



North Ayrshire  
Community Planning Partnership

## **THREE TOWNS LOCALITY PRIORITIES**

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

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

- economy and tourism
- community regeneration
- and environment (civic pride and community engagement)

#### **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 Three Towns compare to other areas of North Ayrshire. Feelings of community safety were lower in the Three Towns with higher levels of rubbish and littering, and dog fouling. Ranking of the area as a good place to live and levels of open space maintenance were lower than other areas. Higher levels of loneliness were reported.

The rankings for “I could rely on someone in my neighbourhood for help” and “I could rely on someone in my neighbourhood to look after my home” were lower.

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

The previously agreed priorities for the Three Towns were economy and tourism, community regeneration, and environment (civic pride and community engagement). The local economy continues to be an area for focus. The condition of the local environment was ranked lower than 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. The Three Towns has 17 of these datazones. 58% of the population in the Three Towns live in the most deprived SIMD quintile.

Use of the [mapping tool](#) shows us that the inequality themes particularly impacting some people in the Three Towns are income, employment, education 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 the Three Towns as particularly vulnerable because of social and medical issues.

The Three Towns 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.

#### Three Towns Locality Profile

Data analysis shows that there is an increasing older population - by 2026, residents aged 65yrs & over will account for 25% of the local population – up from 18% in 2012. There have been persistent issues of low life expectancy and high unemployment.

#### Locality Partnership survey

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

- Creative ways to engage the community
- Support to those who are vulnerable or isolated
- Digital inclusion
- Mental health and wellbeing
- Responding to community aspirations and including “quick wins”
- Develop more community awareness of the individual groups that are available - connect in with local businesses to champion support and extend the communication reach to the community

#### Strategic Needs Assessment

Public Health Scotland recently created locality profiles. The profile for the Three Towns highlights that male average life expectancy is 74.3 years, against a Scottish level of 77.1 Female average life expectancy is 78.4, against a Scottish level of 81.1.

These indicators are higher than North Ayrshire and Scottish figures:

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

Cancer registrations and levels of long-term physical health conditions are above Scottish levels.

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, 23% of people were prescribed medication for mental health conditions. This is a 3.5% increase from the previous financial year.

It was also found that 15% of mothers are exclusively breastfeeding at the 6-8 week review, lower than most other parts of North Ayrshire and nationally. 24% are smokers at their first antenatal booking appointment. This is above 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, the Three Towns is made up of 9 Intermediate Geographies. When we look at the CPOP common themes, these communities generally fare well compared to similar communities across Scotland around positive destinations for young people and depopulation. They generally fare less well in comparison to similar communities across Scotland in relation to child poverty and people in receipt of out of work benefits.

5 of the 9 areas within the Three Towns are shown within the profile as having higher levels of child poverty and crime, and 7 of 9 have higher levels of out of work benefit claimants.

### What do these sources tell us about what the Three Towns local priorities should be?

These findings suggest a focus on these areas of inequalities:

- Child poverty
- Employability
- Alcohol and drug dependence
- Healthy lifestyles
- Mental health and wellbeing
- Social isolation and loneliness
- Community Safety
- Well maintained public spaces
- Financial inclusion