



Project Town Alloa Inequalities Data

This infographic highlights the key insights from a comprehensive data exercise to understand the most significant inequalities experienced by the most deprived population of Alloa.

This is intended to be read alongside a qualitative data collection infographic and used by decision-makers to influence the development of plans and strategies which impact on place

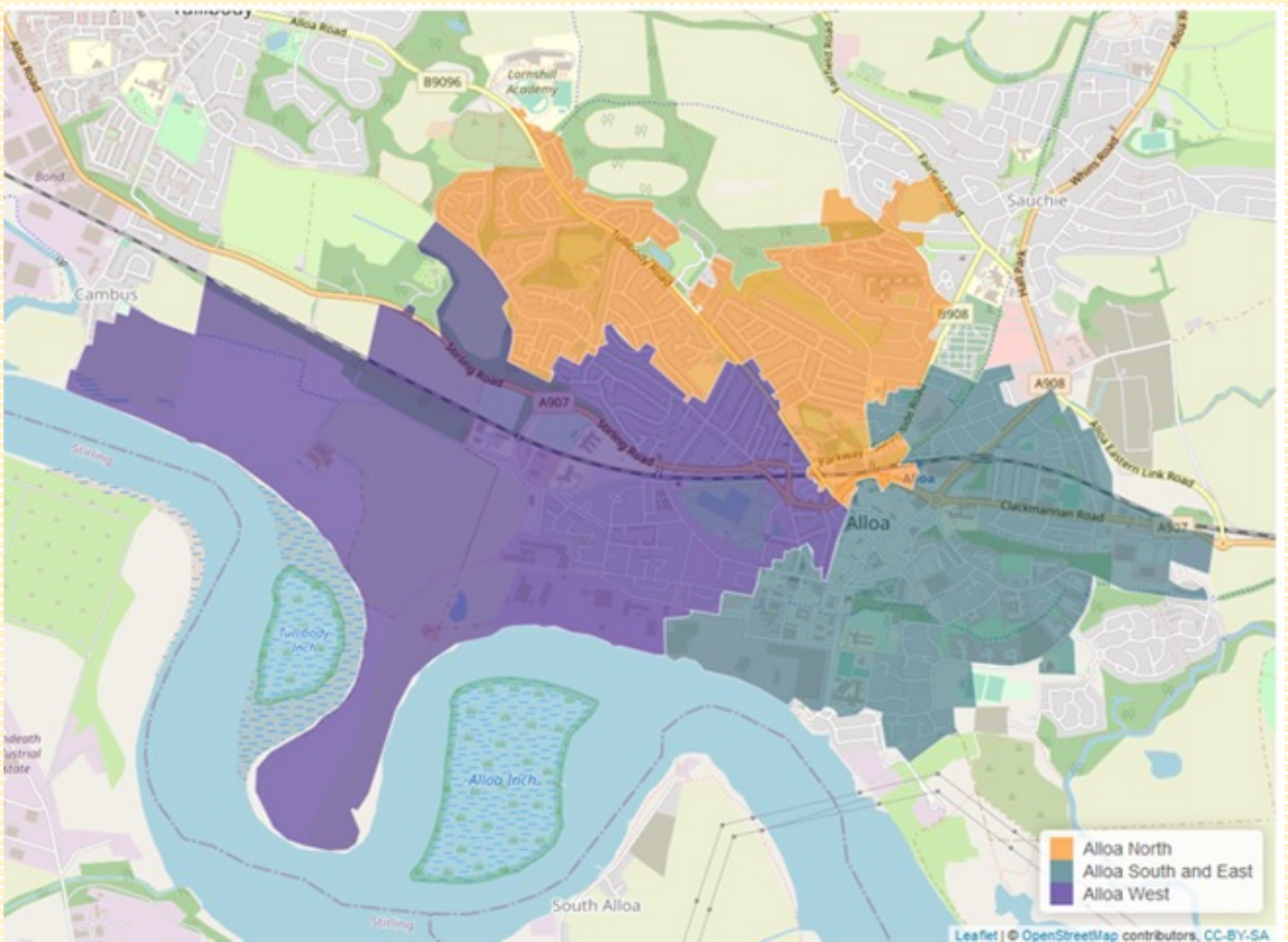
About Alloa

Alloa in Clackmannanshire in the Central Lowlands of Scotland. It is on the north bank of the Forth at the spot where some say it ceases to be the River Forth and becomes the Firth of Forth.

‘Alloa South and East’ is one of three Intermediate Zones that make up the town of Alloa together with Alloa North and Alloa West.

Alloa South and East has a current population of 4,409





Main areas of inequality

- 1 People experiencing deprivation in Alloa SE
- 2 Problem substance use involving alcohol
- 3 People experiencing ill health and dying prematurely
- 4 Poverty focusing on Children

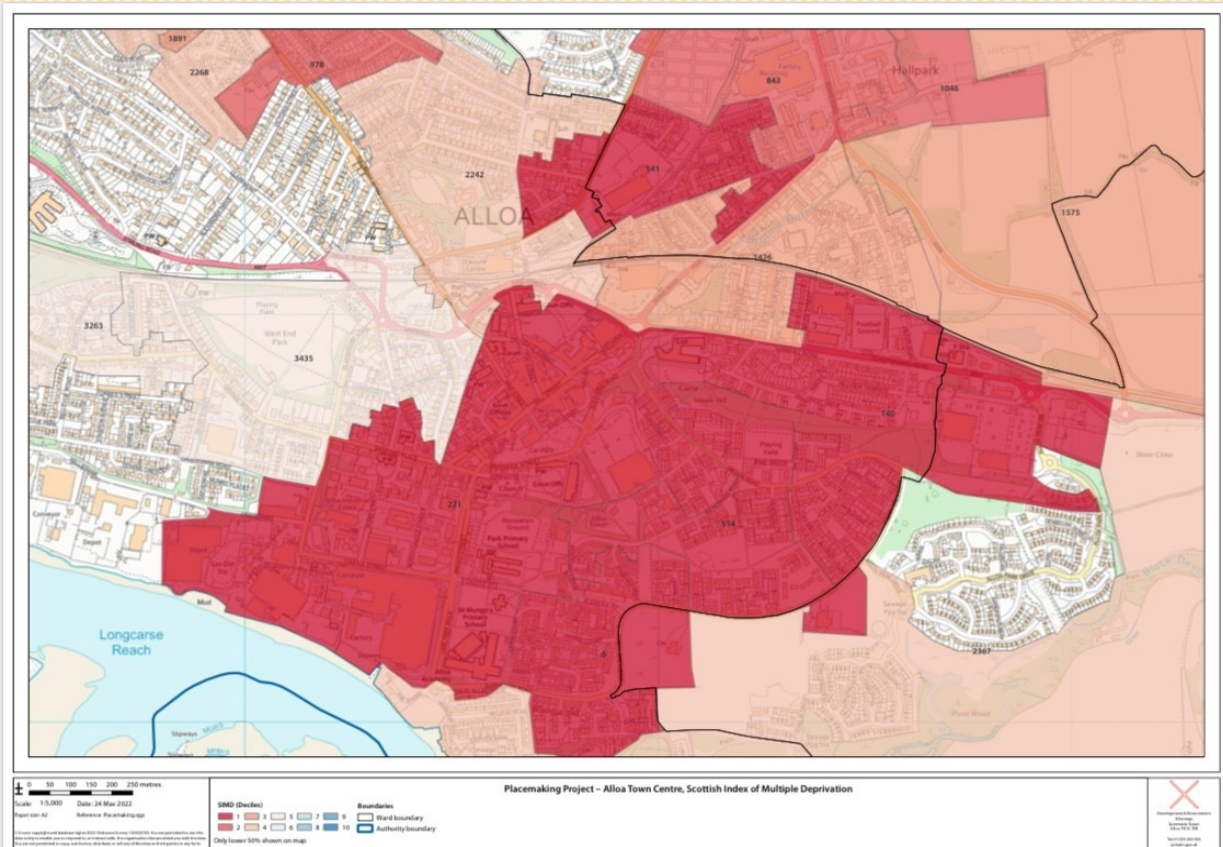
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People experiencing deprivation in Alloa SE

Alloa South and East

100%
living in
SIMD
Quintile 1

**DARK RED
AREA**



The Scottish Index of Multiple Deprivation (SIMD) is used to identify places where people are experiencing disadvantage across different aspects of their lives, including:



2

Problem substance misuse involving alcohol

Alloa South and East

Alcohol related hospital admissions

more than **2x** Scotland..



nearly **2 x** Alloa North
3.5x Alloa West



Alloa South and East have a high retailer density rate of Alcohol and Tobacco outlets.

In 2020 Alcohol off-premise retailer density rate was **2.7** outlets per 1,000 people.

Compared to 0.5 in Alloa North and 0.9 in Alloa West.

The Tobacco retailer density rate was **4.5** outlets per 1,000 people compared to 1.1 in Alloa North and 0.9 in Alloa West
(Source: Centre for research on environment, society and health (CRESH))



3

People experiencing ill health and dying prematurely

Alloa South and East

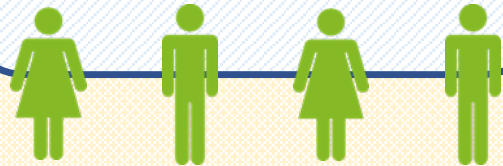
Male life expectancy is particularly low at **5.5** years lower than Scottish average

5 years lower than Alloa North males

11 years lower than Alloa North females



The rate of deaths aged 15-44 is almost **2** times higher than Scotland.

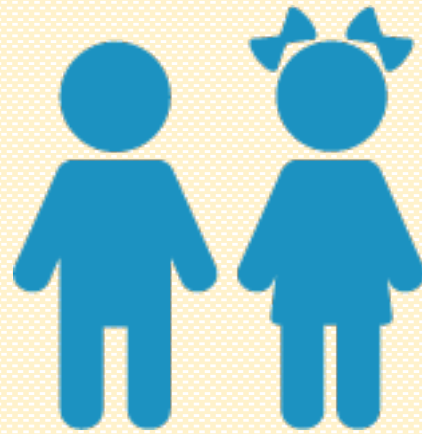


The rate of early deaths from Coronary Health Disease is almost **4** times higher than Scotland

4

Poverty with a focus on children

1 in 3
children
are living in
poverty

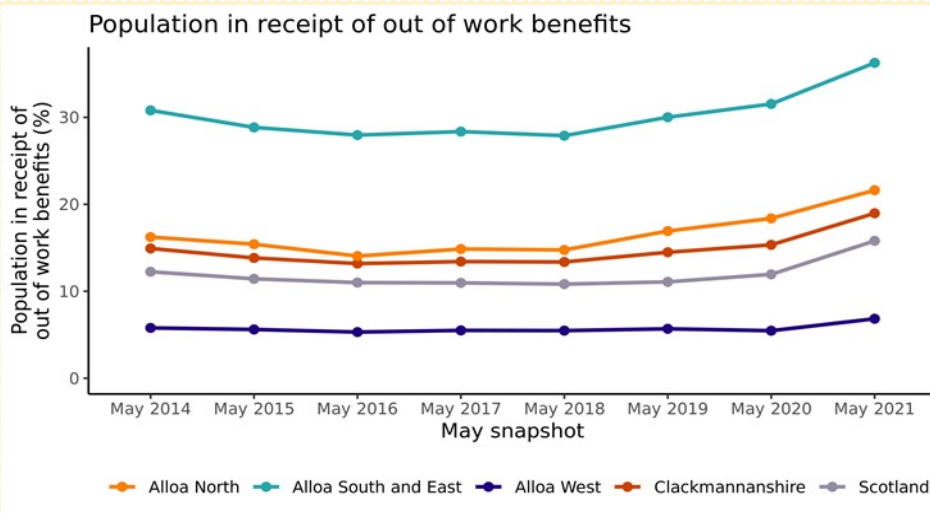


**33.4 % Children
Living in Poverty**

36% of the population are in receipt of out of work benefits.

This compares to 19% in Clackmannanshire and 16% in Scotland.

The % in receipt of out of work benefits is consistently higher than Clackmannanshire and neighbouring areas and is **increasing**.



Additional Information

Data limitations

- Population size limits what can be shared without disclosure
- Primary care data not always available
- Some measures not available through national databases
- Data doesn't include recent census information

Data Sources

ScotPHO
National Records
for Scotland
(NRS)
Improvement
Service Profiles
Scottish
Government
DWP Stat X-plore
Clackmannanshir
e Council
(STRIVE referrals
data)
NOMIS

A number of data gaps still exist:

Smoking

Mental health (particularly primary care/community)

Disease prevalence (currently limited to a few death
rate indicators)

Suicides

Age/gender split of most indicators

Digital Inclusion/Broadband access

Fuel Poverty



Additional Information

Creating Conditions for Change and Innovation + New Ways of Thinking

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.



....Agree to support each other to collaborate.
Agree to collaborate.
Agree to support



Additional Information

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.

