



GARNOCK VALLEY LOCALITY PRIORITIES

Analysis to support developing priorities

February 2021

What are the current priorities?

- moving around
- facilities and amenities
- work and the local community

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 Garnock Valley compare to other areas of North Ayrshire. Perceptions of levels of drug misuse and dog fouling are higher in the Garnock Valley. There is a lower ranking on it being a good place to live. Assessment of kindness, trust, neighbours giving advice and support and welcoming places was lower than other localities.

The highest percentage of respondents who said inequalities were an issue in their area was in the Garnock Valley.

The themes tying into the Place Standard toolkit (an earlier used tool to shape local priorities) with most scope for improvement were public transport, traffic and parking and work and the local economy. Other themes which were of concern were social contact and care and maintenance.

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. Garnock Valley has 7 of these datazones. 40% of the population in Garnock Valley live in the most deprived SIMD quintile.

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

Local Experience of Covid-19

The Garnock Valley 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.

Garnock Valley Locality Profile

Data analysis shows that the Garnock Valley has a declining population. 21% of the population are over 65, this is lower than many other areas in North Ayrshire. Sixty percent - or 16 of the 27 datazones in the Garnock Valley locality have a median household income falling below the North Ayrshire median of 24K. The estimated median household income for the Garnock Valley locality was £23,340, or 4.2% lower than the North Ayrshire median.

Locality Partnership survey

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

- Review of priorities through covid lens
- Support to keep community activation enhanced, continued kindness, civic pride, community spirit
- Support to grow collaborations, funding for resources
- Support with mental health and wellbeing
- Loneliness and social isolation
- Reduce poverty/need
- Make it OK to ask for help
- Support for the most vulnerable and focus on inequalities
- More community ownership of decision making
- To be part of community wealth building strategy
- To reduce food insecurity and to ensure the wider community well being.

Strategic Needs Assessment

Public Health Scotland recently created locality profiles. The profile for the Garnock Valley highlights that male average life expectancy is 76 years, against a Scottish level of 77.1 Female average life expectancy is 80.2, against a Scottish level of 81.1.

Cancer registrations are above North Ayrshire and Scottish levels.

These indicators are higher than Scottish figures:

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

25% 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, 21% of people were prescribed medication for mental health conditions. This is a slight increase from the previous financial year.

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 Garnock Valley 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 positive destinations and attainment for young people. They fare less well in comparison to similar communities across Scotland in relation to depopulation.

2 of the 6 areas within the Garnock Valley 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 the Garnock Valley local priorities should be?

These findings suggest a focus on these areas of inequalities:

- Access to services
- Employability
- Relationships within communities
- Well maintained open spaces
- Financial inclusion
- Healthy lifestyles
- Mental health and wellbeing
- Child poverty
- Drug and alcohol dependence