

# Shaping Places for Wellbeing

## Alloa South and East

### Quantitative Data Community Profile

#### Shaping Places for Wellbeing background

Shaping Places for Wellbeing supports anyone looking to take a place-based approach. For Shaping Places for Wellbeing, this means combining three key elements: knowing what people in an area are experiencing; understanding the evidenced features every place needs; and then considering the impact of the decisions we are making on both of these.

Between 2022 and June 2024, the Shaping Places for Wellbeing Programme worked locally in seven towns across Scotland supporting councils, health boards and other stakeholders working with them to develop resources to take a place-based approach in their decisions and actions. To find out more about Shaping Places for Wellbeing and the other Project Towns we worked with from 2022-2024, please see our [web page](#).

As part of the Programme's data exercise to understand what people in Alloa are experiencing, this document was prepared by Public Health Scotland's Local Intelligence Support Team (LIST). They have created profiles for each Project Town to identify those people most impacted by inequalities and what they need from their place, in order to support data-led decision making.

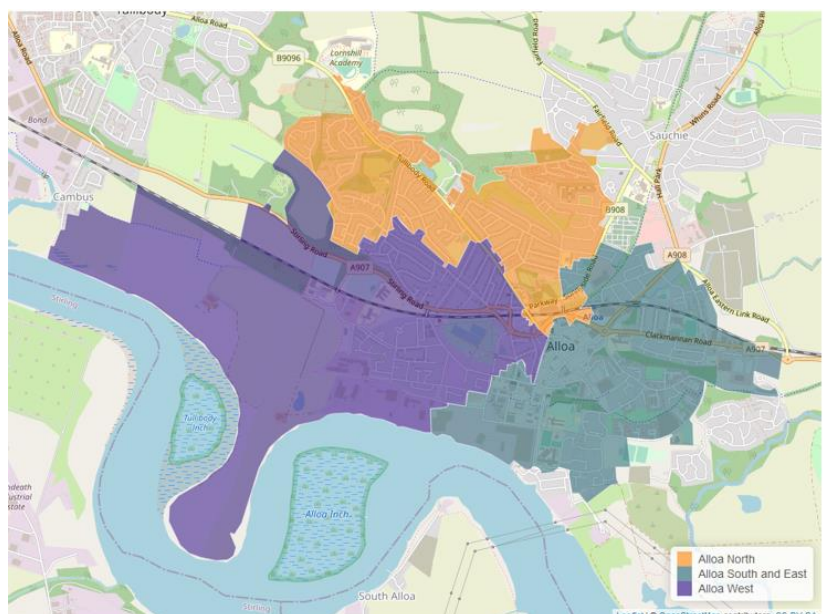
This quantitative data profile for Alloa is amongst a suite of assets, including a community insight report and visual summary and a quantitative infographic.

#### Introduction

Alloa is a town in the Clackmannanshire Council area and has a current population estimate of 13,447.

Alloa is made up of three intermediate zones: Alloa North, Alloa South and East and Alloa West. The focus in this report is on Alloa South and East, with the other two intermediate zones used as comparators.

Alloa South and East has a current population estimate of 4,409. This area covers a large part of the town centre including the Alloa Tower and council headquarters. Alloa Athletic Football ground in the East and Alloa Academy in the south are also part of this intermediate zone.



#### Data Sources

This data profile collates data from a range of published sources. These sources include, but are not limited to; ScotPHO, Improvement Service Community Planning Outcomes Profile Tool (CPOP), statistics.gov.scot and Department of Work and

Pensions (DWP). Further details of the sources and indicators taken from them are included towards the end of this document.

The data in this document was last updated in May 2023.

## Summary of data of interest for Alloa South and East

- **Alloa South and East is an area of high deprivation with 100% of its population classed as living in SIMD Quintile 1.** This compares to 19% in Alloa North, 0% in Alloa West and 28% in Clackmannanshire.
- **It has ready access to services including GPs and schools.**
- **People are living less of their life in good health and dying younger than in neighbouring areas and Scotland.**
  - Male life expectancy is particularly low: 5.5 years lower than the Scottish average and 5 years lower than in Alloa North.
  - The rate of deaths aged 15-44 is almost 2 times higher than Scotland.
  - The rate of early deaths from Coronary Heart Disease is almost 4 times higher than Scotland.
- **1 in 3 children are living in poverty.**
- **There is a combination of social inequalities including:**
  - 36% of the population are in receipt of out of work benefits. This compares to 19% in Clackmannanshire and 16% in Scotland.
  - The crime rate is almost four times higher than in Scotland.
  - Over half of households are single occupancy.
- **From 31/03/2020 - 12/11/2021, 1 in 5 STRIVE referrals were from Alloa South and East (21%).**
- **In 2021, 23% of employment based in Alloa South and East was in Retail and 23% was in Public Administration and defence.** A further 30% was split equally between Health and Manufacturing. 60% of jobs located in Alloa South & East were Full Time & 28% in Retail were full time. (Source: NOMIS)
- **Alloa South and East have a high retailer density rate of Alcohol and Tobacco outlets.** In 2020 the 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))

## Summary of Limitations and Reflections

Analysing data at a local level, enables stakeholders to gain an overview of their community, and by using standardised rates, compare to other areas, including Council and National level. The vast majority of indicators are published at a geographic level, so can be used to understand the inequalities impacting the population of the community.

Whilst a wide range of indicators are available for use within this profile, there are topics such as Drugs and Mental Health that are not published at Intermediate Zone level.

A limitation on the data published is the identification of age and gender groups within a community facing inequalities, based on the level of data published. DWP publish their data at an age and gender split, which allows for use at these levels.

As data is collated from a variety of different sources, there is a range of time periods that these data points relate to, so consideration needs to be made for interpretation. The data table displays a range of measures across different domains, allowing for a holistic view however there is variation in the aged nature of some indicators.



## Data Summary Table

Indicator	Data Type	Time Period	Alloa North	Alloa South and East	Alloa West	Clackmannanshire	Scotland
<b>Population</b>							
Total population	count	2021	5,670	4,409	3,368	51,540	5,479,900
Gender ratio male to female	ratio	2021	1:1.05	1:1.03	1:1.08	1:1.05	1:1.05
Working age population (16-65 years)	%	2021	63.8	66.2	65.9	63.2	65
Population over 65 years old	%	2021	20.1	14.6	18.4	19.6	18.4
Population living in most deprived SIMD quintile	%	2021	18.7	100	0.0	27.7	20
<b>Housing</b>							
Total number of households	count	2021	2,867	2611	1,738	24,930	2,674,785
Occupied households	%	2021	97.2	95.8	96.8	97.2	95.8
Households with single occupant tax discount	%	2021	40.7	52.5	41.3	40.6	37.3
Occupied households exempt from council tax	%	2021	1.9	2.2	2.0	1.5	3.3
Households in council tax bands A-C	%	2021	64.3	93.1	51.8	63.1	59.2
Households in council tax bands F-H	%	2021	8.3	1.0	9.1	12.2	13.6
<b>Economy and Benefits</b>							
Population in receipt of out of work benefits	%	May 21	21.6	36.3	6.8	19.0	15.8
Attendance Allowance - cases with entitlement (per 1,000 65+ pop)	rate	Nov-22	129.9	147.8	112.3	116.1	136.2
Carers Allowance - cases with entitlement (per 1,000 16+ pop)	rate	Nov-22	30.5	60.0	21.5	33.9	27.5
Pension Credit Cases (per 1,000 60+ pop)	rate	Nov-22	109.8	223.8	101.8	97.5	118.5
People on Universal Credit (per 1,000 16+ pop)	rate	Mar-23	122.8	304.6	73.6	129.6	104.7
<b>Environment, Access and Crime</b>							
People living in 15% most 'access deprived' areas	%	2017	8.3	0.0	0.0	3.3	15.0
Average travel time to GP by public transport in minutes	mean	2015	12.2	12.3	14.9	9.6	10.3
Average travel time to primary school by car in minutes	mean	2015	2.2	2.3	1.6	2.2	2.5
Population within 500 metres of a derelict site	%	2021	0.1	20.9	28.8	27.5	27.2
Crime rate per 10,000	rate	2020/21	405.2	1770.5	279.9	458.8	451.8
<b>Life Expectancy and Mortality</b>							
Life expectancy, females	mean	2017-2021*	80.4	78.9	82.3	80.3	80.8
Life expectancy, males	mean	2017-2021*	76.4	71.1	75.9	75.4	76.6
Deaths all ages per 100,000	rate	2019-2021	1,316	1318	1,258	1,269	1,181
Deaths, aged 15-44 years per 100,000	rate	2019-2021	172	226.7	121.2	143.8	117.1
Early deaths from cancer, aged <75 years per 100,000	rate	2019-2021	170	250.4	147.6	158.4	149.6
Early deaths from coronary heart disease (CHD), aged <75 years per 100,000	rate	2019-2021	83.1	196.8	69.9	79.1	52.6

\*Life expectancy figures for Clackmannanshire and Scotland are 3-year aggregates (2019-2021).

Population data and DWP rates are calculated using 2021 population estimates.

Indicator	Data Type	Time Period	Alloa North	Alloa South and East	Alloa West	Clackmannanshire	Scotland
<b>III Health, Behaviours and Injury</b>							
Coronary heart disease (CHD) patient hospitalisations per 100,000	rate	2019/20-2021/22	425	614	323.7	343	342
Chronic obstructive pulmonary disease (COPD) patient hospitalisations per 100,000	rate	2019/20-2021/22	218.5	312.8	104.4	185.7	207.4
Asthma patient hospitalisations per 100,000	rate	2019/20-2021/22	49.4	112.2	33.0	70.7	68.4
Emergency patient hospitalisations per 100,000	rate	2019-2021	8,039	11354	7,163	8,122	7,234
Multiple emergency patient hospitalisations, aged >65 years per 100,000	rate	2019-2021	5,844	5339	4,882	4,986	4,998
Alcohol-related hospital admissions per 100,000	rate	2021/22	769.9	1397	367.7	639.5	610.9
Bowel screening uptake	%	2018-2020	64.5	52.1	65.6	64.7	64.2
Road traffic accident casualties per 100,000	rate	2019-2021	57.0	102.1	49.6	56.3	54.7
<b>Children &amp; Young People</b>							
Children living in poverty (previously low income families)	%	2020/21	17	33	10	19	16
Children in low income families	%	2016 AS*	16.1	40.6	9.9	20.4	16.7
Children in households receiving child benefits**	%	2018	82.4	100.0	91.8	86.7	NA
Premature births	%	2019/20-2021/22	7.8	10.7	8.5	9.4	8.2
Maternal obesity	%	2019/20-2021/22	33.8	32.9	29.6	30.0	26.1
Babies exclusively breastfed at 6-8 weeks	%	2019/20-2021/22	17.4	13.3	27.2	20.6	31.9
Immunisation uptake at 24 months - 6 in 1	%	2019-2021	96.7	94.2	98.9	96.9	97.1
Immunisation uptake at 24 months - MMR	%	2019-2021	95.3	89.0	96.8	94.8	94.4
Developmental concerns at 27-30 weeks	%	2018/19-2020/21	14.1	28.0	16.3	16.7	14.6
Child healthy weight in primary 1	%	2018/19*	65.0	75.9	77.8	71.7	76.3
Child dental health in primary 1	%	2021/22 SY*	66.7	59.3	87.1	76.3	75.2
Child dental health in primary 7	%	2019/20 SY*	73.0	63.6	80.8	70.2	75.0
Uptake of the HPV vaccine in S3 girls	%	2017/18-2019/20 SY*	84.2	75.3	93.2	81.9	84.8
Average highest qualification score	mean	2017/18-2019/20	5.28	4.69	5.79	5.36	5.54
First time mothers aged under 19	%	2016/17-2018/19	7.9	17.8	1.9	8.3	6.6

\*AS = August Snapshot, SY = School Year, Child healthy weight in primary 1 figures for Clackmannanshire and Scotland are for 2019/20.

\*\* Children in households receiving child benefits has been calculated from rounded data zone values and will not be a true value and may be an over or underestimation.

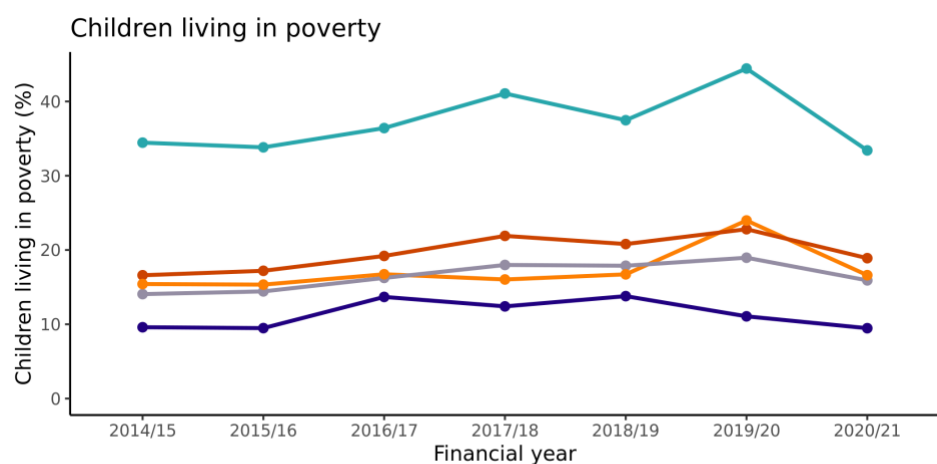
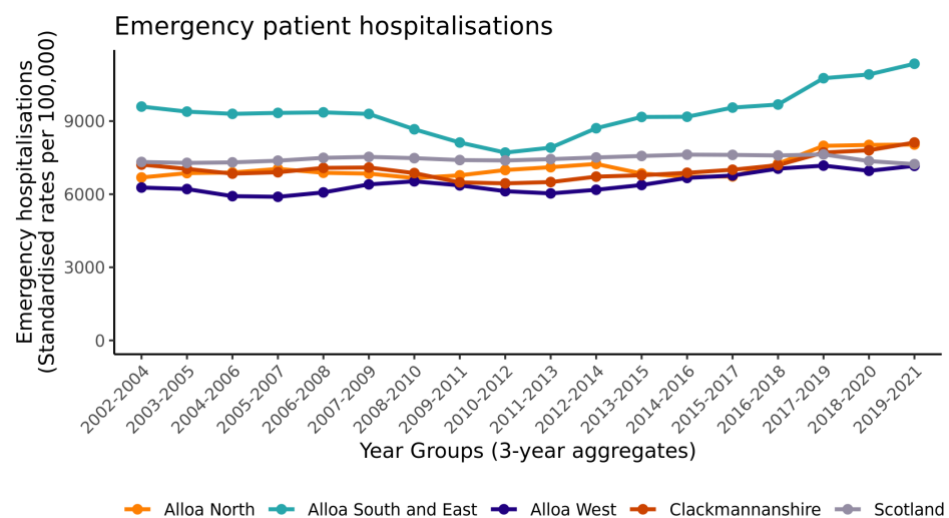
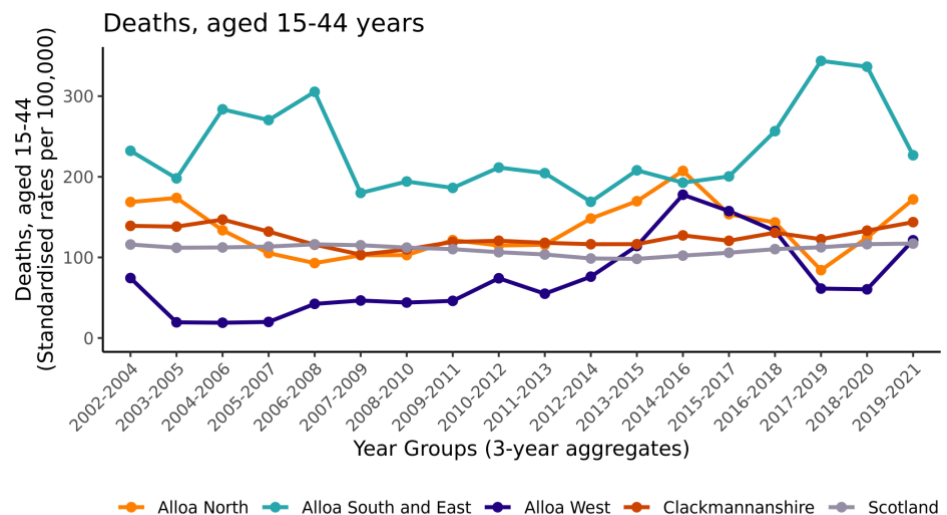
## Key Inequality Indicators – Trends in Alloa South and East

Within this profile for Alloa South and East, a selection of indicators were selected for further investigation. This detail illustrates trends over time, with engagement back into the Steering Group for validation and local interpretation. The following are useful indicators of inequality. By presenting them as a time trend against comparators we are able to determine whether inequalities are growing, narrowing or remaining the same.

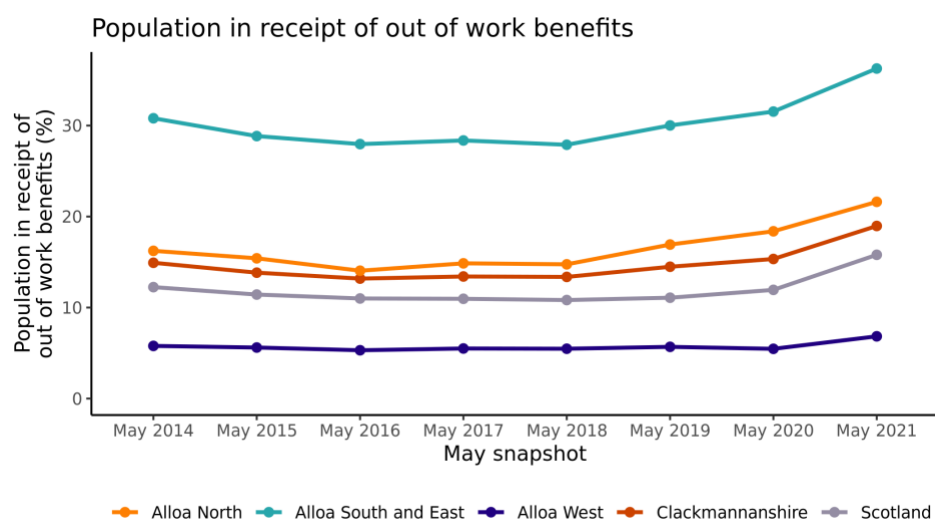
Following a two year high, the rate of deaths aged 15-44 is currently more than 1.5 times higher than Clackmannanshire.

The rate of emergency admissions is rising and has consistently been higher than Clackmannanshire and neighbouring areas.

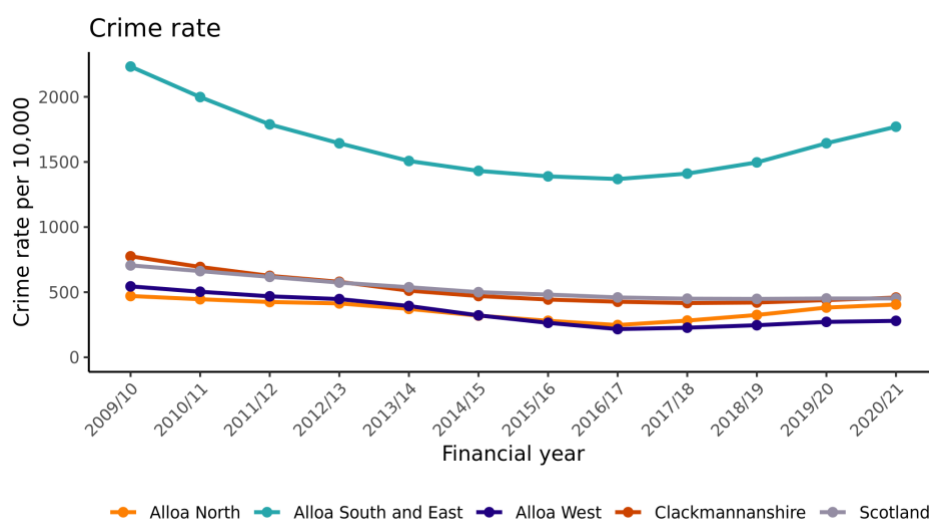
1 in 3 children live in poverty. The rate has consistently been above neighbouring areas and is currently more than 1.5 times higher than Clackmannanshire.



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



The crime rate is consistently higher than neighbouring areas and is currently almost four times higher than Clackmannanshire.



## Using the data

This profile was reviewed in consultation with Project Town Project Lead and through ongoing engagement with the Project Town Steering Group. The Steering Group selected key inequality areas standing out from the data. A quantitative infographic was created on the key inequality areas to support engagement with local partners.

The Community Link Lead then used those as a starting point further explore inequalities in Alloa through qualitative data collection and community conversations. [A report and infographic](#) on qualitative data was created from this work.

The data journey is detailed on the [Shaping Places for Wellbeing Programme webpages](#) including blogs on the process, data documents for all the Project Towns and a 'How to' Guide for the creation of these reports.



Understanding the community, including inequalities, through both a quantitative and qualitative process has supported consistent understanding across local partners working with the Shaping Places for Wellbeing Programme. These partners have collaborated to undertake Place and Wellbeing Assessments on local plans and proposals.

## Keep up to Date

As well as our web pages, you can also keep up to date on our latest news, learnings and reflections about the Shaping Places for Wellbeing Programme, by following us on X ([@placeforwellbeing](#)) and LinkedIn ([Planning and Place Based Approaches](#)).

## Sources and Indicators

[ScotPHO](#) – Male and Female Life Expectancy, Deaths (Aged 15-44, All ages, Early deaths from cancer, Early deaths from coronary heart disease), Bowel screening uptake, Hospitalisations (Asthma, CHD, COPD, Emergency), Multiple emergency admissions aged >65, Alcohol-related hospital admissions, Road traffic accident casualties, Child dental health in P1 and P7, Child healthy weight in P1, Babies exclusively breastfed at 6-8 weeks, Children in low income families, Immunisation uptake at 24 months – 6 in 1 and MMR, Developmental concerns at 27-30 months, Maternal obesity, Premature births, Update of HPV vaccine in S3 girls, People in 15% most 'access deprived' areas, Population within 500 metres of a derelict site.

[National Records of Scotland \(NRS\)](#) – Population (Total, Gender ratio, Working age, Over 65, Living in most deprived SIMD quintile) and Households (Total, Occupied, Single Occupant tax discount, Exempt from council tax, Council tax bands A-C and F-H)

[Improvement Service](#) – Children living in poverty, Population in receipt of out-of-work benefits, Crime Rate.

[Scottish Government](#) – Child benefit, Average travel time to a GP and primary school, Children in households receiving child benefits, Highest qualification score, First time mothers under 19.

[DWP Stat-Xplore](#) – Universal Credit (number of people who have started Universal Credit and have not had a termination recorded for their spell, up to the 'count date' which is the second Thursday of each month), Attendance Allowance (number entitled as at last day of each quarter), Pension Credit (number of live claims as at last day of each quarter), Carers Allowance (number entitled as at last day of each quarter)