

Ayr North Harbour, Wallacetown and Newton South Profile

Shaping Places for Wellbeing Programme background

The Shaping Places for Wellbeing Programme is a delivery partnership between the Improvement Service and Public Health Scotland (PHS). This document has been 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 needed from their place, in order to support data-led decision making.

To find out more about the Programme and the other Project Towns we are working with, please see our [web page](#). This quantitative data profile for Ayr is amongst a suite of assets, including a [qualitative report and visual summary](#) and a [quantitative profile](#).

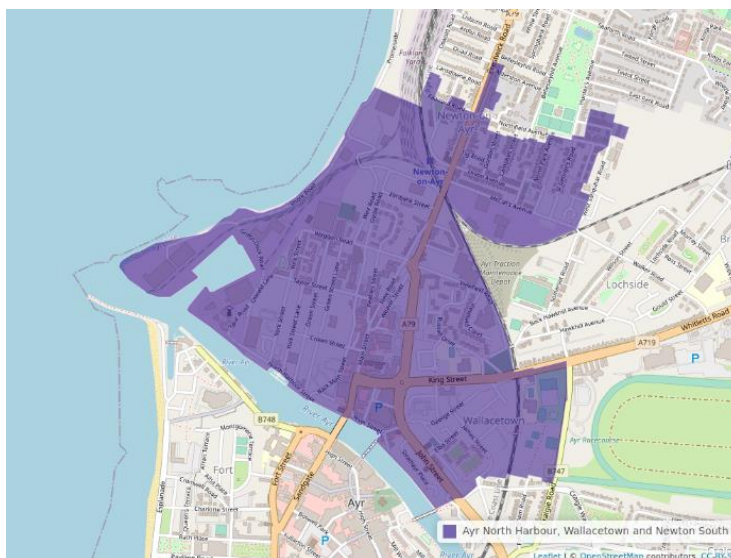
Data Sources

The 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 within are included towards the end of this document.

This document was produced in 2023.

Introduction

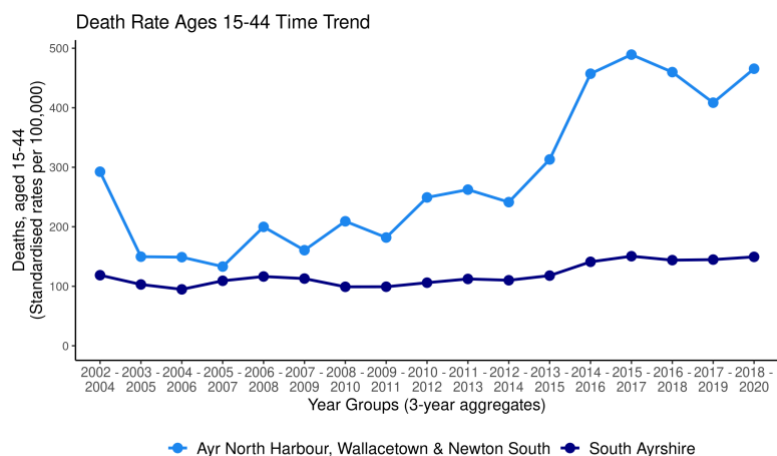
Ayr North Harbour, Wallacetown and Newton South is an Intermediate Zone within the town of Ayr in the South Ayrshire Council area. It has a current population of 4,612 (2020).



Main Points

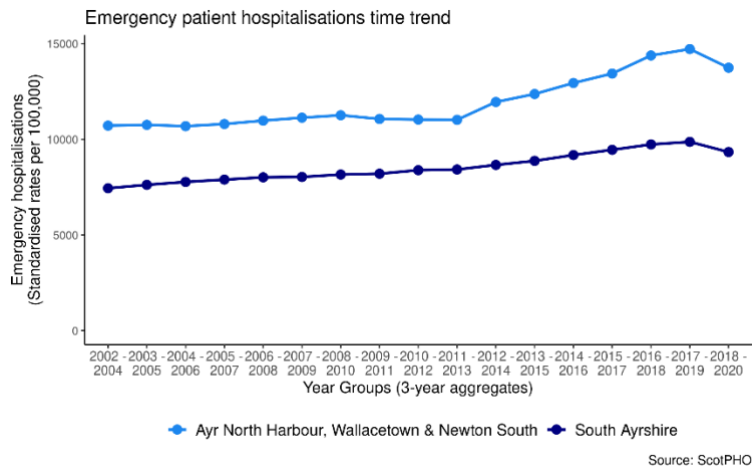
- **Ayr North Harbour, Wallacetown and Newton South is an area of high deprivation with 68% of its population classed as living in SIMD Quintile 1.** This compares to 17% in South Ayrshire overall.
- **People are living less of their life in good health and dying younger than in neighbouring areas and South Ayrshire.**
 - Female life expectancy is 9 years lower than for South Ayrshire as a whole and 13 years lower than the area in Ayr with the highest life expectancy.
 - Male life expectancy is 8 years lower than for South Ayrshire as a whole and nearly 14 years lower than the area in Ayr with the highest life expectancy.
 - The rate of deaths aged 15-44 is more than 3 times higher than South Ayrshire.
 - The rate of early deaths from Coronary Health Disease is 2.5 times higher than South Ayrshire.
- **One-third of children are living in poverty.**
- **There is a combination of social inequalities including:**
 - 40% of the population are in receipt of out of work benefits. This compares to 18% in South Ayrshire and 16% in Scotland.
 - The crime rate is more than 3 times higher than in South Ayrshire as a whole.
 - Nearly half of households are single occupancy.

Deaths, aged 15-44



The rate of deaths aged 15-44 in Ayr North Harbour, Wallacetown and Newton South has consistently been higher than South Ayrshire. Following an increase over recent years, it is currently more than three times the local authority rate.

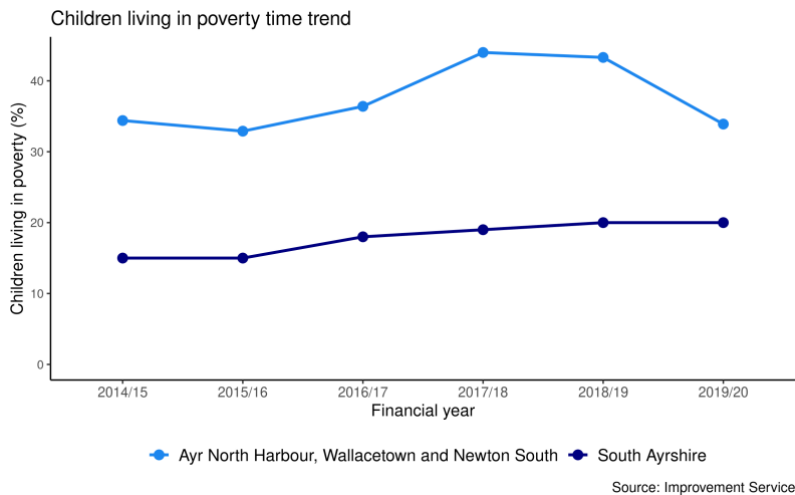
Emergency patient hospitalisations



The rate of emergency patient hospitalisations in Ayr North Harbour, Wallacetown and Newton South has consistently been higher than the South Ayrshire rate and the other areas of Ayr, with the exception of Dalmilling.

It is currently almost 1 ½ times higher than South Ayrshire.

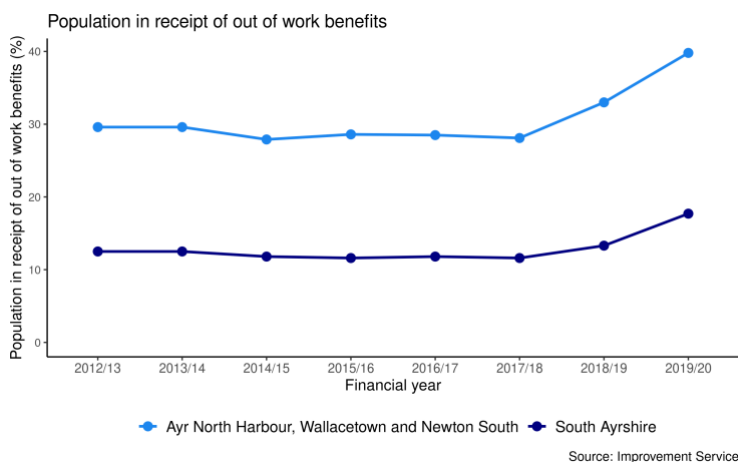
Children living in poverty



The percent of children living in poverty has consistently been higher in Ayr North Harbour, Wallacetown and Newton South than South Ayrshire and the other areas of Ayr (with the exception of Dalmilling in 2019/20)

It is currently 1.8 times higher than the percentage in South Ayrshire.

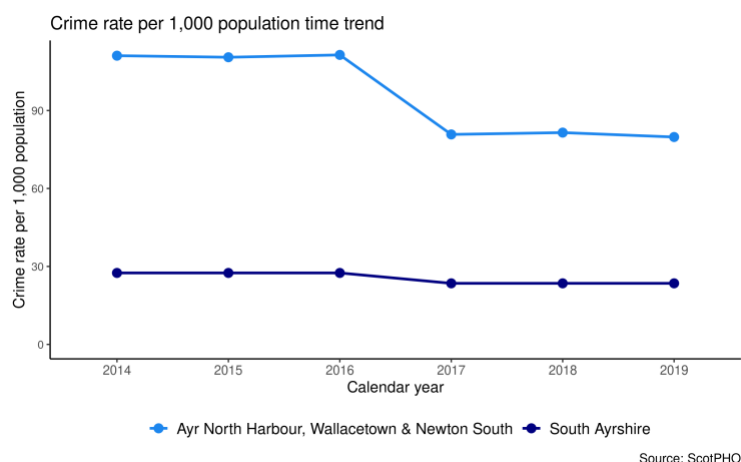
Population in receipt of out of work benefits



The percentage of the population in receipt of Out of Work Benefits has consistently been considerably higher in Ayr North Harbour, Wallacetown and Newton South than in neighbouring areas and South Ayrshire.

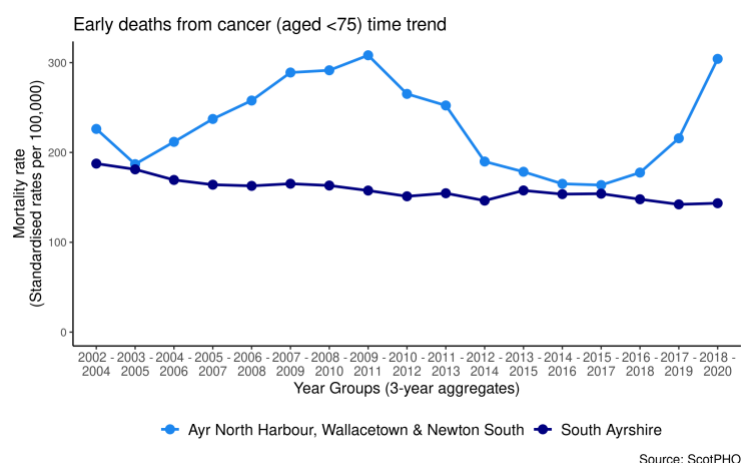
It is currently 2.5 times higher than South Ayrshire.

Crime rate



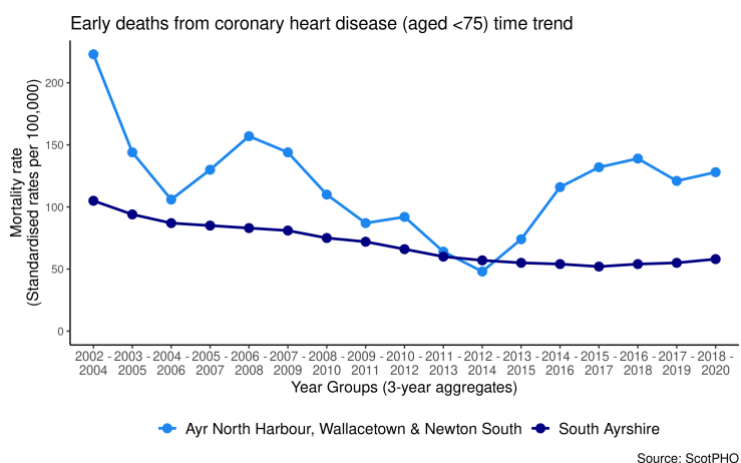
While the crime rate in Ayr North Harbour, Wallacetown and Newton South has been decreasing, it is still higher than in neighbouring areas and South Ayrshire and is currently more than 3 times higher than the South Ayrshire rate.

Early deaths from cancer (age <75)



The mortality rate in Ayr North Harbour, Wallacetown and Newton South has been increasing in recent years. It is higher than in neighbouring areas and South Ayrshire and is currently twice the rate for South Ayrshire.

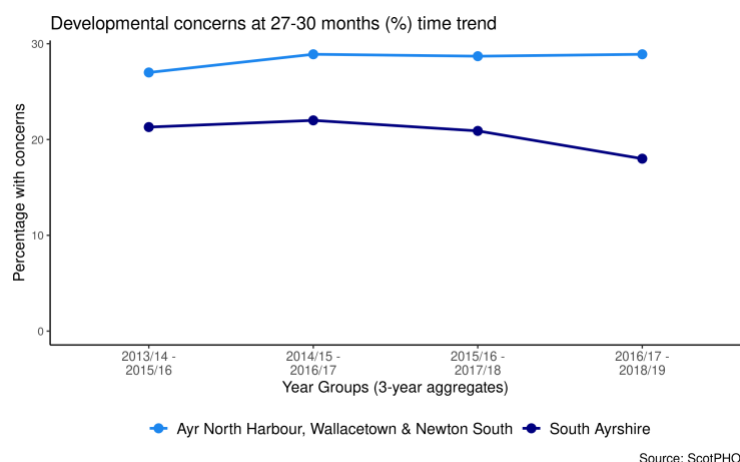
Early deaths from coronary heart disease (age <75)



The mortality rate in Ayr North Harbour, Wallacetown and Newton South has been increasing in recent years.

It is currently 2.5 times higher than South Ayrshire and is higher than surrounding areas of Ayr.

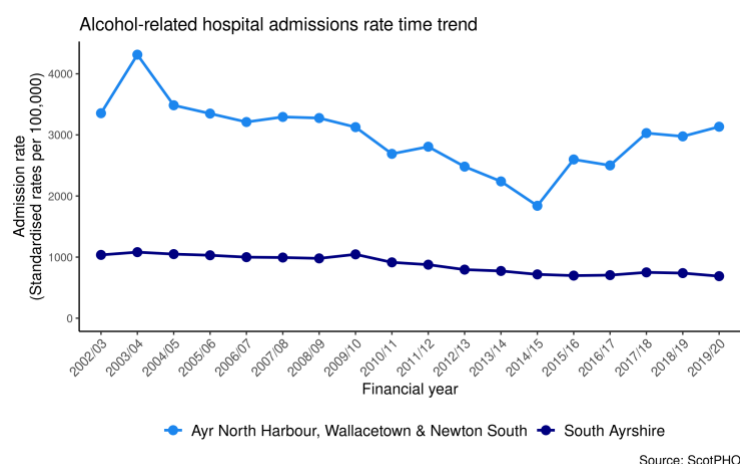
Development concerns at 27-30 months



The percentage of children with developmental concerns has been consistently higher in Ayr North Harbour, Wallacetown and Newton South than South Ayrshire,

The percentage is currently higher than neighbouring areas and is 1.8 times higher than the South Ayrshire rate.

Alcohol-related hospital admissions



The rate of alcohol-related hospital admissions for Ayr North Harbour, Wallacetown and Newton South has been consistently higher than for South Ayrshire.

The rate is higher than neighbouring areas and is over 4 ½ times higher than South Ayrshire.

Indicators	Data Type	Time Period	Ayr North Harbour, W'town, Newton South	Alloway & Doonfoot	Ayr South Harbour & Town Centre	Belmont	Castlehill and Kincaidston	Craigie	Dalmilling	Heathfield	Holmston and Forehill	Lochside, Braehead and Whitletts	Newton North	South Ayrshire	Scotland
Demographics															
Total Population	count	2020	4,612	5,890	5,360	5,308	4,167	2,528	2,912	4,424	4,928	4,185	4,157	112,140	5,466,000
Gender ratio male to female	ratio	2020	1:0.98	1:1.1	1:1.16	1:1.16	1:1.1	1:1.03	1:1.1	1:1.1	1:1.1	1:1.1	1:1.14	1:1.09	1:1.05
Working age population (16-64)	%	2020	67	48	55	57	61	65	59	62	59	63	62	59	64
Population over 65 years old	%	2020	18	39	34	29	21	20	19	21	25	16	24	26	19
Population in most deprived SIMD quintile	%	2020	68.28	0	15.76	0	26.52	59.85	100	14.1	0	100	0	17	20
Housing															
Total number of households	count	2020	3,020	2,708	3,191	2,524	2,042	1,311	1,258	2,022	2,260	2,118	2,208	55,790	2,653,521
Occupied households	%	2020	94	97	92.4	97.5	98.2	91.8	98.3	97.9	97.4	97.6	97.5	95.9	95.7
Households with a single occupant tax discount	%	2020	48.9	27.3	43.1	34	36.3	39.6	35	38.1	32.9	40.7	39.8	35.7	37.9
Occupied households exempt from council tax	%	2020	2.6	0.5	2.3	1.4	0.6	1.3	1.6	2	1.2	1.3	1.3	1.2	3.3
Households in council tax A-C	%	2020	85.1	0.7	36.9	35.5	69.4	88.2	90.9	45	40.4	86.8	51.5	51.7	59.5
Households in council tax F-H	%	2020	0.8	70.5	23.6	25.2	9.5	0.8	0	5.9	9.1	0.1	6	15.7	13.4
Economy															
Population in receipt of out of work benefits	%	2019/20	39.8	6.0	17.5	12.6	21.3	20.5	35.2	16.3	12.3	37.8	15.4	17.7	15.7
Attendance allowance – cases with entitlement (per 1,000 65+ pop)	rate	Sep 21	144.2	94.7	171.6	125.3	136.6	189.9	173.5	149.5	119.5	160.5	145	133.9	131.7
Carers allowance – cases with entitlement (per 1,000 65+ pop)	rate	Feb 21	33.3	16.3	21.8	23.4	30.7	34	60.8	27.5	26.9	62.6	25.3	29.8	26.6
Pension credit cases (per 1,000 60+ pop)	rate	Feb 21	183.3	24.4	83.4	51.8	103.3	156.2	158.4	119.5	60.2	160.3	90.7	85.6	95.6
Personal independence payment – cases with entitlement (per 1,000 16+ pop)	rate	July 21	124.3	18.8	55.7	40.6	78	74.5	116.3	71.8	47.1	148.4	63	63.8	64.2
People on Universal Credit (per 1,000 16+ pop)	rate	July 21	300.6	25	92.5	77.4	150.2	126.2	250.1	101.7	72.8	292.6	85.5	110.4	103.7
Population income deprived	%	2019	30.8	2.8	11.7	7.7	14.6	18	29.6	12.6	7.7	29.1	10.4	12.2	12
Working age population who are employment deprived	%	2019	25.2	3.0	11.6	6.4	10.9	12.8	20.5	9.0	6.8	22.2	9.0	10.1	9.3

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Environment, Access, Crime															
Population within 500 metres of a derelict site	%	2017	91.2	9.8	53.8	0.6	0	6.8	30	63.7	0	100	44	32.5	29.8
Crime rate per 1,000 population	rate	2019	79.8	6.4	68.1	9.8	13.5	29.1	40.6	16.4	18.4	57	16.9	23.5	28.6
Young people in most deprived quintile – crime SIMD domain	%	2019	74.7	0	50	0	0	14.2	13.4	0	0	82.8	0	14.9	21.8
Young people in most deprived quintile – income SIMD domain	%	2019	74.7	0	17.7	0	16.7	14.2	100	11	0	80.2	0	17	19.8
Young people in most deprived quintile – access SIMD domain	%	2019	0	57.1	0	0	0	85.8	0	40.2	8.1	0	0	22.6	20.2
Life Expectancy & Mortality															
Life expectancy, females	mean	2016-2018	72.2	83.6	80	85.2	81.4	79.1	76.2	80.4	81.7	77.8	82.4	81.6	81.1
Life expectancy, males	mean	2016-2018	69.2	82	74.7	78.7	75.6	75	71.5	75.5	80.5	73.2	77.2	77.3	77.2
Deaths, all ages per 100,000	rate	2018-2020	1,661	954	1,297	902	1,213	1,344	1,885	1,279	1,085	1,277	1,321	1,159	1,166
Deaths, age 15-44 per 100,000	rate	2018-2020	465.6	69.2	164.3	120.3	73.7	164.7	269	172.4	74.3	348.4	216	149.4	116.4
Early deaths from cancer, aged <75 years per 100,000	rate	2018-2020	304.2	139.4	161.3	101.8	156.4	125.8	164.5	161.7	171.7	164.7	142.6	143.5	152.8
Early deaths from CHD, aged <75 years per 100,000	rate	2018-2020	127.6	25.4	83.2	52	113.7	66.1	12.2	56.1	52.3	97.8	76.6	57.5	50.6

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III Health, Behaviours, Injury															
CHD patient hospitalisations per 100,000	rate	18/19-20/21	575	358	478	511	678	639	698	467	498	748	485	497	355
COPD patient hospitalisations per 100,000	rate	17/18-19/20	821	119	277	236	618	480	796	436	279	556	393	320	277
Asthma patient hospitalisations per 100,000	rate	17/18-19/20	183	134	103	114	148	213	257	111	167	174	160	126	90
Emergency patient hospitalisations per 100,000	rate	2018-2020	13,743	6,795	9,534	8,651	10,617	11,165	14,113	9,577	9,388	13,377	9,944	9,337	7,358
Multiple emergency hospital admissions, aged >65 years per 100,000	rate	2018-2020	8,768	4,273	6,762	5,978	5,896	7,523	9,302	7,309	6,948	6,670	7,531	6,218	5,206
Alcohol-related hospital admissions per 100,000	rate	2019/20	3,134	304	1,325	310	878	1,297	737	799	542	1,233	633	688	673
Unintentional injuries hospital admissions per 100,000	rate	2020	1,229	596	953	693	591	1,284	881	854	680	1,164	985	764	772
Bowel screening uptake	%	2017-2019	49	75.7	59.7	68	59.3	57.1	47	59	68.1	48.9	64.1	63.8	61.6
Road traffic accident casualties per 100,000	rate	2017-2019	60.3	70.3	66.8	24.4	24	35.3	98.4	80.1	44.3	55.7	34.5	57.3	59.3
Percentage of population being prescribed drugs for anxiety, depression or psychosis	%	2019/20	30.1	16.3	25.5	20.4	24.6	23.3	29.6	23	20.8	28.7	24.2	22	19.3

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Children & Young People															
Babies exclusively breastfed 6-8 weeks	%	17/18-19/20	12.3	39.4	36.9	27.3	15.7	23.3	10.2	15.4	20.5	9.5	16	22	31.2
Child dental health in primary 1	%	2018/19	70.7	92.3	88.5	91.2	65.8	83.3	59.4	82	78.6	62.1	85.7	77.8	71.5
Child dental health in primary 7	%	2018/19	70	89.4	90.6	82.2	78.8	79.2	63.2	79.5	77.3	70.2	76.3	78.7	72.9
Child healthy weight in primary 1	%	2019/20	80	88.9	83.3	82.1	82.5	76.7	64	82.6	88.1	73.2	76	80.8	76.2
Children in low income families	%	2016	35.9	3.7	11.3	10.6	18	21.5	40.4	13.5	11.7	36.3	12.3	16.6	16.7
Children living in poverty	%	2019/20	33.9	6.0	15.9	16	23.1	30.4	36.9	18.5	15.7	34	18.4	20	18.8
Development concerns at 27-30 months	%	16/17-18/19	28.9	10.6	10.3	15.8	22	16.1	22.1	17.1	15.7	23.6	17.5	18	15.9
Healthy birth weight	%	17/18-19/20	84.8	83.6	84.9	77.2	81.3	86	77.7	85.6	84.5	83.9	80	82.2	84.1
Immunisation uptake at 24 months – 6 in 1	%	2018-2020	93.1	97.1	94.1	96.2	97.7	95.9	97.4	100	99.2	97.7	99.1	98.1	97.2
Immunisation uptake at 24 months – MMR	%	2018-2020	91.4	94.2	90.6	93.8	96.2	86.3	94.9	98.4	98.5	96.6	95.3	96.2	94.3
Uptake of HPV vaccine in S3 girls	%	17/18-19/20	73.5	80.9	88.7	78.9	80.3	76.9	60.6	83.3	81.2	63.3	75	81.2	84.8
Live births	%	2019	8.4	3.7	5.7	6.4	7.9	5.8	9.2	8.2	7.9	11.4	8.1	7.4	9.1
Maternal obesity	%	17/18-19/20	29.1	9.2	19.1	20.2	23.7	23.7	38.4	29.8	22.7	34	21.3	24.5	24.7
Premature births	%	17/18-19/20	13.8	6.2	8.5	7.7	8.6	19.4	6.9	10.3	7	7.9	12.8	9.1	8.4

Using the data

This profile was reviewed in consultation with Project Town 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 Ayr 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 range of domain partners. These domain partners collaborate into undertaking Place and Wellbeing Assessments on local plans and programmes.

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, Population prescribed medication for anxiety, depression and psychosis, Healthy birth weight, 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, Live births, 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](#) – Educational attainment of school leavers, Child benefit, First time mothers aged under 19, 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, Personal Independence Payment, Attendance Allowance, Pension Credit, Carers Allowance