

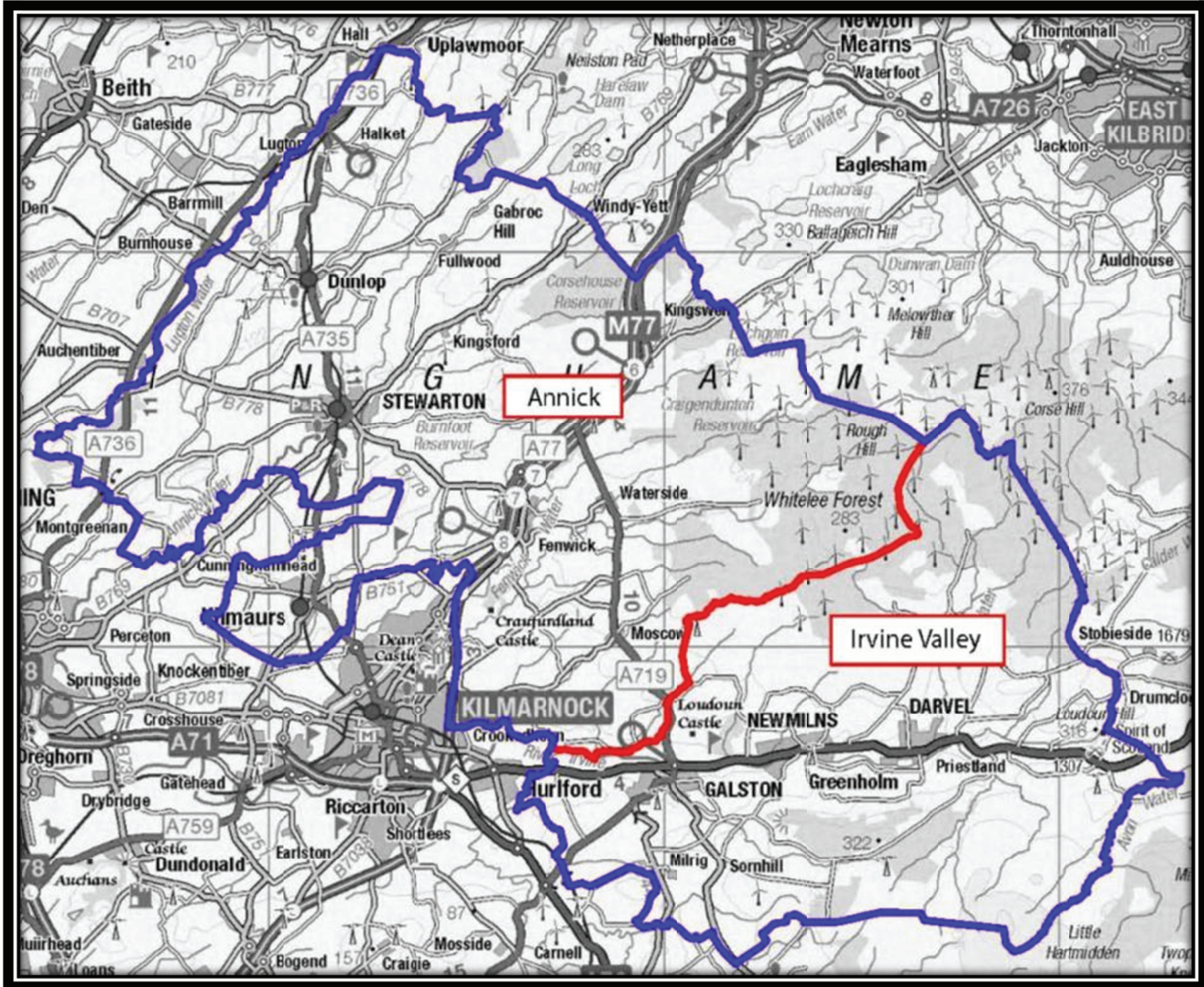


NORTHERN

LOCALITY PROFILE

Local Outcome Improvement Plan
Summary Needs Assessment 2017

East Ayrshire - Northern Locality



— Northern Locality boundary

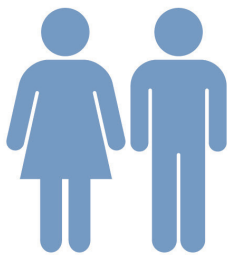
— Ward boundaries



NORTHERN LOCALITY

POPULATION

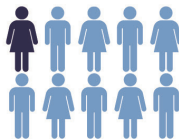
The population of East Ayrshire is expected to remain fairly stable between now and 2030. Over the same time, there will be a large increase in the number of older people. Many parts of East Ayrshire are prosperous and it is a vibrant area in which to live and work, and to visit; however, inequalities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



26,348
people live in the
Northern Locality



1 in 5 people are aged 65 or over



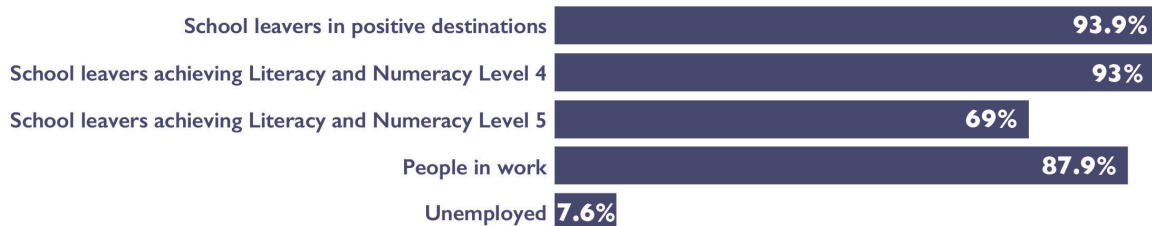
1 in 10 children
live in poverty



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.



There were 10 fire
casualties and fatalities in
the Northern Locality
in 2015/16

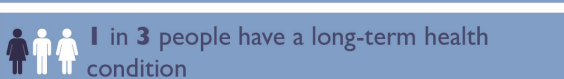
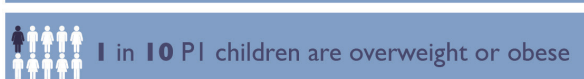
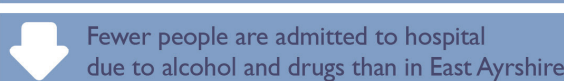
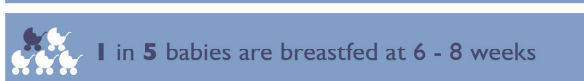
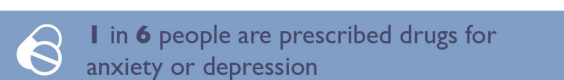
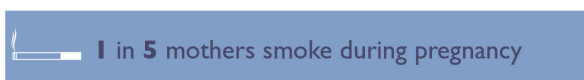


The rate of dwelling fires in
the Northern Locality was
notably lower than the rate
recorded for East Ayrshire



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.



Northern 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 Northern Locality comprises the following two Multi-Member Wards in East Ayrshire: Ward 1 - Annick; and Ward 6 - Irvine Valley.

- The Northern Locality has a population of 26,348 people. The population has remained static over the last few years.
- One in five (20%) people in the Northern Locality are aged 65 or over.
- One in ten (7%) people in the Northern Locality live in a deprived neighbourhood.
- One in ten (13%) children in the Northern 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 (92%) economically active individuals in the Northern Locality either work or are full-time students.
- Over half of people in work in the Northern Locality work in: health and social work; retail; construction; or manufacturing.
- The level of unemployment in the Northern Locality is lower than the East Ayrshire average.
- The level of youth unemployment (16-24) in the Northern Locality is lower than the East Ayrshire average.
- Of the people not in work in the Northern Locality, one in ten (14%) are long-term sick or disabled.
- Nine in ten (93%) secondary school leavers in the Northern Locality achieved SCQF Level 4 in Literacy and Numeracy.
- Seven in ten (69%) secondary school leavers in the Northern Locality achieved SCQF Level 5 in Literacy and Numeracy.
- Nine in ten (94%) school leavers in the Northern 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.

- Fewer than one in ten (3%) Northern Locality residents live in an area identified as the 0-15% most deprived for crime.
- The rate of dwelling fires in the Northern Locality was notably lower than the rate recorded for East Ayrshire.
- There were 10 fire casualties and fatalities in the Northern Locality in 2015/16.
- The rate of road traffic accident casualties in the Northern Locality is higher 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 five (17%) mothers smoke during pregnancy in the Northern Locality.
- One in five (22%) babies are breastfed at 6-8 weeks in the Northern Locality.
- One in ten (8%) primary 1 children in the Northern Locality are overweight or obese.
- One in five (20%) primary 1 children in the Northern Locality have tooth decay.
- The rate of teenage pregnancies (15-19) in the Northern Locality is lower than the level across East Ayrshire as a whole.
- The rate of emergency hospital admissions for older people (65+) in the Northern Locality is lower than the East Ayrshire rate.
- One in three (30%) people in the Northern Locality have a long-term health condition.
- The rate of alcohol-related hospital stays in the Northern Locality is notably lower than East Ayrshire and Scotland averages.
- The rate of drug-related hospital stays in the Northern Locality is notably lower than the East Ayrshire rate.
- One in six (16%) people within the Northern Locality are prescribed drugs for anxiety, depression and psychosis.

Northern Locality – Economy and Skills

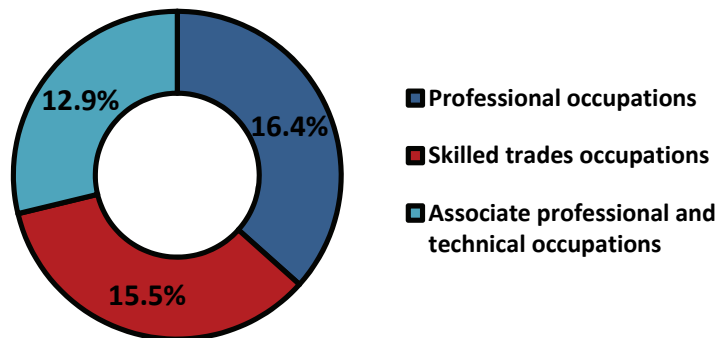
The key driver underpinning our future prosperity and the ability to realise the potential of our communities is a local economy which develops and achieves sustainable growth. Delivering economic recovery and growth will contribute to improved outcomes for young and old, improved health, employment,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

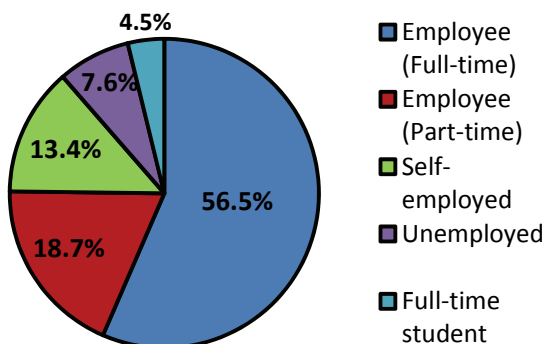
Among the long-term factors that affect the unemployment rate in East Ayrshire are those that also affect the country's overall competitiveness: education levels; infrastructure investments; diversity and balance in its economic mix; tax rates; and the regulatory environment.

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.

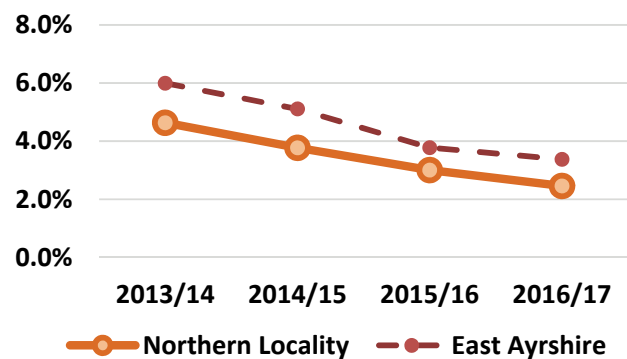
Top 3 Occupations - Northern Locality (2011)



Status of Economically Active - Northern Locality (2011)



Claimant Count (16+)



The top three occupations in the Northern Locality are professional occupations (16.4%), skilled trades occupations (15.5%) and associate professional and technical occupations (12.9%).

The majority of working age people (12,509, or 92.4% of the working age population), as reported in the 2011 Census, are in work or attending college or university full-time. The remaining 7.6% 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 Northern Locality has reduced from 4.6% in 2013 to 2.5% in 2016. In total, approximately 405 people aged 16 to 64 are unemployed.

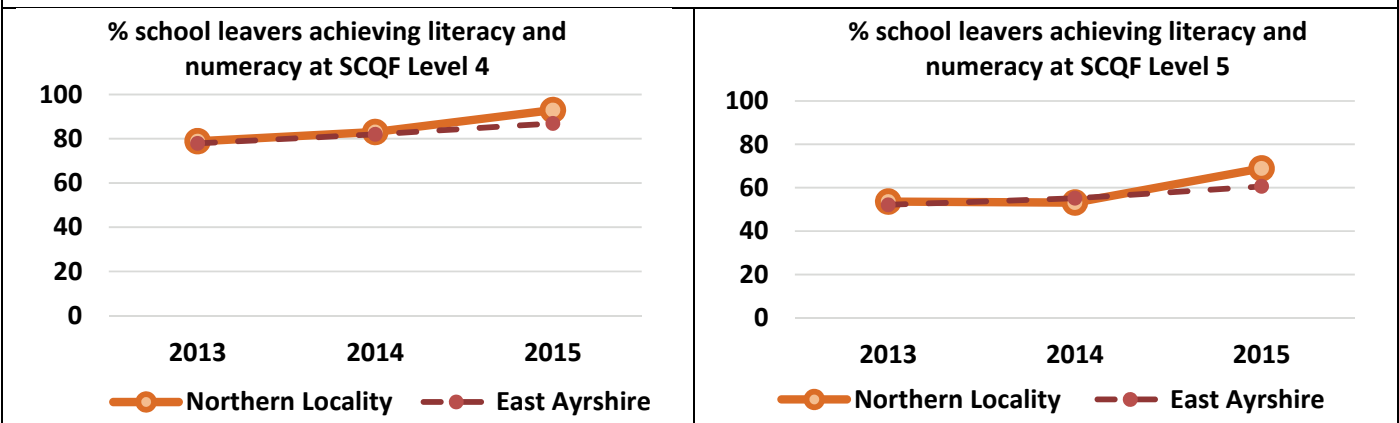
Northern Locality – Economy and Skills

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.

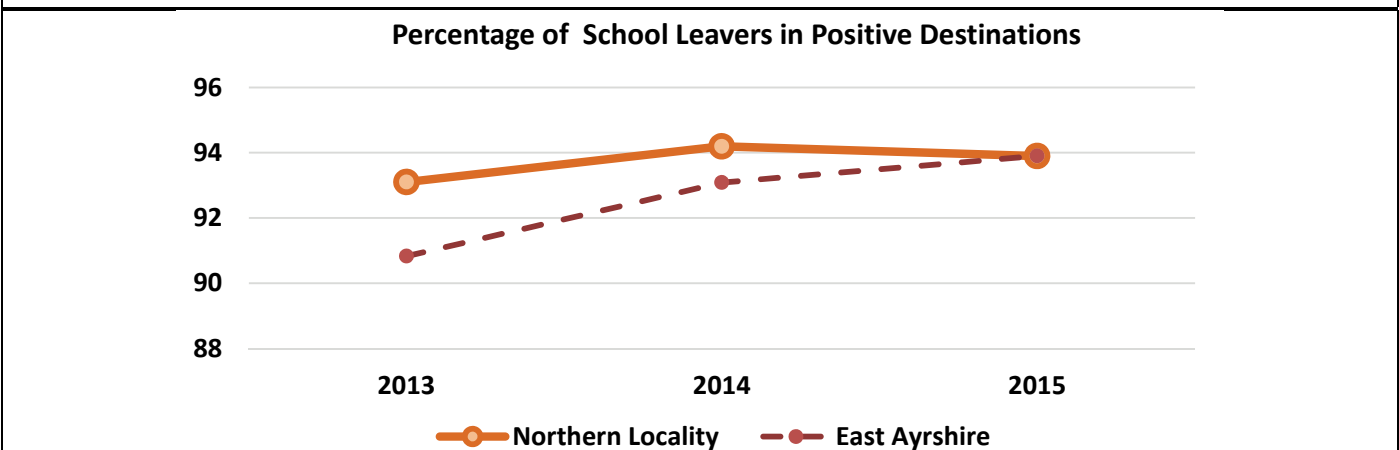
The successful transition of young people from education to positive and sustained learning, training or work is of great importance to both the individual and wider society. The learning accessed during a school career provides the foundation for future opportunities through a combination of knowledge,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

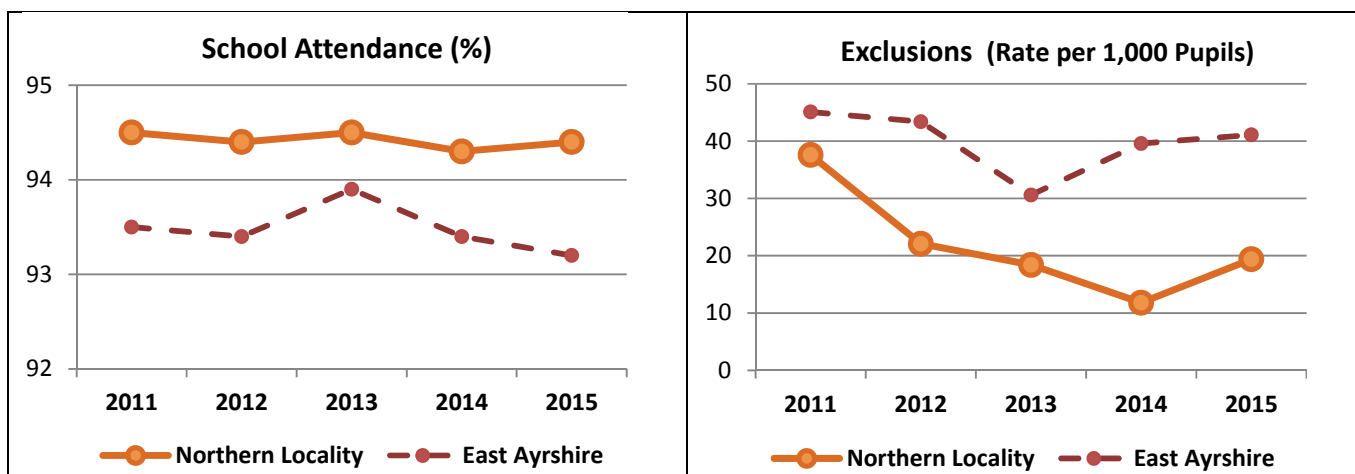


Literacy and numeracy attainment at Scottish Credit and Qualifications (SCQF) level 4 and 5 in the Northern Locality has increased by 14.1 and 15.3 percentage points respectively over the last three years.



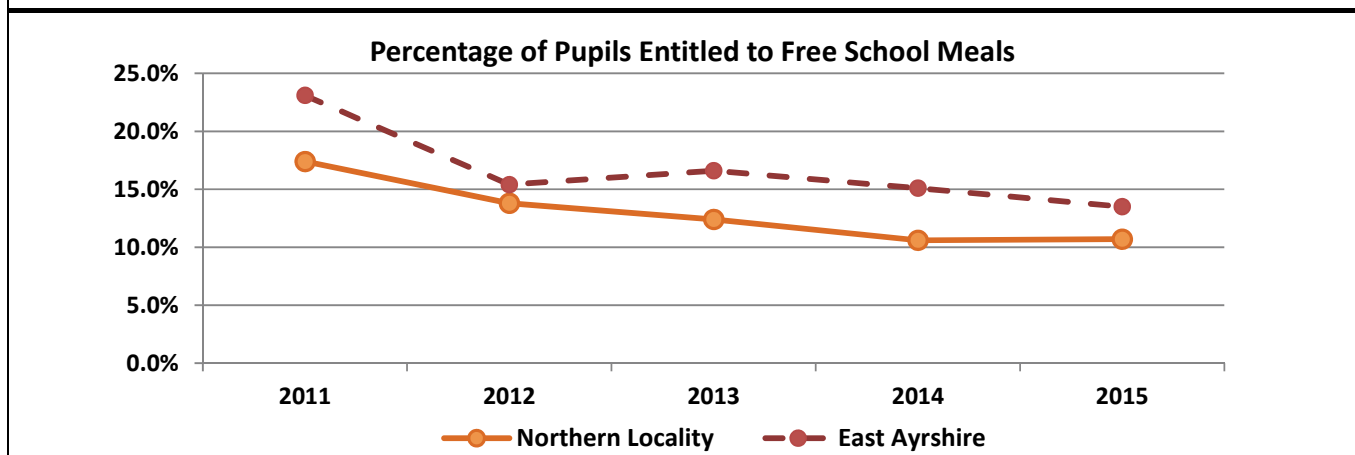
Over the last three years, the percentage of school leavers in a positive destination in the Northern Locality has improved from 93.1% in 2013 to 93.9% in 2015.

Northern Locality – Economy and Skills



The school attendance rate in the Northern Locality has remained consistent at around 94.5% over the last five years.

Exclusion rates in the Northern Locality have decreased over the same period from 37.6 exclusions per 1,000 pupils in 2011 to 19.4 exclusions per 1,000 pupils in 2015.



In the Northern Locality, 10.7% 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% Datzones

There are no 0-5% most deprived datzones in the Northern Locality.

Northern Locality – 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.

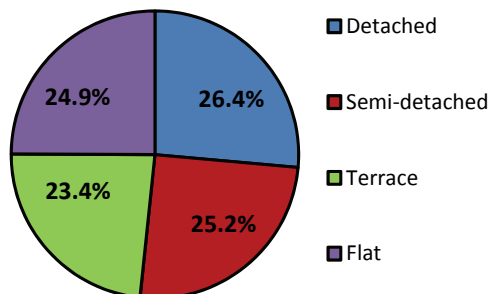
Housing has a strong influence on health inequalities through the effects of: housing costs, housing quality, fuel poverty and the role of housing in community life. Many people do not live in a home that is warm, dry, secure and affordable. The strategy in East Ayrshire of supporting the social rented 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.

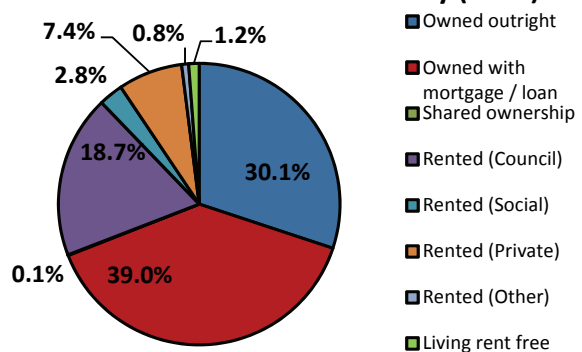
Dwelling fires can result in both physical and mental harm, and the injuries sustained in fires can be fatal. In addition to the human costs of fires, there is a significant economic burden associated with property damage and funding the emergency response to incidents.

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 - Northern Locality (2014)

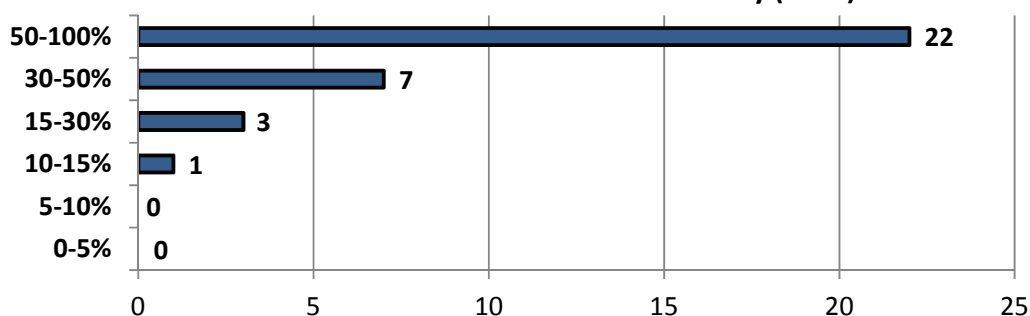


Tenure - Northern Locality (2011)



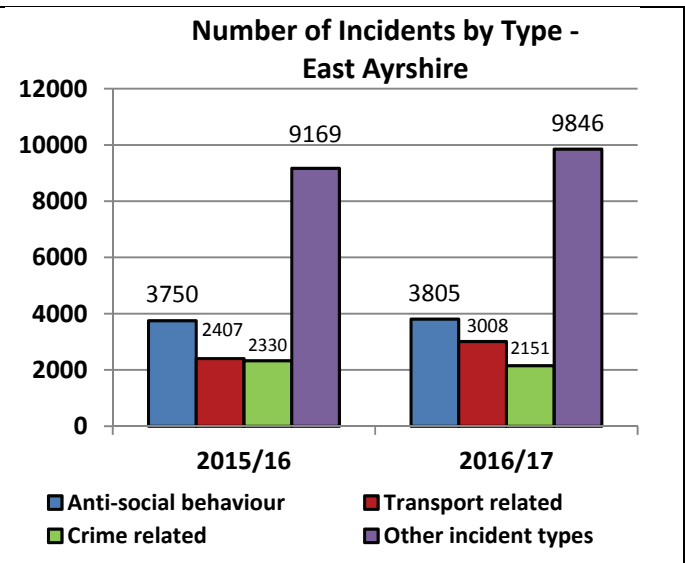
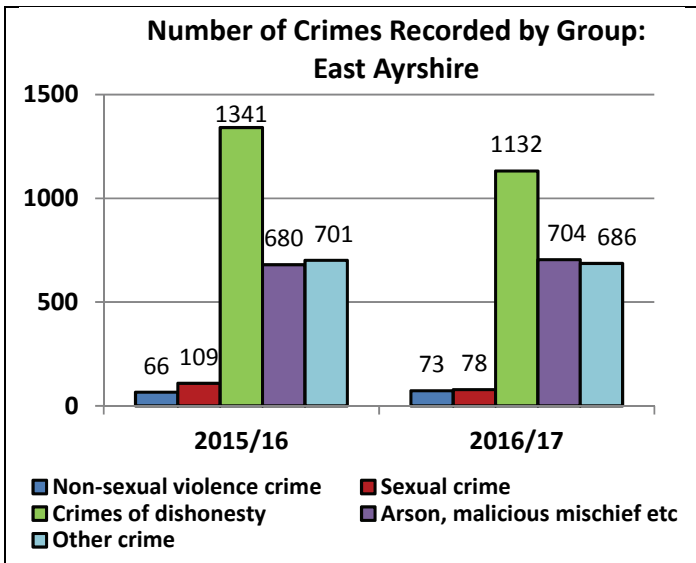
The private rented sector has grown within the Northern Locality and now accounts for 7.4% of the local housing market. Private sector properties are not subject to the same improvement standards as socially rented properties.

SIMD Crime Domain - Northern Locality (2016)

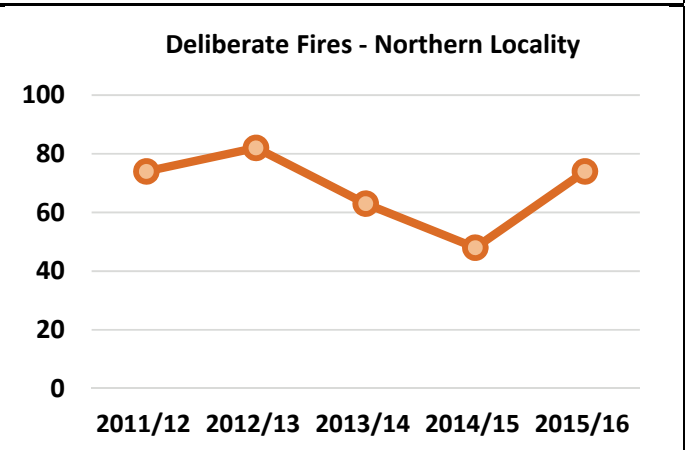
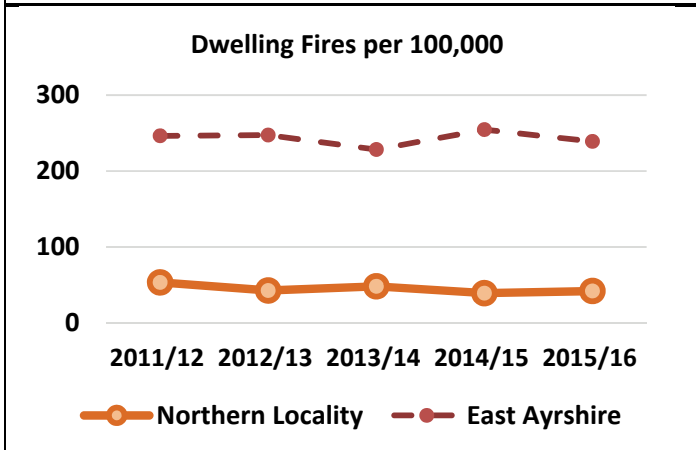


In total, 1 datazone in the Northern Locality is identified in the most deprived 0-15% in respect of crime.

Northern Locality – Safer Communities

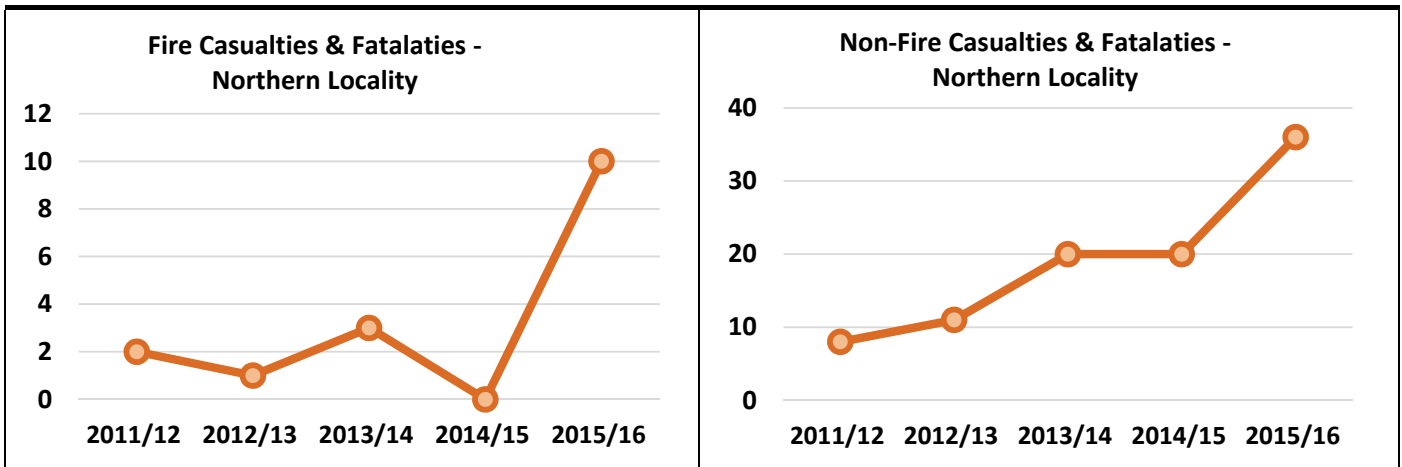


The number of recorded crimes in East Ayrshire remained fairly static between 2015/16 and 2016/17, with the exception of 'crimes of dishonesty', which declined by 15.6% in this period. Notable increases in 'transport-related' (+25%) and 'other' (+7.4%) incidents occurred between 2015/16 and 2016/17.



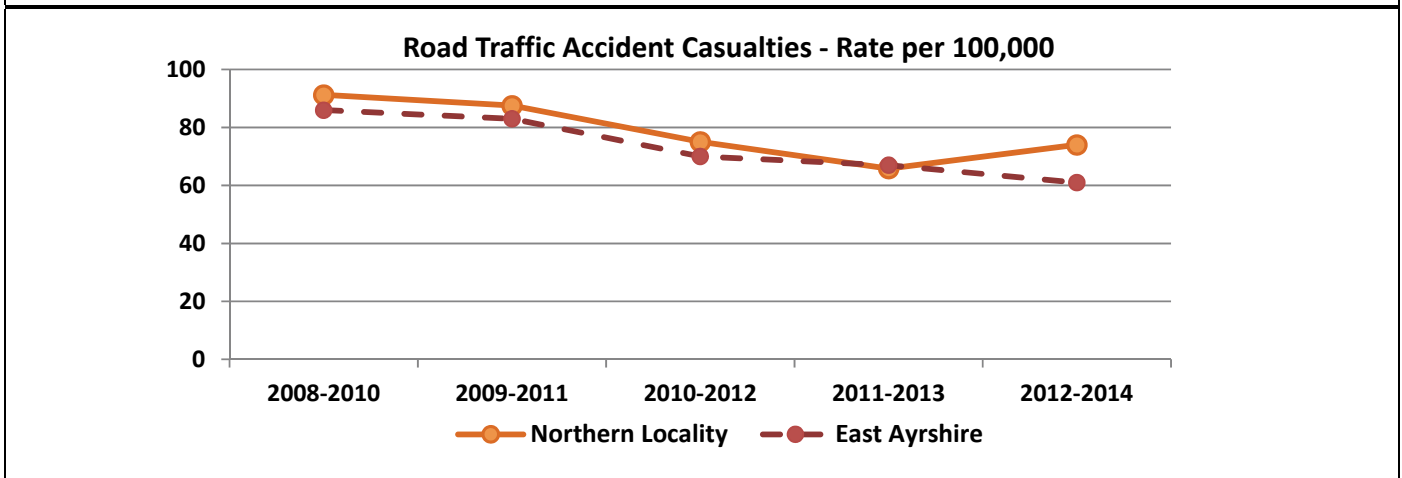
The rate of dwelling fires in the Northern Locality decreased slightly between 2011/12 and 2015/16, remaining considerably lower than East Ayrshire rates during this period. Deliberate fires in the Northern Locality fluctuated during this period with a notable increase in 2015/16.

Northern Locality – Safer Communities



Fire casualties and fatalities in the Northern Locality fluctuated between 2011/12 and 2014/15, before increasing notably in 2015/16. The number of non-fire casualties has increased over the last five years.

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 in the Northern Locality steadily decreased between 2008-10 and 2011-13, before increasing between 2012-14.

SIMD 2016: 0 – 5% Datazones

There are no 0-5% most deprived datazones in the Northern Locality.

Northern 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 offering more support to families in need with housing, finance, safety, parenting and social isolation.

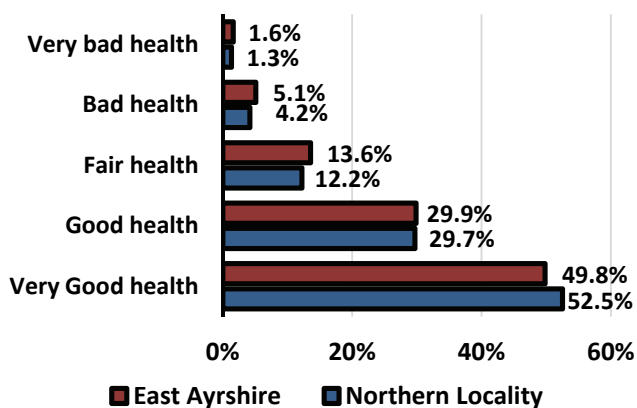
Smoking, excessive use of alcohol, drug use, obesity and poor mental wellbeing all increase the risk for these causes of death and, although smoking and excessive use of alcohol rates are falling, obesity rates have risen in recent years and drug use remains a challenge in the Northern Locality.

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.

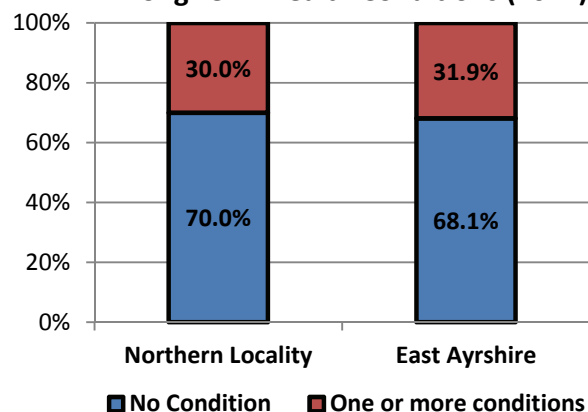
Infancy is a crucial stage in an individual's life, which can influence development and wellbeing in later years. The harmful effects of smoking during pregnancy are the same as for any smoker (for example, risk of heart disease, respiratory disease and cancer); however, smoking during pregnancy can 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.

Self-Described Health Status (2011)

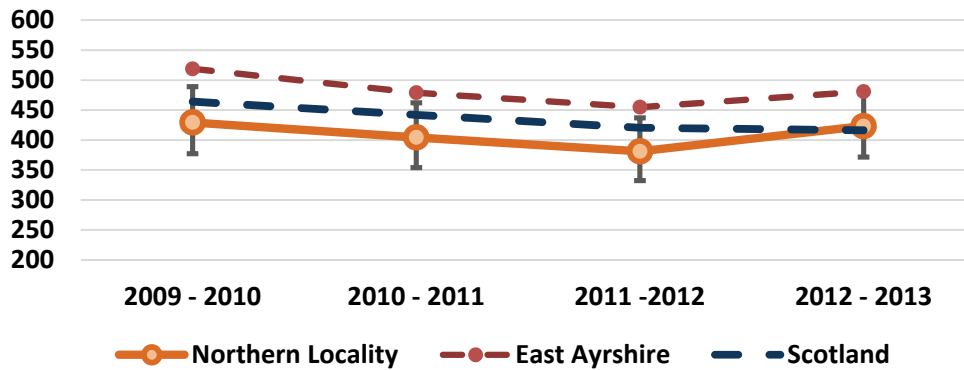


Long Term Health Conditions (2011)



Northern Locality – Wellbeing

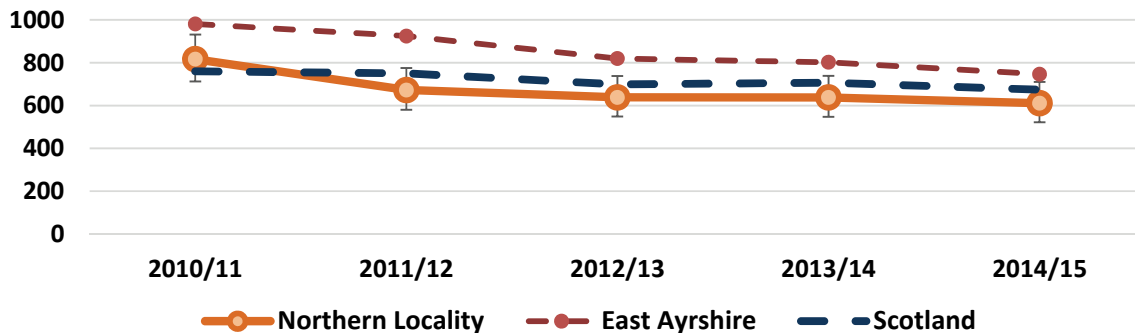
Age Specific Premature Death Rate per 100,000



Self-described health status figures recorded in the Northern Locality were similar to East Ayrshire averages in 2011. The percentage of the Northern Locality population with long term health conditions was 1.9% lower than the East Ayrshire average.

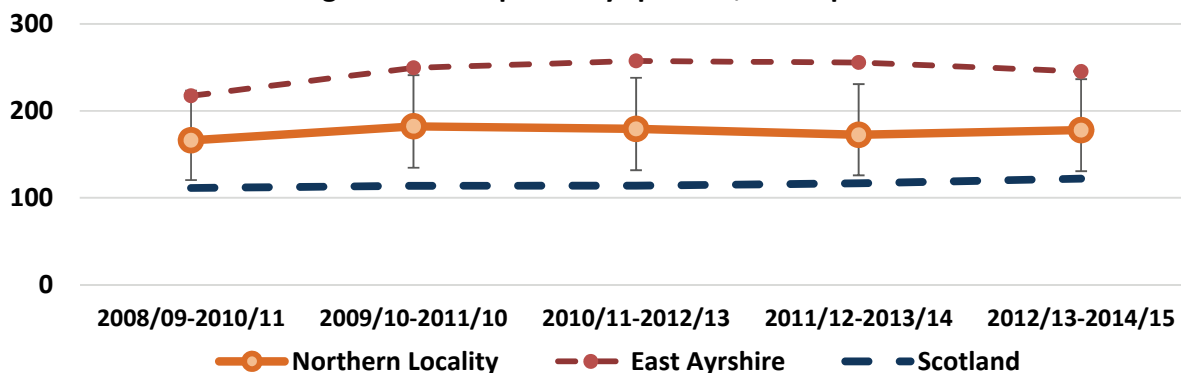
The premature death rate in the Northern Locality steadily declined between 2009-2010 and 2011-2012, before increasing in 2012-2013.

Alcohol Related Hospital Stays per 100,000 Population



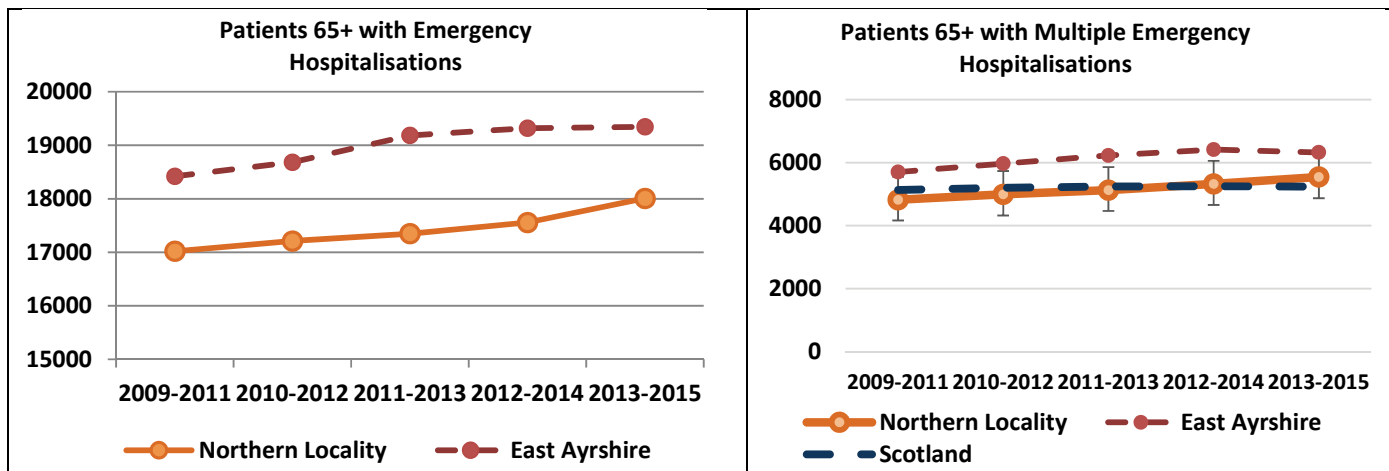
Alcohol-related hospital admissions have declined in the Northern Locality and across East Ayrshire over the last five years. Northern Locality rates have fallen below Scotland rates in this period.

Drug Related Hospital Stays per 100,000 Population

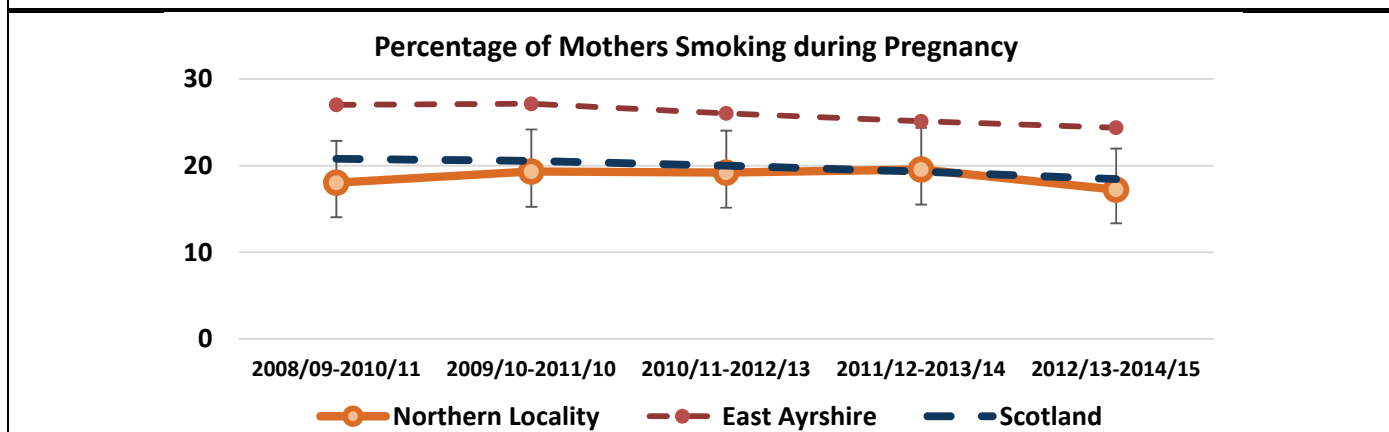


Hospital stays related to drug use in the Northern Locality have fluctuated insignificantly over the last five years, remaining below East Ayrshire rates and above Scotland rates. These hospital stays usually result from either a drug overdose or an accidental injury related to drug use.

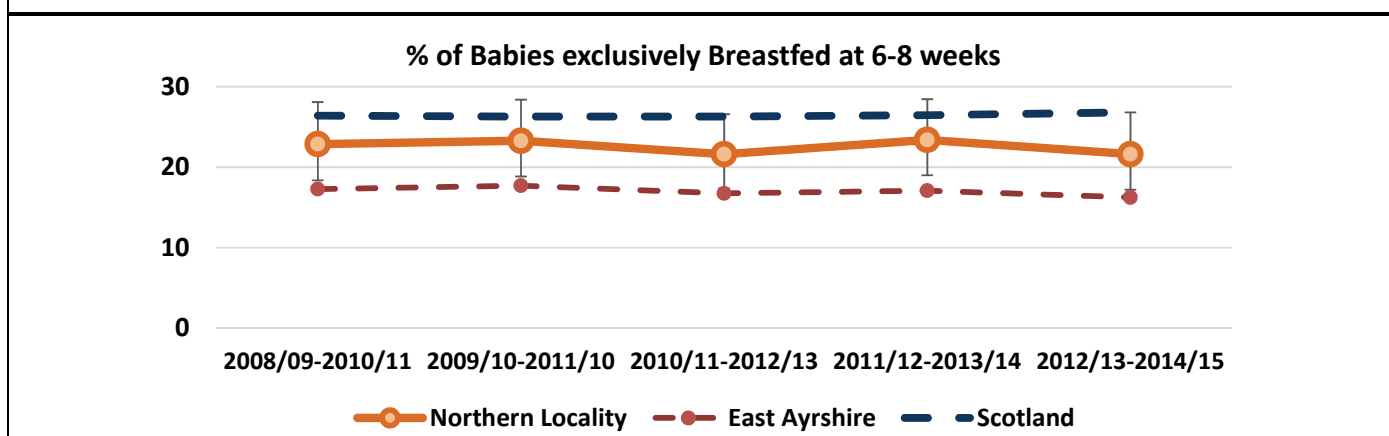
Northern Locality – Wellbeing



Emergency hospital admissions have increased in the Northern Locality over the last 5 years as have multiple emergency admissions in people aged 65 years and over. Northern Locality rates remain below East Ayrshire rates but have risen above Scotland rates in recent years.



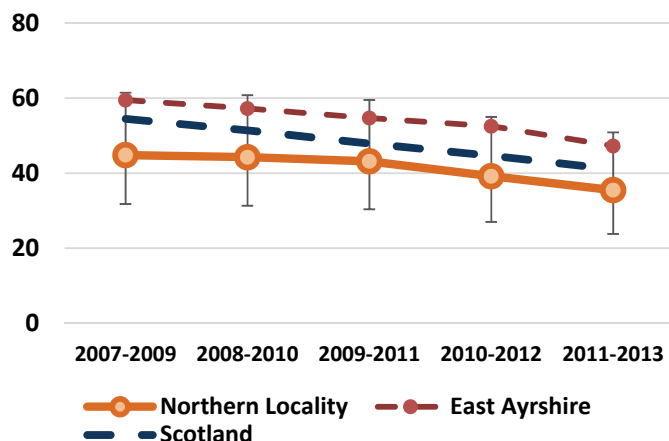
The percentage of women smoking during pregnancy has remained fairly static in the Northern Locality over the last five years, remaining notably lower than East Ayrshire rates in this period. Most smoking cessation therapies and treatments are safe to use in pregnancy and the smoking cessation service will be happy to support and advise mothers on these issues.



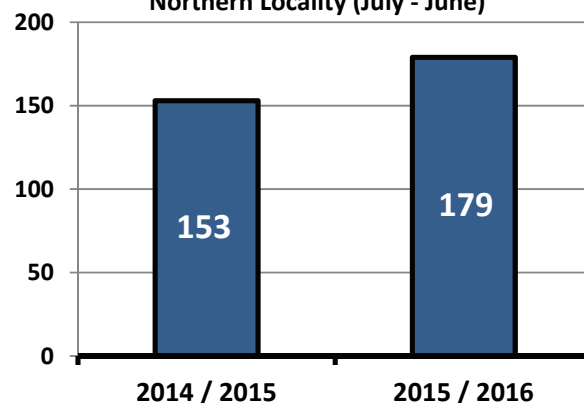
Northern Locality – Wellbeing

The percentage of babies exclusively breastfed at 6-8 weeks in the Northern Locality has fluctuated insignificantly in recent years, remaining above East Ayrshire rates and below Scotland rates. 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.

Teenage Pregnancy Rate per 1,000 Females



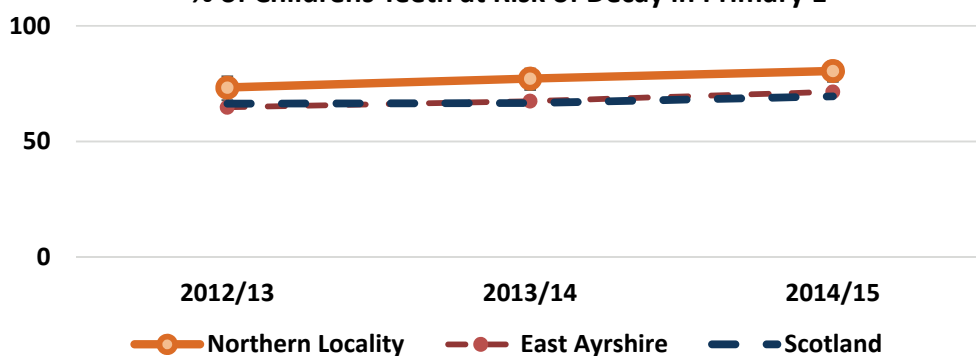
Emergency Contraception - Number Dispensed at Pharmacies Based within Northern Locality (July - June)



The teenage pregnancy rate in the Northern Locality has declined over the last five years, a similar pattern to East Ayrshire and Scotland where rates have been falling steadily since 2001. Dispensing of emergency contraception in the Northern Locality has increased by 17% between 2014/15 and 2015/16.

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.

% of Childrens Teeth at Risk of Decay in Primary 1



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

SIMD 2016: 0 – 5% Datzones

There are no 0-5% most deprived datazones in the Northern Locality.

Northern Locality – Deprivation

Scottish Index of Multiple Deprivation 2016

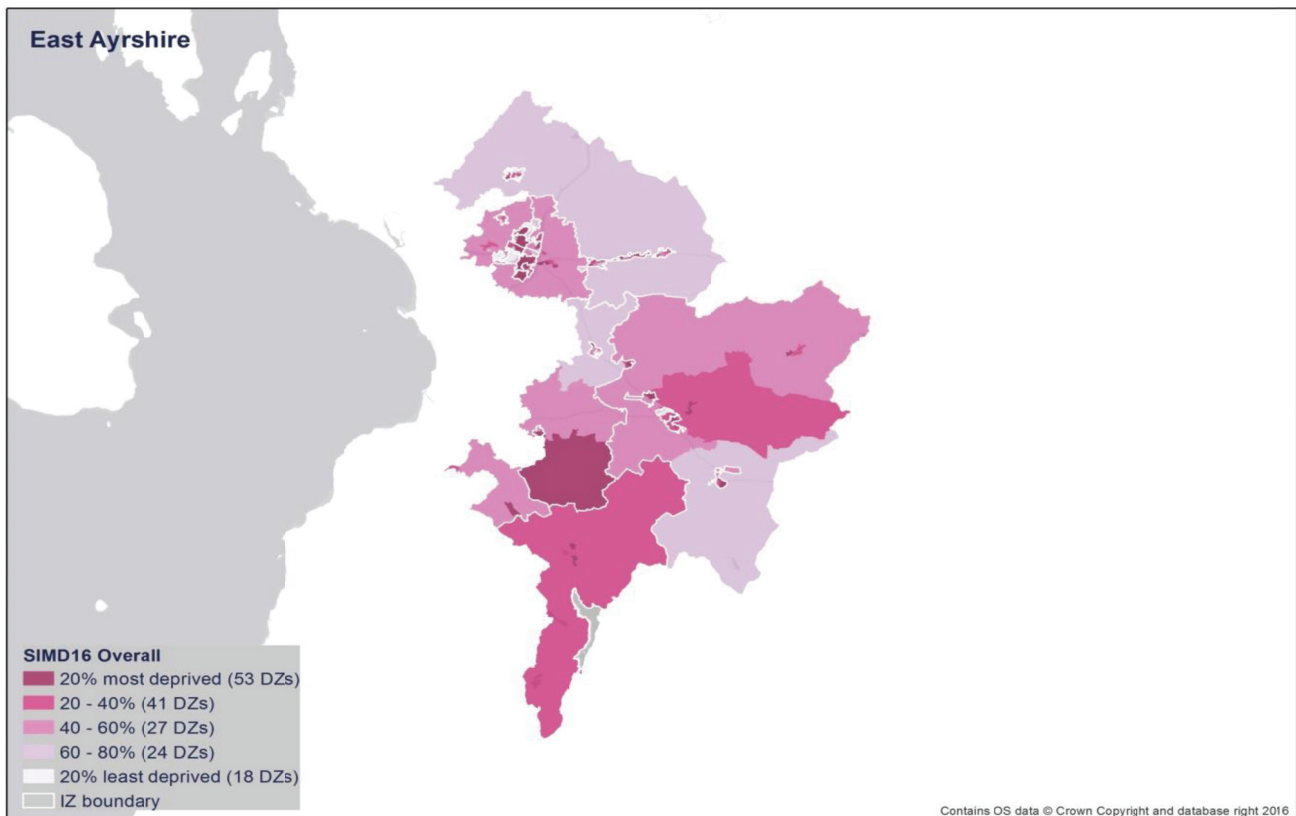
The Scottish Index of Multiple Deprivation (SIMD) is used to identify the most deprived areas in Scotland. SIMD identifies small area concentrations of multiple deprivation across all of Scotland in a consistent way. It allows effective targeting of policies and funding where the aim is to wholly or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

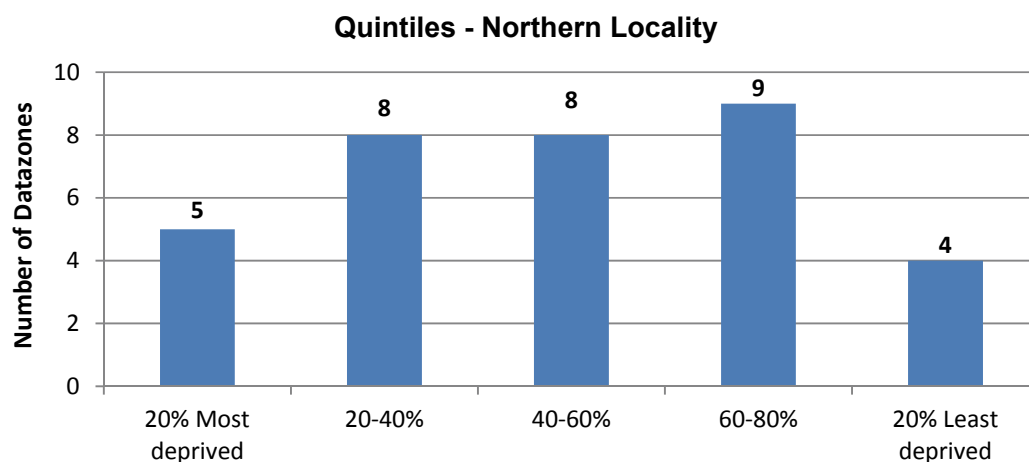
East Ayrshire is renowned for its heritage, culture, industry and attractive urban/rural environments, rendering the area to be a desirable place to live and work. The area comprises vibrant and diverse communities, which have access to a range of good quality services and community assets. East Ayrshire 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 Northern Locality incorporates a population of 26,348 spread over a number of small and sizeable settlements. Despite a significant extent of the Northern Locality comprising rural environments, the vast majority of residents have good access to a range of key services, community assets, transport links and employment opportunities. Evidence suggests that populations within the Northern Locality generally experience lower levels of deprivation compared to populations in other areas within East Ayrshire, with 15% of datazones identified within the most deprived 20% (Kilmarnock Locality = 35% and Southern Locality = 40%).

In East Ayrshire, there are 163 datazones, 34 of which are situated within the Northern Locality.



Northern Locality Analysis:



A total of 5 datazones (15%) within the Northern Locality are in the most deprived 20%, with 3 in the most deprived 10%. Four of these datazones are situated within Galston and one in Newmilns, where deprivation has been a feature for a number of years.

Ten most deprived datazones in East Ayrshire (SIMD 2016):

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%

Northern Locality – Spine Chart

East Ayrshire - Northern Locality

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

Indicator	Number	Measure	East Ayrshire Average	East Ayrshire Worst	East Ayrshire Range	East Ayrshire Best	Comparison to Scottish Average	Scottish Average
1 % of Population Describing Health as Good or Very Good	21,643	82.2	79.7	76.4		82.2		82.2
2 % of Population with Long-Term Health Conditions	7,884	30.0	31.9	34.8		30.0		29.9
3 Age-Specific Premature Death Rate per 100,000	227	423.2	480.8	565.0		423.2		414.9
4 Alcohol-related hospital stays per 100,000 population	172	611.0	746.4	811.0		611.0		664.5
5 Drug-related hospital stays per 100,000 population	48	177.9	245.4	323.9		174.5		133.6
6 Patients (65+) with emergency hospitalisations per 100,000	894	18,008.3	19,282.4	20,616.4		18,008.3		N/A
7 Patients (65+) with multiple emergency hospitalisations per 100,000	268	5,545.7	6,324.8	7,055.5		5,545.7		5,238.1
8 % Prescribed Drugs for: Anxiety / Depression / Psychosis	4,484	15.5	18.3	21.9		15.5		17.4
9 Mothers smoking during pregnancy	51	17.2	24.4	30.3		17.2		18.5
10 % of Babies exclusively breastfed at 6-8 weeks	61	21.6	16.2	14.5		21.6		26.8
11 Teenage pregnancy Rate per 1,000 Females	29	35.5	47.3	51.1		35.5		37.7
12 % Child obesity in primary 1	28	8.4	10.0	11.7		8.4		9.8
13 % of Children with No Obvious Dental Caries in Primary 1	252	80.5	71.5	63.2		80.5		69.5
14 % Primary school attendance	2,007	95.2	94.9	94.8		95.2		94.8
15 % Secondary school attendance	1,568	92.1	90.5	90.0		92.1		91.1

Spine Chart Key:

Circle = Northern Locality

Black Vertical / Central Line = East Ayrshire average

= Statistically significantly 'worse' than East Ayrshire average

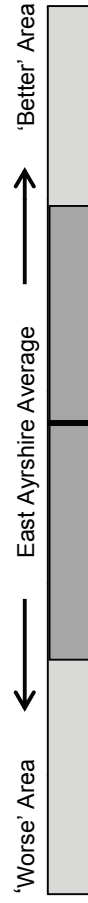
= Statistically significantly 'better' than East Ayrshire average

= 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

