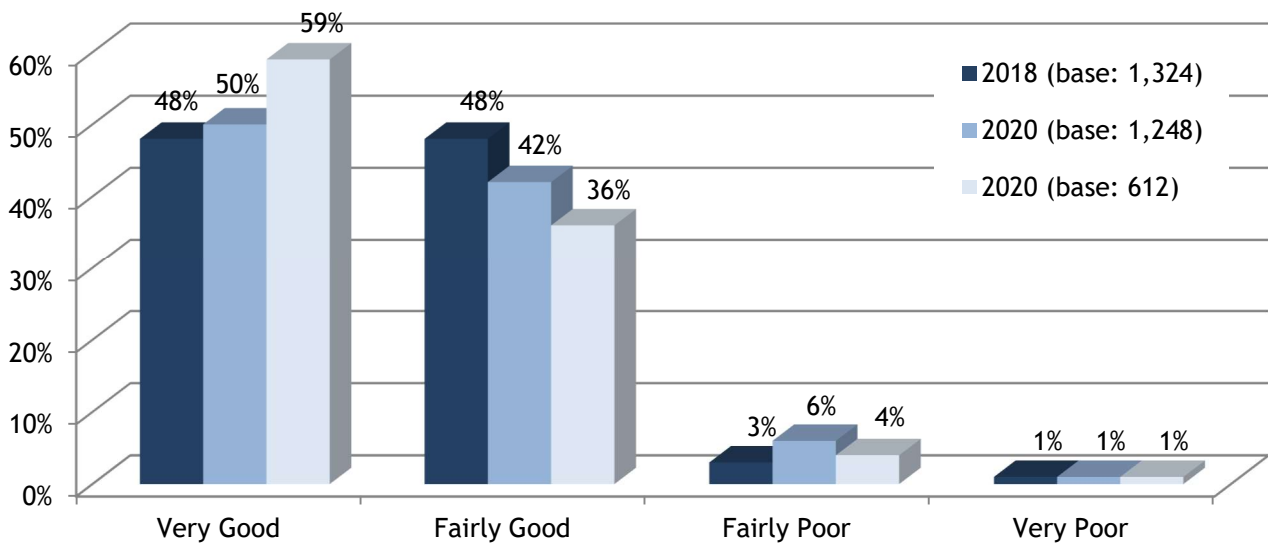
Only 15% of respondents indicated that they were aware of what “Community Justice” was.

Overall, very high proportion of respondents (89% in each case) agree that people who have committed an offence should have the opportunity to pay back to the community, and that they should have the underlying causes of their behaviour addressed. Respondents were generally ambivalent about the relative effectiveness of prison and community sentences in preventing re-offending, with 66% indicating that this “depends on the circumstances”.

6.0 COMMUNITY

6.1 In comparison to previous years, there has been an encouraging rise in the proportion of respondents who rate their neighbourhood as a very good place to live (59%, up from 50% in 2020).

Figure 6.1: How Would You Rate Your Neighbourhood as a Place to Live?



6.2 However, when the area in which respondents live is considered, there has actually been a drop in the proportion of those in 15% most disadvantaged areas describing their neighbourhood as very good (38%, down from 41%) with a much larger increase observed in the rest of North Ayrshire (67%, up from 55%).

Those living in the rest of North Ayrshire were more likely to rate their area as very good (67%) compared to those living in the 15% most disadvantaged areas (38%).

Although when considering whether respondents still rate their neighbourhood as good to an extent, there has been an increase in the 15% most disadvantaged areas from 88% to 91% since 2020.

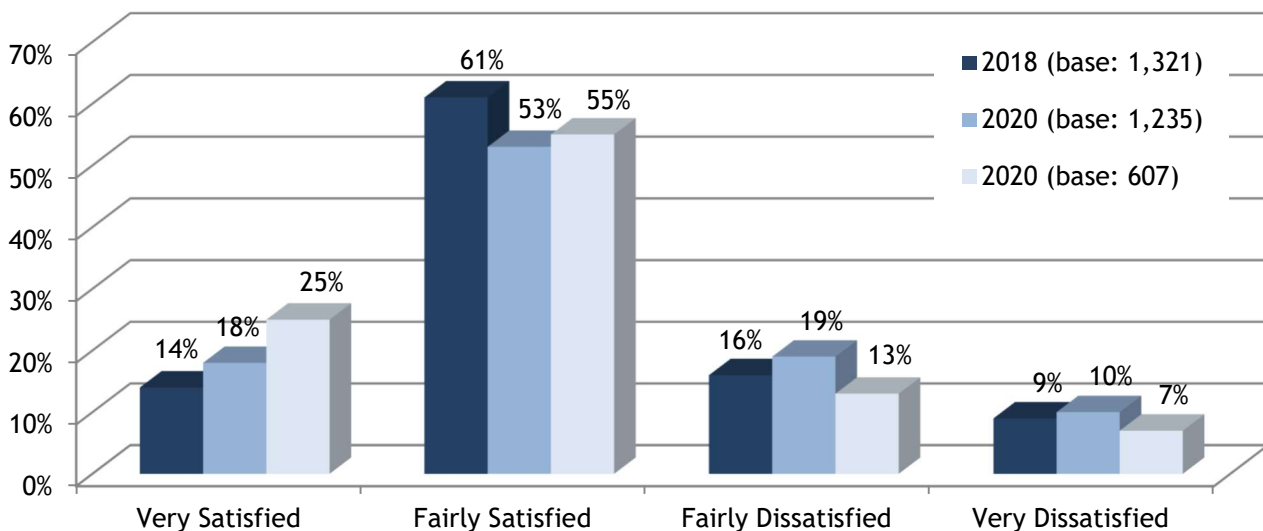
Table 6.1: How Would You Rate Your Neighbourhood as a Place to Live?

Statement	All Respondents			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2018	2020	2022	2018	2020	2022	2018	2020	2022
Very Good	48%	50%	59%	42%	41%	38%	52%	55%	67%
Fairly Good	48%	42%	36%	52%	47%	53%	46%	40%	29%
Fairly Poor	3%	6%	4%	5%	10%	7%	2%	5%	4%
Very Poor	3%	1%	1%	1%	2%	2%	0%	1%	0%
Bases:	1,324	1,248	612	526	436	182	798	812	425

6.3 Respondents who gave a "fairly poor" or "very poor" rating were asked the reasons why this was the case. From the limited number of responses (29), a wide variety of issues were provided by respondents, with no specific themes evident. A full listing of responses can be found in Appendix 3.

6.4 Figure 6.2 below outlines respondents' satisfaction with open space maintenance in their locality, for example, large park areas and cemeteries.

Figure 6.2: Satisfaction with Open Space Maintenance



Overall, there has been an increase in the proportion of respondents who gave a very satisfied or fairly dissatisfied rating for open space maintenance (80%, up from 71% in 2020), particularly those who are very satisfied (25%, up from 18%).

Those living in the 15% most disadvantaged areas were somewhat less likely to be satisfied to an extent than those living in the rest of North Ayrshire (75% compared to 82%).

- 6.5 With regard to the area in which respondents live, there have been increases in the proportion giving a satisfied rating in both the 15% most disadvantaged areas (75%, up from 70%) and the rest of North Ayrshire (82%, up from 71%).

Table 6.2: Satisfaction with Open Space Maintenance

Statement	All Respondents			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2018	2020	2022	2018	2020	2022	2018	2020	2022
Very Satisfied	14%	18%	25%	15%	18%	20%	14%	17%	27%
Fairly Satisfied	61%	53%	55%	58%	52%	55%	63%	54%	55%
Fairly Dissatisfied	16%	19%	13%	17%	20%	16%	14%	19%	12%
Very Dissatisfied	9%	10%	7%	10%	11%	9%	9%	9%	6%
Bases:	1,321	1,235	607	524	434	179	797	801	424

- 6.6 Those respondents who were dissatisfied to an extent with open space maintenance in their locality were asked to give brief reasons as to why this was the case.

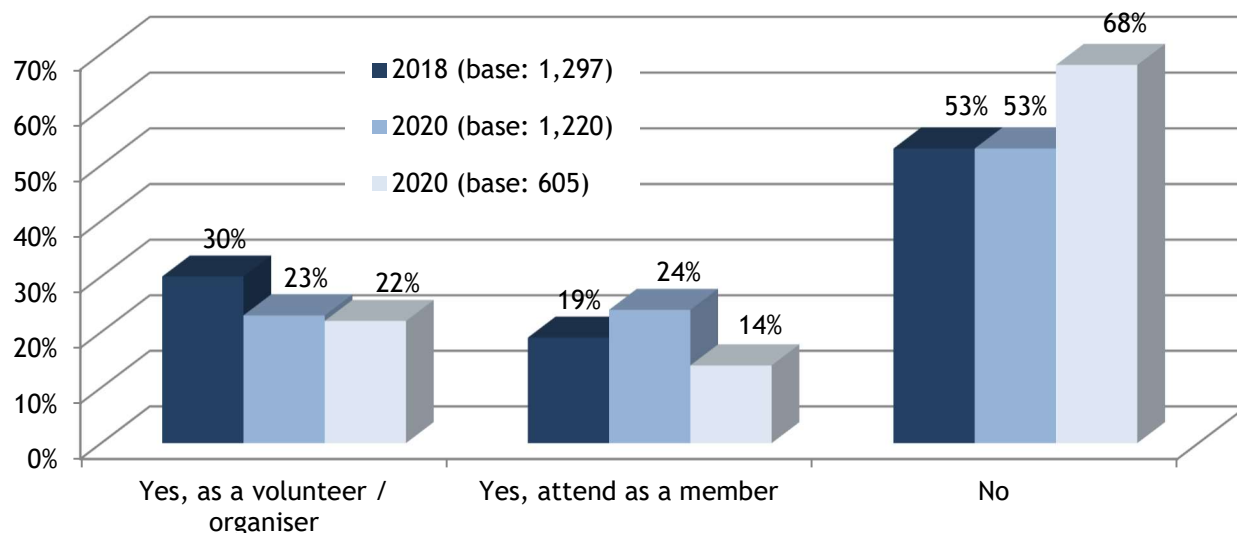
The most common themes have been grouped together on the following page, along with some illustrative comments received from respondents. A full listing of responses can be found in Appendix 3.

Theme	Illustrative Comments
Frequency of maintenance	<p><i>"Council workers are so overstretched now you can really see such a difference, it's really sad and brings the town down. Not a good advert."</i></p> <p><i>"Council does not cut grass often or maintain the area well. Knodgehill cemetery used to be kept tidy but it's neglected now."</i></p> <p><i>"Not maintained regularly, cutbacks with no forward planning to present nice street scene."</i></p>
Dog fouling	<p><i>"Not looked after, dog mess everywhere, not enough dog bins."</i></p> <p><i>"Dog excrement on increase."</i></p> <p><i>"Dog fouling not punished."</i></p>
Litter	<p><i>"Often do not empty bins, fly tipping constantly, mess, rusted broken fences and gates."</i></p> <p><i>"Litter not being removed."</i></p> <p><i>"Patch of ground adjacent to my house, neglected and becomes a place for litter."</i></p>
Pavements and roads	<p><i>"Weeds growing in every street."</i></p> <p><i>"Paths around Tarryholme ponds in Irvine require upgrading."</i></p> <p><i>"Really poor roads."</i></p>

6.7 Respondents were then asked if they spend any time as a volunteer or organiser or attend any clubs or local community group organisations (such as bowling clubs, Scouts, Guides, play groups, school parent helper, tenants' associations, community councils etc.), with the results of this shown in Figure 6.2 on the following page.

Please note that multiple responses to this question were permitted.

Figure 6.3: Spending Time as a Volunteer or Organiser or Attending Clubs, Local Community Groups or Organisations



There has been a notable decline in the proportion of respondents who attend these clubs and local community group organisations as a member (14%, down from 24%), with a consequent rise in those that do not attend as a member or organiser / volunteer (68%, up from 53%).

6.8 The decline in participation in these clubs, groups or organisations is more pronounced amongst respondents in the 15% most disadvantaged areas (73% do not attend as members or volunteers / organisers, up from 54% in 2020) than in the rest of North Ayrshire (66%, up from 53%).

Table 6.3: Spending Time as a Volunteer or Organiser or Attending Clubs, Local Community Groups or Organisations

Statement	All Respondents			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2018	2020	2022	2018	2020	2022	2018	2020	2022
Yes, as a volunteer / organiser	30%	23%	22%	28%	21%	17%	32%	24%	24%
Yes, attend as a member	19%	24%	14%	16%	26%	13%	21%	24%	14%
No	53%	53%	68%	57%	54%	73%	50%	53%	66%
Bases:	1,297	1,220	605	517	433	179	780	787	422

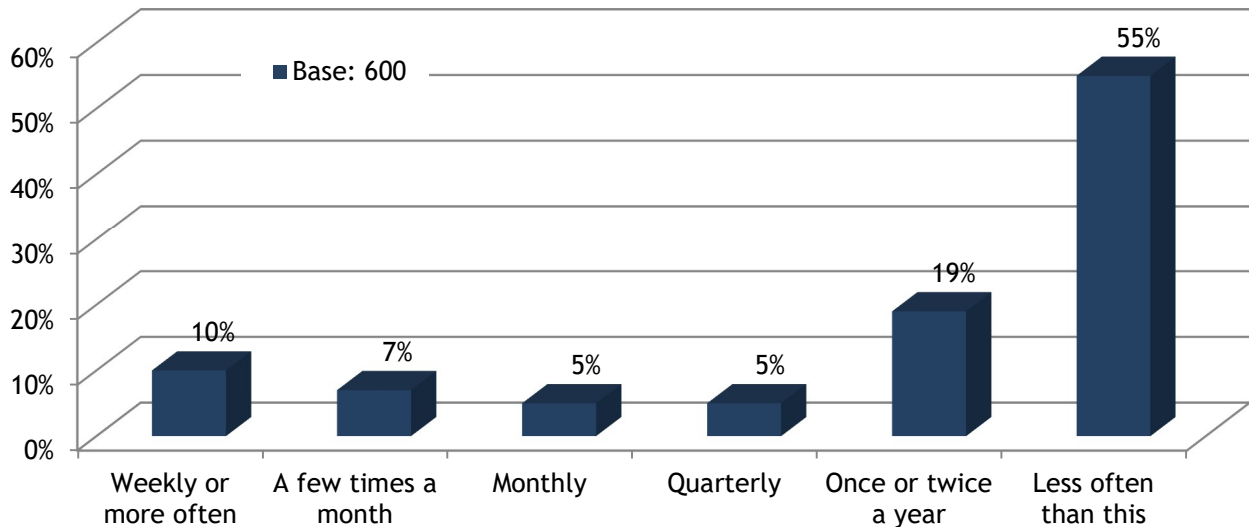
6.9 Whilst participation in a number of community-based activities shown in Table 6.4 has remained relatively stable (albeit at low levels), awareness of these activities has dropped slightly since 2018, most notably with regard to awareness of participating in community organisations like community associations or community councils (41%, down from 51% in 2018) and awareness of taking part in local decision making through locality partnerships (32%, down from 40%).

Table 6.4: Awareness and Participation

Sentence	Involved In			Aware Of		
	2018	2020	2022	2018	2020	2022
Transfer of Council assets, like community centres, into community ownership	2%	2%	1%	48%	45%	43%
Participate in community organisations like community associations or community councils	8%	8%	6%	51%	46%	41%
Secure funding through participatory budgeting where local people allocate money by popular vote	4%	4%	3%	40%	36%	34%
Take part in local decision making through locality partnerships	3%	4%	2%	40%	36%	32%
Tenancy participation activities, for example taking part in the shaping of Housing Services and neighbourhoods	-	-	2%	-	-	29%
Bases:	1,342	1,262	622	1,342	1,262	622

6.10 When asked approximately how often they used Council facilities such as community centres and halls, 22% of respondents said that they did so at least once a month (10% of whom did so weekly or more often). However, 55% of respondents used these facilities less often than once or twice a year. This is detailed in Figure 6.4 on the following page.

Figure 6.4: Frequency of Using Council Facilities



There were few notable differences with regard to where respondents lived, although those who live in the 15% most disadvantaged areas were somewhat more likely to use these types of facilities less often than once or twice a year compared to residents in the rest of North Ayrshire (58% compared to 54%).

Those aged under 35 were least likely to have used these types of facilities at least once a month (15%), with usage highest amongst those aged 75 and over (30%).

6.11 Respondents were asked to provide suggestions as to how the Council could improve access to its facilities.

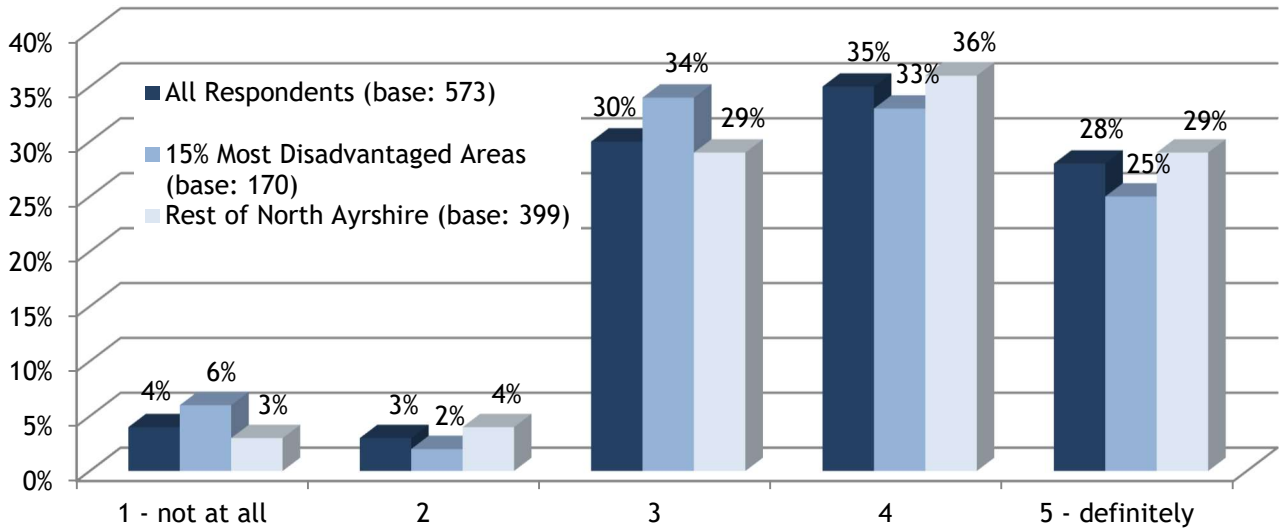
The most common themes have been grouped together on the following page, along with some illustrative comments received from respondents. A full listing of responses can be found in Appendix 3.

Theme	Illustrative Comments
Charging	<p><i>"Lesser hire charges."</i></p> <p><i>"Ideally, reduce costs - e.g. of room/hall hire."</i></p> <p><i>"Lower hall rental prices."</i></p>
Keeping facilities open	<p><i>"The council is trying to close local village hall."</i></p> <p><i>"Ensure continuity of library and its facilities."</i></p> <p><i>"Local library almost never open. Needs addressed urgently, especially given the size of the community."</i></p>
Better promotion of facilities available	<p><i>"Greater publicity, not just online."</i></p> <p><i>"Better promotion of what is happening/ available in these buildings."</i></p> <p><i>"Enjoy the parks etc., could advertise events more often to mainstream residents who don't have access to what's on offer."</i></p>

6.12 Respondents were asked on a scale of 1 to 5 (where 1 is not at all and 5 is definitely) to rate the extent to which they consider that people from different backgrounds¹⁰ get on well together in their local area. The results of this are outlined in Figure 6.5 on the following page.

¹⁰ For example, people of different ethnicities, religious or other social groupings.

Figure 6.5: People from Different Backgrounds Get on Well Together in the Local Area

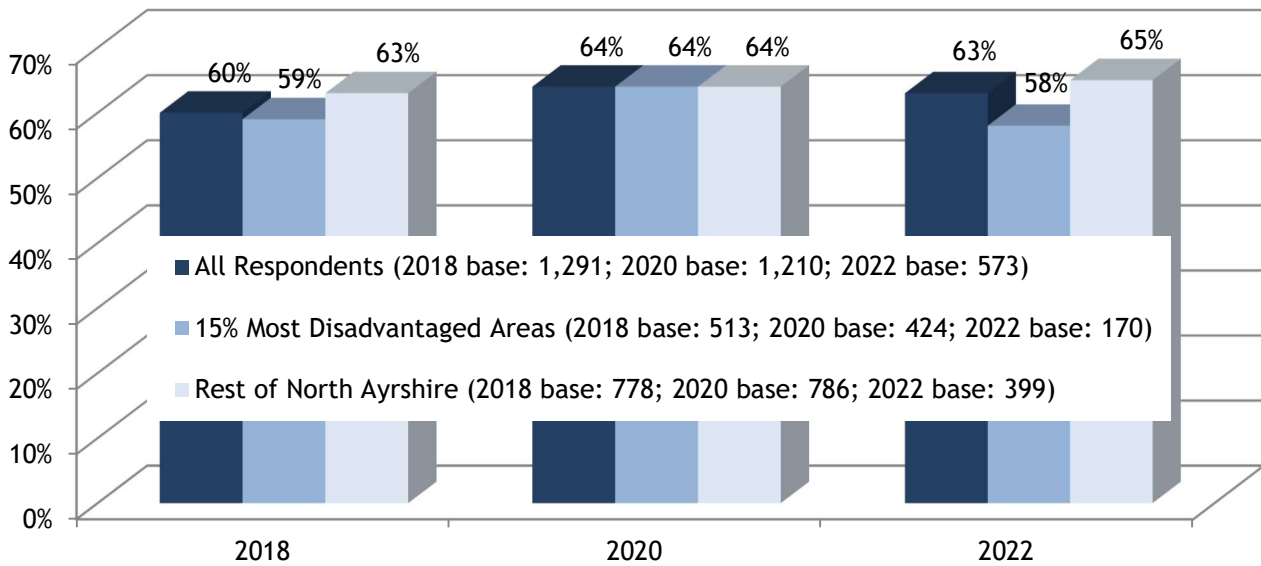


Overall, 63% of respondents gave a "4" or a "5" rating to this question, with those in the 15% most disadvantaged areas somewhat less likely to give these ratings compared to respondents in the rest of North Ayrshire (58% compared to 65%).

When respondents' age is considered, those aged 45-54 and under were least likely to have given a "4" or a "5" rating (54%) and most likely amongst those aged 35-44 (68%) and those aged 75 and over (68%).

6.13 When compared to the results in 2020 for this question, it can be seen that there has been a decline from 64% to 58% in the proportion of respondents giving a "4" or a "5" rating in the 15% most disadvantaged areas. By comparison, those in the rest of North Ayrshire have seen a very slight increase from 64% to 65%.

Figure 6.6: People from Different Backgrounds Get on Well Together in the Local Area¹¹



6.14 Those respondents who gave either a "1" or "2" response were asked to give brief reasons as to why they felt this was the case.

The most common themes have been grouped together on the following page, along with some illustrative comments received from respondents. A full listing of responses can be found in Appendix 3.

¹¹ Those respondents giving a "4" or a "5" score.

Theme	Illustrative Comments
Religious / sectarian	<p><i>"There is still evidence of religious bigotry. Graffiti-ed road signs, flags."</i></p> <p><i>"Sectarianism, flying of loyalist flags, especially from licensed premises like pubs. Should be prohibited under licensing rules. I feel this is a significant problem in North Ayrshire."</i></p> <p><i>"Sectarianism and bigotry."</i></p>
Racial	<p><i>"North Ayrshire has an issue with bigotry and I would say racism is still alive and kicking. Although people don't want to hear that kind of stuff spoken about. As the party line is it's not as bad as it used to be."</i></p> <p><i>"Grandchildren are mixed race and often have problems both at school and outdoors."</i></p>
Nationalism	<p><i>"Increased nationalism and anti-English sentiment."</i></p> <p><i>"Little racial diversity on Arran. General anti-English sentiment and anti-non-local sentiment to newcomers."</i></p>
Integration	<p><i>"I tend to think most of these people don't want me to mix and are the ones who have to change."</i></p> <p><i>"People from different backgrounds prefer to keep their own cultural beliefs and practices."</i></p>

6.15 In Table 6.5 on the following page, the extent to which respondents agree or disagree with a series of statements regarding their local area are detailed.

Respondents were most likely to agree to an extent that their local area is a place where people are kind to each other (74% agreement) and that it is a place where most people can be trusted (67%). Lower levels of agreement were evident with regard to there being places where people can meet and socialise (52%), it being a place where people can take action to help improve their neighbourhood (48%) and there being welcoming places and opportunities to meet new people (44%).

Table 6.5: Agreement with Statements on the Local Area

Statement	Strongly Agree	Tend to Agree	Neither Agree nor Disagree	Tend to Disagree	Strongly Disagree	Base
This is a place where people are kind to each other	19%	55%	21%	4%	1%	603
This is a place where most people can be trusted	19%	48%	25%	6%	2%	600
There are places where people can meet and socialise	12%	40%	26%	17%	5%	598
This is a place where people take action to help improve the neighbourhood	12%	36%	31%	17%	4%	600
There are welcoming places and opportunities to meet new people	11%	33%	39%	13%	3%	595

For each of these statements, agreement was lower amongst respondents in the 15% most disadvantaged areas than those in the rest of North Ayrshire, particularly with regard to:

- This is a place where people are kind to each other (61% in the 15% most disadvantaged areas compared to 80% in the rest of North Ayrshire)
- This is a place where most people can be trusted (50% compared to 74%)
- This is a place where people take action to help improve the neighbourhood (35% compared to 55%).

6.16 The proportion of respondents who agreed with these statements is outlined in Table 6.6 on the following page, broken down by area and compared to the results obtained in the 2020 survey.

Table 6.6: Agreement with Statements on the Neighbourhood

Statement	All Respondents		15% Most Disadvantaged Areas		Rest of North Ayrshire	
	2020	2022	2020	2022	2020	2022
This is a place where people are kind to each other	76%	74%	70%	61%	78%	80%
This is a place where most people can be trusted	76%	63%	71%	50%	79%	74%
There are places where people can meet and socialise	47%	52%	45%	46%	47%	55%
This is a place where people take action to help improve the neighbourhood	47%	48%	50%	35%	46%	55%
There are welcoming places and opportunities to meet new people	44%	44%	43%	39%	45%	47%
Bases:	1,200-1,235	595-603	-	173-177	-	417-421

Overall, there has been an improvement in agreement with the statement that there are places where people can meet and socialise (52%, up from 47% in 2020), although this is mostly attributable to an increase in agreement amongst respondents who live in the rest of North Ayrshire rather than those in the 15% most disadvantaged areas.

When considering the 15% most disadvantaged areas specifically, there have been notable declines in agreement with regard to their local area being a place where people are kind to each other (61%, down from 70%), it being a place where most people can be trusted (50%, down from 71%) and being a place where people take action to help improve the neighbourhood (35%, down from 50%).

- 6.17 When asked to say whether they agreed or not with a series of statements regarding their involvement with other people in their local area, virtually all respondents (99%) agreed that they would offer support to their neighbours in an emergency, with a large majority saying that could rely on someone in their neighbourhood for help (90%). Smaller majorities of respondents agreed that they could rely on someone in their neighbourhood to look after their home (83%) and could turn to someone in their neighbourhood for advice and support (80%).

Table 6.7: Agreement with Statements on the Neighbourhood

Statement	% Agreement					
	All Respondents		15% Most Disadvantaged Areas		Rest of North Ayrshire	
	2020	2022	2020	2022	2020	2022
I would offer support to my neighbours in an emergency	99%	99%	98%	98%	99%	99%
I could rely on someone in my neighbourhood for help	90%	90%	89%	85%	91%	92%
I could rely on someone in my neighbourhood to look after my home	85%	83%	83%	74%	87%	87%
I could turn to someone in my neighbourhood for advice or support	79%	80%	77%	74%	80%	83%
Bases:	-	590-603	-	171-177	-	414-422

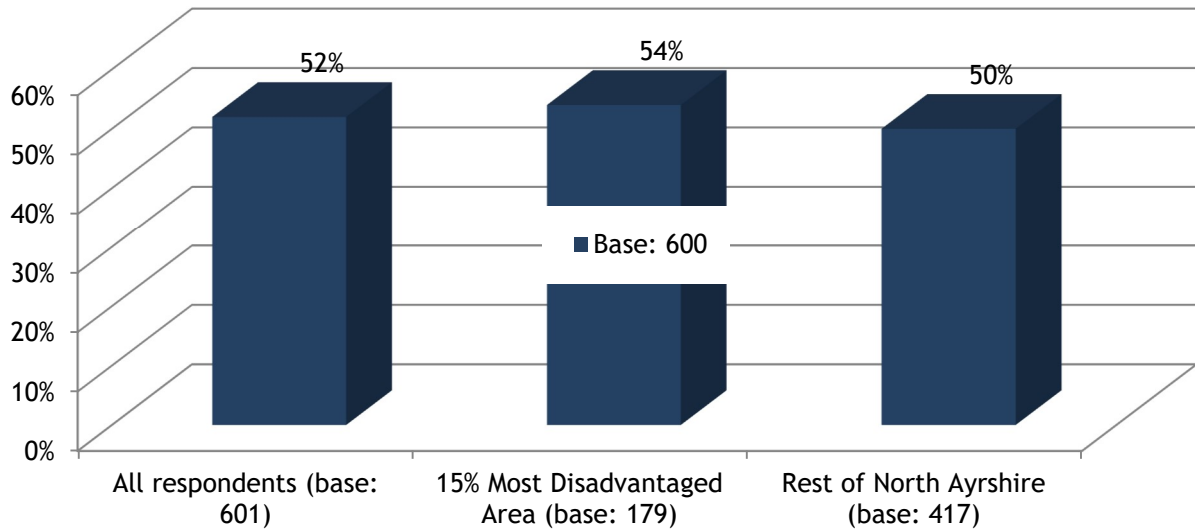
The overall figures mask some variations with regard to agreement amongst those respondents in the 15% most disadvantaged areas, particularly with regard to relying on someone in their neighbourhood for help (85% agreement, down from 89% in 2020), relying on someone in their neighbourhood to look after their home (74%, down from 83%) and turning to someone in their neighbourhood for advice or support (74%, down from 77%).

The proportion of respondents in the 15% most disadvantaged areas who agree that they could rely on someone in their neighbourhood to look after their home is notably lower than respondents in the rest of North Ayrshire (74% compared to 87%).

6.18 Overall, 52% of respondents would know how / where to report it if their neighbour was struggling¹². This rises to 54% of those in the 15% most disadvantaged areas compared to 50% in the rest of North Ayrshire. This is shown in Figure 6.7 on the following page.

¹² To find out more about where to go if you or your neighbour are struggling, go to <http://northayrshire.community/covid-19-updates-for-communities/35201/>

Figure 6.7: Knowing How / Where to Report if a Neighbour Was Struggling

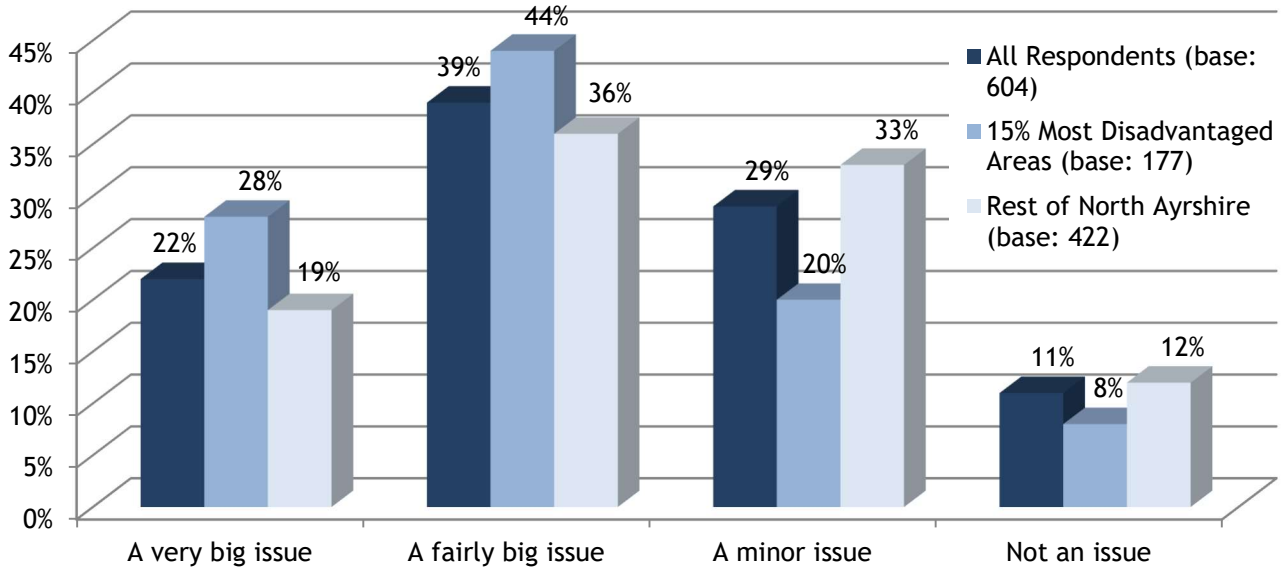


6.19 Respondents were asked the extent to which they think inequalities are in issue in their own locality. The definition of inequalities give was:

"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."

The results of this are shown in Figure 6.8 on the following page. Overall, 22% respondents felt that inequalities are either a very big issue in their locality (rising to 28% in the 15% most disadvantaged areas) or a fairly big issue (rising to 44% of respondents in the 15% most disadvantaged areas).

Figure 6.8: Extent to Which Inequalities are an Issue in the Locality



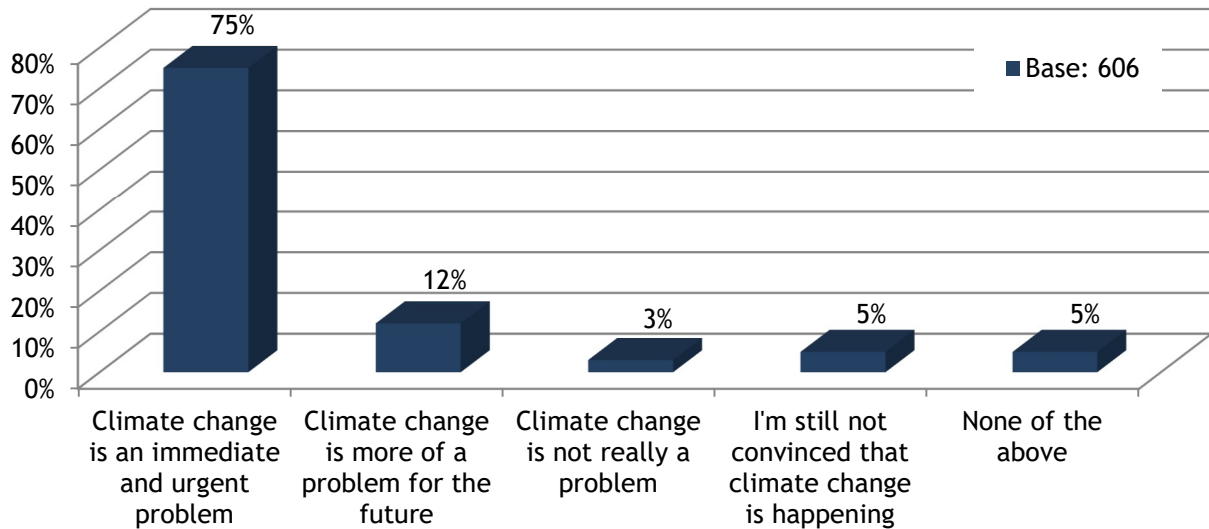
A similar question was asked in 2020 but is not directly comparable to this year's survey (i.e. the question wording was not changed but the response options were). For illustrative purposes, the previous result was:

Definitely an issue 27%
 Somewhat of an issue 47%
 Definitely not an issue 26%.

6.20 Respondents were provided with a range of statements that people have made regarding climate change, and were asked which, if any, of the statements came closest to their own view. The results of this are shown in Figure 6.9 on the following page.

The majority of respondents said that climate change is an immediate and urgent problem (75%), while 12% said that it is more of a problem for the future. Very small proportions of respondents felt that climate change is not really a problem (3%) or are still not convinced that climate change is happening (5%).

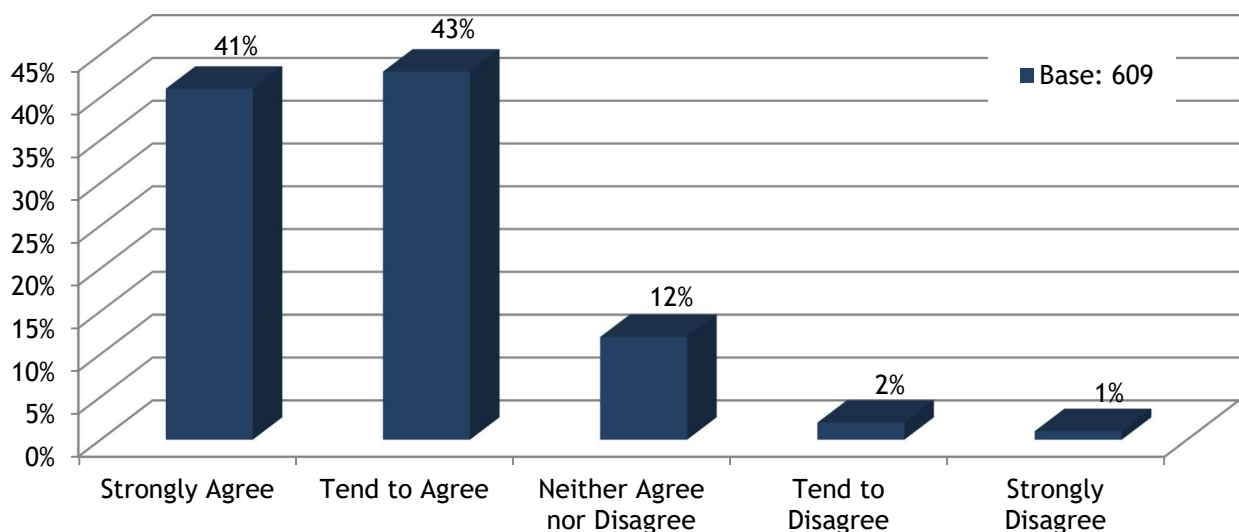
Figure 6.9: Attitudes Towards Climate Change



There were no significant differences in respondents' answers when different categories were considered.

6.21 Overall, 84% of respondents agreed to an extent that they understand what actions they can take personally to help tackle climate change (41% strongly agree, 43% tend to agree), whilst only 3% disagreed to an extent (2% tend to disagree, 1% strongly disagree).

Figure 6.10: Agreement with Understanding of Personal Actions to Help Tackle Climate Change



Agreement was lowest amongst those in the 15% most disadvantaged areas (79%) and those aged 75 and over (77%).

KEY POINTS

The proportion of respondents rating their neighbourhood as a good place to live has increased further, from 92% to 95% (the current figure amongst those living in the 15% most disadvantaged areas is very slightly lower, at 91%).

Satisfaction with open space maintenance has also improved somewhat, from 71% to 80% (again, the current figure amongst those living in the 15% most disadvantaged areas is slightly lower, at 75%).

The figure for people spending time as a volunteer / organiser for local clubs, community groups or organisations has remained static at 22%. However, fewer respondents (14% compared to 24%) say they take part as a member (potentially influenced by there being less opportunity for participation due to the pandemic). The proportion of people who do NOT take part as either a volunteer / organiser or member is highest amongst those living in the 15% most disadvantaged areas, at 73% (this has risen sharply from 54% in 2020).

22% of respondents say that they use Council facilities such as community centres and halls on at least a monthly basis. When asked how such facilities could be improved, the key issues related to charging, maintaining the availability of facilities and better promotion.

A majority of respondents have a positive view as to whether people from different backgrounds get on well in the local area (63% give a rating of 4 or 5 on a 5-point scale pertaining to this question; the 2020 figure was 64%). Amongst those that gave a negative view on this, the most common themes related to religion and sectarianism, racism. Nationalism and anti-English sentiment, and issues associated with community integration generally.

A majority of respondents continue to agree that their local area is somewhere that people are kind to each other (74%), where most people can be trusted (67%) and that there are places where people can meet and socialise (52%). A substantial minority say that people can take action to improve the neighbourhood (48%) and that there are welcoming places and opportunities to meet new people (44%) but there is a substantial “neither / nor” response to each of the latter statements. It is noted that agreement with these statements is significantly lower amongst those that live in the 15% most disadvantaged areas.

KEY POINTS (CONTINUED)

A substantial majority of respondents say that they would offer support to their neighbours in an emergency (99%), that they could rely on someone in their neighbourhood for help (90%), that they could rely on someone in their neighbourhood to look after their home (83%) and that they could turn to someone in their neighbourhood for advice and support (80%); these figures have changed only marginally since 2020.

52% of respondents say that they would know how / where to report it if they felt a neighbour was struggling.

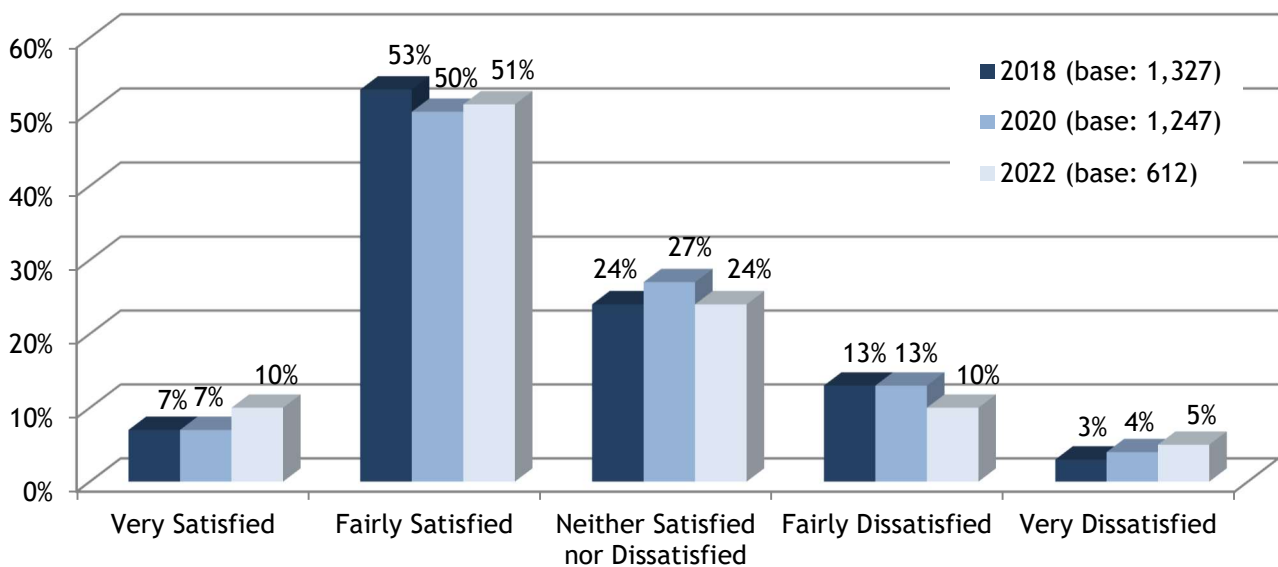
61% of respondents think that inequalities are either a “fairly” or “very” big issue in their locality (this rises to 72% amongst respondents living in the 15% most disadvantaged areas).

75% of respondents say that they consider climate change to be an immediate and urgent problem; 84% agree that they understand what actions they can take personally to help tackle climate change.

7.0 THE COUNCIL

7.1 Figure 7.1 below shows respondents' level of satisfaction or otherwise with local Council services. Overall, there has been an increase in those who are very or fairly satisfied from 57% in 2020 to 61% in 2022, with a 3% increase in the proportion who are very satisfied.

Figure 7.1: Satisfaction with Council Services



There were no significant differences in overall satisfaction with regard to location and gender. When respondents' age was considered, those aged under 35 were least likely to give a satisfied response (44%), with the highest levels of satisfaction amongst those aged 55-64 (66%).

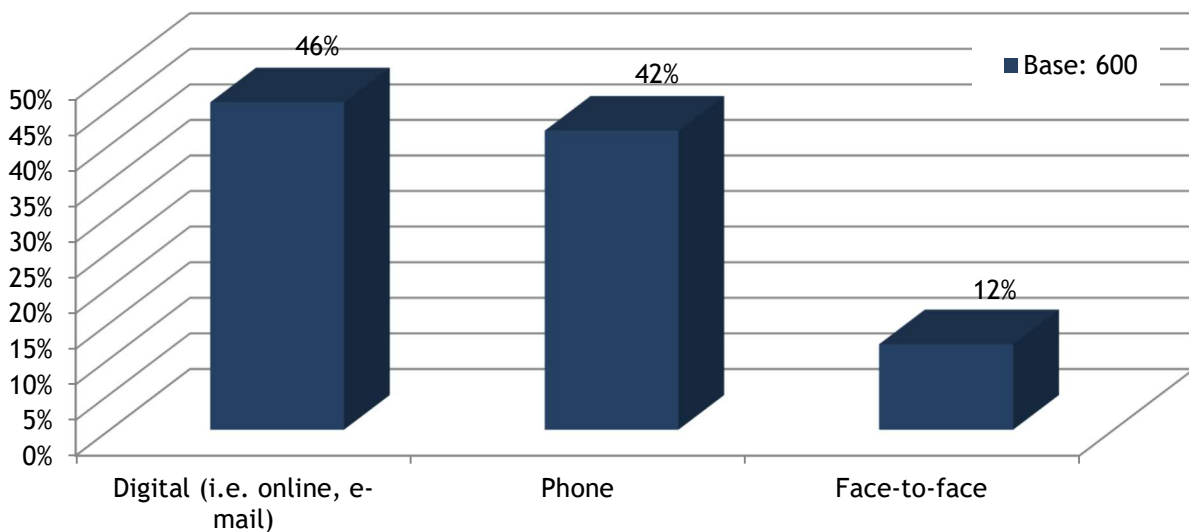
7.2 When respondents' area is considered, there has been an increase in satisfaction in both the 15% most disadvantaged areas (59%, up from 55%) and the rest of North Ayrshire (62%, up from 57%). Respondents in the 15% most disadvantaged areas were again more likely to be very satisfied with local Council services than those in the rest of North Ayrshire (13% compared to 9%). These results are set out in Table 7.1 on the following page.

Table 7.1: Satisfaction with Council Services

Statement	All Respondents			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2018	2020	2022	2018	2020	2022	2018	2020	2022
Very Satisfied	7%	7%	10%	9%	10%	13%	6%	5%	9%
Fairly Satisfied	53%	50%	51%	51%	45%	46%	54%	52%	53%
Neither Satisfied nor Dissatisfied	24%	27%	24%	24%	27%	24%	25%	27%	24%
Fairly Dissatisfied	13%	13%	10%	13%	13%	11%	13%	12%	10%
Very Dissatisfied	3%	4%	5%	3%	5%	7%	3%	3%	4%
Bases:	1,327	1,247	612	527	441	181	800	806	426

7.3 Respondents were asked, in general, what their preferred method of accessing the Council services they require is, and this is shown in Figure 7.2.

Figure 7.2: Preferred Method for Accessing Council Services



46% of respondents generally prefer digital access (i.e. online, e-mail) to the services they require and 42% prefer phone contact. 12% of respondents prefer face-to-face contact.

Respondents in the 15% most disadvantaged areas are more likely to prefer face-to-face contact (19%) and less likely to prefer digital contact (38%). In general terms, younger respondents (i.e. 54 and under) are more likely to prefer digital contact, whereas older respondents are more likely to prefer phone contact and face-to-face contact.

- 7.4 Overall, 70% of respondents find accessing Council Services easy. However, this figure is lower amongst males (67%, compared to 74% of females), those aged under 35 (61%), those aged 35-44 (59%) and those aged 75 and over (66%).
- 7.5 Respondents were invited to make suggestions as to how accessing Council services could be made easier.

The most common themes have been grouped together below, along with some illustrative comments received from respondents. A full listing of responses can be found in Appendix 3.

Theme	Illustrative Comments
Difficulties in using website	<p><i>"Your website is too complicated."</i></p> <p><i>"Ring - no answer. Go online - very difficult to get to appropriate section and then website is usually un-navigable."</i></p> <p><i>"Improved website, more detailed information about available services, telephone numbers, opening times etc."</i></p>
Alternatives to online contact	<p><i>"Telephone access instead of digital access."</i></p> <p><i>"Stop being told to go online and let people talk to people on the phone."</i></p> <p><i>"Council offices should always be accessible by the public."</i></p>
Difficulties with phone contact	<p><i>"Long waiting times on phone."</i></p> <p><i>"Often call, sometimes difficult to get through to who you need."</i></p> <p><i>"Very long wait on the telephone."</i></p>

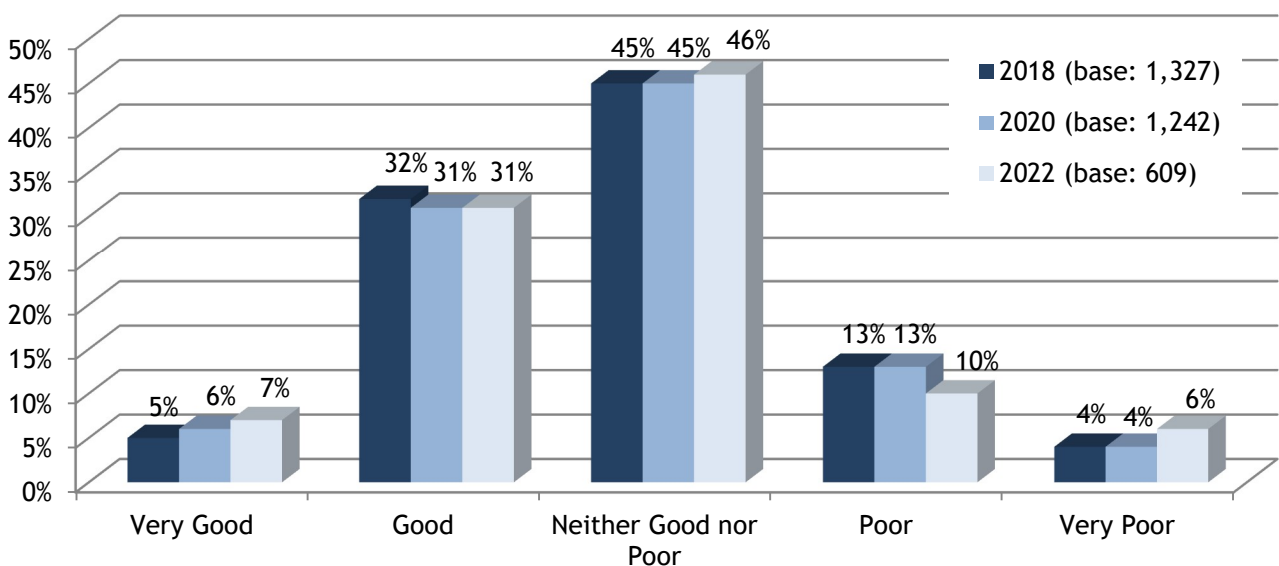
- 7.6 Respondents were then asked to give examples of what they think the Council is doing well.

The most common themes have been grouped together on the following page, along with some illustrative comments received from respondents. A full listing of responses can be found in Appendix 3.

Theme	Illustrative Comments
Refuse collection	<p>"Refuse collection."</p> <p>"The bin collection throughout pandemic has been superb. All credit to the bin collection staff."</p> <p>"Bin collection very consistent."</p>
Helping those in need	<p>"Attempts to provide support to the needy / feeding children during school holidays / support for the homeless are all laudable and to be applauded."</p> <p>"Supporting vulnerable people."</p> <p>"Addressing inequality within its own tight budget."</p>
General appearance of the area	<p>"Keeping the town clean and tidy. Then the public throw just about everything out the car window and its starts again and needs tidied up."</p> <p>"The flowerbeds and general cleanliness are excellent."</p> <p>"Maintaining green spaces."</p>

7.7 Figure 7.3 below details respondents' rating of North Ayrshire Council for keeping them informed about its performance and compares this result to previous surveys.

Figure 7.3: Rating of North Ayrshire Council Keeping You Informed About its Performance



Overall, there has been very little change observable with respondents' ratings, with 38% rating it as good or very good, 16% as poor or very poor, with the balance of responses being neither good nor poor.

- 7.8 When respondents' area is considered, there has been rise in the proportion of respondents in the 15% most disadvantaged areas who rate the Council's ability to keep them informed about its performance as very good (11%, up from 7% in 2020).

Table 7.2: Rating of North Ayrshire Council Keeping You Informed About its Performance

Statement	All Respondents			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2018	2020	2022	2018	2020	2022	2018	2020	2022
Very Good	5%	6%	7%	7%	7%	11%	4%	5%	5%
Good	32%	31%	31%	31%	32%	30%	32%	30%	32%
Neither Good nor Poor	45%	45%	46%	43%	37%	42%	47%	44%	48%
Poor	13%	13%	10%	14%	15%	10%	13%	15%	10%
Very Poor	4%	4%	6%	5%	8%	7%	4%	6%	5%
Bases:	1,327	1,242	609	527	441	182	800	801	422

- 7.9 58% of respondents were aware that the Council publishes an annual report, an increase from 51% in 2020 but still down from 63% in 2018.

Table 7.3: Awareness the Council Publishes an Annual Report

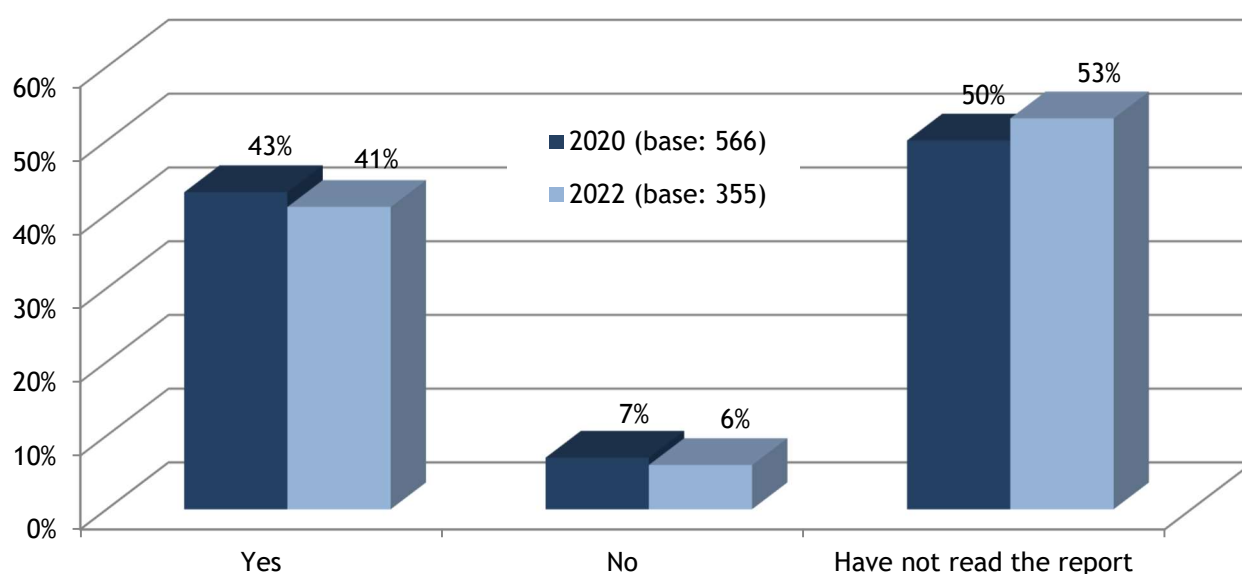
Statement	All Respondents			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2018	2020	2022	2018	2020	2022	2018	2020	2022
Yes	63%	51%	58%	64%	53%	61%	63%	51%	57%
No	37%	49%	42%	36%	47%	39%	37%	49%	43%
Bases:	1,318	1,224	610	524	432	180	794	792	425

Respondents in the 15% most disadvantaged areas were somewhat more likely to be aware of the Annual Report than those in the rest of North Ayrshire (61% compared to 57%).

Males were slightly more likely than females to be aware the Annual Report (60% compared to 56%), with those aged under 35 (64%) and those aged 65-74 (64%) most likely to be aware when age is considered. Awareness is lowest amongst those aged 75 and over (45%).

7.10 As shown in Figure 7.4 on the following page, those who were aware that the Council publishes an Annual Report, there has been a slight fall in the proportion who found the report informative and contained all the information that they would expect (41%, down from 43% in 2020). This figure represents approximately 87% of those that say they have read the annual report.

Figure 7.4: Annual Report Was Informative and Contained Expected Information



7.11 As can be seen in Table 7.4 below, there is little difference between those in the 15% most disadvantaged areas and the rest of North Ayrshire with regard to the being informative and containing what they would have expected (41%, compared to 40%).

Table 7.4: Annual Report Was Informative and Contained Expected Information

Statement	All Respondents		15% Most Disadvantaged Areas		Rest of North Ayrshire	
	2020	2022	2020	2022	2020	2022
Yes	43%	41%	46%	41%	41%	40%
No	7%	6%	7%	11%	7%	5%
Have not read the report	50%	53%	47%	48%	51%	56%
Bases:	566	355	199	109	367	242

Those in the 15% most disadvantaged areas were more likely to have read the report (48% had not compared to 56% in the rest of North Ayrshire) and consequently were more likely to feel that the report was not informative and contained all the expected information (11% compared to 5%).

Females were more likely than males to find the report informative and contained all the expected information (44% compared to 37%).

7.12 Respondents were asked what they felt could be included in the report to make it better. A small number of responses were received, with a wide variety of subjects noted. As such it is not possible to categorise these, but a full listing of responses is included in Appendix 3.

7.13 The information that respondents would like to receive regarding the performance of North Ayrshire Council is shown in Table 7.5.

Table 7.5: Information You Would Like to Receive Regarding North Ayrshire Council's Performance

Statement	All Respondents			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2018	2020	2022	2018	2020	2022	2018	2020	2022
Plans to improve services	76%	69%	79%	76%	73%	85%	76%	67%	77%
Financial information (how well is the Council spending money and using resources)	70%	68%	66%	70%	71%	62%	70%	67%	67%
Information on the Council's partners such as police and health services	55%	50%	51%	58%	53%	53%	53%	48%	50%
Specific service targets and progress on meeting these targets	45%	49%	47%	45%	51%	43%	45%	48%	49%
How well is the Council performing against the national average	44%	45%	42%	46%	45%	42%	42%	45%	43%
How well is the Council performing against other Councils	38%	43%	37%	38%	49%	42%	39%	39%	35%
Information about specific services	-	-	13%	-	-	13%	-	-	13%
Bases:	1,243	1,262	578	489	444	171	754	818	402

The information that respondents most commonly would like to receive regarding the Council's performance are plans to improve services (79%, up from 69% in 2020), financial information (66%, down from 68%) and information on the Council's partners such as police and health services (51%, up from 50%).

Smaller proportions of respondents would like to receive information regarding specific service targets and progress on meeting these targets (47%, down from 49%), how well the Council is performing against the national average (42%, down from 45%), how well the Council is performing against other Councils (37%, down from 43%) and information about specific services (13%).

7.14 Finally, respondents were asked what their preferred method(s) of receiving information about the performance of North Ayrshire Council were, and this is outlined in Table 7.6 on the following page. Please note multiple responses were permitted.

Most commonly, respondents would like to receive information regarding the Council's performance via e-mail (52%), followed by leaflets and posters (33%), website (30%) and local newspapers (25%). Smaller proportions of respondents expressed a preference for Facebook (16%), text message (12%) and Twitter (6%).

Table 7.6: Preferred Method of Receiving Information about North Ayrshire Council

Statement	All Respondents			15% Most Disadvantaged Areas			Rest of North Ayrshire		
	2018	2020	2022	2018	2020	2022	2018	2020	2022
By e-mail	43%	44%	52%	42%	42%	51%	44%	45%	52%
Leaflets and posters	40%	35%	33%	45%	38%	35%	37%	34%	33%
Website	21%	25%	30%	21%	24%	23%	20%	26%	33%
Local newspaper	37%	35%	25%	39%	36%	22%	36%	35%	25%
Facebook	11%	13%	16%	12%	15%	17%	11%	13%	16%
Text message	5%	7%	12%	6%	7%	15%	5%	6%	11%
Twitter	3%	6%	6%	3%	7%	6%	3%	5%	6%
Another method	-	-	4%	-	-	6%	-	-	3%
Bases:	1,283	1,262	596	506	444	174	777	818	417

Females were more likely to prefer to receive information by Facebook (20% compared 13% amongst males) and from leaflets / posters (38% compared to 29%), whereas males were more likely to prefer to receive information via e-mail (57% compared to 46% of females).

KEY POINTS

Overall satisfaction with the Council has improved from 57% in 2020 to 61% in 2022.

When asked about their preferred method of accessing Council services, 46% expressed a preference for digital means, 42% for phone and 12% for face-to-face methods (respondents from the 15% most disadvantaged areas were more likely than others to express a preference for face-to-face (19%) and less likely to express a preference for digital access (38%).

70% of respondents say that they find accessing Council services to be easy. When asked to make improvement suggestions in relation to accessing Council services, these most commonly related to specific problems encountered with digital / online or telephone access.

38% rate the Council's performance in keeping people informed about its performance positively, whilst 16% give a negative view and the remainder a neutral response. These ratings have changed little since 2020. 58% of respondents say they are aware that the Council published an annual report, up from 51% in 2020. Of those that indicate they have read the annual report, the vast majority (87%) indicate that it was informative and contained the expected information.

The most common information sought by respondents was plans to improve services (79%, up from 69% in 2020) and financial information about how the Council is spending money and using resources (66%, down slightly from 68% in 2020).

The most common preferred methods of receiving information about the Council were email (52%, up from 44% in 2020), leaflets and posters (33%, down slightly from 35%), website (30%, up from 25%) and local newspaper (25%, down significantly from 35% in 2020).