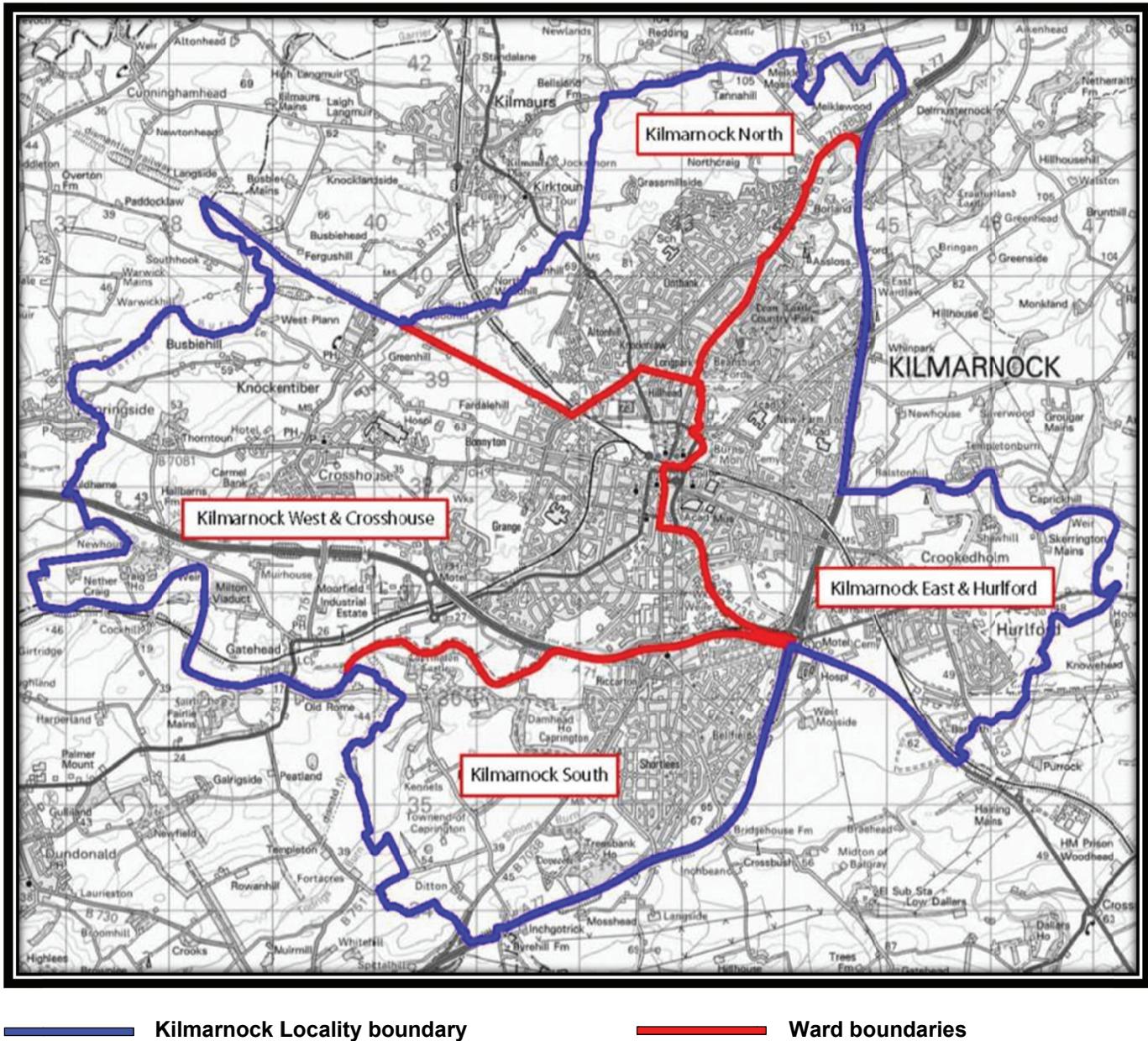




# KILMARNOCK LOCALITY PROFILE

## Local Outcome Improvement Plan Summary Needs Assessment 2017

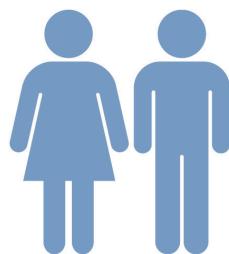
# East Ayrshire - Kilmarnock Locality



# KILMARNOCK LOCALITY

## POPULATION

The population of East Ayrshire is expected to remain fairly stable between now and 2030. Over the same time, there will be a large increase in the number of older people. Many parts of East Ayrshire are prosperous and it is a vibrant area in which to live and work, and to visit; however, inequalities continue to exist within and between our communities.



**56,033**  
people live in the  
Kilmarnock  
Locality



I in 5 people are aged 65 or over



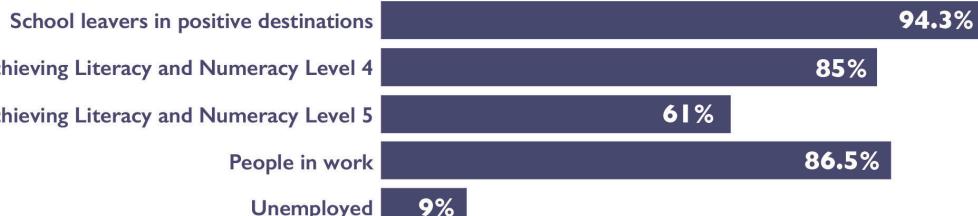
I in 5 children  
live in poverty



There will be a  
significant increase in  
the number of older  
people by 2030

## ECONOMY & SKILLS

A key driver underpinning future prosperity and the ability to realise the potential of our communities is a local economy which achieves sustainable growth. Delivering economic recovery and growth contributes to better outcomes for young and old, improved health, employment, inclusion, and safer and stronger communities.



## SAFER COMMUNITIES

East Ayrshire is a safe place to live. Crimes of public disorder and violence have continued to reduce. We want to continue this downward trend and ensure that people feel safe in their homes and communities.



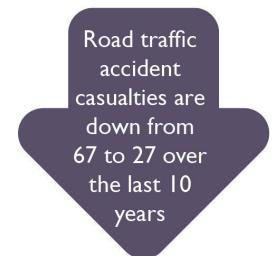
3 in 10 live in  
an area in the  
0-15% most  
deprived areas  
in relation to  
crime



There were 15 fire  
casualties and fatalities in  
the Kilmarnock Locality  
in 2015/16



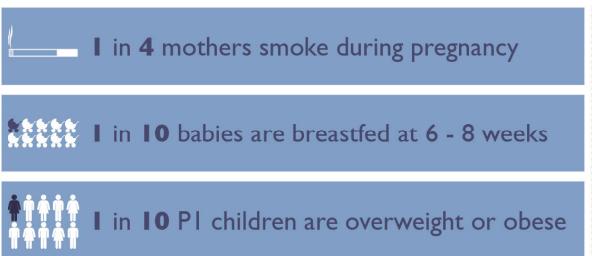
The rate of dwelling fires in  
the Kilmarnock Locality is  
considerably higher than the  
rate reported for East Ayrshire



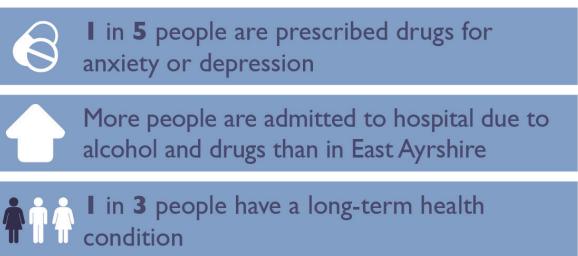
Road traffic  
accident  
casualties are  
down from  
67 to 27 over  
the last 10  
years

## WELLBEING

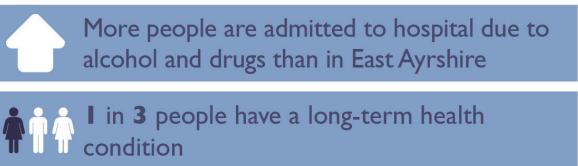
Positive health and wellbeing is at the heart of our Community Plan. We recognise the significant challenges in respect of the wellbeing of our communities and will work through our integrated health and social care arrangements to tackle these challenges.



I in 4 mothers smoke during pregnancy



I in 5 people are prescribed drugs for  
anxiety or depression



More people are admitted to hospital due to  
alcohol and drugs than in East Ayrshire



I in 10 P1 children are overweight or obese

I in 3 people have a long-term health  
condition

# Kilmarnock Locality – At a Glance

## POPULATION AND DEPRIVATION

Overall, the East Ayrshire population is projected to remain relatively static between 2015 and 2030. Importantly, there will be a significant increase in the number of older people in East Ayrshire between 2015 and 2030.

Many parts of East Ayrshire are prosperous and it is a vibrant area in which to live and work, and to visit; however, significant inequalities continue to exist within and between our communities.

The Kilmarnock Locality comprises the following four Multi-Member Wards in East Ayrshire: Ward 2 – Kilmarnock North; Ward 3 – Kilmarnock West and Crosshouse; Ward 4 – Kilmarnock East and Hurlford; and Ward 5 – Kilmarnock South.

- The Kilmarnock Locality has a population of 56,033 people. The population has not changed much over the last few years.
- One in five people (18%) in the Kilmarnock Locality are aged 65 or over.
- One in four people (25%) in the Kilmarnock Locality live in a deprived neighbourhood.
- One in five children (21%) in the Kilmarnock Locality live in poverty.

## ECONOMY AND SKILLS

The key driver underpinning our future prosperity and the ability to realise the potential of our communities is a local economy which develops and achieves sustainable growth. Delivering economic recovery and growth will contribute to improved outcomes for young and old, improved health, employment, inclusion, and safer and stronger communities.

- Nine in ten (91%) economically active individuals in the Kilmarnock Locality either work or are full-time students.
- More than half the people in work in the Kilmarnock Locality work in health and social work; retail, public administration or manufacturing.
- The level of unemployment in the Kilmarnock Locality is higher than the other two localities and East Ayrshire as a whole.
- The level of youth unemployment (16-24) in the Kilmarnock Locality is higher than the level across Scotland.
- Of the people not in work in the Kilmarnock Locality, one in five (18%) is long-term sick or disabled.
- Eight in ten (85%) secondary school leavers in the Kilmarnock Locality achieved SCQF Level 4 in Literacy and Numeracy.
- Six in ten (61%) secondary school leavers in the Kilmarnock Locality achieved SCQF Level 5 in Literacy and Numeracy.
- Nine in ten (94%) school leavers in the Kilmarnock Locality went on to college, university, training or work.

## **SAFER COMMUNITIES**

East Ayrshire is a safe place to live, where crimes of public disorder and violence have continued to fall. We want to maintain this downward trend and ensure that people feel safe within their own homes and communities.

- Three in ten (27%) Kilmarnock Locality residents live in an area identified as the 0-15% most deprived for crime.
- The rate of dwelling fires in the Kilmarnock Locality is considerably higher than the rate reported for East Ayrshire.
- There were 15 fire casualties and fatalities in the Kilmarnock Locality in 2015/16.
- The rate of road traffic accident casualties in the Kilmarnock Locality is lower than the East Ayrshire average.

## **WELLBEING**

Positive health and wellbeing is at the heart of our community planning arrangements. We recognise that there are significant challenges in respect of the wellbeing of our communities and will work through Integrated Health and Social Care arrangements to tackle these challenges.

- One in four (24%) mothers smoke during pregnancy in the Kilmarnock Locality.
- One in ten (15%) babies are breastfed at 6-8 weeks in the Kilmarnock Locality.
- One in ten primary 1 children (12%) in the Kilmarnock Locality are overweight or obese.
- Three in ten (28%) primary 1 children in the Kilmarnock Locality have tooth decay.
- The level of teenage pregnancies (15-19) in the Kilmarnock Locality is higher than the level across East Ayrshire as a whole.
- The rate of emergency hospital admissions for older people (65+) in the Kilmarnock Locality is similar to the rate across East Ayrshire as a whole.
- One in three (31%) people in the Kilmarnock Locality have a long-term health condition.
- The rate of alcohol-related hospital stays in the Kilmarnock Locality is higher than East Ayrshire and Scotland rates.
- The rate of drug-related hospital stays in the Kilmarnock Locality is notably higher than East Ayrshire and Scotland rates.
- One in five (17%) people within the Kilmarnock Locality are prescribed drugs for anxiety, depression and psychosis.

## Kilmarnock Locality – Economy and Skills

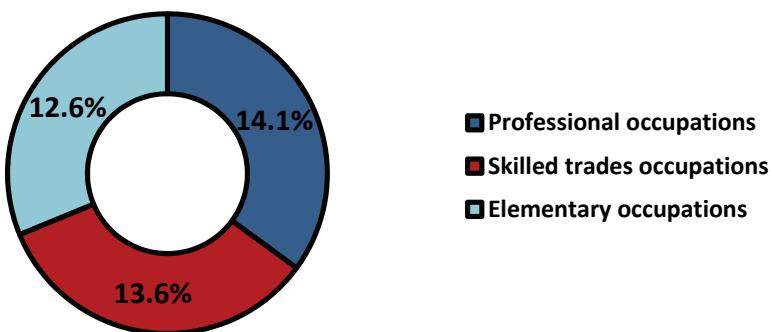
The key driver underpinning our future prosperity and the ability to realise the potential of our communities is a local economy which develops and achieves sustainable growth. Delivering economic recovery and growth will contribute to improved outcomes for young and old, improved health, employment, inclusion, and safer and stronger communities.

Unemployment not only hurts the personal finances of those without work, but also reduces their participation in the overall economy. The inability to find work is also associated with stress, financial hardship, health problems, and strain on family relationships.

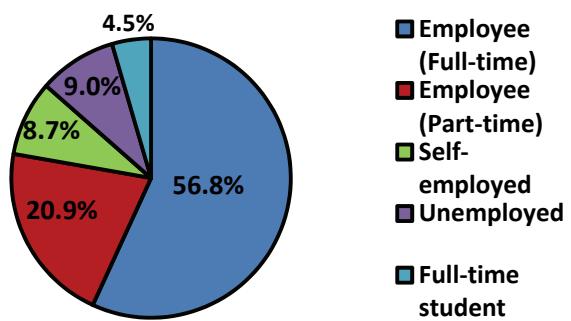
Among the long-term factors that affect the unemployment rate in East Ayrshire are those that also affect the country's overall competitiveness: education levels; infrastructure investments; diversity and balance in its economic mix; tax rates; and the regulatory environment.

Any changes that improve East Ayrshire's attractiveness as a place to live or to do business, will support efforts to reduce the unemployment rate over longer periods of time.

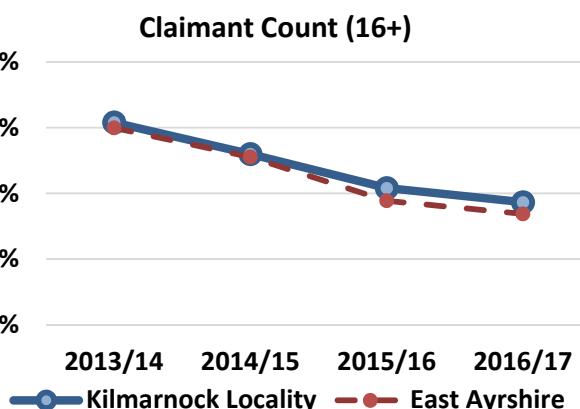
**Top 3 Occupations - Kilmarnock Locality (2011)**



**Status of Economically Active - Kilmarnock Locality (2011)**



**Claimant Count (16+)**



The top three occupations in the Kilmarnock Locality are professional occupations (14.1%); skilled trades occupations (13.6%); and elementary occupations (12.6%).

The majority of working age people (26,030, or 91% of the working age population), as reported in the 2011 Census, are in work or attending college or university full-time. The remaining 9% of working age people are unemployed.

Unemployed statistics based on survey results, or modelled from national data, are published infrequently and open to significant delay. As a replacement, we use claimant count as a proxy indicator. The claimant count in the Kilmarnock Locality has reduced from 6.2% in 2013 to 3.7% in 2016. In total, approximately 1,340 people aged 16 to 64 are unemployed.

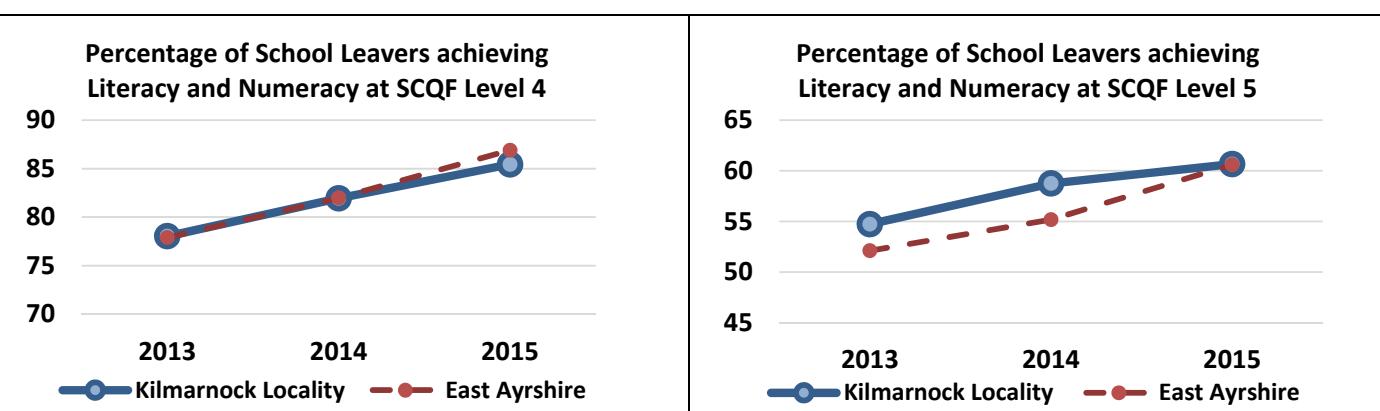
## Kilmarnock Locality – Economy and Skills

Educational attainment measures the level of education reached by residents in a particular area, serves as a long-term indicator of investment in developing human capital and provides a 'big picture' assessment of overall quality of life, workforce preparedness and economic potential.

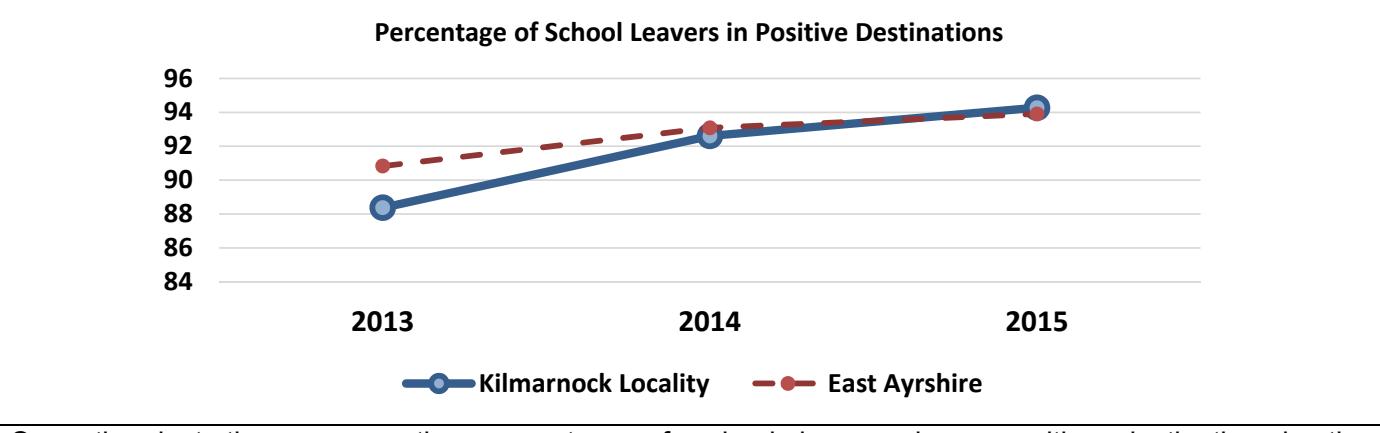
The successful transition of young people from education to positive and sustained learning, training or work is of great importance to both the individual and wider society. The learning accessed during a school career provides the foundation for future opportunities through a combination of knowledge, skills, aptitude and personal qualities.

Outcomes for young people will be improved by the effective delivery of young people's entitlement to a senior phase of Curriculum for Excellence, well-planned transitions from school, targeted support for those who need it most and the offer of further learning opportunities appropriate to the needs of young people.

The uptake of high quality school meals provides a real opportunity to drive forward food education in Scotland and establish lifelong habits which better support health and wellbeing, with the potential to support increased attainment and reduce inequality.

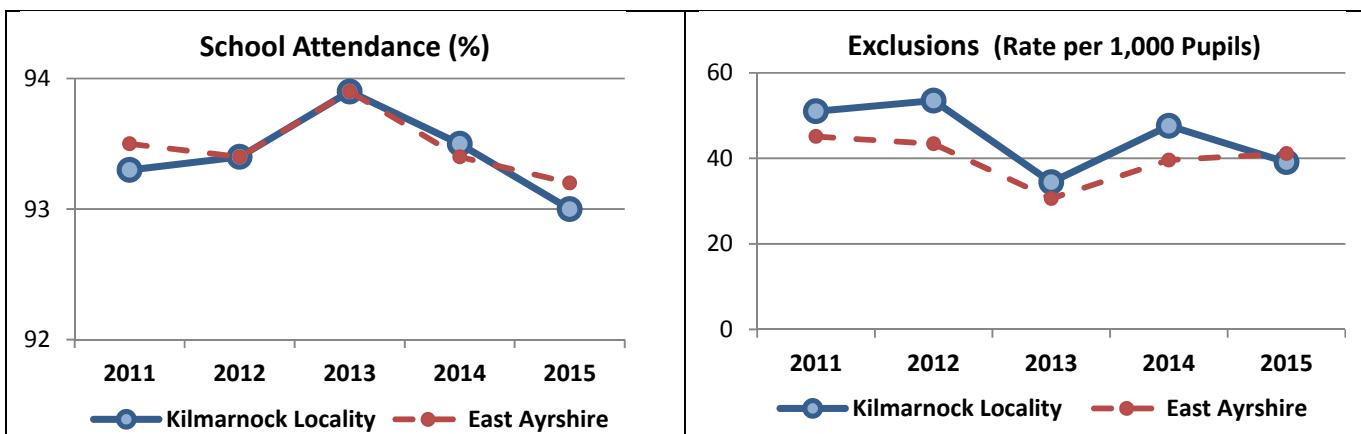


Literacy and numeracy attainment at Scottish Credit and Qualifications Framework (SCQF) level 4 and 5 in the Kilmarnock Locality has increased by 7.4 and 5.9 percentage points respectively over the last three years.



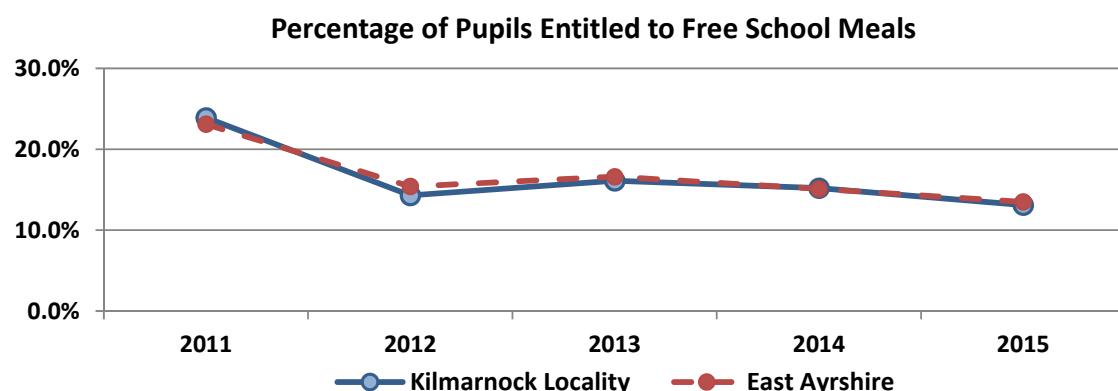
Over the last three years, the percentage of school leavers in a positive destination in the Kilmarnock Locality has improved from 88.4% in 2013 to 94.3% in 2015.

## Kilmarnock Locality – Economy and Skills



The school attendance rate in the Kilmarnock Locality has remained consistent at around 93% over the last five years.

Exclusion rates in the Kilmarnock Locality have reduced over the same period, from 51 exclusions per 1,000 pupils in 2011 to 39 exclusions per 1,000 pupils in 2015.



In the Kilmarnock Locality, 13.1% of school pupils are entitled to free school meals. Although free school meals is a count of the parents/carers who apply for free school meals and make the requirements of the application, it is not an indicator of deprivation by itself. It should be considered alongside the data available in the Scottish Index of Multiple Deprivation (SIMD).

### SIMD 2016: 0 – 5% Datazones

Two neighbourhoods in the Kilmarnock Locality (Kilmarnock South and Kilmarnock North) have datazones identified as the 0-5% most deprived in Scotland.

In Kilmarnock South, 48% of the population are income deprived and 33% are employment deprived. With particular respect to education, the school attendance rate for young people in Kilmarnock South (67%) is significantly below the East Ayrshire average and 1 in 10 school leavers are unemployed after school.

In Kilmarnock North, 40% of the population are income deprived and 33% are employment deprived. With particular respect to education, the school attendance rate for young people in Kilmarnock North (59%) is significantly below the East Ayrshire average, and 2 in 10 school leavers are unemployed after school.

## Kilmarnock Locality – Safer Communities

East Ayrshire is a safe place to live where crimes of public disorder and violence have continued to reduce. We want to maintain this downward trend and ensure that people feel safe within their own homes and communities.

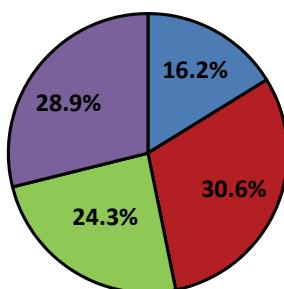
Housing has a strong influence on health inequalities through the effects of: housing costs; housing quality; fuel poverty; and the role of housing in community life. Many people do not live in a home that is warm, dry, secure and affordable. The strategy in East Ayrshire of supporting the social rented sector as a viable, quality and affordable alternative to the private rented sector and home ownership is a constructive step towards reducing inequality.

A high crime rate suggests an unsafe community, which can have a negative impact on quality of life and personal safety. High crime rates can deter public and private improvements or investment and can reduce the residential desirability of an area, resulting in socio-economic implications. Intervening early, engaging with young people and getting the right help at important times in their lives - especially for the most vulnerable - are vital steps to divert them from the wrong choices and impairing life chances. An effective and visible police presence helps to tackle offending and reduce fear of crime.

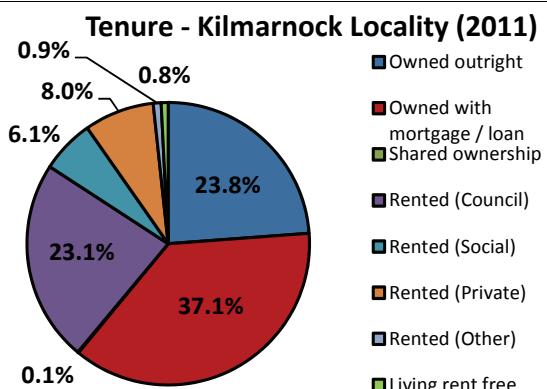
Dwelling fires can result in both physical and mental harm, and the injuries sustained in fires can be fatal. In addition to the human costs of fires, there is a significant economic burden associated with property damage and funding the emergency response to incidents.

Road traffic accidents can inflict life-changing and fatal injuries. East Ayrshire has a number of busy roads within both urban and rural areas, which, in addition to rising car ownership, creates potential for traffic accidents.

**Dwelling Type - Kilmarnock Locality (2014)**



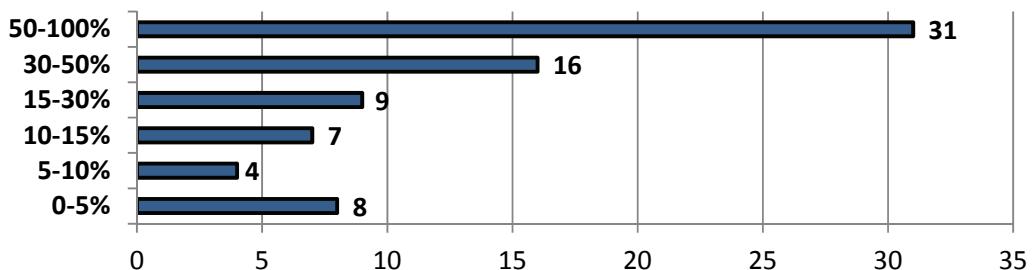
**Tenure - Kilmarnock Locality (2011)**



The private rented sector has grown within the Kilmarnock Locality and now accounts for 8% of the local housing market. Private sector properties are not subject to the same improvement standards as socially rented properties.

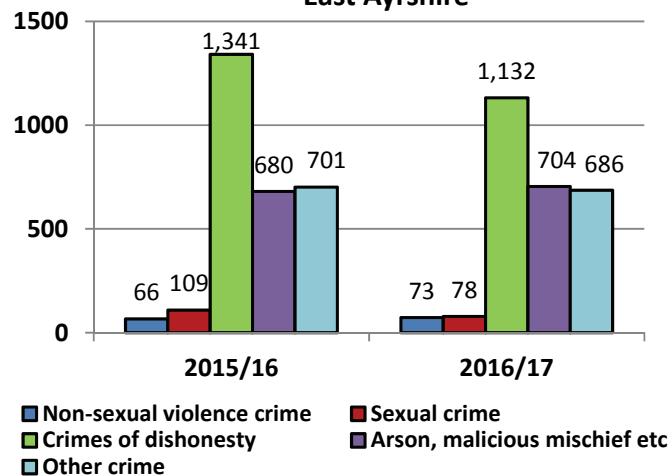
## Kilmarnock Locality – Safer Communities

SIMD Crime Domain - Kilmarnock Locality (2016)

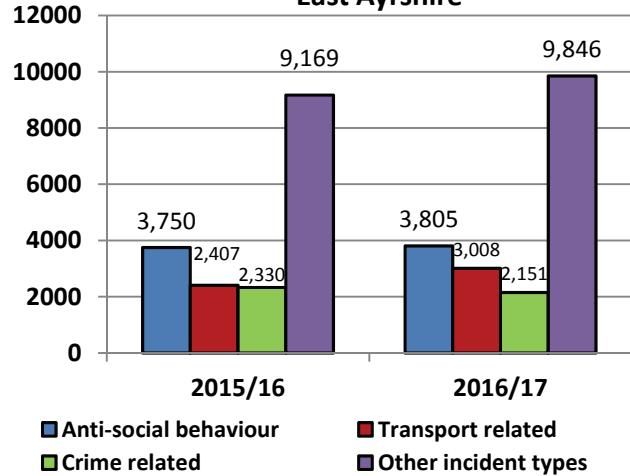


In total, 19 datazones in the Kilmarnock Locality are identified as the most deprived 0-15% in respect of crime, accounting for 80% of all 0-15% crime domain datazones in East Ayrshire.

**Number of Crimes Recorded by Group:  
East Ayrshire**

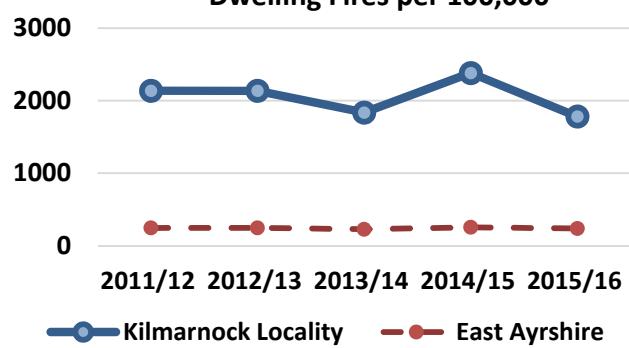


**Number of Incidents by Type -  
East Ayrshire**

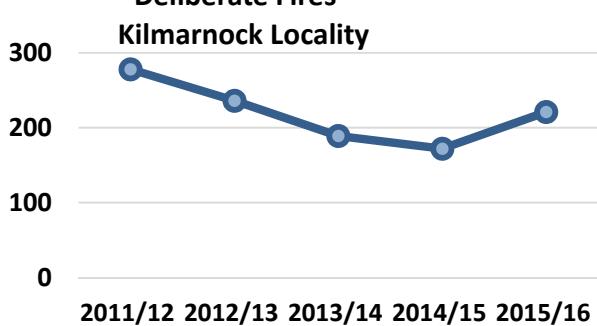


The number of recorded crimes in East Ayrshire remained fairly static between 2015/16 and 2016/17, with the exception of 'crimes of dishonesty' which declined by 15.6% in this period. Notable increases in 'transport-related' (+25%) and 'other' (+7.4%) incidents occurred between 2015/16 and 2016/17.

**Dwelling Fires per 100,000**

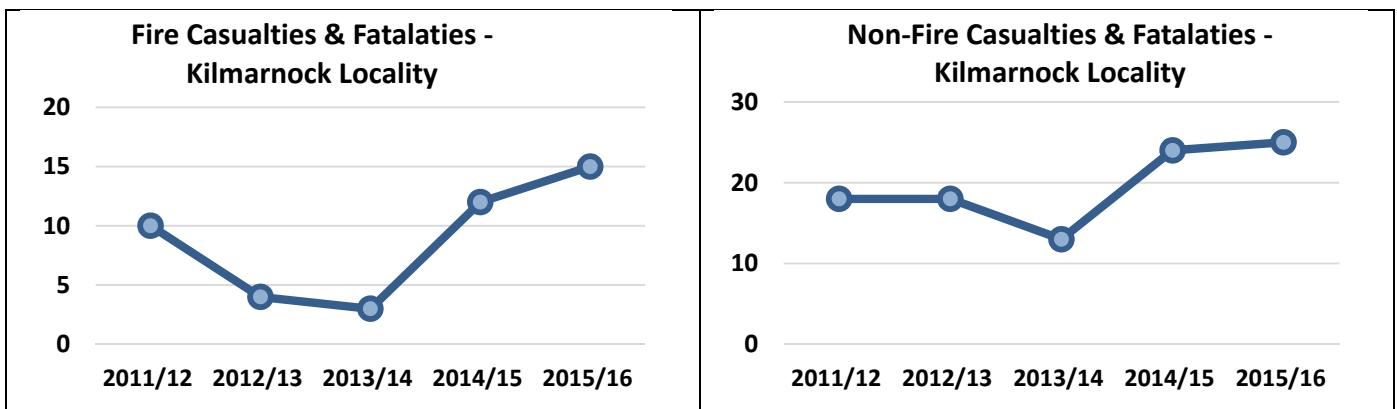


**Deliberate Fires -  
Kilmarnock Locality**



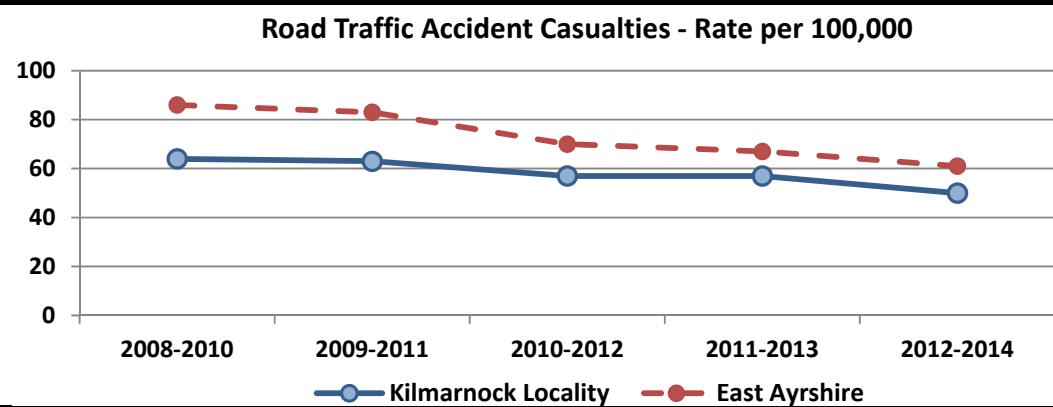
The rate of dwelling fires in the Kilmarnock Locality fluctuated between 2011/12 and 2015/16, remaining significantly higher than East Ayrshire rates during this period. Deliberate fires in the Kilmarnock Locality decreased between 2011/12 and 2014/15, and increased in 2015/16.

## Kilmarnock Locality – Safer Communities



Despite a recent increase in fire casualties, there are fewer fatalities as a result of fire and although accidental dwelling fires have increased, analysis indicates these continue to be less severe.

Fire and Rescue services have a strong track record of effective prevention as there has been a marked reduction in dwelling fires over the past 16 years. Individuals who are fatally injured as a result of fire are commonly known to other agencies such as health, social care or criminal justice, highlighting the need to share knowledge between services about those most vulnerable and to work together better to reduce their risk from harm.



The rate of road traffic accident casualties has steadily declined over the last five years in the Kilmarnock Locality in a similar pattern to East Ayrshire.

### SIMD 2016: 0 – 5% Datazones

In Kilmarnock South and Kilmarnock North, the number of recorded crimes of violence, sexual offences, domestic housebreaking, vandalism, drugs offences and common assault per 10,000 people are significantly above the East Ayrshire average.

## Kilmarnock Locality – Wellbeing

Positive health and wellbeing is at the heart of our community planning arrangements. We recognise that there are significant challenges in respect of the wellbeing of our communities and will work through our Integrated Health and Social Care arrangements to tackle these challenges.

The wellbeing of individuals and communities is shaped by social, environmental and individual factors. An individual's wellbeing and quality of life can be strongly influenced by inequality and deprivation.

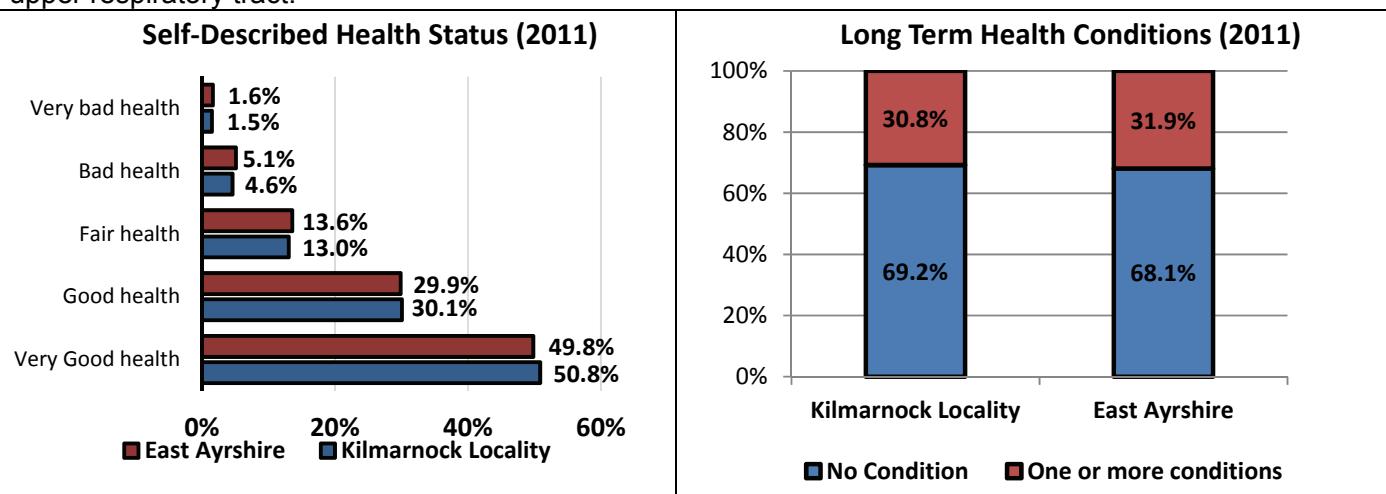
The health of young people could be improved by reducing smoking and alcohol use in pregnancy, increasing breastfeeding support, promoting healthy diets and physical activity, and by offering more support to families in need with housing, finance, safety, parenting and social isolation.

Smoking, excessive use of alcohol, drug use, obesity and poor mental wellbeing all increase the risk for these causes of death. Although smoking and excessive use of alcohol rates are falling, obesity rates have risen in recent years and drug use remains a challenge in Kilmarnock.

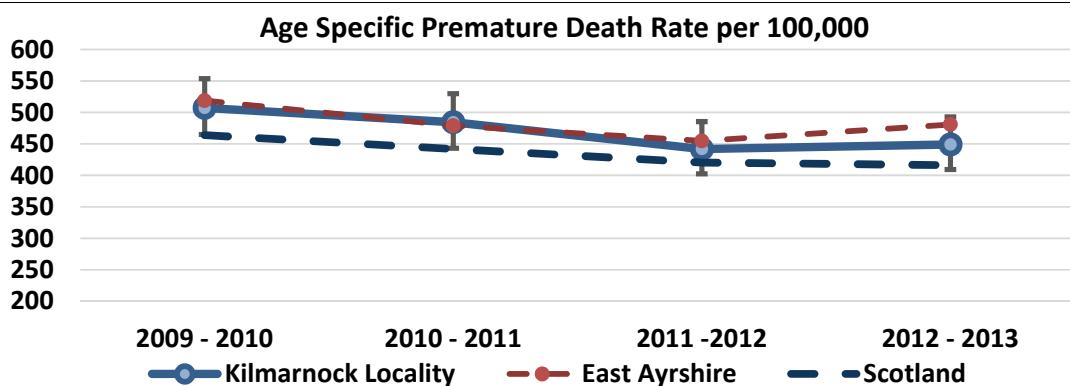
In some circumstances, hospital admission for people aged 65 and over provide timely access to expert assessment and treatment. However, for some elderly people hospital admission can result from gaps or deficiencies in care processes delivered in the community. These 'avoidable hospital admissions' can expose people to unnecessary risks such as hospital-acquired infections, in addition to disruption to their lives and the lives of family members and carers.

Infancy is a crucial stage in an individual's life, which can influence development and wellbeing in later years. The harmful effects of smoking during pregnancy are the same as for any smoker (for example, risk of heart disease, respiratory disease and cancer); however, smoking during pregnancy can also harm child development with a higher risk of low birth weight and pregnancy complications, in addition to the dangers of passive smoking after birth.

Among the many health benefits, breastfeeding helps to support immune system development in babies, which is important for coping with infectious illnesses such as gastro-enteritis and infections of the chest and upper respiratory tract.

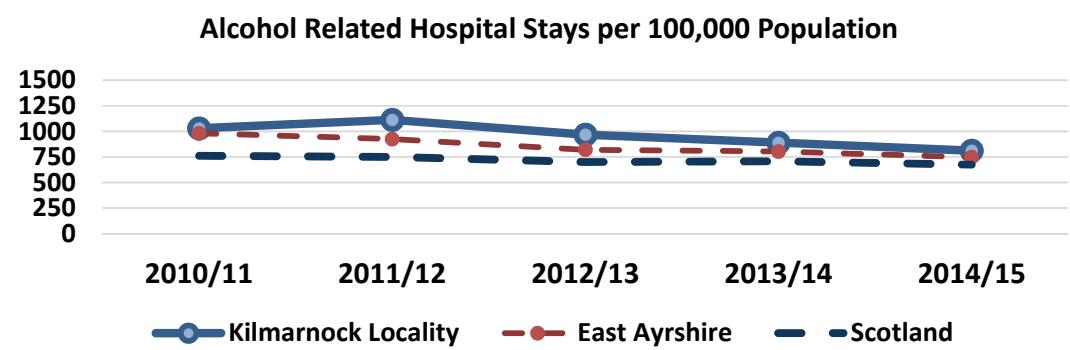


## Kilmarnock Locality – Wellbeing

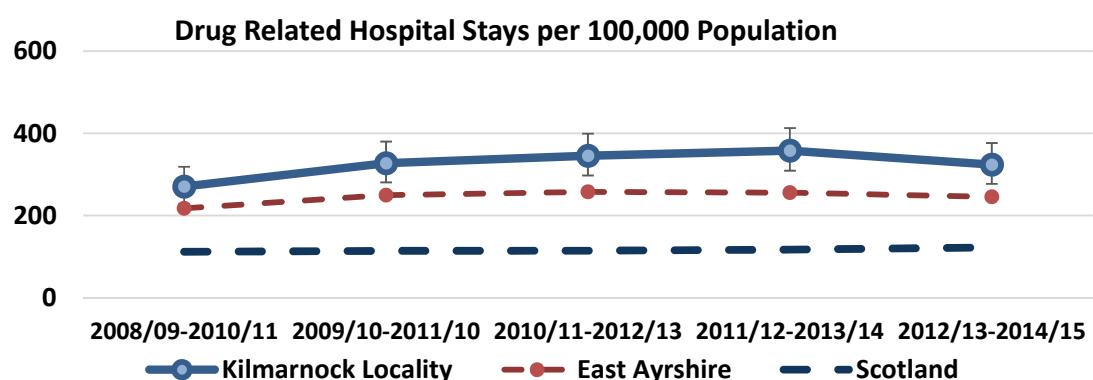


Self-described health status figures and the percentage of individuals with long term health conditions recorded in the Kilmarnock Locality were similar to East Ayrshire averages in 2011.

The premature death rate in the Kilmarnock Locality has declined in recent years but with a notable rise between 2012-2013, remaining consistently higher than national average rates over this period.

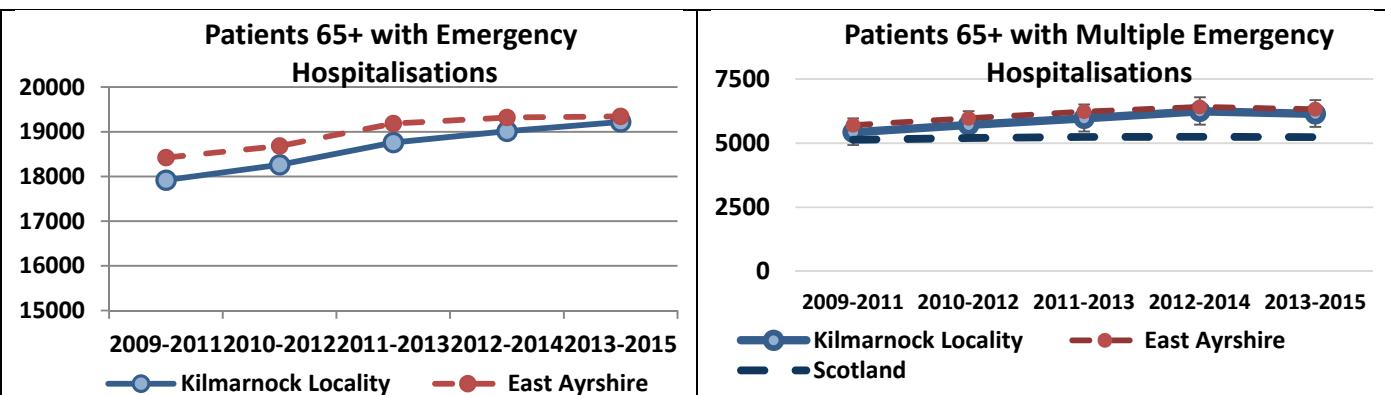


Alcohol-related hospital admissions have fallen in the Kilmarnock Locality and across East Ayrshire over the last five years. While the rates in Kilmarnock Locality and East Ayrshire remain above the Scotland rate, the gap seems to be closing.

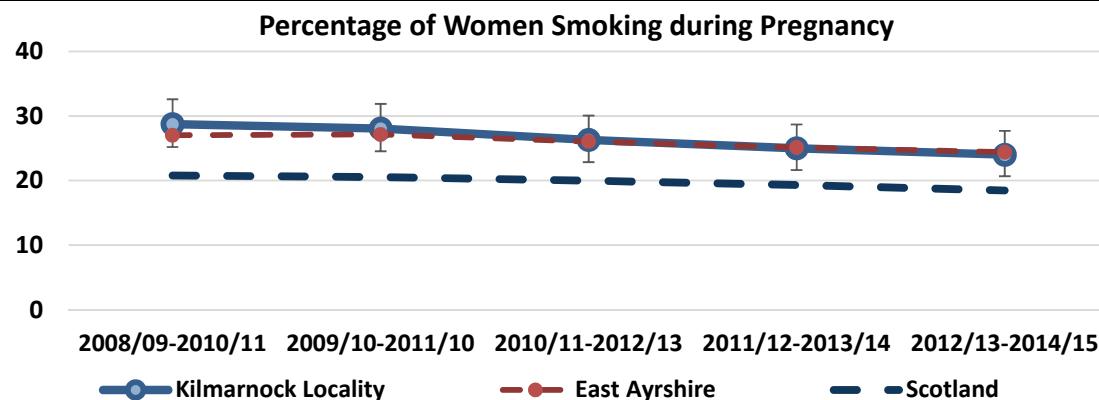


Hospital stays related to drug use in the Kilmarnock Locality have risen over the last five years and remain well above East Ayrshire and Scotland rates. These hospital stays usually result from either a drug overdose or an accidental injury related to drug use.

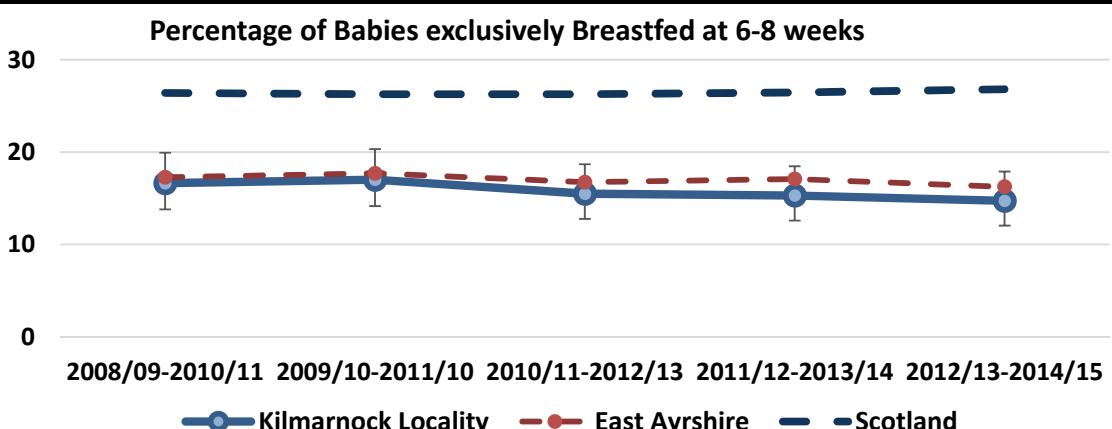
## Kilmarnock Locality – Wellbeing



Emergency hospital admissions have increased slightly in the Kilmarnock Locality over the last 5 years as have multiple emergency admissions in people aged 65 years and over. This is a similar pattern to East Ayrshire but the gap with the Scotland rate has increased in recent years.

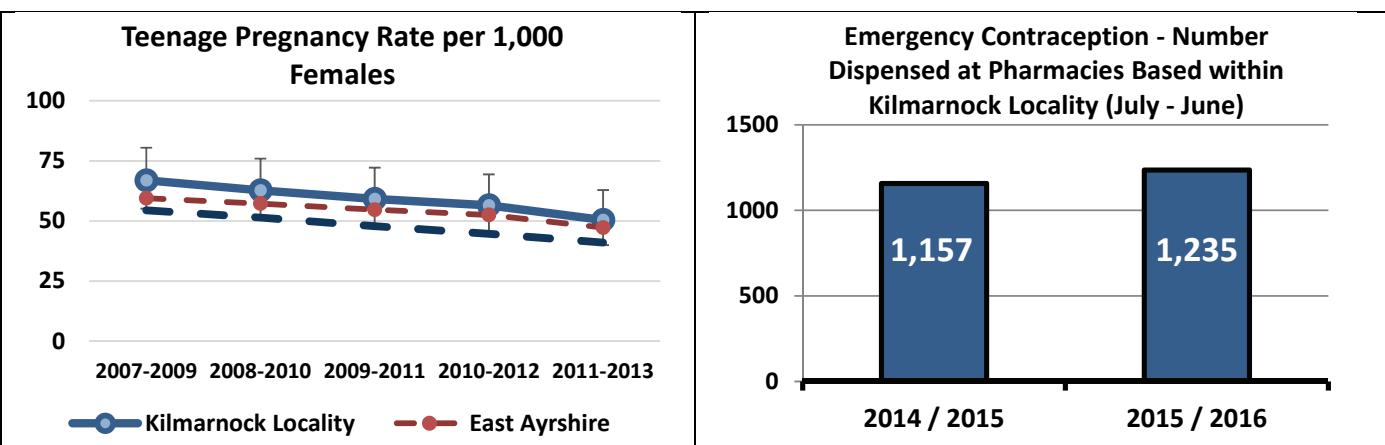


The percentage of women smoking during pregnancy has fallen in the Kilmarnock Locality over the last five years, remaining at a similar level to East Ayrshire but the notable gap with Scotland remains. Most smoking cessation therapies and treatments are safe to use in pregnancy and the smoking cessation service will be happy to support and advise mothers on these issues.



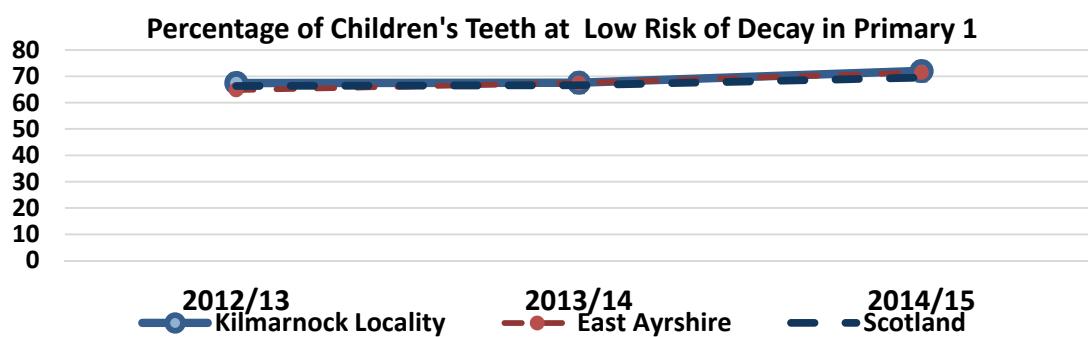
The percentage of babies exclusively breastfed at 6-8 weeks in the Kilmarnock Locality has fallen slightly in recent years, a similar pattern to East Ayrshire but remaining well below the increasing Scotland rate. Health visitors offer advice and support to individual mothers with initiating and sustaining breastfeeding and efforts are also ongoing to make breastfeeding more accepted and supported across society.

## Kilmarnock Locality – Wellbeing



The teenage pregnancy rate in the Kilmarnock Locality has declined over the last five years, a similar pattern to East Ayrshire and Scotland where rates have been falling steadily since 2001.

The prescription rate of long-acting contraceptive devices continues to rise, condom distribution programmes have been in place for many years and community pharmacists continue to provide emergency hormonal contraception to women aged 13 and above, where appropriate. This trend is reflected in the rise in dispensing of emergency hormonal contraception in Kilmarnock pharmacies between 2014/15 and 2015/16.



The percentage of primary 1 children with a low risk of tooth decay has steadily increased over the last decade in the Kilmarnock Locality, East Ayrshire and in Scotland.

### SIMD 2016: 0 – 5% Datazones

The number of hospital stays in Kilmarnock North and Kilmarnock South related to alcohol and drugs is more than double the Scottish average. Further, these neighbourhoods report a higher mortality rate, emergency hospital stays and drugs prescription rate (for anxiety, depression or psychosis) than Scotland as a whole.

## Kilmarnock Locality – Deprivation

### Scottish Index of Multiple Deprivation 2016

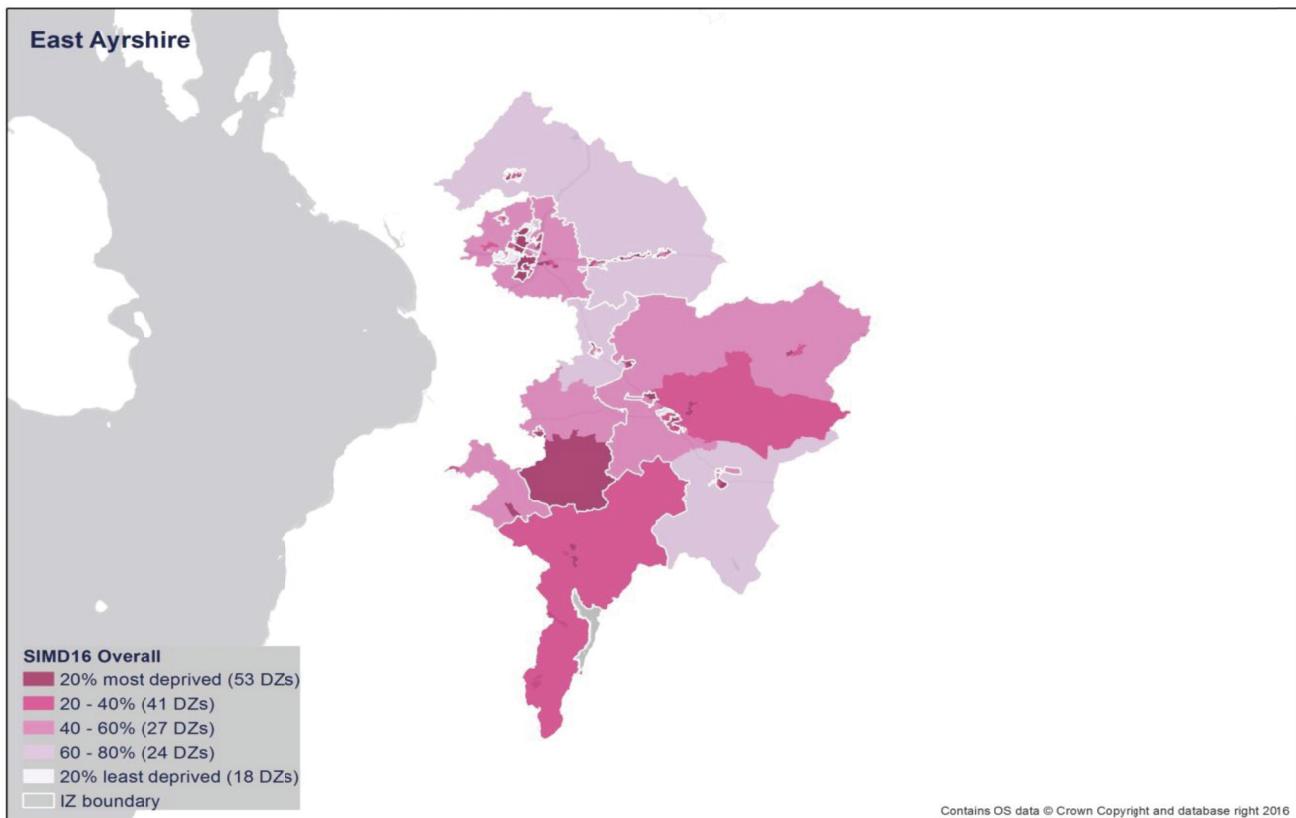
The Scottish Index of Multiple Deprivation (SIMD) is used to identify the most deprived areas in Scotland. SIMD identifies small area concentrations of multiple deprivation across all of Scotland in a consistent way. It allows effective targeting of policies and funding where the aim is to wholly or partly tackle or take account of area concentrations of multiple deprivation.

There are now 6,976 datazones in Scotland, each comprising on average 760 people. SIMD ranks datazones from most deprived (ranked 1) to least deprived (ranked 6,976). People using SIMD will often focus on the datazones below a certain rank, such as the 5%, 10%, 15% or 20% most deprived datazones in Scotland.

East Ayrshire is renowned for its heritage, culture, industry and attractive urban/rural environments, rendering the area to be a desirable place to live and work. The area comprises vibrant and diverse communities, which have access to a range of good quality services and community assets. East Ayrshire is also the sixth most deprived area in Scotland in terms of the local share of small areas in the most deprived 20 per cent of datazones in Scotland.

The Kilmarnock Locality is the most densely populated area in East Ayrshire, comprising the largest population (56,033 residents) within the geographically smallest Locality. As a result, Kilmarnock is a central hub for a number of key services, industries and transport in East Ayrshire. However, despite ample access to services, community assets, transport links and employment opportunities, a considerable extent of residents continue to experience socio-economic and health deprivation.

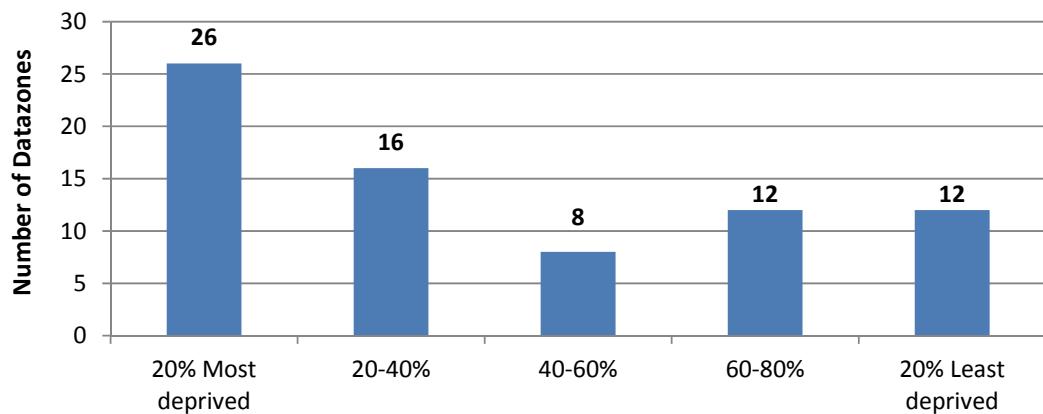
In East Ayrshire, there are 163 datazones, 74 of which are situated within the Kilmarnock Locality.



## Kilmarnock Locality – Deprivation

### Kilmarnock Locality Analysis:

Quintiles - Kilmarnock Locality



A total of 26 datazones (35%) within the Kilmarnock Locality are in the most deprived 20%. 'Deep rooted deprivation' is a feature within the Kilmarnock Locality with Altonhill North & Onthank, Altonhill South, Longpark & Hillhead, and Shortlees being areas where one or more datazones that were consistently among the most deprived 5% in Scotland since SIMD 2004.

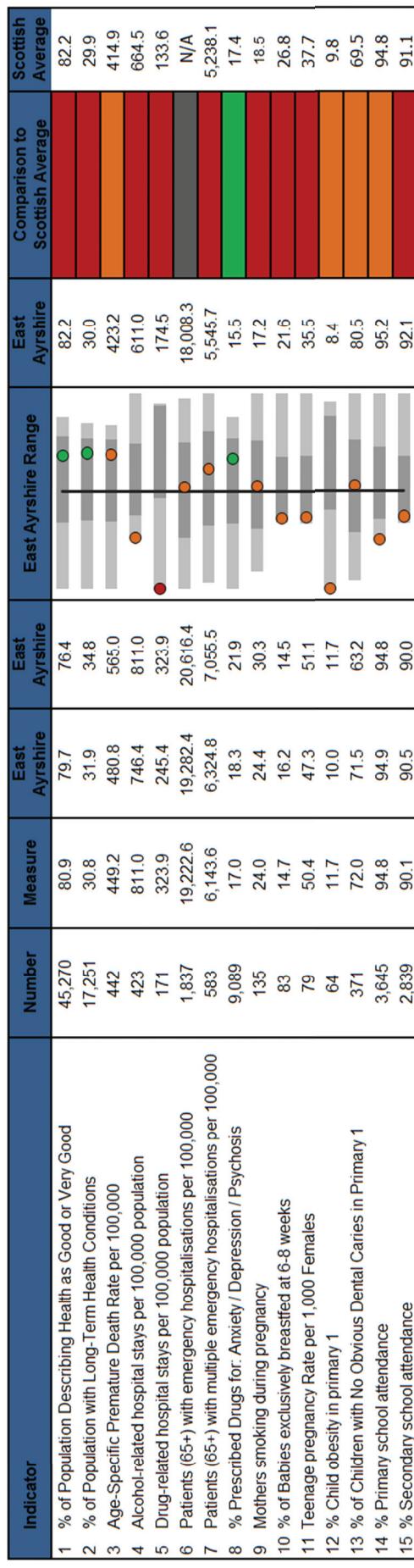
### Ten most deprived datazones in East Ayrshire:

Datazone	Settlement	Rank	Vigintile
S01008006	Kilmarnock North	29	<5%
S01007963	Kilmarnock South	44	<5%
S01008007	Kilmarnock North	59	<5%
S01008002	Kilmarnock North	87	<5%
S01008011	Kilmarnock North	89	<5%
S01007872	Bellsbank	101	<5%
S01008001	Kilmarnock North	159	<5%
S01007871	Bellsbank	178	<5%
S01008009	Kilmarnock North	235	<5%
S01007902	Muirkirk	339	<5%

## Kilmarnock Locality – Spine Chart

### East Ayrshire - Kilmarnock Locality

The following chart compares the Kilmarnock Locality local value for each indicator to the East Ayrshire and Scottish average.



#### Spine Chart Key:

Circle = Kilmarnock Locality

Black Vertical / Central Line = East Ayrshire average

● = Statistically significantly 'worse' than East Ayrshire average

● = Statistically significantly 'better' than East Ayrshire average

● = Not significantly different from East Ayrshire average

○ = Significance could not be calculated

This colour code also applies to the horizontal bars representing "Comparison to Scottish average".

Grey Bar = Total range of results across all localities within East Ayrshire



## Sources

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Prepared by: East Ayrshire Council and East Ayrshire Health and Social Care Partnership, April 2017

