



EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP

SINGLE OUTCOME AGREEMENT 2011 – 2014

Area Profile

Introduction



Introduction

East Ayrshire covers an area of 490 square miles from Lugton in the north to Loch Doon in the south. It has a population of 120,210 who live in a mixture of urban, rural and isolated communities. Kilmarnock is the major urban area with a population of around 43,500. The remainder of the population lives in smaller communities ranging from a few hundred people to around 9,000 people in Cumnock.

East Ayrshire has a high quality environment with good quality services, including health, education, social and leisure services and a strong community spirit. This was confirmed by the Community Planning Residents' Survey 2008, which demonstrated that 72% of respondents felt that the quality of life in their town or village was good and 72% said that they had lived in East Ayrshire for over 20 years.

These are valuable assets upon which we can continue to build and Community Planning Partners are committed to working together to make a real difference to the lives of local people.

Our Vision

“East Ayrshire will be a place with strong, vibrant communities where everyone has a good quality of life and access to opportunities, choices and high quality services which are sustainable, accessible and meet people’s needs.”

Key Themes

During 2008, in recognition of changing national priorities such as the move to a Community Planning Partnership Single Outcome Agreement, and the resulting need to streamline reporting arrangements, the Community Planning Partnership agreed to radically review and rationalise the existing thematic Action Plans as part of the Mid Term Review of Community Planning. As a consequence of the planned programme of change, the Partnership agreed to move from six thematic Action Plans to four from 1 April 2009, as follows:

- Promoting Lifelong Learning
- Delivering Community Regeneration
- Improving Community Safety
- Promoting Health and Wellbeing.

Early in 2010, we worked with our communities, our partners and other key stakeholders to identify our priorities for the four year period from 2011-2015. Everyone agreed that the key themes listed above should continue to be the focus of effort by Community Planning Partners during this period.

Challenges

A number of key challenges have been identified, which will require to be addressed, if we are to achieve the vision for East Ayrshire, including:

- sustainable economic growth;
- unemployment;
- changing demographics, in particular an ageing population;
- health and health inequalities;
- poverty and deprivation;
- financial inclusion;
- connectivity; and
- support for community groups.

Area Profile

The following integrated profile of the social, economic and environmental conditions of East Ayrshire forms the basis for our Community Planning Partnership Single Outcome Agreement (SOA) 2011-14, which highlights past and projected trends and evidences the views of local communities through the Community Planning Residents' Survey.

Changing Demographics

Population

The 2009 population for East Ayrshire is 120,210; an increase of 0.2% since 2008. The population of East Ayrshire accounts for 2.3% of the total population of Scotland.

In East Ayrshire, 17.1% of the population are aged 16-29 years, compared to 18.6% in Scotland. Persons aged 60 and over make up 24% of the East Ayrshire population, compared to 22.9% in Scotland.

Population Projections

Contrary to previous trends, the latest available estimates indicate that the population of East Ayrshire is likely to remain relatively static between 2008 and 2033. The population of Scotland is projected to increase by 7.3% between 2008 and 2033.

East Ayrshire's population is ageing significantly, with the local working age population projected to fall by 6.6% between 2008 and 2033, compared with a 2.2% increase across Scotland. These statistics are compounded by the fact that the direction of population change varies across age bands; there is expected to be a more significant decline in both the 16-29 and 30-49 age groups, continuing the increase in the ageing population in East Ayrshire.

In addition, it is estimated that the proportion of those of pensionable age will increase to around 27% by 2033, compared to 17% in 2008.

Over the 25 year period, the age group that is projected to increase the most in size in East Ayrshire is the 75+ age group.

The population aged under 16 years in East Ayrshire is projected to decline by 8% between 2008 to 2033.

Source: General Register Office for Scotland: East Ayrshire Council Demographic Area – Demographic Factsheet, December 2010

Age Structure

Mid year estimates 2009.

Age	Male	Female	All	East Ayrshire	Scotland
0-4	3,469	3,179	6,648	5.5%	5.6%
5-9	3,182	3,144	6,326	5.3%	5.2%
10-14	3,598	3,231	6,829	5.7%	5.6%
15-19	4,031	3,930	7,930	6.6%	6.3%
20-24	3,944	3,716	7,660	6.4%	6.9%
25-29	3,148	3,282	6,430	5.3%	6.6%
30-34	3,055	3,269	6,324	5.3%	5.8%
35-39	3,845	4,167	8,012	6.7%	6.7%
40-44	4,671	5,088	9,759	8.1%	7.7%
45-49	4,358	4,832	9,190	7.6%	7.7%
50-54	4,049	4,284	8,333	6.9%	6.9%
55-59	3,908	3,944	7,852	6.5%	6.2%
60-64	3,923	4,193	8,116	6.8%	6.2%
65-69	2,956	3,334	6,290	5.2%	4.9%
70-74	2,482	2,849	5,331	4.4%	4.2%
75-79	1,766	2,435	4,201	3.5%	3.4%
80-84	1,070	1,601	2,671	2.2%	2.3%
85-89	523	1,061	1,584	1.3%	1.4%
90+	167	526	693	0.6%	0.6%
All Ages	58,145	62,065	120,210	100.0%	100.0%

Source: General Register Office for Scotland Mid Year Estimates 2009

Projected Population

Population in 1,000s (2008 based projections).

	East Ayrshire			Scotland		
	2008	2023	2033	2008	2023	2033
All Ages	119.9	121.6	119.9	5,168.5	5,442.3	5,544.4
0-15	21.5	21.3	19.8	913.5	933.0	899.8
16-29	20.2	17.5	17.5	953.0	868.8	889.0
30-49	33.8	28.8	28.5	1,457.3	1,368.2	1,372.4
50-64	24.0	26.6	21.3	988.2	1,116.8	972.4
65-74	11.5	13.8	16.2	463.4	585.4	685.3
75+	9.0	13.5	16.6	393.2	570.0	723.6

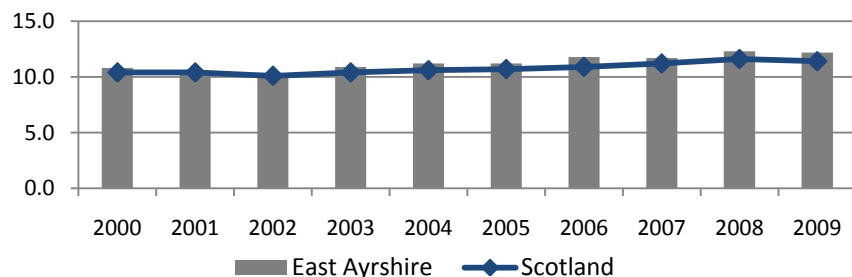
Source: General Register Office for Scotland

- Analysis:** Contrary to previous trends, population projections indicate that the total population in East Ayrshire will remain relatively static between 2008 and 2033; however, by 2033 around 27% of the population will be 65 or over compared to 17% in 2008.

Births

Standardised Birth rate per 1,000 population.

	East Ayrshire	Scotland
Rate per 1,000 population		
2000	10.8	10.4
2001	10.5	10.4
2002	10.1	10.1
2003	10.9	10.4
2004	11.2	10.6
2005	11.2	10.7
2006	11.8	10.9
2007	11.7	11.2
2008	12.3	11.6
2009	12.2	11.4



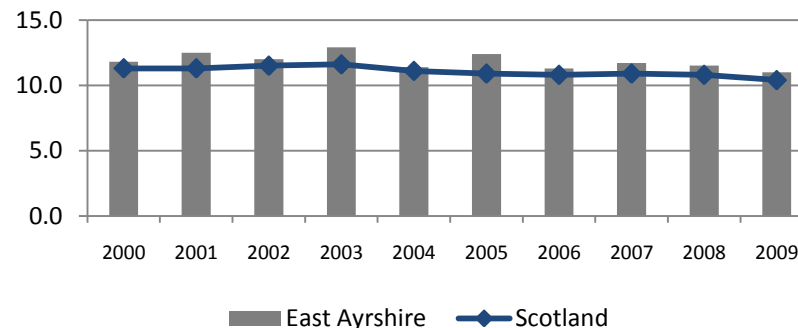
Source: Source: General Register Office for Scotland

- **Analysis:** Birth rates in East Ayrshire have generally been just above the Scottish rate, with a gradual increase after 2002.

Deaths

Standardised Death rate per 1,000 population.

	East Ayrshire	Scotland
Rate per 1,000 population		
2000	11.8	11.3
2001	12.5	11.3
2002	12.0	11.5
2003	12.9	11.6
2004	11.4	11.1
2005	12.4	10.9
2006	11.3	10.8
2007	11.7	10.9
2008	11.5	10.8
2009	11.0	10.4



Source: General Register Office for Scotland

- **Analysis:** Death rates in East Ayrshire have been consistently worse than the Scottish rate, although the extent of the difference has varied over the years.

Ethnic Grouping

Percentage of population.

	East Ayrshire %	Scotland %
White Scottish	94.22	88.09
Other White British	3.94	7.38
White Irish	0.57	0.98
Other White	0.59	1.54
Indian	0.07	0.30
Pakistani	0.14	0.63
Bangladeshi	0.00	0.04
Other South Asian	0.04	0.12
Chinese	0.18	0.32
Caribbean	0.01	0.04
African	0.02	0.10
Black Scottish or Other Black	0.01	0.02
Any Mixed Background	0.15	0.25
Other Ethnic Group	0.05	0.19

Source: General Register Office for Scotland (Census 2001)

- Analysis:** In East Ayrshire, the ethnic minority population is significantly lower than Scotland for all ethnic minority groupings. In addition, in the 2008 Residents' Survey, 96% of respondents said they are 'White Scottish', 3% said they are 'White Other British', 0.5% 'Irish' and 0.5% 'Other Ethnic Background'.

Key Themes and Challenges: Promoting Lifelong Learning

Education and Learning

A key priority for the Partnership is to increase attainment in literacy and numeracy skills for children, young people and adults, in particular in relation to their importance in building the skills of the existing workforce and improving the employability of those seeking work.

School leavers are often at disproportionate risk from reductions in employment opportunities. Within education, our efforts and available resources are directed at providing sustained destinations for our young people by strengthening the links between education and learning, and employability.

To this end, we are working to build a strong partnership involving the University of the West of Scotland, the local colleges, our secondary schools and business partners, the core aim of which is to develop an enterprising culture and ensure that our young people acquire the skills which are in demand in the labour market, particularly within East Ayrshire.

As employment opportunities have declined, pressure has increased on education as a positive alternative. Curriculum for Excellence, a major educational reform, is designed to nurture successful, effective, confident and responsible young people, future-proofed for life in the 21st century and means that young people staying in education post-16 will develop a much greater range of skills and qualifications, which will equip them well for the world of work.

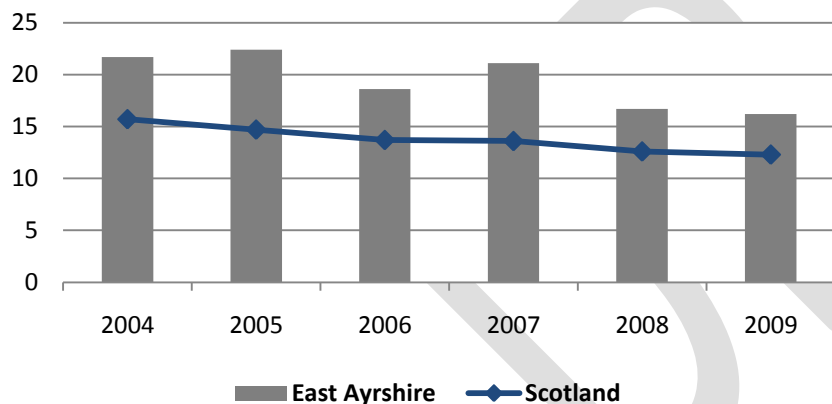
The following statistical information is significant in relation to education, skills and training:

- Attainment in our local schools continues to improve, with reading, writing and maths skills reaching levels of 84%, 77% and 86% in primary schools in 2009/10 compared to 79%, 71% and 83% in 2006/07.
Source: East Ayrshire Council
- 88% of East Ayrshire pupils passed Standard Grade English and Maths by the time that they left secondary school in 2009/10, compared to 92% in Scotland.
Source: East Ayrshire Council
- 1,569 adult learners in East Ayrshire were assisted with adult literacy and numeracy skills in 2009/10, compared with 1,095 in 2008/09.
Source: East Ayrshire Council
- 84% of students completed further education/higher education courses in local colleges in East Ayrshire in 2008/09, in line with the national average.
Source: Scottish Funding Council
- 12.7% of residents of East Ayrshire have degree/professional qualifications in 2009, compared to 21% in Scotland.
Source: Annual Population Survey, Scottish Government
- 88% of school leavers in East Ayrshire entered positive destinations in 2009/10, compared to 87% in Scotland; 14.4% went into employment, compared to 18.5% in Scotland.
Source: Destinations of `Leavers from Scottish Schools, Scottish Government

Qualifications

Percentage of working age people with no qualifications.

	East Ayrshire %	Scotland %
2004	21.7	15.7
2005	22.4	14.7
2006	18.6	13.7
2007	21.1	13.6
2008	16.7	12.6
2009	16.2	12.3



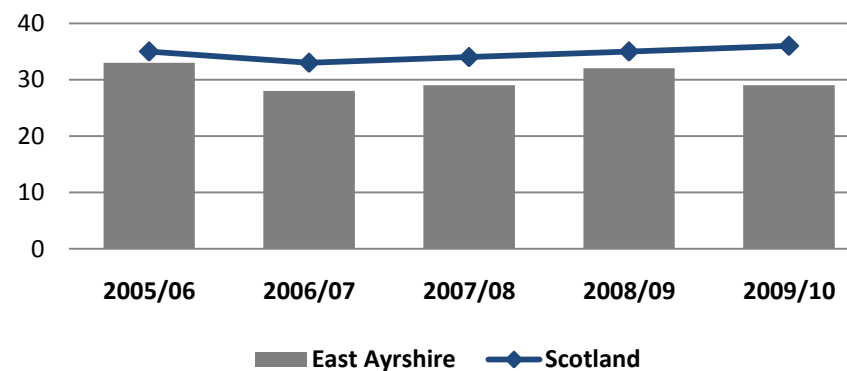
Source: Annual Population Survey, Scottish Government

- **Analysis:** East Ayrshire rates for working age people with no qualifications are above the Scottish average; however, declining in line with the Scottish trend.

School Qualifications

Percentage of pupils in 4th Year at secondary school, achieving 5+ Awards at SCQF Level 5 (Standard Grade Credit) or better.

	East Ayrshire %	Scotland %
2005/06	33	35
2006/07	28	33
2007/08	29	34
2008/09	32	35
2009/10	29	36



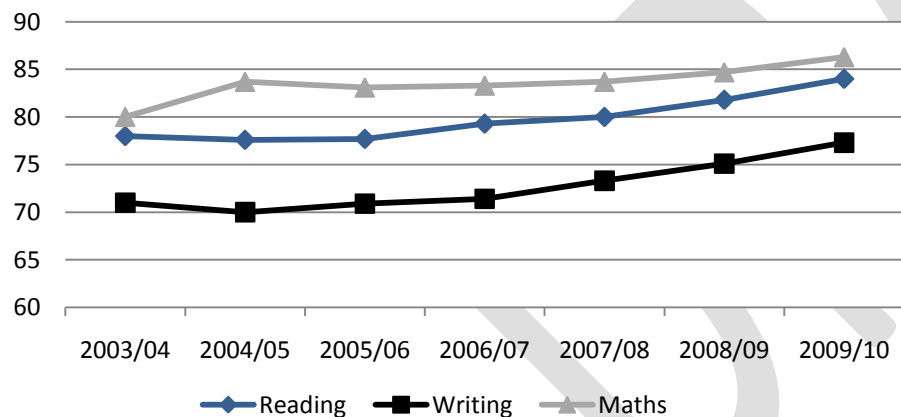
Source: Scottish Government

- **Analysis:** East Ayrshire rates are generally lower than Scotland. In addition, in the 2008 Community Planning Residents' Survey 24% of respondents said they have an Ordinary Grade, Standard Grade, GCSE, CSE, Senior Certificate or equivalent.

Achievement in Primary Schools (P3/4 and P6/7)

Percentage of pupils attaining or exceeding level relevant to their stage in National 5-14 tests.

	Reading %	Writing %	Maths %
2003/04	78.0	71.0	80.0
2004/05	77.6	70	83.7
2005/06	77.7	70.9	83.1
2006/07	79.3	71.4	83.3
2007/08	80.0	73.3	83.7
2008/09	81.8	75.1	84.7
2009/10	84	77.3	86.3



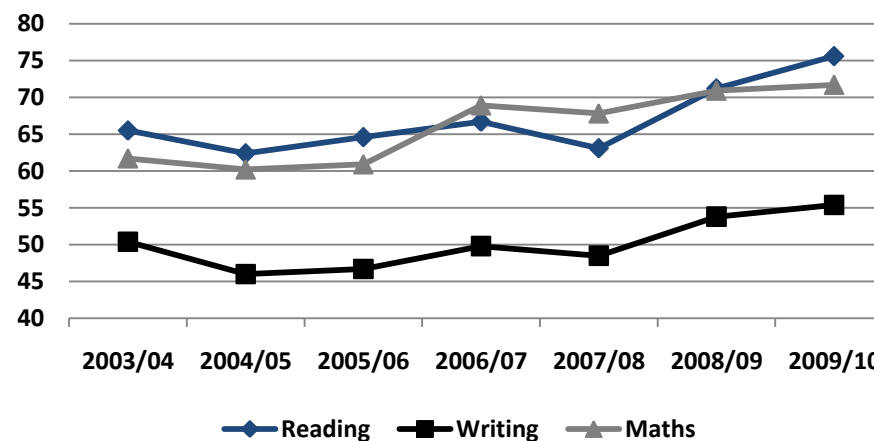
Source: East Ayrshire Council

- **Analysis:** East Ayrshire rates for primary school 5-14 achievement have improved over time.

5-14 Years Achievement – Secondary Schools

Percentage of pupils attaining or exceeding level relevant to their stage in National 5-14 tests.

	Reading %	Writing %	Maths %
2003/04	65.5	50.4	61.7
2004/05	62.4	46	60.2
2005/06	64.6	46.7	60.9
2006/07	66.7	49.8	68.9
2007/08	63.1	48.5	67.8
2008/09	71.2	53.8	70.9
2009/10	75.6	55.4	71.7



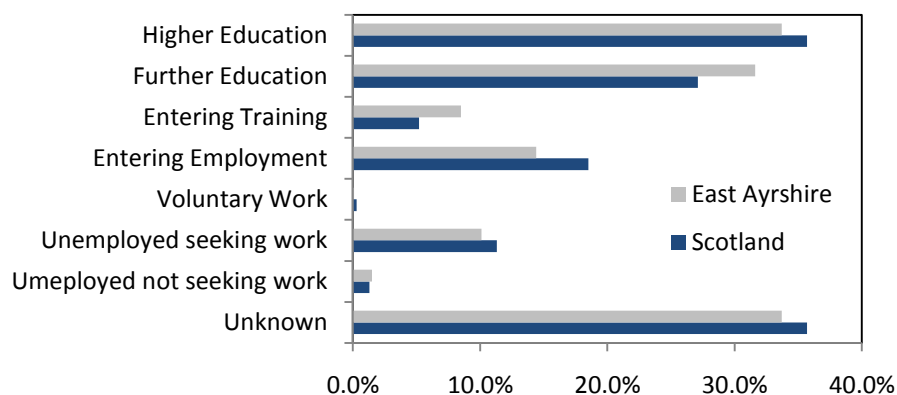
Source: East Ayrshire Council

- **Analysis:** East Ayrshire rates for secondary school 5-14 achievement are improving over time.

School Leaver Destinations

Percentage of school leavers from publicly funded secondary Schools 2009/10.

	East Ayrshire %	Scotland %
Higher education	33.7	35.7
Further education	31.6	27.1
Training	8.5	5.2
Employment	14.4	18.5
Voluntary Work	0.1	0.3
Unemployed Seeking Work	10.1	11.3
Unemployed Not Seeking Work	1.5	1.3
Unknown	0.1	0.6



Source: Destinations of Leavers from Scottish Schools

- **Analysis:** A significantly higher proportion (73.8%) of school leavers in East Ayrshire entered education or training in 2009/10, compared to those who entered employment (14.4%).

Support for community groups and active citizenship:

In a move towards community resilience, Community Planning Partners will continue to build on existing arrangements to support the community and voluntary sector to plan, fund and manage appropriate projects/services, through which the benefit to community assets could be considerable.

- 542 community based organisations were supported to build community capacity in 2009/10.
Source: East Ayrshire Council
- 511 young people in East Ayrshire participated in active citizenship activities in 2009/10, compared to 203 young people in 2008/09 and 66 young people in 2006/07.
Source: East Ayrshire Council
- The two Federations of Community Groups are systematically involved in Community Planning and the ongoing development of the Single Outcome Agreement through involvement in the Community Planning Partnership Board. Both of these organisations manage their office premises independently.
Source: East Ayrshire Council
- 89% of respondents stated that they had not undertaken work on a voluntary basis at any time in the past 12 months. In East Ayrshire, respondents aged 60-64 years were most likely to have undertaken any voluntary work, 13% having done so.
Source: East Ayrshire Community Planning Residents' Survey, 2008

Strategic Priorities and Challenges: Delivering Community Regeneration

The Economy

Community Planning Partners are committed to developing the economy as a whole, with a particular focus on business and industry as well as maximising the opportunities available to East Ayrshire in terms of its natural and built environment, its heritage and culture, and its location in relation to regional assets, such as areas of business growth and new jobs.

In addition, tourism has a significant contribution to make to developing the East Ayrshire economy in terms of both revenue and jobs.

In July 2009, our main town of Kilmarnock received a severe blow when Diageo announced plans to close its Hill Street plant with the loss of some 700 jobs. As a direct response, 'Make it Kilmarnock' a strategic public and private sector initiative, including Diageo as a key player, was established. The 'Make it Kilmarnock programme' is a key focus of the Delivering Community Regeneration Action Plan.

Claimant count data provides an indication of the relative nature of the labour market adjustment across local authority areas. Every Scottish region has experienced a rise in the number of people claiming unemployment benefit. In East Ayrshire, where pre-recession unemployment levels were already above the Scottish average, claimant count unemployment has increased further from 3.3% at January 2008, to 5.0% at January 2009, to 5.9% at January 2010 and 6.1% at January 2011, compared to the Scottish average of 2.2%, 3.2%, 4.2% and 4.3% respectively. (Source: Nomis, January 2011.) This average masks significantly higher levels of unemployment and deprivation in communities across the area

Unemployment is likely to continue to rise as businesses continue to feel the impact of the economic challenges they have been facing.

Connectivity

The challenge in terms of transport infrastructure is to build on the good transport connections which we currently have and develop an integrated and sustainable transport system to further improve accessibility to town centres, particularly Kilmarnock, and the road and rail links between East Ayrshire communities and beyond. In recognition of the economic importance of external transport links, work will continue to plan and implement improvements to the strategic transport infrastructure, including key road and rail corridors.

The Environment

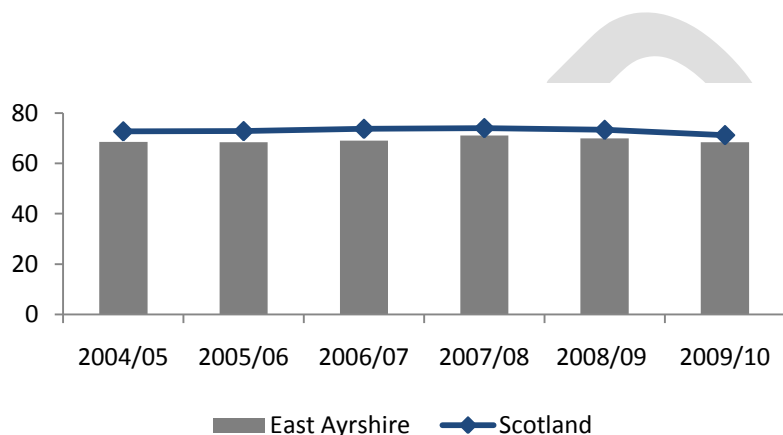
East Ayrshire has a rich and varied landscape. The area has much to offer in terms of natural heritage and scientific interest, and the built environment has a distinctive local character. In addition, many areas benefit from good quality local services, such as sports facilities and libraries, and parks, open spaces and path networks make a positive contribution to the local environment in many areas.

Despite the development which is taking place in many of our communities, East Ayrshire, like many other areas in Scotland as a whole, has many empty and run down properties on our main streets which make the area look unattractive. We also face challenges in relation to recycling waste, increasing energy efficiency, caring for our natural resources and tackling run-down industrial areas.

Employment

Percentage of 16-64 population in employment.

	East Ayrshire %	Scotland %
2004/05	68.5	72.7
2005/06	68.4	72.8
2006/07	69	73.7
2007/08	71.0	74.0
2008/09	69.9	73.3
2009/10	68.4	71.2



Source: Office for National Statistics Annual Population Survey, Nomis

- **Analysis:** East Ayrshire rates for employment are below the Scottish rate but had been increasing in line with the Scottish trend until 2007/08; there was a slight decline in both in 2008/09 and in 2009/10.

Income (residents)

Resident median full-time gross weekly earnings.

	East Ayrshire £	Scotland £
2003	402.2	381.8
2004	401.5	390.6
2005	412.1	409.8
2006	444.2	427.9
2007	454.1	440.9
2008	482.8	462.9
2009	481.4	472.2
2010	496.7	486.9



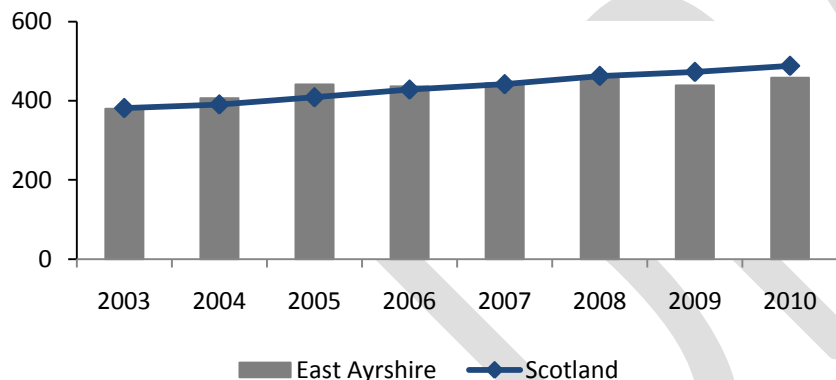
Source: Office for National Statistics Annual Survey of Hours and Earnings – Resident Analysis

- **Analysis:** Full-time median earnings in East Ayrshire have been increasing at a faster rate than Scotland; although in 2009 and 2010 the difference was less marked than in previous years.

Income (workplace)

Employee median full-time gross weekly earnings.

	East Ayrshire £	Scotland £
2003	380.0	381.3
2004	406.3	390.4
2005	440.9	408.6
2006	436.1	428.1
2007	444.1	441.7
2008	455.8	462.6
2009	438.5	472.8
2010	458.2	488.2



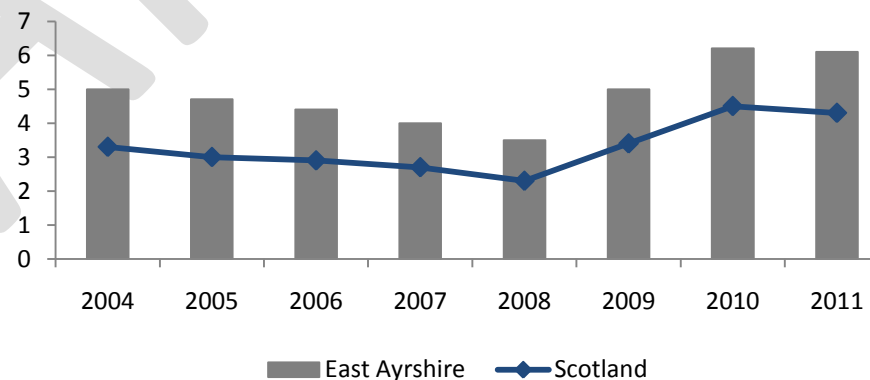
Source: Office for National Statistics Annual Survey of Hours and Earnings

- **Analysis:** Workplace earnings in East Ayrshire were generally less than the average for Scotland; although they have been increasing in line with the Scottish trend.

Unemployment

Percentage claimant count unemployment (January data).

	East Ayrshire %	Scotland %
2004	5.0	3.3
2005	4.7	3.0
2006	4.4	2.9
2007	4.0	2.7
2008	3.5	2.3
2009	5.0	3.4
2010	6.2	4.5
2011	6.1	4.3



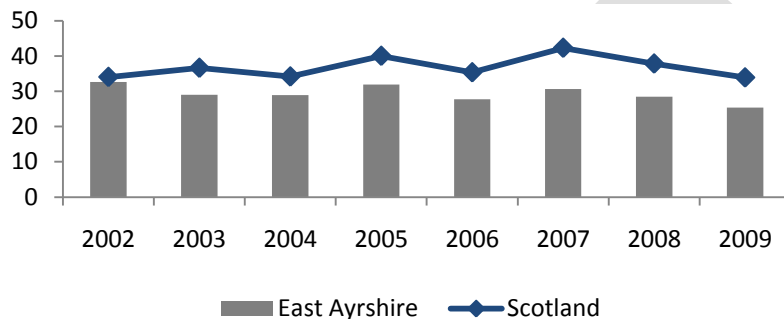
Source: Nomis

- **Analysis:** The claimant count unemployment rate in East Ayrshire has been consistently higher than the Scottish rate, with both on a similar downward trend until 2008; after which the rates began to rise and this trend is expected to continue.

Company Birth rates

Rate per 10,000 population.

	East Ayrshire	Scotland
Rate per 10,000 population		
2002	32.7	34.0
2003	29.1	36.6
2004	28.9	34.2
2005	31.9	40.0
2006	27.8	35.4
2007	30.7	42.3
2008	28.5	37.8
2009	25.4	33.9



Source: SLIMS

- **Analysis:** East Ayrshire rates of business start up are consistently significantly below the Scotland average and the difference more marked in later years.

Tourism

Arts and Museums attendance figures.

Venue	2004/05	2005/06	2006/07	2007/08	2008/9	2009/10
The Baird	2,466	2,674	7,203	4,950	2,067	2,470
Burns House Museum	4,724	4,828	5,134	4,931	4,912	5,188
Dean Castle	10,869	9,562	20,643	22,277	24,701	33,471
The Dick	136,221	99,952	165,218	163,474	173,299	147,994
Doon Valley	1,733	3,814	1,720	1,877	1,350	1,517
Future Museum	0	0	49,060	81,180	120,558	66,474
Palace and Grand Hall Complex	189,347	197,204	251,131	257,137	233,443	189,061
Total attendances	345,360	318,034	500,109	535,826	560,330	446,175

Source: East Ayrshire Council

- **Analysis:** Audience figures across East Ayrshire Arts and Museum venues have generally been increasing, although the 2009/10 figures may have been impacted by the severe winter and the fact that the Palace Theatre and Baird Institute were closed for six months of the year for refurbishment.

The following statistical information is also significant in relation to tourism:

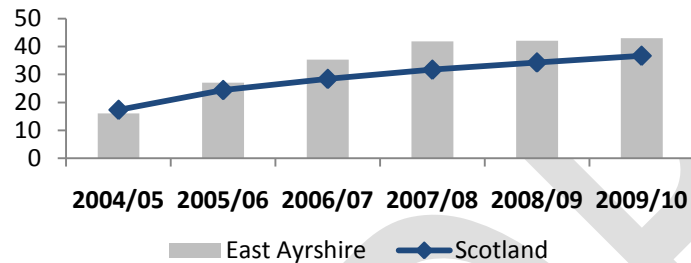
- The value of the tourism industry to the East Ayrshire local economy has steadily grown from £55.75 million in 2006 to £60.9 million in 2009.
- The total number of visitors to the area has increased by 2.9% from 858,800 in 2008 to 884,070 visitors in 2009.
- The total number of employees in the tourism sector has increased by 4.2% from 1,425 in 2008 to 1,488 in 2009.

Source: East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report

Recycling Rates

Percentage of Municipal Solid Waste recycled.

	East Ayrshire %	Scotland %
2004/05	16.1	17.3
2005/06	27.1	24.4
2006/07	35.3	28.4
2007/08	41.8	31.7
2008/09	42.1	34.3
2009/10	43.0	36.7



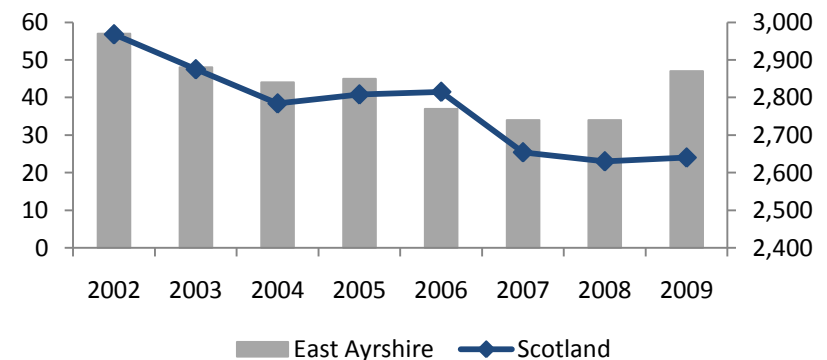
Source: Scottish Government

- **Analysis:** East Ayrshire rates for recycling have been significantly and consistently higher than the Scottish rate since 2005/06.

Urban Vacant Land

Area in hectares.

	East Ayrshire	Scotland
Area in hectares		
2002	57	2,968
2003	48	2,875
2004	44	2,784
2005	45	2,808
2006	37	2,815
2007	34	2,654
2008	34	2,630
2009	47	2,640



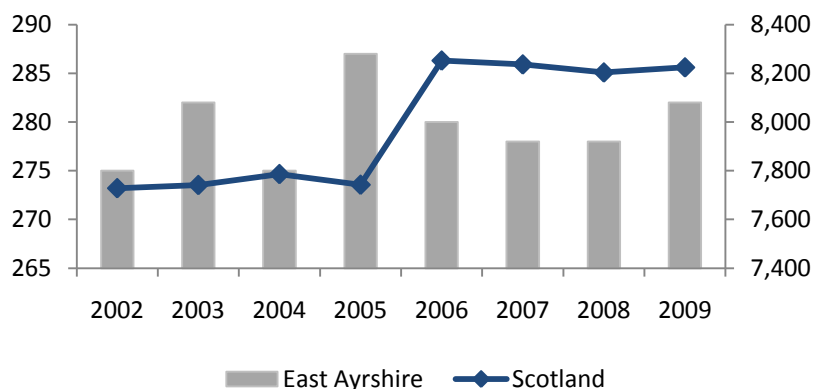
Source: Scottish Government, Vacant and Derelict Land Surveys

- **Analysis:** The area of urban vacant land in East Ayrshire had been generally declining in line with the Scottish trend until 2009, when there was an increase on the previous year.

Derelict Land

Area in hectares.

	East Ayrshire	Scotland
Area in hectares		
2002	275	7,728
2003	282	7,741
2004	275	7,786
2005	287	7,742
2006	280	8,252
2007	278	8,236
2008	278	8,203
2009	282	8,224



Source: Scottish Government, Vacant and Derelict Land Surveys

- **Analysis:** The total area of derelict land in East Ayrshire had generally declined until 2009, when there was a slight increase.

The following statistical information is also significant in relation to the environment:

- East Ayrshire's total land area of 127,033 hectares comprises 3% urban land and 97% rural land.
- There are 66 vacant and derelict town centre buildings in East Ayrshire within the area of the Local Development Plan (2010) and 751 listed buildings (2009).
- There are 26 conservation areas in East Ayrshire (8 of which are outstanding), 2 special areas of conservation, 1 special protection area, 20 sites of special scientific interest and 128 provisional wildlife sites.
- The 'Keep Scotland Beautiful' Street Cleanliness Index, which compares street cleanliness throughout Scotland based on the amount of litter found during seven inspections carried out each year, demonstrates an improvement in street cleanliness from the recorded index of 70 in 2006/07 to 73 in 2009/10.
- 40.1% of the road network in East Ayrshire was considered as requiring maintenance treatment in 2009/10, compared with 43.5% in 2007/08. The severe weather during winter 2010 has left a substantial recovery for the future.

Source: East Ayrshire Council

Key Strategic Priorities and Challenges: Improving Community Safety

Crime and Community Safety

Crimes of violence, anti-social behaviour, acts of vandalism and drug crime continue to cause problems in communities. Despite falling crime rates, local people continue to have a fear of crime. In the 2008 Residents' Survey, 18% of respondents said they felt threatened by crime in their area. We recognise the damaging effect this can have on people's quality of life.

Domestic abuse rates have increased significantly over a number of years and protection of children and vulnerable adults continues to be a matter of public concern.

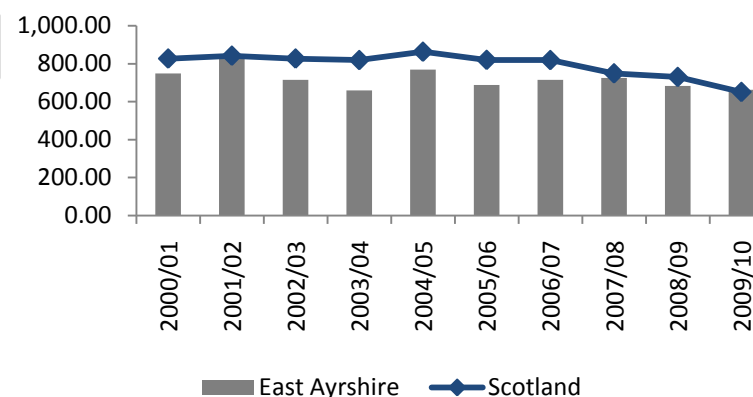
The rate of referrals to the Children's Reporter for violence related offences is higher than average in East Ayrshire compared to Scotland (10.5 and 8.4 crude rate per 1,000 population respectively). In addition the proportion of population hospitalised after an assault is higher than average (East Ayrshire: 135.4; Scotland: 95.2 age-sex standardised rate per 100,000 population). Source: East Ayrshire Community Health Partnership Health and Wellbeing Profiles.)

Fire prevention is a key issue currently being addressed in East Ayrshire. In addition, road safety is a major concern in all communities, particularly in relation to children and older people. While there has been a reduction in the number of road casualties, deaths and serious injuries in East Ayrshire as a result of road accidents and road traffic collisions continue to be a matter of concern.

Crime

Overall recorded crime rate per 10,000 population.

	East Ayrshire	Scotland
Rate per 10,000 population		
2000/01	749	827
2001/02	842	842
2002/03	716	827
2003/04	660	819
2004/05	770	863
2005/06	688	820
2006/07	716	819
2007/08	725	749
2008/09	683	730
2009/10	663	651



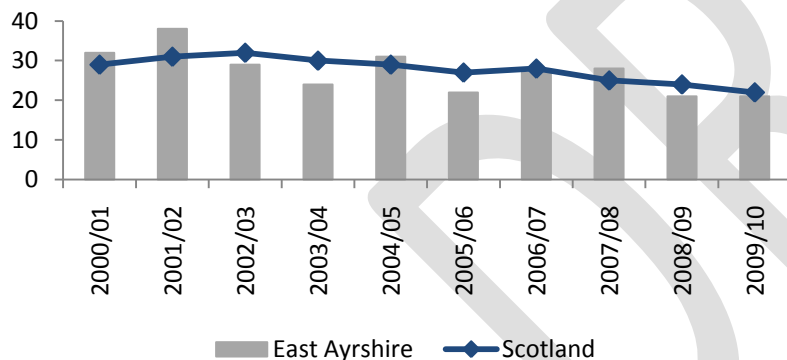
Source: Recorded Crimes in Scotland Series, Scottish Government

- **Analysis:** East Ayrshire crime levels were generally near or below the Scottish rates.

Crimes of Violence (non sexual)

Rate per 10,000 population.

	East Ayrshire	Scotland
Rate per 10,000 population		
2000/01	32	29
2001/02	38	31
2002/03	29	32
2003/04	24	30
2004/05	31	29
2005/06	22	27
2006/07	27	28
2007/08	28	25
2008/09	21	24
2009/10	21	22



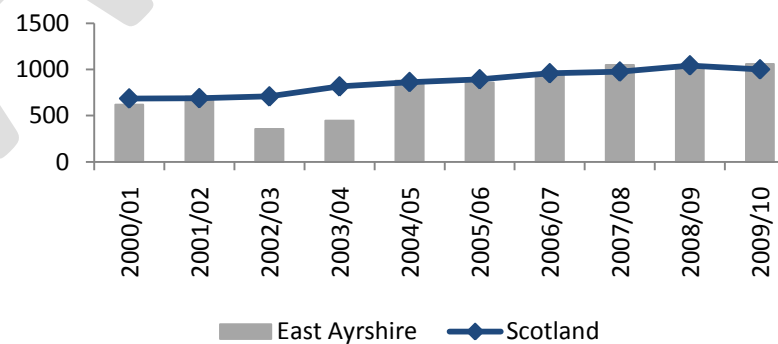
Source: Recorded Crimes in Scotland Series, Scottish Government

- **Analysis:** East Ayrshire rates of crimes of violence are decreasing generally in line with Scotland. In the 2008 Residents' Survey, 27% of respondents said that they were very or slightly worried about being subjected to a physical attack.

Domestic Abuse

Recorded Domestic Abuse rate per 100,000 population.

	East Ayrshire	Scotland
Rate per 100,000 population		
2000/01	618	686
2001/02	706	689
2002/03	355	708
2003/04	446	816
2004/05	879	863
2005/06	858	893
2006/07	962	958
2007/08	1,050	976
2008/09	1,044	1,043
2009/10	1,059	1,000



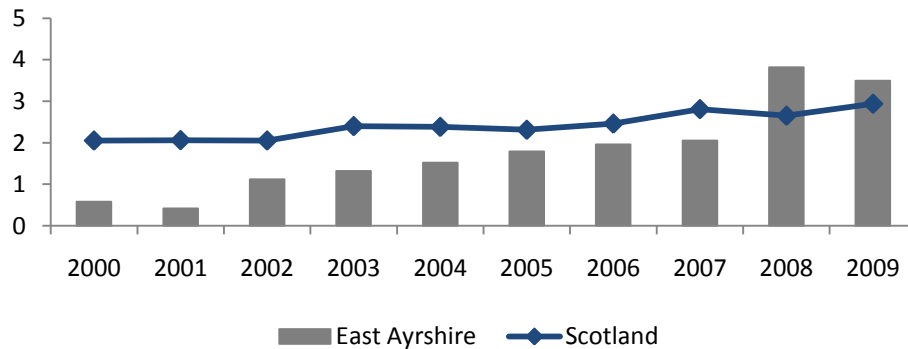
Source: Domestic Abuse Data, Scottish Government

- **Analysis:** East Ayrshire and Scottish rates of recorded domestic abuse incidents have increased significantly over the last 6 years. East Ayrshire rates have been generally close to the Scottish average.

Children on the Child Protection Registers

Rate per 1,000 population aged 0-15.

	East Ayrshire	Scotland
Rate per 1,000 population aged 0-15		
2000	0.58	2.05
2001	0.42	2.06
2002	1.12	2.05
2003	1.32	2.40
2004	1.52	2.38
2005	1.79	2.31
2006	1.96	2.46
2007	2.05	2.81
2008	3.82	2.65
2009	3.49	2.94



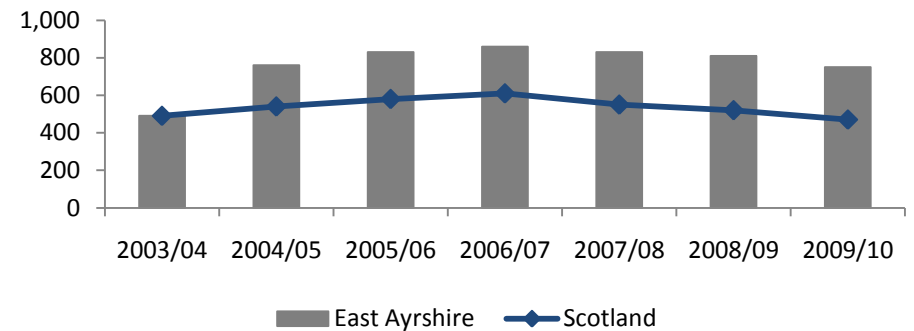
Source: General Register for Office for Scotland - 2000-2008 mid-year population estimates

- **Analysis:** The rate of children on the child protection register in East Ayrshire and across Scotland has been increasing.

Children Referred to Children's Reporter

All Referrals, rate per 10,000 children.

	East Ayrshire	Scotland
Rate per 10,000 children		
2003/04	490	490
2004/05	760	540
2005/06	830	580
2006/07	860	610
2007/08	830	550
2008/09	810	520
2009/10	750	470



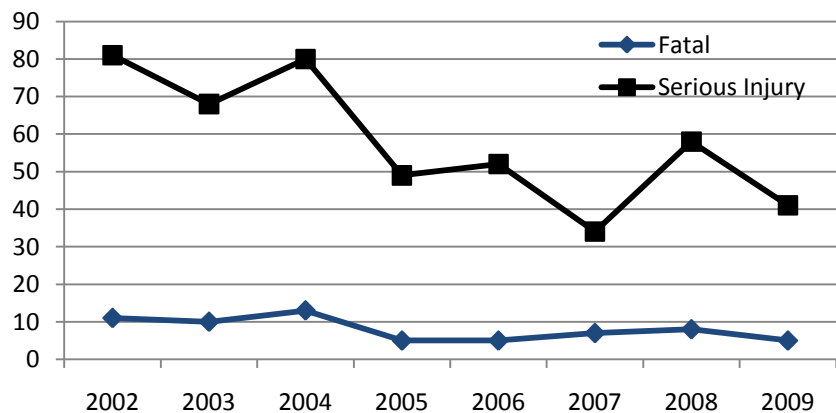
Source: Scottish Children's Reporter Administration (SCRA)

- **Analysis:** The rate of children referred to the Children's Reporter for both offence and non offence reasons is significantly above the Scottish average.

Road Casualties

Number of casualties per year for East Ayrshire.

	Fatal	Serious Injury
Number of casualties		
2002	11	81
2003	10	68
2004	13	80
2005	5	49
2006	5	52
2007	7	34
2008	8	58
2009	5	41



Source: East Ayrshire Council

- **Analysis:** The number of road accidents resulting in fatalities or serious injuries in East Ayrshire has been decreasing since 2002.

Strategic Priorities and Challenges: Improving Health and Wellbeing

Health and Inequalities

As in Scotland, the pattern of ill health is changing in East Ayrshire. People are living longer and there has been a decrease in many of the illnesses that in the past resulted in death.

Average life expectancy for males has increased from 72.8 years in 2000-02 to 74.6 years in 2007-09; this is slightly less than the life expectancy for males across Scotland, which was 73.3 years in 2000-02 and 75.4 years in 2007-09). Female life expectancy has also increased over the same period and was 78.8 years in East Ayrshire in 2007-09; however, this is lower than the life expectancy of 80.1 years for females across Scotland. (General Register Office for Scotland, 2010)

Although life expectancy as a whole is improving, there are emerging health issues that are giving cause for concern. For example, alcohol has a significant adverse impact on health in East Ayrshire, with the proportion of the population hospitalised with alcohol related conditions significantly higher than the Scottish average. Obesity is a significant health issue currently and can lead to physical and mental health problems later in life. In addition, tobacco and poor mental health continue to pose challenges.

In terms of the three main causes of premature mortality rates in Scotland, namely cancer, coronary heart disease and stroke, national trends are moving in a downward direction. This downward trend is mirrored in East Ayrshire.

In terms of health indicators, for East Ayrshire:

- all-cause mortality (all ages) is significantly worse than the Scottish average (765.9 and 707.8 standardised rate per 100,000 population respectively);
- the proportion of the population hospitalised with alcohol conditions (1,538 standardised rate per 100,000 population) and drug related conditions (173.0 standardised rate per 100,000 population) is significantly worse than the Scotland average (1,088 and 85.1 standardised rate per 100,000 population respectively) and the third highest of all CHPs;
- the rate for patients hospitalised with chronic obstructive pulmonary disease (COPD) is significantly worse than average (231.5 standardised rate per 100,000 population compared with the Scottish average of 158.6);
- rates for patients hospitalised as an emergency (7,726.8 standardised rate per 100,000 population); older patients (65 and over) with multiple hospitalisations (3,398.4 standardised rate per 100,000 population); and patients aged 65 and over hospitalised after a fall in the home (1,128.1 standardised rate per 100,000 population) are all significantly worse than the Scottish average (6,378.9, 3,110.4 and 710.4 standardised rate per 100,000 population respectively);
- an estimated 25% of adults smoke (Scotland 25%);
- diabetes is significantly worse than the Scottish average and the proportion of patients hospitalised with asthma is the highest of any CHP(1,056.5 standardised rate per 100,000 population compared with the Scottish average of 472.9);
- 10.2% of patients in East Ayrshire are prescribed drugs for anxiety/depression/psychosis, compared to the Scottish average (9.7%);

- the percentage of mothers smoking in pregnancy is significantly higher than the Scotland average (27.2% compared to 22.6%);
- the percentage of babies exclusively breastfed at 6-8 weeks is significantly lower than the Scotland average (19.2% compared to 26.4%); and
- 58.8% of Primary 1 children in East Ayrshire with no obvious dental disease, compared to 61.8% in Scotland.

Source: Scottish Public Health Observatory - Health and Wellbeing Profiles 2010: East Ayrshire Community Health Partnership

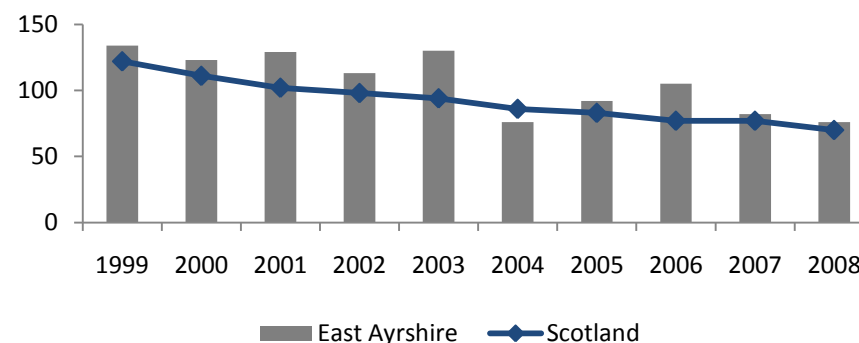
Health inequalities within East Ayrshire appear to be widening. Although average male life expectancy has increased, the rate of increase has been more rapid in the most affluent areas, with the least affluent areas falling behind. Despite overall improvements in health, the most deprived are falling behind and there is evidence to suggest that the biggest challenge for East Ayrshire, and Scotland as a whole, is the need to tackle health inequalities and close the gap between the most and least deprived communities. Our programme of activity will seek to reduce this trend.

With particular reference to health, East Ayrshire is one of four Local Authorities to have seen large increases in the percentage of datazones in the 0-15% most deprived on the health domain between 2006 and 2009, with over a quarter of the datazones in East Ayrshire featuring among Scotland's 0-15% most health deprived.

Deaths due to Heart Disease – under 75s

Death rate per 100,000 population under 75 years.

	East Ayrshire	Scotland
Rate per 100,000 population <75		
1999	134	122
2000	123	111
2001	129	102
2002	113	98
2003	130	94
2004	76	86
2005	92	83
2006	105	77
2007	82	77
2008	76	70



Source: Information Services Division (NHS Scotland)

- **Analysis:** Death rates due to heart disease in East Ayrshire are above Scotland but declining in line with the Scottish trend.

Deaths due to Cancer – under 75s

Death rate per 100,000 population under 75 years.

	East Ayrshire	Scotland
Rate per 100,000 population <75		
2000	150	146
2001	137	147
2002	133	145
2003	150	141
2004	129	138
2005	144	137
2006	128	133
2007	149	132
2008	133	130



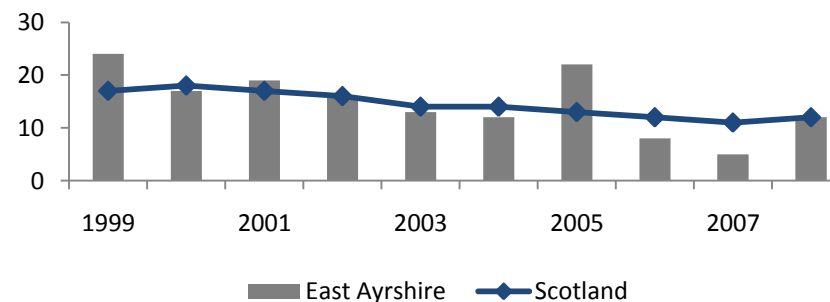
Source: Information Services Division (NHS Scotland)

- **Analysis:** Death rates due to cancer in East Ayrshire are generally comparable with Scotland and declining slowly in line with the Scottish trend.

Deaths due to Stroke – under 75s

Death rate per 100,000 population under 75 years.

	East Ayrshire	Scotland
Rate per 100,000 population <75		
1999	24	17
2000	17	18
2001	19	17
2002	16	16
2003	13	14
2004	12	14
2005	22	13
2006	8	12
2007	5	11
2008	12	12



Source: Information Services Division (NHS Scotland)

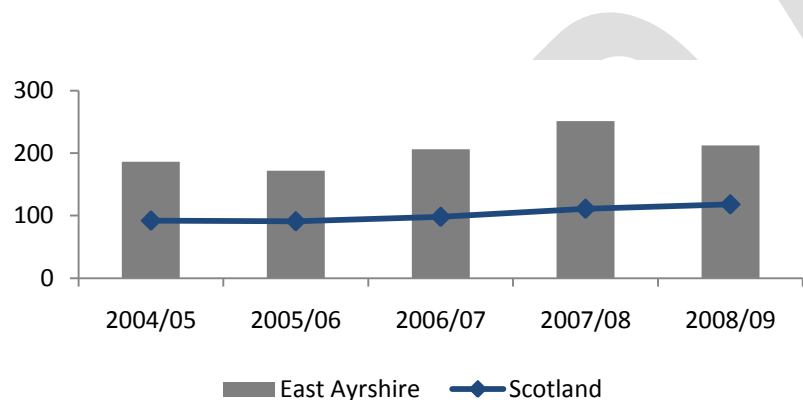
- **Analysis:** Death rates due to stroke in East Ayrshire are generally comparable with Scotland and have been declining in line with the Scottish trend.

Drug related hospital discharges

Age Standardised Rate per 100,000 population.

	East Ayrshire	Scotland
Rate per 100,000 population		
2004/05	186	92
2005/06	172	91
2006/07	206	98
2007/08	251	111
2008/09	212	118 (p)

(p) denotes provisional figure



Source: Information Services Division (NHS Scotland)

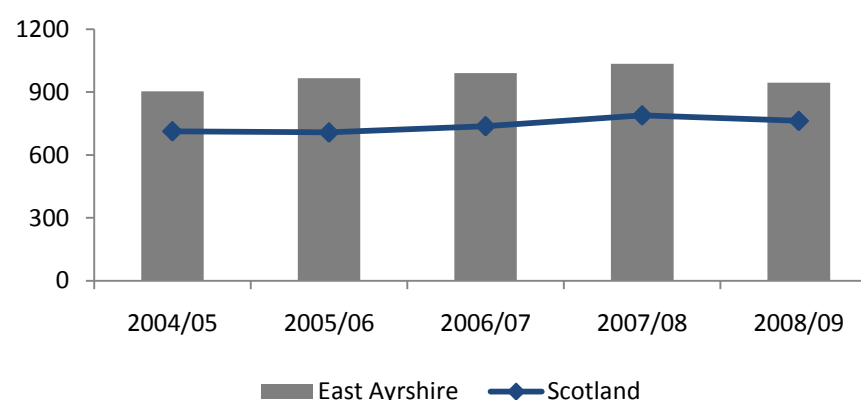
- **Analysis:** East Ayrshire rates for drug related hospital admissions are significantly and consistently above Scotland.

Alcohol related hospital discharges

Age Standardised Rate per 100,000 population.

	East Ayrshire	Scotland
Rate per 100,000 population		
2004/05	903	713
2005/06	965	707
2006/07	990	737
2007/08	1,034	788
2008/09	944	762 (p)

(p) denotes provisional figure



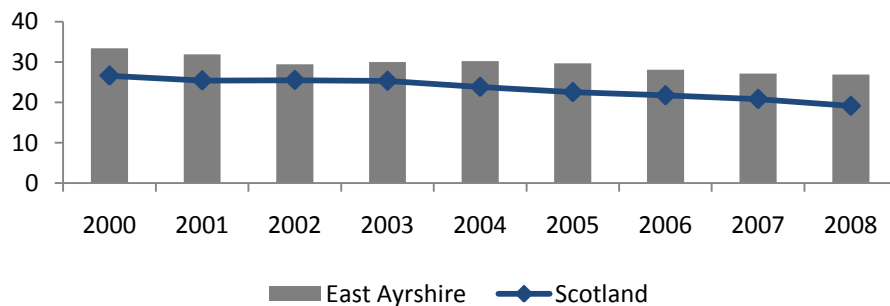
Source: Information Services Division (NHS Scotland)

- **Analysis:** East Ayrshire rates for alcohol related hospital discharges are significantly and consistently above Scotland; and the trend is increasing in line with Scotland.

Smoking

Percentage of pregnant women smoking at their ante-natal booking visit.

	East Ayrshire %	Scotland %
2000	33.4	26.6
2001	31.9	25.4
2002	29.4	25.5
2003	30.0	25.3
2004	30.2	23.8
2005	29.7	22.5
2006	28.1	21.7
2007	27.1	20.8
2008	26.9	19.1



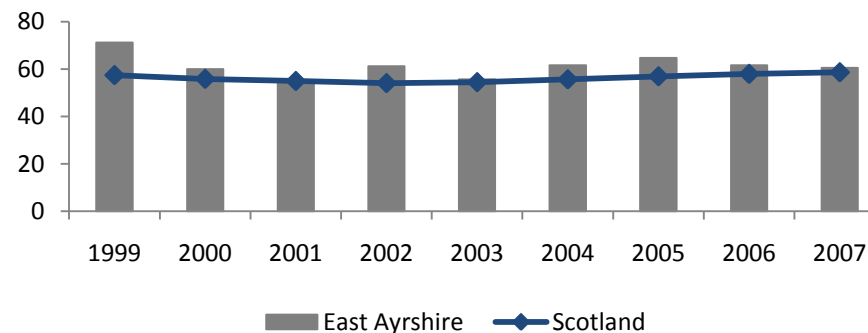
Source: Information Services Division (NHS Scotland)

- **Analysis:** In East Ayrshire, smoking during pregnancy is above Scottish rates but recently declining slightly in line with the national trend.

Teenage Pregnancies

Pregnancies per 1,000 women aged 15-19.

	East Ayrshire %	Scotland %
1999	71.2	57.4
2000	59.9	55.8
2001	55.2	54.9
2002	61.1	54.0
2003	55.6	54.4
2004	61.6	55.6
2005	64.7	56.9
2006	61.6	57.9
2007	60.5	58.6



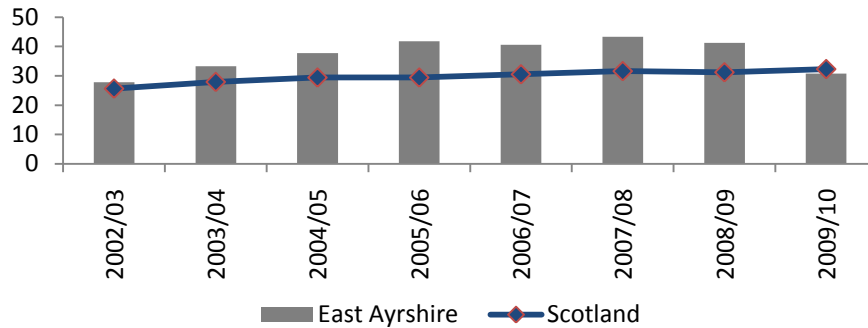
Source: Information Services Division (NHS Scotland)

- **Analysis:** Teenage pregnancy rates in East Ayrshire are historically above the Scottish average.

Cared for at home – over 65

Percentage of people aged 65+ with high levels of care needs who are cared for at home.

	East Ayrshire %	Scotland %
2002/03	27.8	25.6
2003/04	33.3	27.9
2004/05	37.7	29.4
2005/06	41.8	29.4
2006/07	40.6	30.5
2007/08	43.3	31.6
2008/09	41.2	31.2
2009/10	30.8	32.3



Source: Scottish Neighbourhood Statistics

- Analysis:** Rates of people cared for at home in East Ayrshire are above Scotland and are increasing in line with the Scottish trend, although in 2009/10 there was a reduction in East Ayrshire.

Strategic Priorities and Challenges: Poverty and Deprivation

Poverty and Deprivation

East Ayrshire as a whole has significantly higher levels of poverty than the Scottish average. When compared to all other local authorities in Scotland, East Ayrshire has:

- the fifth highest proportion of unemployed people (2009/10);
- sixth equal highest proportion of households claiming Housing Benefit (2009);
- eighth highest rate of lone parents claiming benefit;
- twelfth highest number of carers claiming Carers Allowance (May 2010); and
- twelfth highest number of people claiming Income Support (May 2010).

Source: Nomis

There are sharp contrasts in the prosperity of communities across East Ayrshire, with some experiencing significant deprivation while others are relatively affluent. In the north of the Authority, high levels of deprivation co-exist with the relatively wealthy commuting population, which continues to increase.

The challenge for Partners, therefore, is to provide high quality services for all, while specifically targeting additional resources in the most disadvantaged communities as defined by the Scottish Index of Multiple Deprivation with a view to closing the opportunity gap between them and the least disadvantaged communities.

Scottish Index of Multiple Deprivation

The Scottish Index of Multiple Deprivation measures income, education, employment, health, crime, housing and access to services to establish an overall score for each data zone.

There are 154 datazones in East Ayrshire (2.4% of the Scottish total). There are 27 datazones in the 0-15% most deprived and 45 datazones in the 15-30% most deprived, detailed as follows:

- 10 datazones in the most deprived 0-5%
- 10 datazones in the most deprived 5-10%
- 7 datazones in the most deprived 10-15%
- 19 datazones in the most deprived 15-20%
- 13 datazones in the most deprived 20-25%
- 13 datazones in the most deprived 25-30%

The Scottish Index of Multiple Deprivation 2009 highlights that 16.9% (approximately 1 in 5.5) of East Ayrshire residents live in the 0-15% most deprived areas in Scotland and we have the eighth largest proportion of population categorised as most deprived.

Actions across all themes of the Community Plan will impact on tackling poverty and exclusion.

The following statistical information is significant in terms of poverty and deprivation:

- 15,364 East Ayrshire residents were in receipt of Council Tax Benefit and/or Housing Benefit in February 2007, compared to 16,300 claimants in February 2011.
Source: East Ayrshire Council, 2010

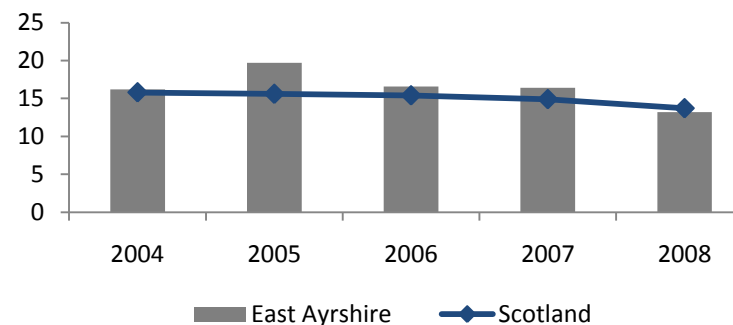
- 58 (8.7%) repeat homeless within one year in 2009/10, compared to 99 (11.6%) in 2006/07.
Source: East Ayrshire Council, 2010

- 4,500 carers in East Ayrshire receiving ongoing support in 2006/07, which has increased to over 6,000 carers in 2009/10.
Source: East Ayrshire Carers Centre

Children living in workless households

Percentage of children living in workless households.

	East Ayrshire %	Scotland %
2004	16.2	15.8
2005	19.7	15.6
2006	16.6	15.4
2007	16.4	14.9
2008	13.2	13.7



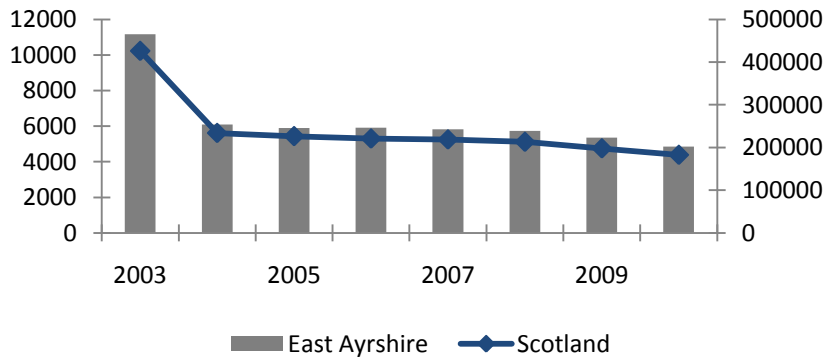
Source: Scottish Government, Work and Worklessness Report 2009

- Analysis:** In East Ayrshire, the percentage of children living in workless households is higher in East Ayrshire than the Scottish average.

Income Support Claimants

Number of Claimants (May data).

	East Ayrshire	Scotland
Number of claimants		
2003	11,160	426,250
2004	6,090	233,840
2005	5,890	226,410
2006	5,910	220,750
2007	5,820	218,580
2008	5,740	213,080
2009	5,360	197,780
2010	4,860	182,550



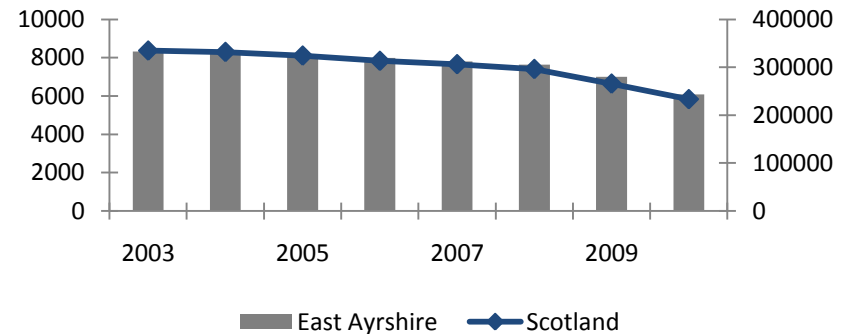
Source: Nomis

- **Analysis:** The number of Income Support Claimants in East Ayrshire is decreasing, in line with the Scottish trend.

Incapacity Benefit

Number of Claimants (Quarter 2 data).

	East Ayrshire	Scotland
Number of claimants		
2003	8,320	334,680
2004	8,310	331,820
2005	8,150	324,220
2006	7,990	313,240
2007	7,810	306,230
2008	7,640	296,190
2009	7,000	265,670
2010	6,080	233,150



Source: Nomis

- **Analysis:** The number of Incapacity Benefit Claimants in East Ayrshire is decreasing, in line with the Scottish trend.

Household Income

The following extract from the 2008 Residents' Survey highlights low-income households; 26% of households have income of less than £15,600.

What would you say your total household income is before tax and other deductions?	
Up to £5,199	3%
£5,200 and up to £10,399	17%
£10,400 and up to £15,599	6%
£15,600 and up to £20,799	4%
£20,800 and up to £25,999	3%
£26,000 and up to £31,199	1%
£31,200 and up to £36,399	0%
£36,400 and up to £51,999	0%
£52,000 and above	0%
Refused	44%
Don't Know	22%

In addition, 18.2% of the East Ayrshire population is considered income deprived, compared to 15.1% in Scotland.

Source: Scottish Public Health Observatory - Health and Wellbeing Profiles 2010: East Ayrshire Community Health Partnership

For more information on Community Planning in East Ayrshire, log on to

www.eastayshirecommunityplan.org

