



IRVINE LOCALITY PRIORITIES

Analysis to support developing priorities

February 2021

What are the current priorities?

- Employment and the economy
- Mental health
- Influence and sense of control

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 Irvine compare to other areas of North Ayrshire. Irvine had lower levels of satisfaction with open space maintenance in their locality. There were also slightly lower ratings on being able to rely on someone in the neighbourhood for help and to look after their home.

The themes tying into the Place Standard toolkit (a mechanism earlier used to shape the priorities) with most scope for improvement were public transport, traffic and parking and work and the local economy. The other theme of concern was care and maintenance.

Previously identified priority areas for Irvine are employment and the economy, mental health, and influence and sense of control. Work and the local economy continues to be a concern for local people. On influence and sense of control – levels of awareness of opportunities to participate in the community are on par with other localities

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. Irvine has 20 of these datazones. 47% of the population in Irvine live in the most deprived SIMD quintile.

Use of the [mapping tool](#) shows us that the inequality themes particularly impacting some people in Irvine 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 Irvine as particularly vulnerable because of social and medical issues.

The Irvine Community Support Hubs 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.

Irvine Locality Profile

Data analysis shows that the Irvine has a lower percentage of over 65s than many other parts of North Ayrshire, sitting at 19%, which is the same as the Scottish figure. The population in Irvine is estimated to decrease by 2.5% from 2018 to 2025. There are challenges in relation to unemployment.

Locality Partnership survey

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

- Using the hub approach to offer a range of services
- More volunteers, more community funding, supporting wider volunteering
- Local transport
- Public toilets
- Youth work
- Focus on poverty and vulnerable members of the community, including food and fuel poverty

Strategic Needs Assessment

Public Health Scotland recently created locality profiles. The profile for Irvine highlights that male average life expectancy is 75.8 years, against a Scottish level of 77.1 Female average life expectancy is 79.8, against a Scottish level of 81.1.

The following are all above North Ayrshire and Scottish levels:

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

These indicators are higher than Scottish figures:

- Early mortality rate
- Long-term health conditions

27% of the population have a long-term physical health condition, the Scottish figure is 19%. The most common physical long-term conditions are asthma, arthritis, coronary heart disease, cancer and diabetes.

In the 2018/19 financial year, 24% of people were prescribed medication for mental health conditions. This is a 1.2% increase from the previous financial year.

In relation to children and young people it was reported that 12% of mothers exclusively breastfeeding at 6-8 week review, this is the lowest level in North Ayrshire and below the Scottish

figure. 26% of mothers are smoking at the time of their first antenatal booking appointment. This is 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, Irvine is made up of 10 Intermediate Geographies. When we look at the CPOP common themes, these communities generally fare well compared to similar communities across Scotland for positive destinations and attainment for young people. They fare less well in comparison to similar communities across Scotland in relation to child poverty and emergency admissions to hospital for those over the age of 65.

7 of the 10 areas within Irvine are shown within the profile as having higher levels of child poverty, and out of work benefit claimants.

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

These findings suggest a focus on these areas of inequalities:

- Financial inclusion
- Food poverty
- Access to well maintained open spaces
- Employability
- Healthy lifestyles
- Mental health and wellbeing
- Drugs and alcohol dependence
- Child poverty