



# **EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP**

## **SINGLE OUTCOME AGREEMENT 2008 – 2011**

Area Profile and links between Local and National Outcomes

**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 119,570 who live in a mixture of urban, rural and isolated communities. Kilmarnock is the major urban area with a population around 44,000 (37%). 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 said that the quality of life in their town or village is 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 Key Themes**

During 2006, as part of the first four-year review of the Community Plan, we consulted with our communities, our partners and other key stakeholders on our strategic priorities for the period 2007-11. It was agreed that our efforts would continue to be directed at the key themes of:

- Promoting Community Learning
- Improving Opportunities
- Improving Community Safety
- Improving Health
- Eliminating Poverty
- Improving the Environment.

As part of our planned programme of change, these six themes will be reduced to four from 1 April 2009 as follows:

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

## **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:

- population decline;
- protecting our children;
- health and health inequalities;
- the economy;
- transport connections; and
- poverty and deprivation.

## **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), which highlights past and projected trends and evidences the views of local communities through the Community Planning Residents' Survey. In addition, our identified local strategic priorities have been expressed as local outcomes.

**Population Decline**

**Population Projections**

The population of East Ayrshire has been shown to be both declining and ageing in recent years. The population decreased by 0.6% over the period 2001-2007, faster than the decline in the West of Scotland (-0.1%) and in contrast to a small increase across Scotland (1.6%). (Source: General Register Office for Scotland based on 2007 Mid Year estimates.)

Based on the latest available estimates, the population of East Ayrshire is expected to fall significantly between 2006 and 2021 (-1.6%). This compares with an expected 4.1% increase nationally over the same period.

The local working age population is also projected to fall by 3.8% between 2006 and 2021, compared with an increase over Scotland (+3.0%). These statistics are compounded by the fact that the direction of population change varies across age bands; there is expected to be a decline in ages 0-49, while the 50 to retirement age band is projected to rise, continuing the increase in the ageing population of East Ayrshire. (Source: General Register Office for Scotland based on 2006 data.)

**Age Structure**

Age	Male	Female	All	East Ayrshire	Scotland
0 - 4	3,315	3,121	6,436	5.4%	5.3%
5 - 9	3,221	3,113	6,334	5.3%	5.3%
10 - 14	3,790	3,500	7,290	6.1%	5.9%
15 - 19	4,141	3,949	8,090	6.8%	6.4%
20 - 24	3,581	3,446	7,027	5.9%	6.7%
25 - 29	3,044	3,210	6,254	5.2%	6.3%
30 - 34	3,219	3,373	6,592	5.5%	5.9%
35 - 39	4,271	4,696	8,967	7.5%	7.3%
40 - 44	4,700	5,045	9,745	8.2%	7.9%
45 - 49	4,230	4,637	8,867	7.4%	7.5%
50 - 54	3,919	4,091	8,010	6.7%	6.7%
55 - 59	4,034	4,147	8,181	6.8%	6.4%
60 - 64	3,684	3,900	7,584	6.3%	5.9%
65 - 69	2,869	3,231	6,100	5.1%	4.7%
70 - 74	2,359	2,918	5,277	4.4%	4.1%
75 - 79	1,684	2,316	4,000	3.3%	3.3%
80 - 84	1,026	1,612	2,638	2.2%	2.3%
85 - 89	471	1,032	1,503	1.3%	1.3%
90+	173	502	675	0.6%	0.6%
<b>All Ages</b>	<b>57,731</b>	<b>61,839</b>	<b>119,570</b>	<b>100.0%</b>	<b>100.0%</b>

(Source: General Register Office for Scotland 2007 Mid Year Estimates of Population)

Population projections show a decline in total population to 116,004 by 2026 when 29% of the population will be 65 or over compared to 17% at this time.

**Projected Population**

Population in 1,000s (2006 based projections)

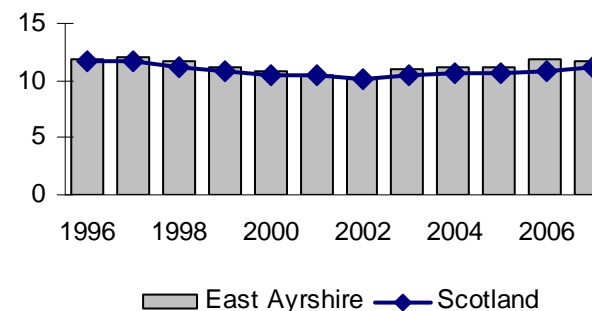
	East Ayrshire			Scotland		
	2006	2021	2026	2006	2021	2026
<b>All Ages</b>	119.3	117.4	116.0	5,116.9	5,326.4	5,362.8
0-15	22.0	20.3	19.4	921.8	905.3	887.0
16-29	19.1	17.1	16.2	912.3	864.3	842.2
30-49	34.7	27.2	26.7	1,485.0	1,326.8	1,341.8
50-64	23.4	26.5	24.8	959.8	1,118.1	1,057.5
65-74	11.3	14.1	14.2	455.7	585.8	612.4
75+	8.7	12.3	14.6	382.2	526.2	622.0

Source: General Register Office for Scotland

**Births**

Standardised Birth rate per 1,000 population

	East Ayrshire	Scotland
1996	11.9	11.6
1997	12.0	11.6
1998	11.7	11.2
1999	11.2	10.8
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



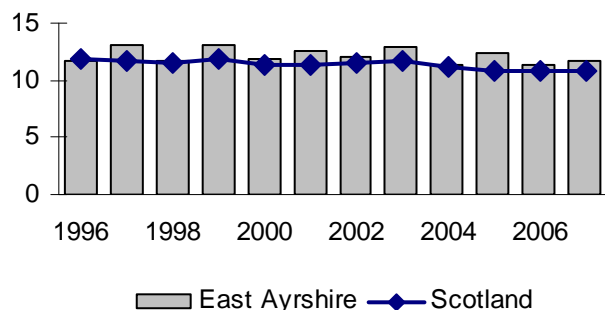
Source: General Register Office for Scotland

- **Analysis:** Birth rates in East Ayrshire are consistently just above the Scotland rate, with a gradual increase after 2002.

### Deaths

Standardised Death rate per 1,000 population

	East Ayrshire	Scotland
1996	11.6	11.8
1997	13.1	11.6
1998	11.7	11.6
1999	13.2	11.8
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



Source: General Register Office for Scotland

- **Analysis:** Death rates in East Ayrshire are generally worse than the Scotland rate.

### 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'.

---

## Strategic Priorities and Challenges: Promoting Community Learning

---

### Education and Learning

Many service providers give education and learning in East Ayrshire a high priority and are working to ensure that individuals have access to a range of opportunities to reach their full potential. Attainment in our local schools continues to improve, with reading, writing and maths skills reaching levels of 80%, 73% and 84% in 2007/08; and 90% of East Ayrshire pupils will have passed Standard Grade English and Maths by the time that they leave secondary school. In addition, 50% of looked after children left care with any Foundation level award or better (Comparator Authorities: 55%; and Scottish average: 58.8%).

We recognise that to compete in today's employment market and to take full advantage of the opportunities that information and communication technology provides, people need new skills. We need to encourage people of all ages to learn and to update their skills throughout their lives. There is much potential in our communities, and we are keen to develop the skills and talents of individuals for personal, community and economic benefit.

However, learning is not only about developing employment related skills. It is also about meeting the needs of individual people and ensuring that everybody has a good quality of life. This means that opportunities must be available to allow everyone to take part in leisure and cultural activities and access education and learning opportunities.

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

- 41% of residents of East Ayrshire did not have qualifications, compared to 33% across Scotland.

Source: East Ayrshire Community Profiles (Census 2001, General Register Office for Scotland), May 2004

- 5% of residents of East Ayrshire have First Degree/Higher Degree qualifications in 2008, compared with 4% in 2005.
- 24% of residents of East Ayrshire have vocational qualifications in 2008, compared with 31% in 2005.
- 71% of residents of East Ayrshire have not taken part in any training or learning experience in the past 2 years.

Source: East Ayrshire Community Planning Residents' Survey, 2008

- 1,870 adult learners in East Ayrshire were assisted with adult literacy and numeracy skills in 2006/07, compared with 2,135 in 2007/08.
- There were 880 young people in the More Choice More Chances (MCMC) category in East Ayrshire in 2006, a higher rate than reported in all other MCMC 'hotspots'. This number decreased to 680 in 2007.
- 53 young people in East Ayrshire were actively participating in Youth Forums in 2008.

Source: East Ayrshire Council, February 2009

- 89% of respondents stated that they had not undertaken work on a voluntary basis at any time in the past 12 months. Respondents aged 60-64 years are most likely to have undertaken any voluntary work, 13% doing so.

Source: East Ayrshire Community Planning Residents' Survey, 2008

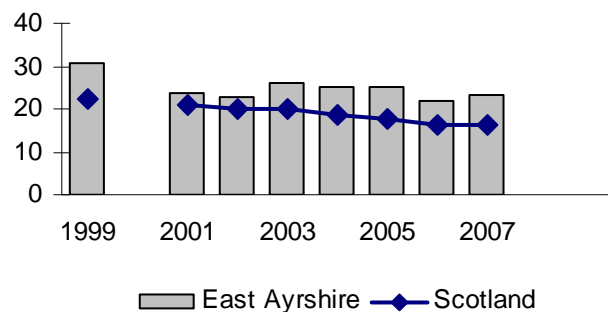
## East Ayrshire Area Profile

### Qualifications

Percentage of working age people with low or no qualifications

	East Ayrshire	Scotland
1999	30.5	22.2
2000	*	*
2001	23.9	20.9
2002	22.8	20.2
2003	26.0	20.2
2004	25.1	18.8
2005	25.1	17.5
2006	21.7	16.3
2007	23.3	16.1

\*data not available



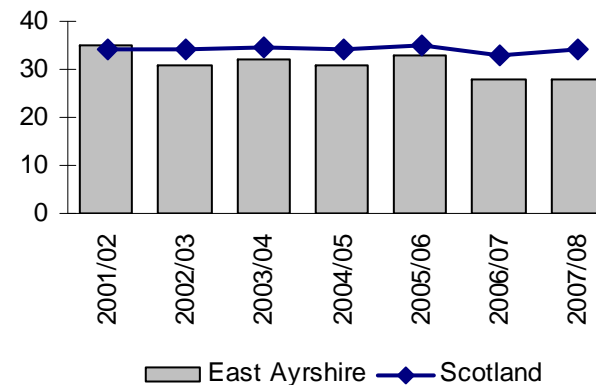
Source: Source: Labour Force Survey, Office for National Statistics

- **Analysis:** East Ayrshire rates for working age people with no/low qualifications are above the Scotland average but 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
2001/02	35.0	34.0
2002/03	31.0	34.0
2003/04	32.3	34.6
2004/05	31.0	34.2
2005/06	33.0	34.8
2006/07	28.1	33.1
2007/08	29.0	34.0



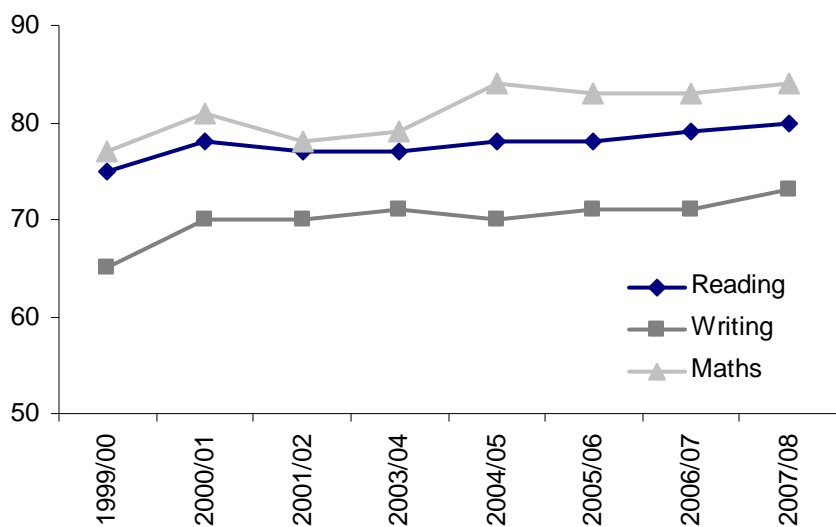
Source: Scottish Government

- **Analysis:** East Ayrshire rates are generally lower than Scotland. In addition, in the 2008 (2005) Community Planning Residents' Survey 24% (29%) of respondents said they have an Ordinary Grade, Standard Grade, GCSE, CSE, Senior Certificate or equivalent.

### 5-14 Achievement – Primary Schools

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

	Reading	Writing	Maths
1999/00	75	65	77
2000/01	78	70	81
2001/02	77	70	78
2003/04	77	71	79
2004/05	78	70	84
2005/06	78	71	83
2006/07	79	71	83
2007/08	80	73	84



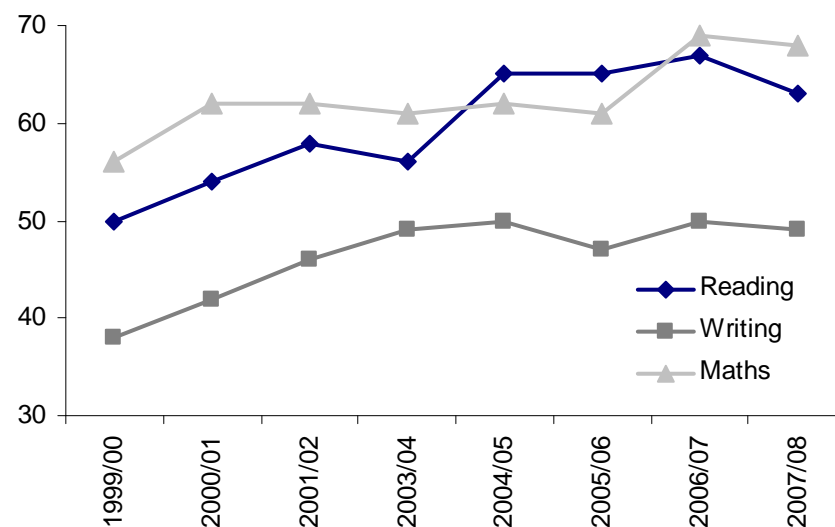
Source: East Ayrshire Council

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

### 5-14 Achievement – Secondary Schools

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

	Reading	Writing	Maths
1999/00	50	38	56
2000/01	54	42	62
2001/02	58	46	62
2003/04	56	49	61
2004/05	65	50	62
2005/06	65	47	61
2006/07	67	50	69
2007/08	63	49	68



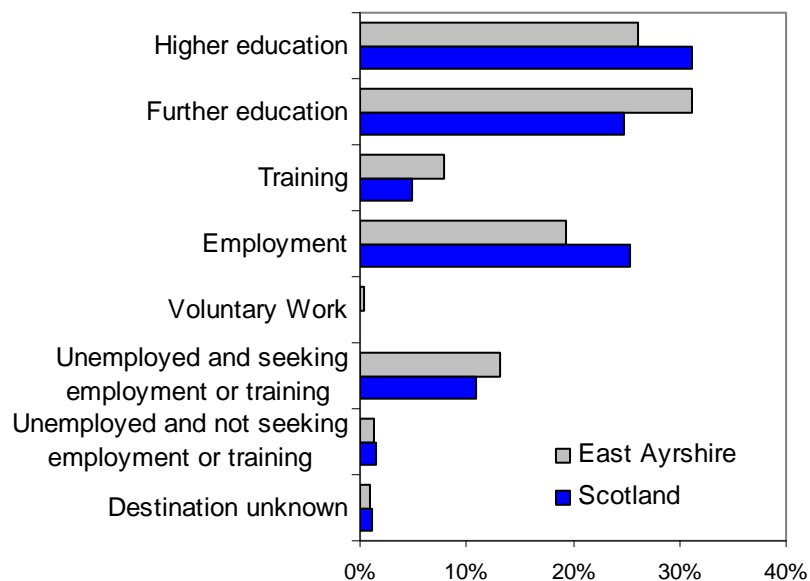
Source: East Ayrshire Council

- **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 2007/08

	East Ayrshire	Scotland
Higher education	26.1%	31.1%
Further education	31.2%	24.8%
Training	7.8%	4.9%
Employment	19.3%	25.3%
Voluntary Work	0.4%	0.2%
Unemployed and seeking employment or training	13.1%	10.9%
Unemployed and not seeking employment or training	1.3%	1.5%
Destination unknown	0.9%	1.1%



Source: Destinations of Leavers from Scottish Schools; 2007/08

- **Analysis:** Approximately 84% of school leavers in East Ayrshire entered positive destinations, compared to 86% in Scotland.

### Local Outcomes identified are:

- Educational attainment for adults across all adult age groups increased (National Outcome 3)
- Student retention rates increased and drop out rates reduced (National Outcome 3)
- Access to learning opportunities to improve quality of life and well being increased (National Outcome 3)
- Educational and skills attainment in schools increased (National Outcome 4)
- Educational achievement of children and young people at risk increased (National Outcome 8)
- Educational wider achievements (non-academic achievements) and skills for work/vocational programmes increased as defined by the four capacities of the Curriculum for Excellence (CfE) (National Outcome 4)
- Development of early education and childcare services to support children and families promoted (National Outcome 5)
- Participation by young people in community based learning and active citizenship increased (National Outcome 4)
- Participation by people of all ages in community activity increased (National Outcome 11)
- Citizenship ceremonies provided for those wishing to become British citizens (National Outcome 13)
- Number of children in Primary 1 entering Gaelic Medium

---

## Strategic Priorities and Challenges: Improving Opportunities

---

### The Economy

East Ayrshire has been, and continues to be, affected adversely by the historic decline of deep mining and manufacturing industries. Although there is now a smaller manufacturing industry in the local area, it is anticipated that this sector will further decline by 2017 (29%) in line with both UK and Scottish trends (27% and 28% respectively). As a result of the current economic downturn, this has been compounded by over 300 job losses in the local manufacturing industry announced in the first two months of 2009. It had been anticipated that there would be around 2,000 new jobs by 2017; however unemployment is expected to increase in the current economic crisis. (Source: Slims Labour Market Statement, December 2008).

In addition, the declining number of jobs available in East Ayrshire will worsen the job density for the local area (0.69 jobs per working aged person), which was already low in comparison to Scotland (0.91). At December 2008, the unemployment rate was the third highest in Scotland, at 4.6% compared with the national average of 3.0%. This average masks significantly higher levels of unemployment and deprivation in communities across the area. (Source: NOMIS – claimant count rates and proportions, February 2009).

The business and industry profile of East Ayrshire is characterised by under-representation of service, technology and business industries; a legacy of brownfield and despoiled land generally unsuited for the needs of modern companies; and increased commuting to the Glasgow conurbation.

Partners are committed to developing the economy as a whole, with a particular focus, in terms of business and

industry, on capitalising on economic opportunities within Kilmarnock and those arising from the extension of the M77, and on regenerating the economy in the coalfield communities.

Our aim is to maximise the opportunities presented by East Ayrshire itself 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. Our assets such as a high quality natural environment, a strong cultural heritage and considerable scope for leisure and tourism activity are recognised, and we require to build on this foundation.

While we have good transport connections, the challenge in respect of transport is to develop an integrated and sustainable transport system to improve accessibility to town centres, particularly Kilmarnock, and the road and rail links between East Ayrshire communities and beyond. Approximately 84% of rail passengers and 75% of bus passengers are satisfied with the reliability of public transport. (Source: Strathclyde Partnership for Transport (Scottish Household Survey, 2006)).

The following statistical information is also significant in respect of the economy:

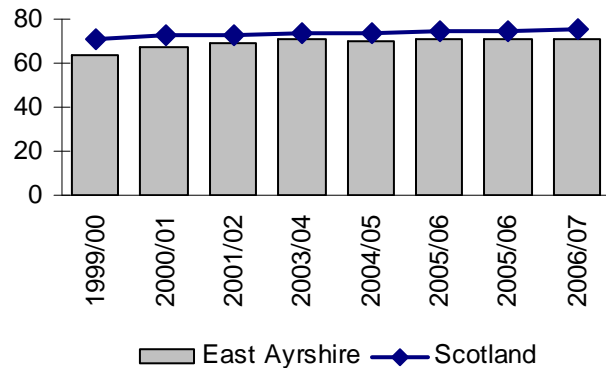
- 84% of school leavers in East Ayrshire entered a positive destination (into education, employment or training) in 2007/08, compared to 86% in Scotland; over 19% of school leavers in East Ayrshire entered employment, compared to over 25% in Scotland.

Source: Destinations of Leavers from Scottish Schools; 2007/08

**Employment**

Percentage of working age population in employment

	East Ayrshire	Scotland
1999/00	63.8	71.2
2000/01	66.9	73.0
2001/02	68.7	73.0
2003/04	71.2	73.5
2004/05	70.3	73.4
2005/06	70.9	74.9
2005/06	70.6	74.9
2006/07	70.9	75.7



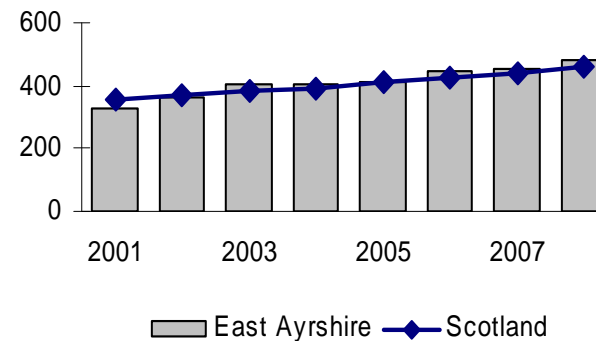
Source: Office for National Statistics

- **Analysis:** East Ayrshire rates for employment are below Scotland but have been increasing in line with the Scottish trend.

**Income (residents)**

Resident median full-time gross weekly earnings

	East Ayrshire	Scotland
2001	328.3	355.1
2002	366.0	371.7
2003	402.2	381.3
2004	401.5	390.6
2005	412.1	409.8
2006	444.2	427.9
2007	454.1	440.9
2008	482.3	461.8



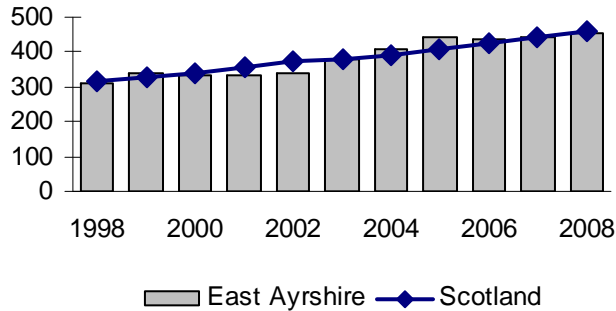
Source: Office for National Statistics

- **Analysis:** Full-time median earnings in East Ayrshire have increased since 2005 and increased at a faster rate than Scotland.

**Income (workplace)**

Employee median full-time gross weekly earnings

	East Ayrshire	Scotland
1998	311.4	313.8
1999	337.4	329.0
2000	330.8	338.4
2001	331.4	355.1
2002	341.4	371.7
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	454.8	460.1



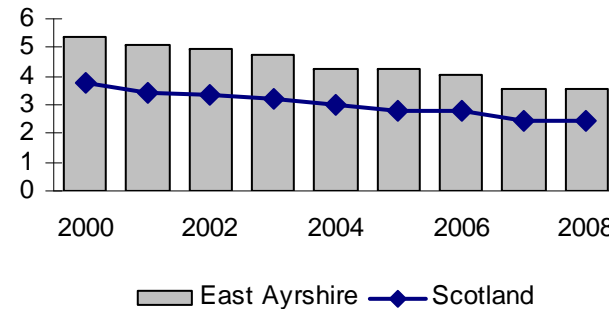
Source: NOMIS

- **Analysis:** In 2008, East Ayrshire workplace earnings are slightly less than the average for Scotland but have increased following the Scotland trend.

**Unemployment**

Annual Average Claimant Count Unemployment Percentage

	East Ayrshire	Scotland
2000	5.4	3.8
2001	5.1	3.4
2002	4.9	3.3
2003	4.7	3.2
2004	4.3	3.0
2005	4.2	2.8
2006	4.1	2.8
2007	3.6	2.4
2008	3.6	2.5



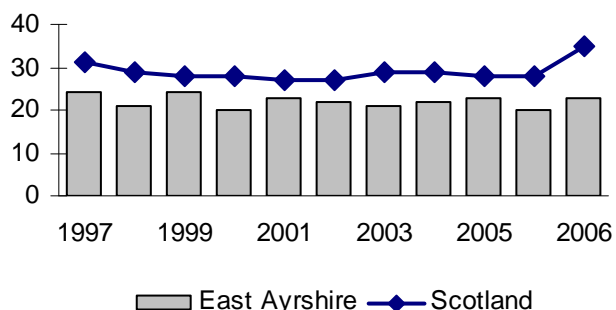
Source: Office for National Statistics

- **Analysis:** East Ayrshire unemployment rates are above the Scotland average but until recently declining faster than the Scottish trend. By January 2009, the unemployment rate in East Ayrshire had increased to 5% (from 4.6% in December 2008), compared to 3.4% in Scotland. This trend is expected to continue.

**Business Start Up**

New VAT registrations per 10,000 adults

	East Ayrshire	Scotland
1997	24	31
1998	21	29
1999	24	28
2000	20	28
2001	23	27
2002	22	27
2003	21	29
2004	22	29
2005	23	28
2006	20	28
2007	23	35



Source: Office for National Statistics Inter Departmental Business Register (IDBR).

- **Analysis:** East Ayrshire rates of business start up are significantly below the Scotland average.

**Tourism**

Arts and Museums attendance figures

Venue	2004/05	2005/06	2006/07	2007/08	
The Baird	2,466	2,674	7,203	4,950	Falling
Burns House Museum	4,724	4,828	5,134	4,931	Falling
Dean Castle	10,869	9,562	20,643	22,277	Improving
The Dick	136,221	99,952	165,218	163,474	Improving
Doon Valley	1,733	3,814	1,720	1,877	Improving
Future Museum	0	0	49,060	81,180	Improving
Palace and Grand Hall Complex	189,347	197,204	251,131	257,137	Improving
<b>Total attendances</b>	<b>345,360</b>	<b>318,034</b>	<b>500,109</b>	<b>535,826</b>	Improving

Source: East Ayrshire Council

**Local Outcomes identified are:**

- Growth in East Ayrshire's business base (National Outcome 1)
- Skills capacity of the local workforce increased (National Outcome 1)
- Our young people are properly prepared to enter the world of work (National Outcome 2)
- Good quality job opportunities are available which are accessible to local people in East Ayrshire (National Outcome 2)
- Economic, tourism, culture and leisure, housing and rural diversification opportunities promoted (National Outcome 13)
- Access to opportunities outside the local area improved (National Outcome 13)
- Attractiveness, reliability and integration of the transport network enhanced (National Outcome 1)
- Transport solutions improved, particularly in rural areas, ensuring that good quality affordable choices are available (National Outcome 10).

**Strategic Priorities and Challenges: Improving Community Safety**

**Crime and Community Safety**

Many people and organisations are progressing good work in East Ayrshire to lower crime rates and reduce the number of accidents but we still require to do much more. 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 the last 5 years and protection of children and vulnerable adults is a matter of public concern.

The reconviction rate of offenders is 47% and one of the highest rates in Scotland, compared to the Scottish average of 44.5%.

There has been concern that there have been fire fatalities in East Ayrshire between 2003 and 2007.

In addition, road safety is a major concern in all communities, particularly in relation to children and older people. Deaths and serious injuries in East Ayrshire as a result of road accidents are also a matter of concern.

The following statistical information is significant in relation to crime and community safety:

**Crime**

Overall recorded crime rate per 10,000 population

	East Ayrshire	Scotland
1998/99	749	855
1999/00	744	859
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



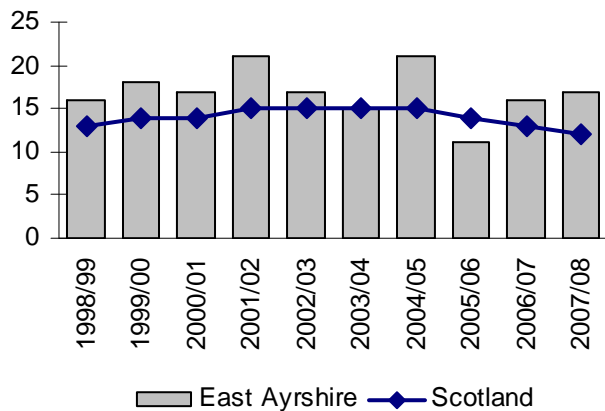
Source: Scottish Government

- **Analysis:** East Ayrshire crime levels are generally near or below Scotland rates; however, serious violent crime is elevated, illustrated by a serious assault rate which is well above the Scotland average.

**Crime – Serious Assault**

Serious Assault rate per 10,000 population

	East Ayrshire	Scotland
1998/99	16	13
1999/00	18	14
2000/01	17	14
2001/02	21	15
2002/03	17	15
2003/04	15	15
2004/05	21	15
2005/06	11	14
2006/07	16	13
2007/08	17	12



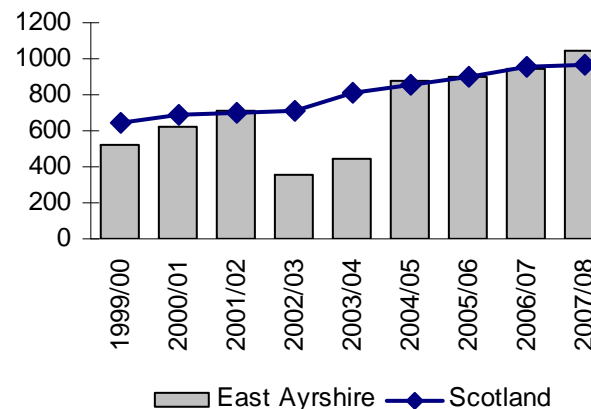
Source: Scottish Government

- Analysis:** East Ayrshire rates are typically above Scotland for serious assault. In the 2008 (2005) Residents' Survey, 27% (35%) 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
1999/00	524	648
2000/01	620	687
2001/02	708	696
2002/03	357	710
2003/04	447	815
2004/05	878	859
2005/06	900	899
2006/07	946	954
2007/08	1,045	965



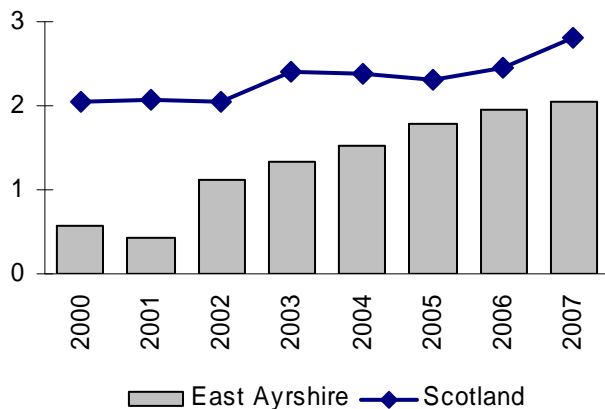
Source: Scottish Government

- Analysis:** East Ayrshire rates in recorded domestic abuse have increased significantly over the last 5 years. Rates have been generally close to the Scotland average over the last 4 years.

**Children on the Child Protection Registers**

Rate per 1,000 population aged 0-15

	East Ayrshire	Scotland
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



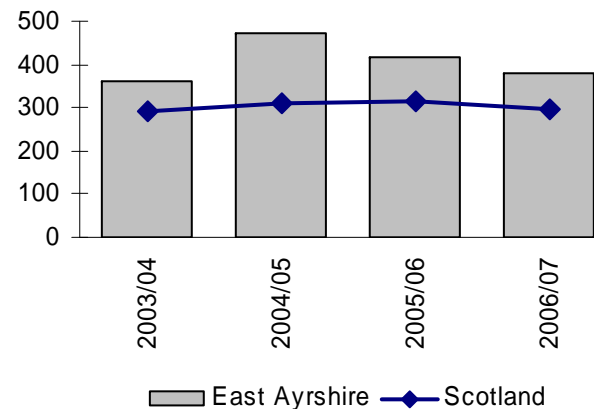
Source: Scottish Government

- **Analysis:** The rate of children on the child protection register in East Ayrshire is below the Scotland average, but increasing in line with the Scotland trend.

**Children Referred to Children’s Reporter**

Rate per 10,000 children

	East Ayrshire	Scotland
2003/04	363	294
2004/05	471	312
2005/06	417	314
2006/07	378	294



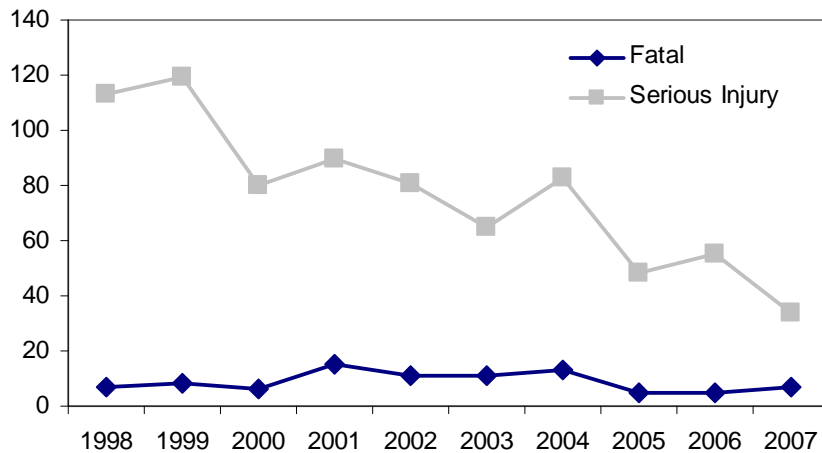
Source: Scottish Children’s Reporter Administration (SCRA)

- **Analysis:** The rate of children referred to the Children’s Reporter is consistently above Scotland. The number of persistent young offenders rose from 26 in 2003/04 to 45 in 2006/07.

**Road Casualties**

Number of casualties per year for East Ayrshire

	Fatal	Serious Injury
1998	7	113
1999	8	119
2000	6	80
2001	15	90
2002	11	81
2003	11	65
2004	13	83
2005	5	48
2006	5	55
2007	7	34



Source: Scottish Government

- **Analysis:** Fatal casualties in East Ayrshire as a result of road accidents are decreasing and serious injuries are declining.

**Local Outcomes identified are:**

- Crime and anti-social behaviour reduced (National Outcome 9)
- Community safety in neighbourhoods and

---

## Strategic Priorities and Challenges: Improving Health

---

### Health and Health Inequalities

Although the overall health of the population in East Ayrshire is improving, where average life expectancy for males has increased from 72.8 years in 2000-02 to 73.7 years in 2003-05, this is slightly less than the life expectancy for males across Scotland, which was 73.3 years in 2000-02 and 74.2 years in 2003-05. Female life expectancy has also increased over the same period and is 78 years in East Ayrshire; however, this is lower than the life expectancy of 79.2 years for females across Scotland. In 2005-07, male life expectancy was 74 years compared to 74.8 across Scotland and female life expectancy was 77.9 years compared with 79.7 across Scotland.

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. In East Ayrshire, this downward trend is mirrored; however, deaths related to coronary heart disease are still significantly higher than the Scottish national rate. In addition, respiratory disease is a significant cause of premature mortality within East Ayrshire, with levels consistently above the Scottish average. In 2005, mortality levels in the under 75s were 54 per 100,000 compared with a national level of 41 per 100,000.

Although life expectancy as a whole in East Ayrshire is improving, there are emerging health issues, which are giving cause for concern, including the significant adverse 'Impact of Alcohol on Health'. Within East Ayrshire, there has been a sharp increase in the number of alcohol related hospital admissions, which have been consistently rising over the last 5 years and the proportion of population hospitalised for drug

related conditions is significantly worse than average, with 484 patients discharged from hospital over the last three years (Source: Health and Well-being Profiles 2008 – East Ayrshire Community Health Partnership).

Obesity is another emerging health issue. In Scotland, 65% of men and 60% of women are now overweight or obese (Body Mass Index greater than 30kg/m<sup>2</sup>). Levels of obesity in school children have increased over the last five years, with the greatest rise seen in primary 7 children, where 34% were overweight, 19% obese and 11% severely obese in 2004/05.

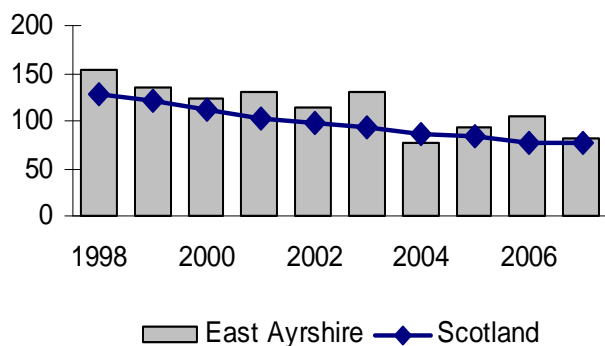
Health inequalities in East Ayrshire appear to be widening. Although the average male life expectancy has increased, the rate of increase has been more rapid in the more affluent areas, with the least affluent areas falling behind. The decline in death rates from common conditions, such as heart disease, has also been more rapid among the more affluent.

Deprivation is one of the main determinants of health and 31 of East Ayrshire's 154 data zones are ranked in the worst 0-15% data zones in respect of the Health Domain in Scotland. Examples of health inequalities between the most and least deprived in East Ayrshire can be demonstrated, for example, by comparing smoking rates: 47% are smokers in one of the most deprived communities compared with 25% in one of the least disadvantaged communities. A similar pattern emerges when comparing adults with long term limiting illness, which is 11.9% in one of the most deprived communities, compared to 5.7% in one of the least disadvantaged. This provides evidence for the need to target interventions at communities experiencing the greatest disadvantage.

**Deaths due to Coronary Heart Disease – under 75s**

Death rate per 100,000 population under 75 years

	East Ayrshire	Scotland
1998	153	128
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



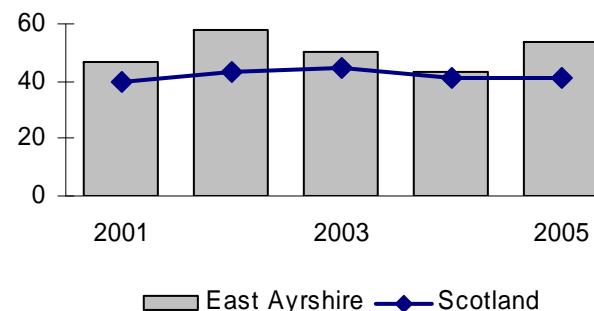
Source: [www.isdscotland.org](http://www.isdscotland.org)

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

**Deaths from Respiratory Disease– under 75s**

Death rate per 100,000 population under 75 years

	East Ayrshire	Scotland
2001	47	40
2002	58	43
2003	50	45
2004	43	41
2005	54	41



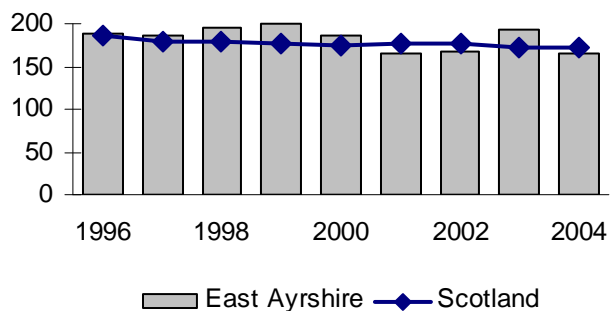
Source: [www.isdscotland.org](http://www.isdscotland.org)

- **Analysis:** Death rates due to respiratory disease in East Ayrshire are significantly above Scotland.

**Deaths due to Cancer – under 75s**

Death rate per 100,000 population under 75 years

	East Ayrshire	Scotland
1996	188	186
1997	185	180
1998	195	179
1999	200	177
2000	187	175
2001	165	177
2002	168	177
2003	193	173
2004	166	172



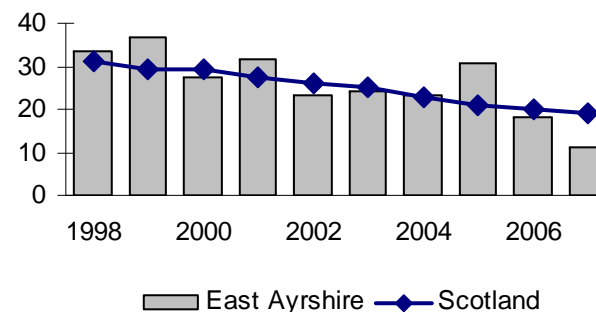
Source: [www.isdscotland.org](http://www.isdscotland.org)

- **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
1998	34	31
1999	37	29
2000	28	29
2001	31	28
2002	23	26
2003	24	25
2004	23	23
2005	31	21
2006	18	20
2007	11	19



Source: [www.isdscotland.org](http://www.isdscotland.org)

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

**Drug related hospital discharges**

Age Standardised Rate per 100,000 population

	East Ayrshire	Scotland
1999/00	120	84
2000/01	123	96
2001/02	193	101
2002/03	200	93
2003/04	178	91
2004/05	185	91
2005/06	167	89
2006/07	205	97
2007/08	251	108



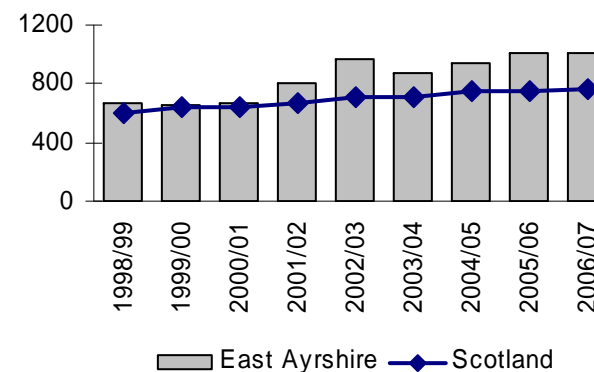
Source: www.isdscotland.org (Drug Misuse Statistics 2008)

- **Analysis:** East Ayrshire rates for drugs related hospital admissions are significantly above Scotland in recent years; and the trend is increasing above Scotland rates.

**Alcohol related hospital discharges**

Age Standardised Rate per 100,000 population

	East Ayrshire	Scotland
1998/99	664	603
1999/00	660	644
2000/01	664	639
2001/02	807	674
2002/03	972	710
2003/04	875	704
2004/05	936	754
2005/06	1,009	750
2006/07	1,005	762



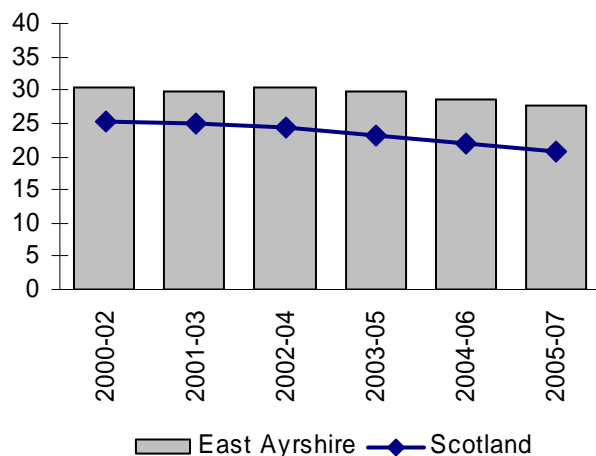
Source: www.isdscotland.org (Alcohol Statistics 2007)

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

### Smoking

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

	East Ayrshire	Scotland
2000-02	30.3	25.4
2001-03	29.9	25.0
2002-04	30.3	24.3
2003-05	29.9	23.2
2004-06	28.5	22.0
2005-07	27.8	20.8



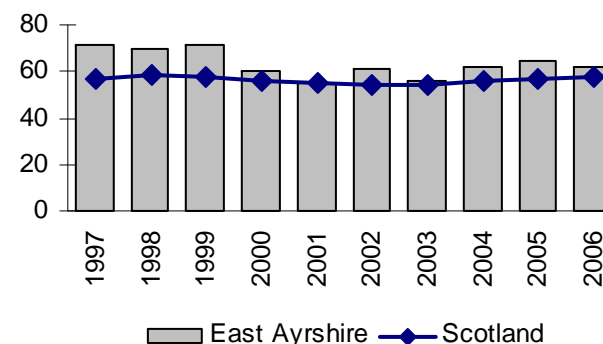
Source: [www.isdscotland.org](http://www.isdscotland.org)

- Analysis:** In East Ayrshire, smoking during pregnancy is historically significantly above Scotland rates; recently declining slightly in line with Scottish trend.

### Teenage Pregnancies

Pregnancies per 1,000 women aged 15-19

	East Ayrshire	Scotland
1997	71.4	56.9
1998	69.7	58.3
1999	71.2	57.4
2000	59.9	55.8
2001	55.2	54.9
2002	61.1	54.0
2003	55.9	54.4
2004	61.6	55.6
2005	64.7	56.9
2006	61.6	57.9



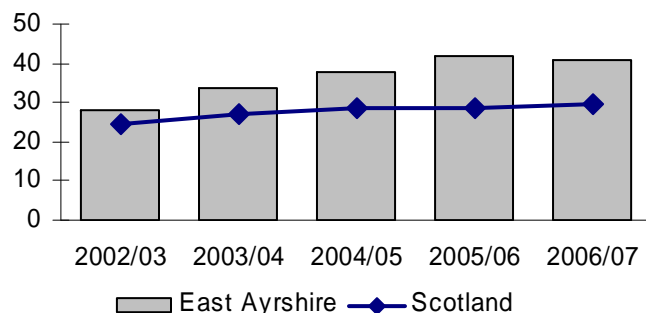
Source: [www.isdscotland.org](http://www.isdscotland.org)

- 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	28.2	24.6
2003/04	33.6	26.9
2004/05	37.8	28.4
2005/06	42.0	28.6
2006/07	40.7	29.5



Source: Scottish Neighbourhood Statistics

- **Analysis:** Rates of people cared for at home are above Scotland and increasing in line with the Scottish trend.

In addition, the following statistical information is significant:

- Expected years in good health in East Ayrshire are 65.1 for males and 68.8 for females, compared to the Scottish average 66.3 and 70.2 respectively.
- The percentage of babies exclusively breastfed at 6-8 weeks in East Ayrshire is significantly worse at 22.1%, compared to the Scottish average of 27.1%.
- 53% of Primary 1 children in East Ayrshire are free of dental disease, compared with 54.8% in Scotland.
- 7.8% of patients in East Ayrshire are prescribed drugs for anxiety/depression/psychosis, similar to the Scottish average (8.1%).
- 11.2 per 100,000 population deaths from suicide in East Ayrshire (Scotland average: 10.9 per 100,000).
- 4,718.4 per 100,000 population multiple admission hospital patients 65+ in East Ayrshire, (Scotland average: 4,173.3 per 100,000).
- 2,551.4 per 100,000 population unintentional injuries in the home -patients aged 65+ - in East Ayrshire (Scotland average: 2,170.6 per 100,000)

Source: Health and Wellbeing Profiles 2008: East Ayrshire Community Health Partnership

**Local Outcomes identified are:**

- Healthy lifestyles for children and young people promoted (National Outcome 5)
- Health and well being of the local population improved (National Outcome 6)
- Health inequalities in the most disadvantaged neighbourhoods/groups reduced (National Outcome 7)
- Proportion of people needing care or support who are able to sustain an independent quality of life as part of the community increased, through effective joint working (National Outcome 11).

## Strategic Priorities and Challenges: Eliminating Poverty

### Poverty and Deprivation

East Ayrshire as a whole has significantly higher levels of poverty than the Scottish average. Figures for May 2008 demonstrate that compared to other authorities in Scotland, as a proportion of the relevant population, East Ayrshire has the:

- second highest equal proportion of lone parents claiming benefit (February 2006);
- third highest proportion of unemployed people claiming benefit (December 2008);
- third highest proportion of carers claiming Carers Allowance (May 2008);
- sixth highest proportion of people claiming Pension Credits (May 2008);
- sixth highest equal proportion of people claiming Disability Living Allowance (May 2008);
- seventh highest proportion of population claiming Income Support (May 2008);
- eighth highest proportion of people claiming Incapacity Benefit (May 2008); and
- eleventh highest equal proportion of households claiming Housing Benefit (November 2007).

Source: Department for Work and Pensions

**Note:** 'Highest equal' denotes that East Ayrshire shares each of the placings identified with a range of other local authorities across Scotland.

The Scottish Index of Multiple Deprivation 2006 highlights that 18% (approximately 1 in 5) of East Ayrshire residents live within the top 15% most deprived areas in Scotland and we have the eighth largest proportion of population categorised

as most deprived. In addition, East Ayrshire has eight local areas assessed as among the 5% most deprived areas in Scotland and forty local areas in the 20% most deprived areas. (Source: Scottish Index of Multiple Deprivation 2006, Scottish Executive, October 2006).

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. Although we have a discrete Eliminating Poverty Action Plan, actions across all themes of the Community Plan will impact on tackling poverty and exclusion.

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

- 4,500 carers in East Ayrshire receiving ongoing support in 2006/07, which has increased to over 5,000 carers in 2007/08.
- 14,763 East Ayrshire residents were in receipt of Council Tax Benefit in November 2006, compared to 14,699 claimants in November 2007.
- 1,186 homeless presentations in East Ayrshire in 2006/07.

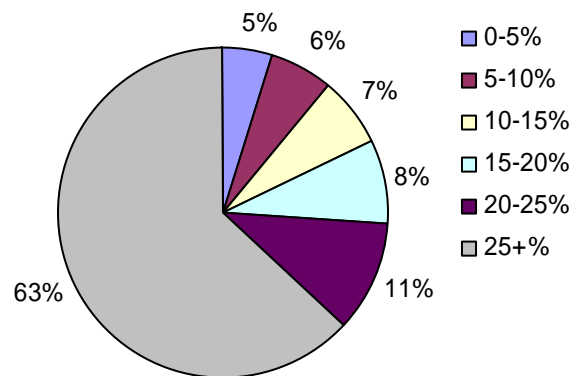
Source: East Ayrshire Council, February 2009

### Scottish Index of Multiple Deprivation

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

Approximately 18% (21,538) of East Ayrshire's population live in the 0-15% most deprived areas and more than a third (43,335) live in 0-25% areas.

Population living in deprived areas



Source: Scottish Index of Multiple Deprivation 2006

There are 154 data zones in East Ayrshire (2.4% of the Scottish total), with:

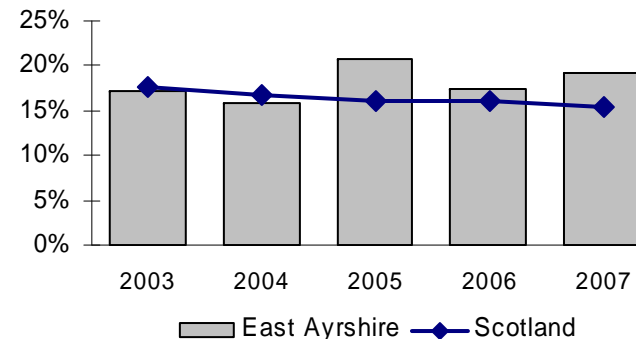
- 8 data zones in the worst 0-5%
- 13 data zones in the worst 0-10%
- 28 data zones in the worst 0-15%
- 40 data zones in the worst 0-20%
- 57 data zones in the worst 0-25%.

There is a wide range of deprivation, perhaps best illustrated by the fact that both the most and least deprived data zones in all of the three Ayrshire Authorities are located in East Ayrshire.

### Children living in workless households

Percentage of children living in workless households

	East Ayrshire	Scotland
2003	17.1	17.7
2004	15.8	16.7
2005	20.8	16.1
2006	17.3	16.1
2007	19.1	15.3



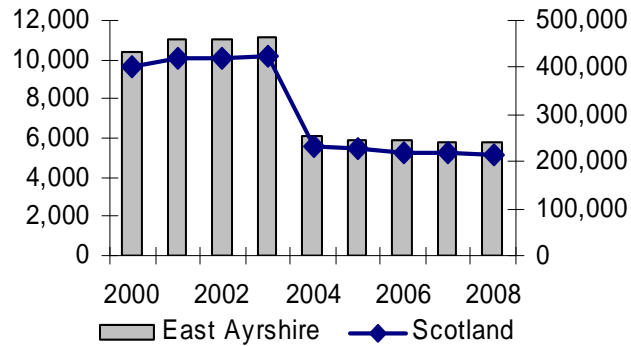
Source: Scottish Government

- **Analysis:** In recent years, East Ayrshire levels of children living in workless households are significantly higher than the Scotland average.

**Income Support Claimants**

Number of Claimants (May data)

	East Ayrshire	Scotland
2000	10,400	401,060
2001	11,050	418,430
2002	10,990	420,890
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



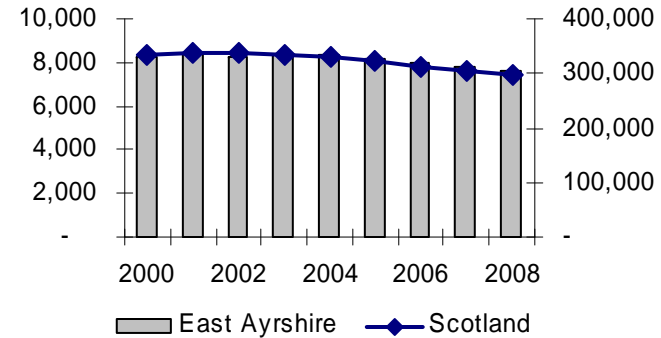
Source: Scottish Government

- **Analysis:** The number of Income Support Claimants in East Ayrshire is decreasing. East Ayrshire levels follow the Scottish trend.

**Incapacity Benefit**

Number of Claimants (Quarter 2 data)

	East Ayrshire	Scotland
2000	8,300	334,290
2001	8,470	339,110
2002	8,280	337,640
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	7,650	296,190



Source: Scottish Government

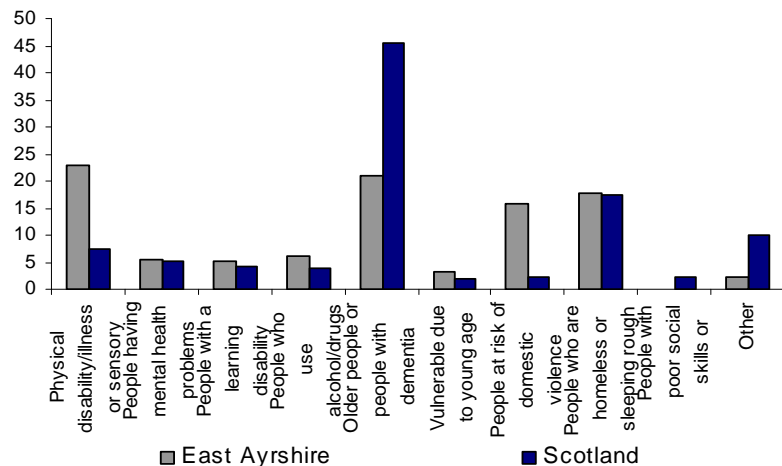
- **Analysis:** The number of Incapacity Benefit Claimants in East Ayrshire is decreasing. East Ayrshire levels follow the Scottish trend.

**Receiving housing support**

Percentage of clients receiving housing support during 2007/08 by client group

	East Ayrshire	Scotland
Physical disability/illness or sensory impairment	23	7
People having mental health problems	6	5
People with a learning disability	5	4
People who use alcohol/drugs with HIV	6	4
Older people or people with dementia	21	46
Vulnerable due to young age	3	2
People at risk of domestic violence	16	2
People who are homeless or sleeping rough	18	17
People with poor social skills or disruptive behaviour	*	2
Other	2	10

Table notes: Other includes people at risk of offending, people with an acquired brain injury, people experiencing psychological trauma, people with poor social skills and other vulnerable people.



Source: Scottish Government

**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, 16.7% of East Ayrshire's population is considered income deprived, compared to 13.9% in Scotland.

**Local Outcomes identified are:**

- Everyone within our communities can access the full range of services which help to combat poverty (National Outcome 7)
- Financial inclusion within disadvantaged communities promoted (National Outcome 7)
- Everyone within our communities, including people with disabilities and ethnic minorities, has opportunities and chances (National Outcome 7)
- Carers and young carers supported (National Outcome 11)
- Homelessness reduced (National Outcome 8).



---

## Strategic Priorities and Challenges: Improving the Environment

---

### 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.

The decline of mining, textiles and engineering has had a negative effect on our towns and villages. 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.

The following statistical information is 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 210 vacant and derelict town centre buildings in East Ayrshire and 745 listed buildings.
- There are 24 conservation areas in East Ayrshire (7 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 2006/7 to 71 in 2007/08.
- In terms of energy performance, 70.6% of housing stock in East Ayrshire meets the Reduced Standard Assessment Procedure.
- 95% of East Ayrshire's educational establishments are progressing to eco-school status, which is above the Scottish average of 94%.
- 45.9% of Council buildings where the Council delivers services to the public are suitable for people with a disability.
- 43.5% of the road network in East Ayrshire was considered for maintenance treatments in 2007/08.

Source: East Ayrshire Council, February 2009

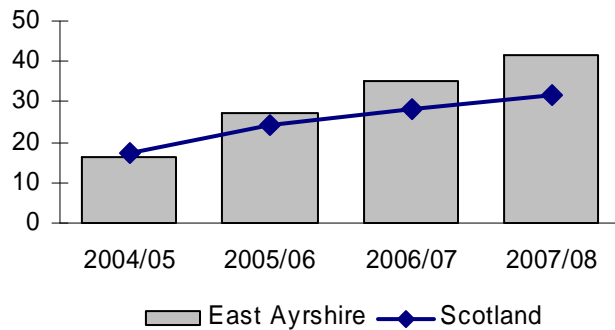
- 29% of journeys to work in East Ayrshire are made by public or active transport.

Source: Scottish Household Survey, 2005/06

**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



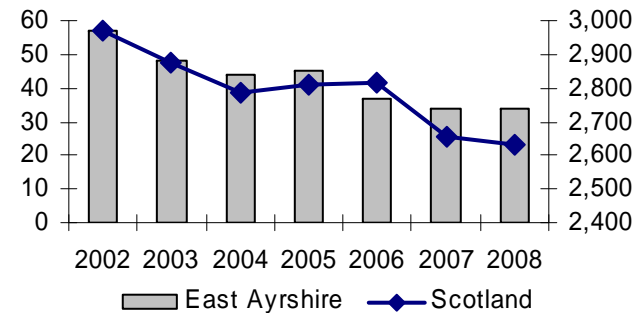
Source: Scottish Government

- **Analysis:** East Ayrshire rates for recycling are above the Scottish average and increasing at a faster rate than Scotland.

**Urban Vacant Land**

In hectares

	East Ayrshire	Scotland
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



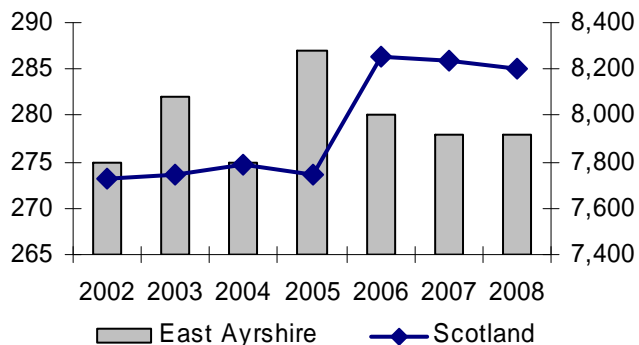
Source: Scottish Government

- **Analysis:** Areas of urban vacant land in East Ayrshire are declining in line with the Scottish trend.

**Derelict Land**

In hectares

	East Ayrshire	Scotland
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



Source: Scottish Government

- **Analysis:** The total area of derelict land in East Ayrshire has declined since 2005.

**Local Outcomes identified are:**

- Attractiveness of communities improved (National Outcome 10)
- Number of buildings which are suitable for people with a disability increased (National Outcome 10)
- The natural and built environment through sustainable development improved (National Outcome 12)
- Number of empty and run down properties, through regeneration of town centres and villages reduced (National Outcome 12)
- Littering, graffiti and vandalism reduced (National Outcome 12)
- Amount of waste recycled and re-used increased (National Outcome 14)

## East Ayrshire Community Planning Partnership: Single Outcome Agreement

### Links between Local and National Outcomes

Community Planning Themes/Local Core Services	Local Outcome(s)	Linked National Outcome
Population Decline		Purpose Target: To match average European (EU 15) population growth over the period from 2007 to 2017, supported by increased healthy life expectancy in Scotland over this period.
Delivering Community Regeneration	<ul style="list-style-type: none"> <li>Growth in East Ayrshire's business base</li> <li>Skills capacity of the local workforce increased (FSF)</li> <li>Attractiveness, reliability and integration of the transport network enhanced.</li> </ul>	1. We live in a Scotland that is the most attractive place for doing business in Europe.
Delivering Community Regeneration	<ul style="list-style-type: none"> <li>Our young people are properly prepared to enter the world of work (FSF)</li> <li>Good quality job opportunities are available which are accessible to local people in East Ayrshire.</li> </ul>	2. We realise our full economic potential with more and better employment opportunities for our people.
Promoting Lifelong Learning Education Services Delivering Community Regeneration	<ul style="list-style-type: none"> <li>Educational attainment for adults across all adult age groups increased (FSF)</li> <li>Student retention rates increased and drop out rates reduced</li> <li>Access to learning opportunities to improve quality of life and well being increased (FSF).</li> </ul>	3. We are better educated, more skilled and more successful, renowned for our research and innovation.
Promoting Lifelong Learning Education Services	<ul style="list-style-type: none"> <li>Educational and skills attainment in schools increased</li> <li>Educational wider achievements (non-academic achievements) and skills for work/vocational programmes increased as defined by the four capacities of the Curriculum for Excellence (CfE)</li> <li>Participation by young people in community based learning and active citizenship increased (FSF).</li> </ul>	4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens.
Promoting Lifelong Learning Improving Community Safety Improving Health and Wellbeing Education Services	<ul style="list-style-type: none"> <li>Development of early education and childcare services to support children and families promoted (FSF)</li> <li>Healthy lifestyles for children and young people promoted (FSF).</li> </ul>	5. Our children have the best start in life and are ready to succeed.
Improving Health and Wellbeing	<ul style="list-style-type: none"> <li>Health and well being of the local population improved.</li> </ul>	6. We live longer, healthier lives.

Community Planning Themes/Local Core Services	Local Outcome(s)	Linked National Outcome
Improving Health and Wellbeing	<ul style="list-style-type: none"> <li>• Everyone within our communities can access the full range of services which help to combat poverty (FSF)</li> <li>• Financial inclusion within disadvantaged communities promoted (FSF)</li> <li>• Everyone within our communities, including people with disabilities and ethnic minorities, has opportunities and chances (FSF)</li> <li>• Health inequalities in the most disadvantaged neighbourhoods/groups reduced.</li> </ul>	7. We have tackled the significant inequalities in Scottish society.
Promoting Lifelong Learning Improving Community Safety Improving Health and Wellbeing Education Services	<ul style="list-style-type: none"> <li>• Child protection and the safety of vulnerable adults promoted</li> <li>• Educational achievement of children and young people at risk increased (FSF)</li> <li>• Homelessness reduced.</li> </ul>	8. We have improved the life chances for children, young people and families at risk.
Improving Community Safety	<ul style="list-style-type: none"> <li>• Crime and anti-social behaviour reduced (FSF)</li> <li>• Community safety in neighbourhoods and homes improved.</li> </ul>	9. We live our lives safe from crime, disorder and danger.
Delivering Community Regeneration	<ul style="list-style-type: none"> <li>• Transport solutions improved, particularly in the rural areas, ensuring that good quality affordable choices are available</li> <li>• Number of buildings which are suitable and accessible for people with a disability increased</li> <li>• Attractiveness of communities improved.</li> </ul>	10. We live in well-designed, sustainable places where we are able to access the amenities and services we need.
Promoting Lifelong Learning Improving Health and Wellbeing	<ul style="list-style-type: none"> <li>• Participation by people of all ages in community activity increased (FSF)</li> <li>• Carers and young carers supported</li> <li>• Proportion of people needing care or support who are able to sustain an independent quality of life as part of the community increased, through effective joint working.</li> </ul>	11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.
Delivering Community Regeneration	<ul style="list-style-type: none"> <li>• The natural and built environment through sustainable development improved</li> <li>• Number of empty and run down properties, through regeneration of town centres and villages reduced (FSF)</li> <li>• Littering, graffiti and vandalism reduced (FSF).</li> </ul>	12. We value and enjoy our built and natural environment and protect it and enhance it for future generations.

Community Planning Themes/Local Core Services	Local Outcome(s)	Linked National Outcome
Delivering Community Regeneration Promoting Lifelong Learning Education Services	<ul style="list-style-type: none"> <li>• Economic, tourism, culture and leisure, housing and rural diversification opportunities promoted</li> <li>• Access to opportunities outside the local area improved.</li> <li>• Citizenship ceremonies provided for those wishing to become British citizens</li> <li>• Number of children in Primary 1 entering Gaelic Medium Education increased.</li> </ul>	13. We take pride in a strong, fair and inclusive national identity.
Delivering Community Regeneration	<ul style="list-style-type: none"> <li>• Amount of waste recycled and re-used increased</li> <li>• Environmental effect of transport improved by developing a transport system that meets national, regional and local needs</li> <li>• Energy performance of housing stock increased (measured by the Reduced Standard Assessment Procedure).</li> </ul>	14. We reduce the local and global environmental impact of our consumption and production.
Cross cutting across all Community Planning themes and core services	<ul style="list-style-type: none"> <li>• Resources and services delivered maximised through shared premises.</li> </ul>	15. Our public services are high quality, continually improving, efficient and responsive to local people's needs.

**FSF denotes linked outcome to the Fairer Scotland Fund.**

**7 May 2009**