



## **NORTH COAST AND CUMBRAES LOCALITY PRIORITIES**

### **Analysis to support developing priorities**

**February 2021**

#### **What are the current priorities?**

- Financial inclusion
- Social isolation – older people
- Stress and anxiety – younger people

#### **What does engagement and research tell us about what our locality priorities should be?**

##### Peoples Panel findings

Our Peoples Panel [surveys](#) a representative sample of the North Ayrshire population every two years.

We have looked at how the results for the North Coast and Cumbraes compare to other areas of North Ayrshire. The North Coast reported higher levels of loneliness. 69% of respondents reported that they had felt lonely in the last week. Concerns about dog fouling were higher than other areas, but open space maintenance and littering levels were more positive.

The themes tying into the Place Standard toolkit with most scope for improvement were traffic and parking, streets and spaces and work and local economy.

##### Scottish Index of Multiple Deprivation

The SIMD is the official tool for identifying deprivation across Scotland. This index consists of a table of overall scores for multiple deprivation, based on seven domains, across small areas known as datazones. The index ranks each datazone from the most to the least multiply deprived.

North Ayrshire has 52 datazones in the 15% most deprived in Scotland according to the 2020 publication. North Coast and Cumbraes has 2 of these datazones. 9.4% of the local population live in the most deprived SIMD Quintile, and 31% live in the least deprived SIMD Quintile. Use of the [mapping tool](#) shows us that the inequality themes particularly impacting some people in North Coast and Cumbraes are income, employment, housing, health and access to services.

##### Local Experience of Covid-19

The Scottish Public Health Observatory (ScotPHO) have developed a community vulnerability measure to help guide the social mitigation response to the effects of Covid-19. This identified areas of North Coast and Cumbraes as particularly vulnerable because of the proportion of older people.

The North Coast and Cumbraes Community Support Hub worked alongside other community based groups to help local people with needs arising from the pandemic. The numbers and types of

request for help identified need in relation to access to food, money advice, and health and wellbeing.

### North Coast and Cumbraes Locality Profile

Data analysis shows that North Coast and Cumbraes has higher life expectancy than other parts of North Ayrshire, at 80.2 for men and 83.2 for women. Average incomes are higher. 31% of the local population are over 65, against a Scottish level of 19%. The population in North Coast and Cumbraes is estimated to decrease by 0.7% from 2018 to 2025.

### Locality Partnership survey

Our recent survey of Locality Partnership members showed support for these themes:

- Food poverty, food growing
- Recycling and upcycling
- Job creation
- Social isolation and mental health
- Support to carers
- Digital access
- Financial inclusion
- Facilities and activities for young people
- Supporting people to live independently

There were particular challenges highlighted for Cumbrae as an island community, and for the wider community due to the proportion of older people.

### Strategic Needs Assessment

Public Health Scotland recently created locality profiles. The profile for North Coast and Cumbraes highlights that in comparison to national levels there are:

- Higher than average life expectancy
- Higher levels of long-term medical conditions
- Higher emergency hospital admissions and admissions for falls

### The Community Planning Outcomes Profile

The [CPOP](#) breaks down CPP areas across Scotland into communities by Intermediate Geography that can be compared to statistically similar communities from CPPs across Scotland. It includes the overall pattern of outcomes in the area and whether people's lives are improving, and whether inequality is increasing or decreasing over time.

In the CPOP, North Coast and Cumbraes is made up of 6 Intermediate Geographies. When we look at the CPOP common themes, these communities generally fare well compared to similar communities across Scotland for child poverty, attainment, and positive destinations for young people.

They generally fare slightly less well in comparison to similar communities across Scotland in relation to people in receipt of out of work benefits.

### What do these sources tell us about what North Coast and Cumbraes's local priorities should be?

These findings suggest a focus on these areas of inequalities:

- Employability
- Food poverty
- Social isolation and mental health
- Support to carers
- Financial inclusion
- Supporting older people to live independent and healthy lives