



## Project Town Ayr – Inequalities Data

The Shaping Places for Wellbeing Programme is a 3-year programme which is being delivered by Public Health Scotland and the Improvement Service jointly with local authorities and local NHS boards. The ambition is to improve Scotland's wellbeing by reducing significant inequality in the health of its people while addressing the health of our planet.

The following data will be used throughout the programme to highlight the people in the project town who are being impacted most by poor health and wellbeing.

### About Ayr

Ayr is the largest town in South Ayrshire. It has an estimated population of 48,173 people (2021).



**48,173**

people live in Ayr (2021)

# Key areas of Inequality

**1** Life expectancy

**2** Early Death

**3** Alcohol and drug use

**4** Poverty

## Data limitations

- Population size limits what can be shared without disclosure
- Primary care data not always available
- Some measures not available at local level through national databases e.g. waiting times
- Data doesn't include 2022 census information

## Data sources used

[SCOTPHO](#)

[National Records Scotland](#)

[Improvement Service Profiles](#)

[Scottish Government](#)

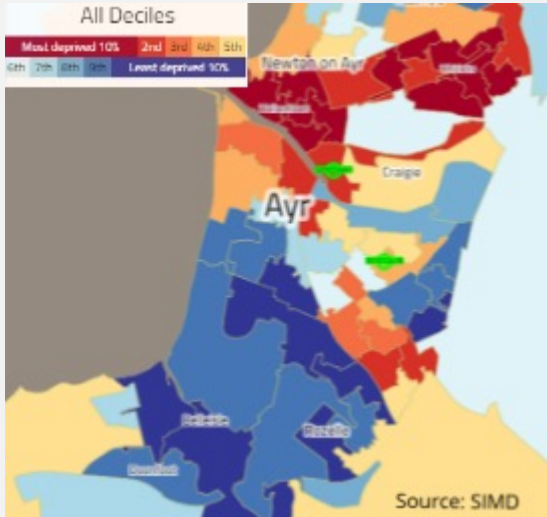
[DWP Stat Xplore](#)

[SIMD](#)

Profile produced in June 2023 using data sources up to 2022. Includes recent updates where available.

# 1

## North and South divide in Deprivation and Life Expectancy



This map of Ayr shows the areas of deprivation within the town, with dark red being areas of most deprived zones and dark blue being least deprived.

From the map, it is clear there is an obvious divide. Ayr North has 11 SIMD 2020 zones in the first decile i.e. the top 10% most deprived area in Scotland.

### Life Expectancy

People in Ayr North are living less of their life in good health and dying younger than in neighbouring areas and South Ayrshire.

The life expectancy of a woman born in Ayr North Harbour, Wallacetown & Newton South is 12 years less than her counterpart in Belmont. For men, the life expectancy difference is 12.5 years between Ayr North Harbour, Wallacetown & Newton South and Alloway & Doonfoot (2017-2021).

Life Expectancy (2017 – 2021)



## 2

## Early death (aged 15-44)

Premature mortality rates in Scotland are higher in the most deprived areas compared with the least deprived. In Ayr, the rate of early death in 2019-2021 among the 15-44 age group in **Ayr North Harbour, Wallacetown & Newton South** is **eight times higher** than in **Holmston & Forehill** and **three times higher** than **South Ayrshire**.

# 81

Deaths in Ayr over the most recent 3-year period of available data (2019-2021)

Many deaths in this age group are drug-related or suicide.

This is consistent with Scotland overall.



## 2

## Early death (aged under 75)

Early deaths from CHD (aged under 75)

# 105

Deaths Overall 2019-2021

Lochside, Braehead & Whitletts has the highest CHD mortality rate in Ayr

Early deaths from cancer (aged under 75)

# 246

Deaths overall 2019-2021

Ayr N. Harbour/Wallacetown/Newton South has the highest mortality rate in Ayr

# 3

## Alcohol and Drugs



The rate of drug-related deaths in Ayr during 2016 – 2020 is higher than South Ayrshire, however the difference is not statistically significant.

The alcohol-related death rate in Ayr during 2016 – 2020 is similar to South Ayrshire’s rate. The rate is higher for the over 65 age group in comparison to the under 65 age group. However, this difference is not statistically significant.

### Hospital Admissions

The **rate of alcohol-related hospital admissions** varies widely across Ayr. It is lowest in Alloway & Doonfoot (244 admissions per 100,000 population in 2020/21). The rate is nine times higher in Ayr North Harbour, Wallacetown & Newton South, the area of Ayr with the highest alcohol-related hospital admission rate (2,301 admissions per 100,000 population in 2020/21).

The difference in the **rate of drug-related hospital admissions** between Ayr and South Ayrshire is not statistically significant. The admission rate for Ayr was higher in the 25 – 44 age group than in South Ayrshire (2017/18 – 2019/20).

#### Drug-Related Admissions (2017/18 – 2019/20)



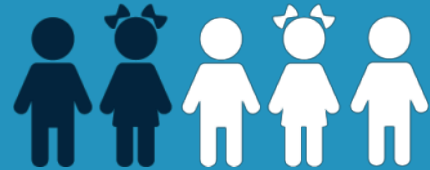
#### Alcohol-Related Admissions (2020-21)



# 4

## Poverty

In Ayr North Harbour, Wallacetown & Newton South, approximately one third of people are income deprived (2019) with 41% population are in receipt of out of work benefits (2020/21). This compares to 18% in South Ayrshire and 16% in Scotland.



Nearly two-fifths of children in Ayr North Harbour, Wallacetown & Newton South are living in poverty compared to one fifth in South Ayrshire (2021/22)

### Population in Ayr in receiving benefits (2023)

13.3% of the population aged 16+ in receipt of Universal Credit

7.9% of the population aged 16-74 in receipt of Personal Independence Payment (PIP)

2.6% of the population receive Carers Allowance

# Shaping Places for Wellbeing

The **Shaping Places for Wellbeing Programme** is a 3-year programme which is being delivered by Public Health Scotland and the Improvement Service jointly with local authorities and local NHS boards. For more information read the [programme summary](#)

The ambition is to **improve Scotland's wellbeing by reducing significant inequality in the health of its people while addressing the health of our planet.**

The Programme is a partnership with Local Authorities and Health Services in each town.



## Place and Wellbeing Outcomes

Alongside this information, decision makers should embed the Place and Wellbeing Outcomes in policy and action. To ensure every place has what it needs to enable the wellbeing of people and planet.

