



North Ayrshire  
Community Planning Partnership

## **KILWINNING LOCALITY PRIORITIES**

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

**February 2021**

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

- Work and local economy
- Traffic & parking
- Housing & community (environmental issues)

#### **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 Kilwinning compare to other areas of North Ayrshire. Kilwinning had lower levels of perceptions of community safety, and higher levels of concern over drug misuse. They had the lowest levels of growing your own food. The rating of “there are places where people can meet up and socialise” was lower than other localities.

The themes with most scope for improvement included 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. Kilwinning has 6 of these datazones. 54% of the population in Kilwinning live in the most deprived SIMD quintile.

Use of the [mapping tool](#) shows us that the inequality themes particularly impacting some people in Kilwinning are income, employment and health.

##### 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 Kilwinning as particularly vulnerable because of social and medical issues.

The Kilwinning 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.

#### Kilwinning Locality Profile

Data analysis shows that Kilwinning has lower levels of over 65s and higher levels of under 16s than other parts of North Ayrshire. Population is projected to decrease. There are significant differences in levels of life expectancy across different parts of the town. Average income in around half of Kilwinning's household falls below the North Ayrshire average. The population in Kilwinning is estimated to decrease by 2.6% from 2018 to 2025.

#### Locality Partnership survey

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

- Local employment and developing good jobs for our young people
- Communities feeling safe and secure
- Increased opportunity - volunteering, training, work, study
- Use of local shops and services
- Well maintained and accessible open and green spaces
- Civic pride
- More effective working across community groups and areas of the town
- Mental health and wellbeing

#### Strategic Needs Assessment

Public Health Scotland recently created locality profiles. The profile for Kilwinning highlights that male average life expectancy is 75.5 years, against a Scottish level of 77.1 Female average life expectancy is 79.2, against a Scottish level of 81.1.

The following are also all above North Ayrshire and Scottish levels:

- Early mortality rate
- Cancer registrations
- Emergency hospital admissions

These indicators are higher than Scottish figures:

- Drug-related hospital admissions
- Alcohol related hospital admissions
- Prescriptions for mental health conditions

26% of the population have long-term condition, the Scottish figure is 19%.

The most common physical long-term conditions are asthma, arthritis, coronary heart disease, cancer and diabetes.

In relation to children and young people it was reported that 16% of mothers exclusively breastfeeding at 6-8 week review and 25% of mothers are smoking at the time of their first antenatal booking appointment. These are worse than North Ayrshire and Scottish levels.

#### 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, Kilwinning is made up of 4 Intermediate Geographies. They fare less well in comparison to similar communities across Scotland in relation to emergency admissions to hospital for those aged over 65 and the percentage of people in receipt of out of work benefits.

3 of the 4 areas within Kilwinning are shown within the profile as having higher levels of child poverty, out of work benefit claimants, and emergency hospital admissions in comparison to North Ayrshire and Scottish averages.

#### What do these sources tell us about what Kilwinning's local priorities should be?

These findings suggest a focus on these areas of inequalities:

- Child poverty
- Healthy lifestyles and wellbeing
- Community safety
- Social isolation
- Access to food
- Income maximisation
- Employability