



# Project town Ayr – what we're hearing in our communities

As part of the Shaping Places for Wellbeing Programme's data exercise, the Community Link Leads in each town have been connecting with local communities, community organisations and practitioners working locally.

A comprehensive quantitative data exercise had already indicated that some groups in Ayr face particularly significant inequalities. Those groups are:

Geographic split of up to 12.5yrs life expectancy if living in North or South Ayr.

Premature mortality in those aged 15-44 years living in North Ayr.

People experiencing poverty with a focus on children.

People who experience a substance use disorder.

This exercise aims to bring the above data to life and understand Ayr residents' experience of the place they live, work and relax. The information gathered will be fed into Steering Group meetings and [Place and Wellbeing Assessments](#), and be continually reviewed for the duration of the Programme.



This infographic summarises some of the key things we're hearing as they relate to the [Place and Wellbeing Outcomes](#).

The principles of equality, net-zero emissions and sustainability underpin all of these themes.



**Mental health and social isolation** are key issues experienced by people.

**Sense of belonging and identity** experienced by people who attend community groups.

**Lack of trust in formal services**, community groups viewed as safe space.

**Poverty** (food, energy and in-work) has worsened since inflation crisis.

## Movement

Public transport

Active travel

Traffic and parking

**Public transport/Active travel** - bus routes and cycle routes need improved in Ayr North. Cycle routes do not connect well with schools. Transport/travel costs are barriers to work opportunities, accessing formal services and worsen in-work poverty.

**Traffic and Parking** - Not viewed as a priority for group attendees with other inequalities being a priority.

## Spaces

Streets and spaces

Natural spaces

Play and recreation

**Natural Spaces/Play and recreation** – people feel that they have green spaces and play areas in their community. Green space is used for community activities/events and gardening clubs. Finance is a barrier in accessing leisure activities out with community groups.

## Resources

Services and support

Work and economy

Housing and community

**Services and support** – lack of trust in formal services; community groups viewed as a safe space. Formal addiction services only accessible Monday-Friday.

**Housing and community** – stigma attached to living in poor housing; awareness that housing impacts health and wellbeing.

**Work and economy** – increase in in-work poverty; increase demand on foodbanks. Transport cost is a barrier to accessing work opportunities.

“People don’t access services due to feeling dismissed or stigmatised”.

## Civic

Identity and belonging  
Feeling safe

There is a sense of **Identity and belonging** from people who attend community groups through opportunity for volunteering, training and skills development. Attending groups supports mental health and reduces social isolation. Often projects and staff are funded short-term through various funding sources.

**Feeling safe** – people in North Ayr do not feel safe in their community due to anti-social behaviour and issues related to drugs. Impacts on mental health

## Stewardship

Care and maintenance  
Influence and control

**Influence and control** – people feel their voices are unheard. Lack of trust in council services to make changes. People often do not know how/where to access services and seek support from community groups for issues. Community groups support/signpost people to appropriate service. Appears to be a requirement for improved integration between formal and community organisations.

“Access to mental health services for people with addiction issues is challenging as CMHT and Addiction Services sit separately”.

## Learning

Across the seven Shaping Places for Wellbeing project towns, we've identified some shared messages about ways of working:

- Communities value joint working and partnership approaches.
- Communities want strong and consistent communication from and between all stakeholders.
- Collective decision making by all stakeholders will strengthen partnerships.

You can read more, including the process for identifying the ideas captured in this infographic, in a [report](#).

You can find out more about the [quantitative data profile](#) here.

