

**south ayrshire**  
health & social care  
partnership

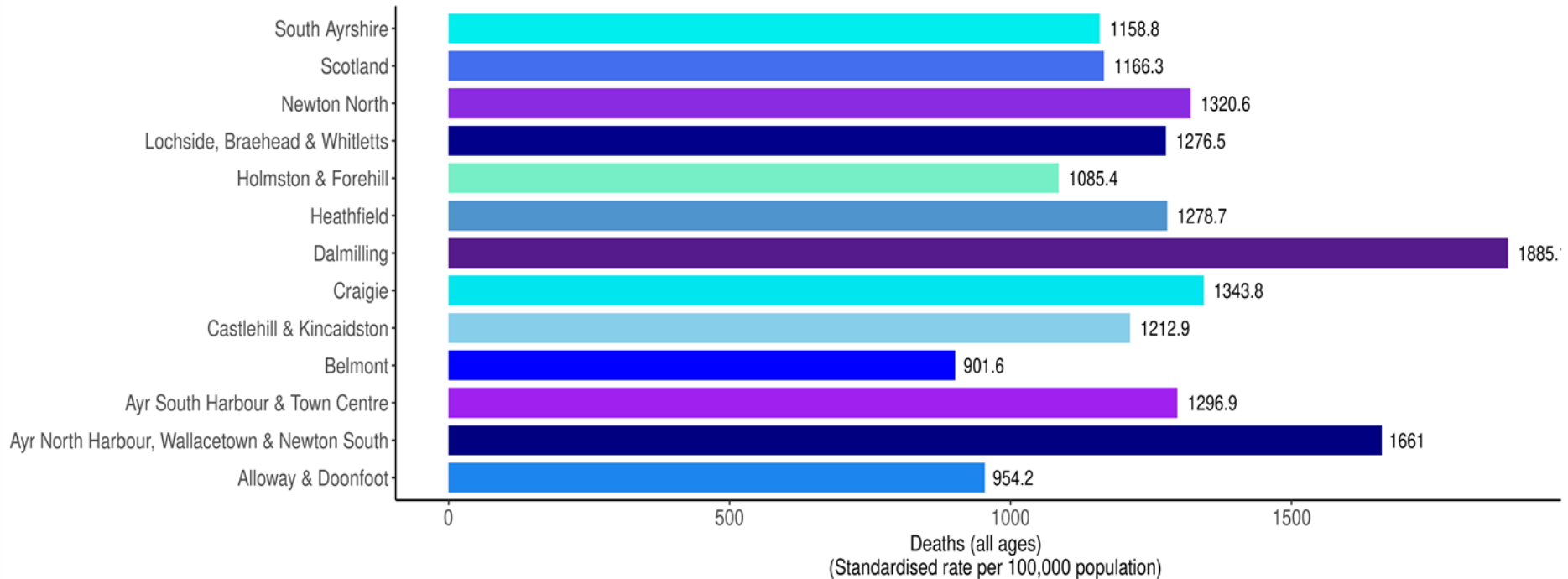
# Ayr Neighbourhoods

**28 June 2022**



# Deaths all ages

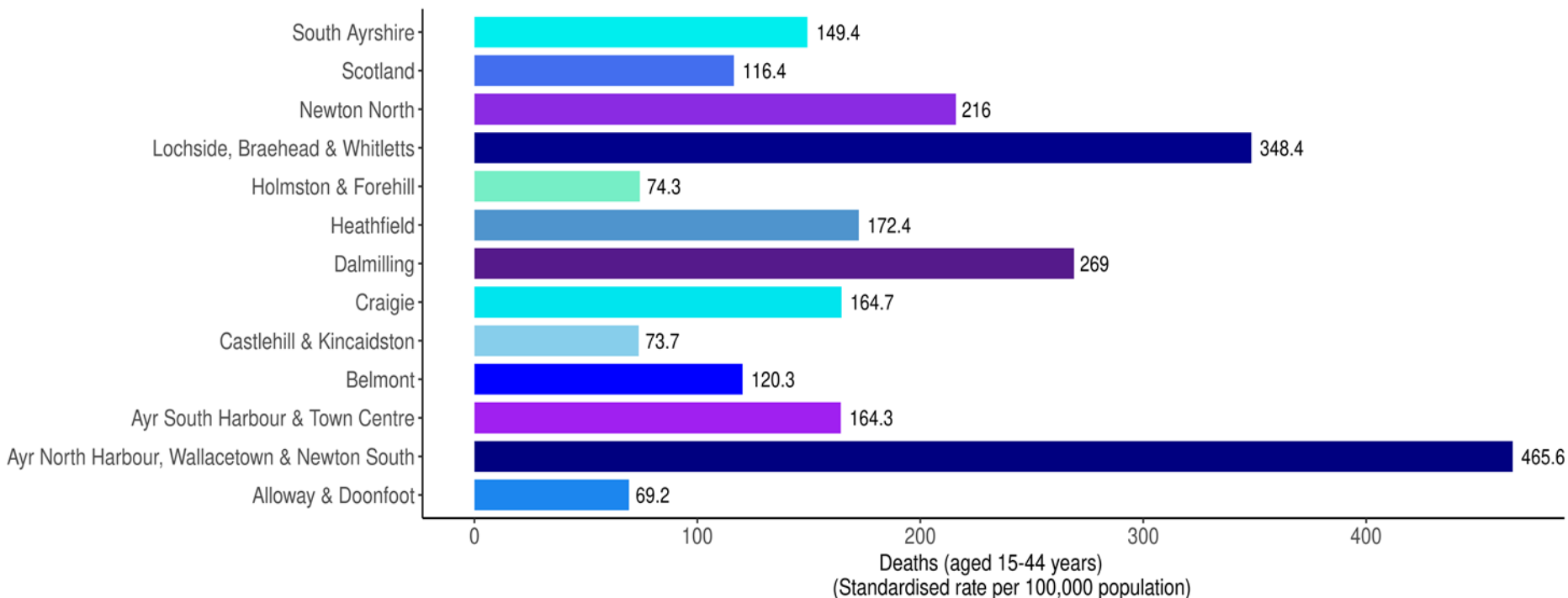
Deaths from all causes (all ages) by Intermediate Zone (2019)



Source: ScotPHO

# Deaths, aged 15-44 years

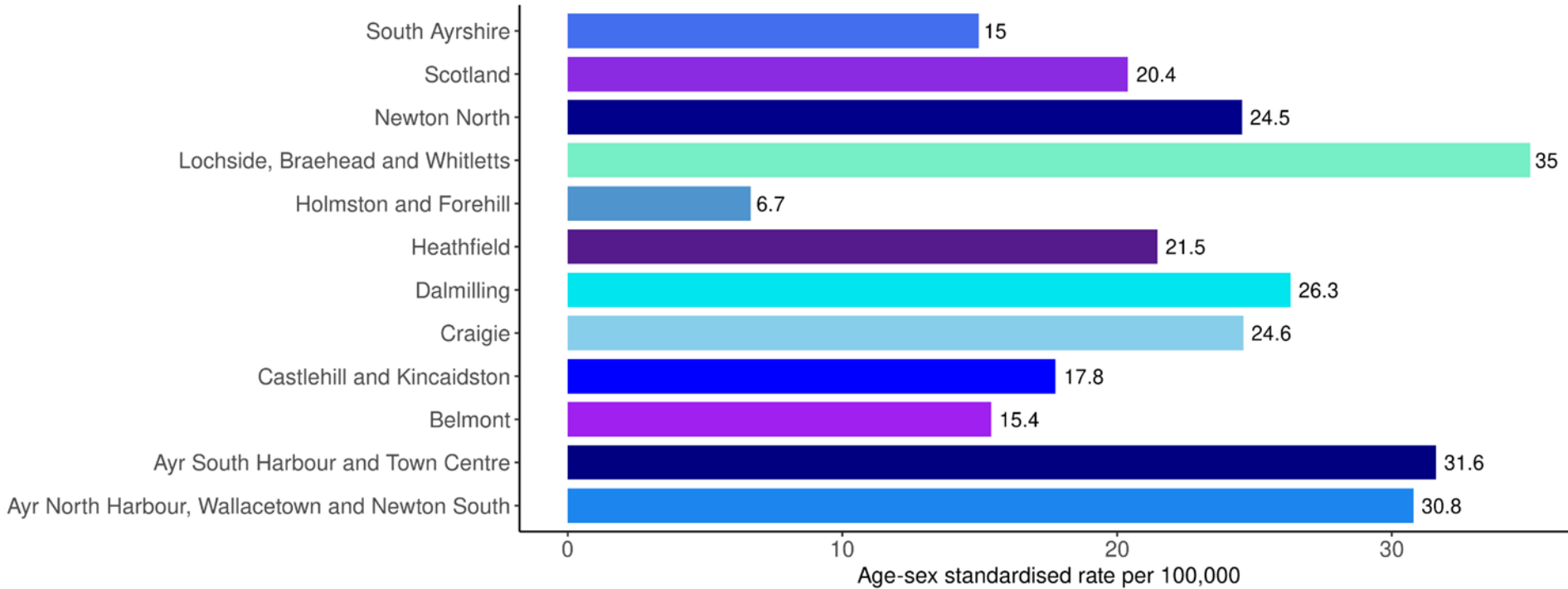
Deaths (aged 15-44 years) by Intermediate Zone (2019)



Source: ScotPHO

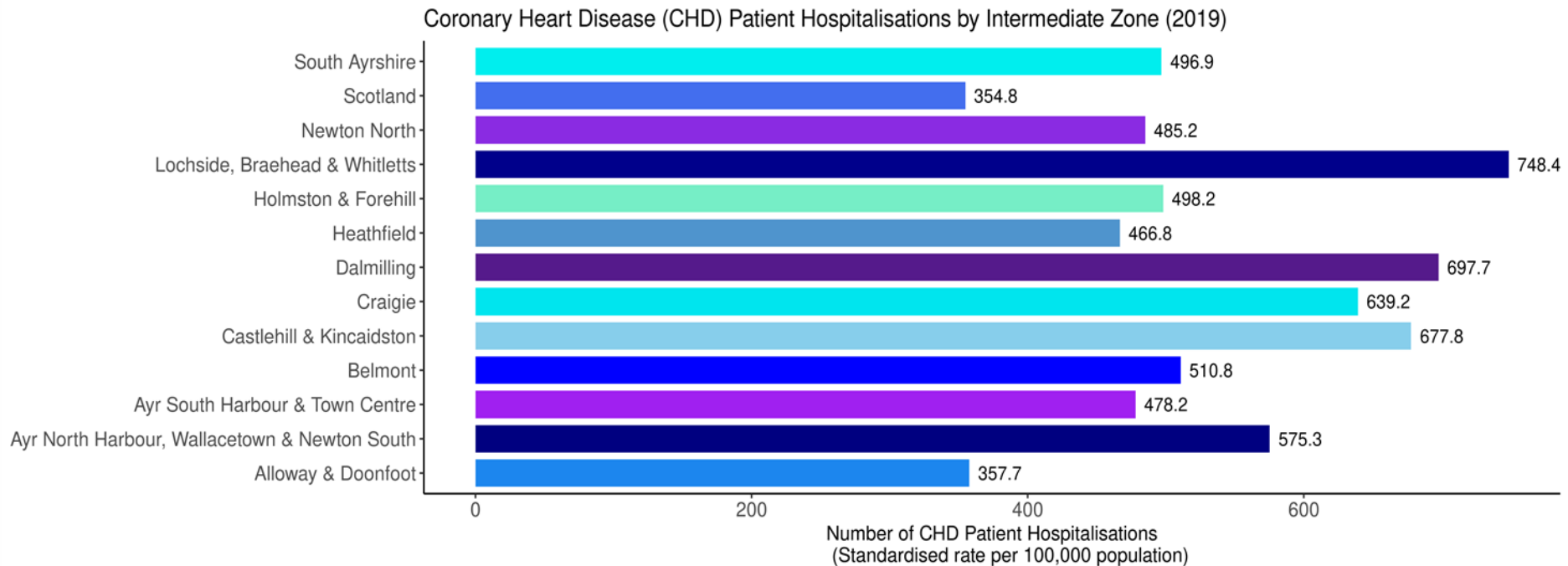
# Alcohol-related deaths (all ages) 2015-2019

Alcohol-related deaths (2015-2019) by Intermediate Zone



Source: ScotPHO

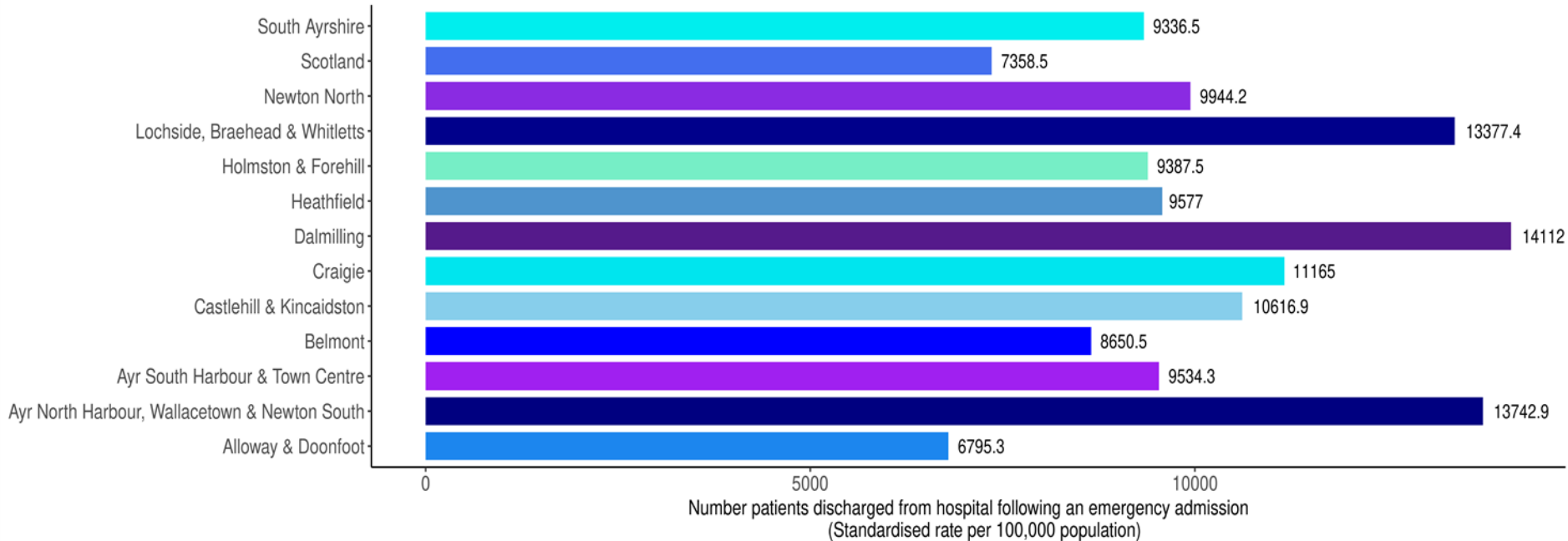
# Coronary Heart Disease (CHD) patient hospitalisations



Source: ScotPHO

# Emergency patient hospitalisations

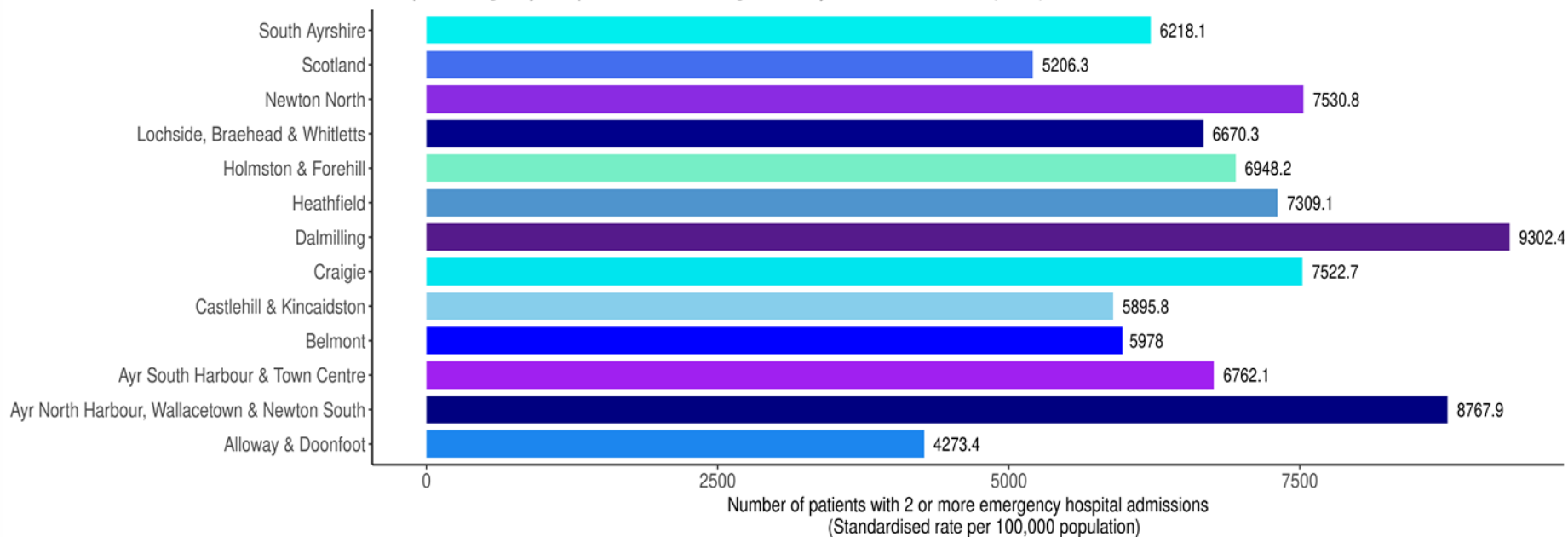
Emergency Patient Hospitalisations by Intermediate Zone (2019)



Source: ScotPHO

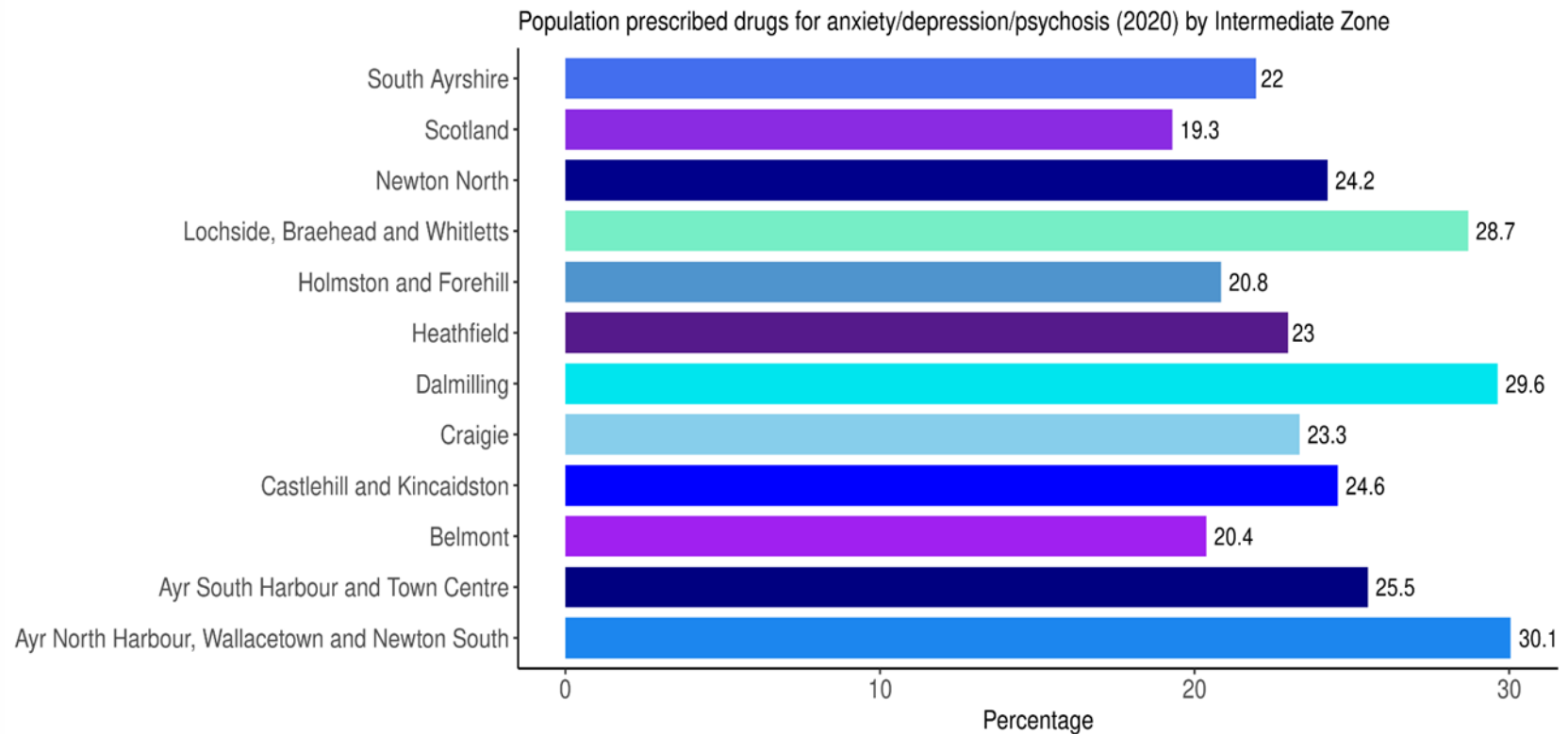
# Multiple Emergency Hospital Admissions (aged 65+)

Multiple Emergency Hospital Admissions, aged 65+ by Intermediate Zone (2019)



Source: ScotPHO

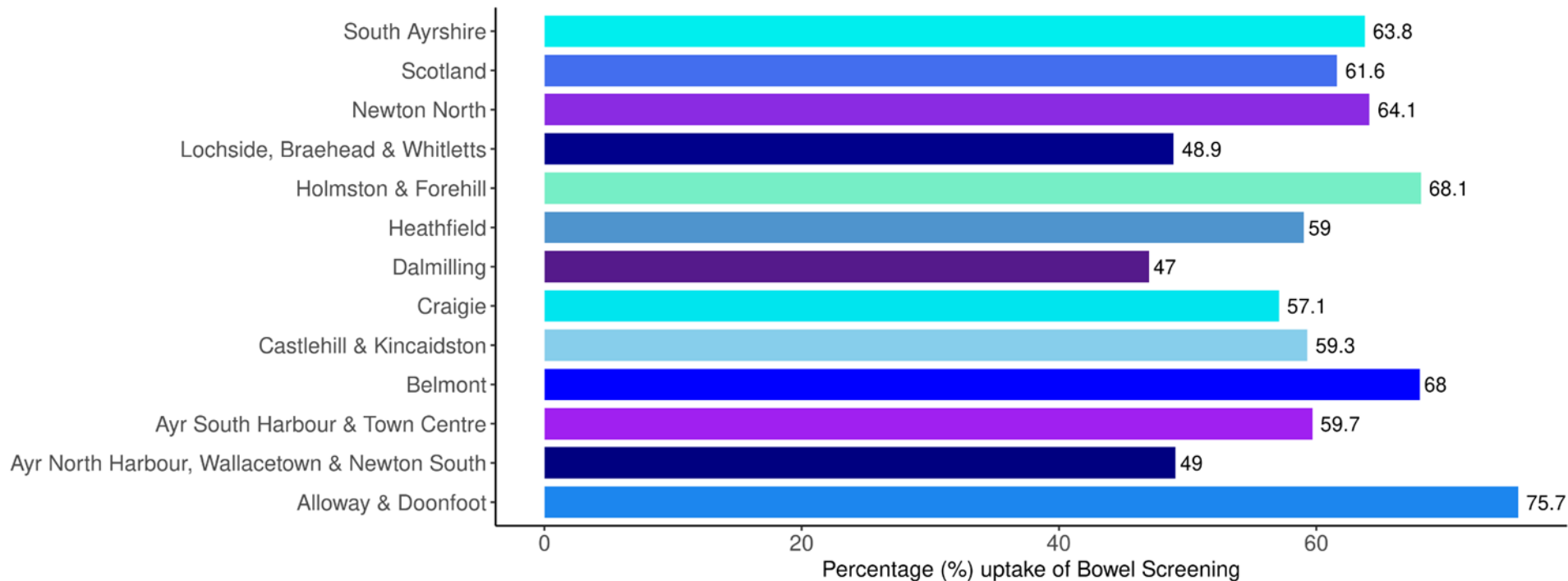
# Population prescribed drugs for anxiety, depression or psychosis





# Bowel Screening Uptake

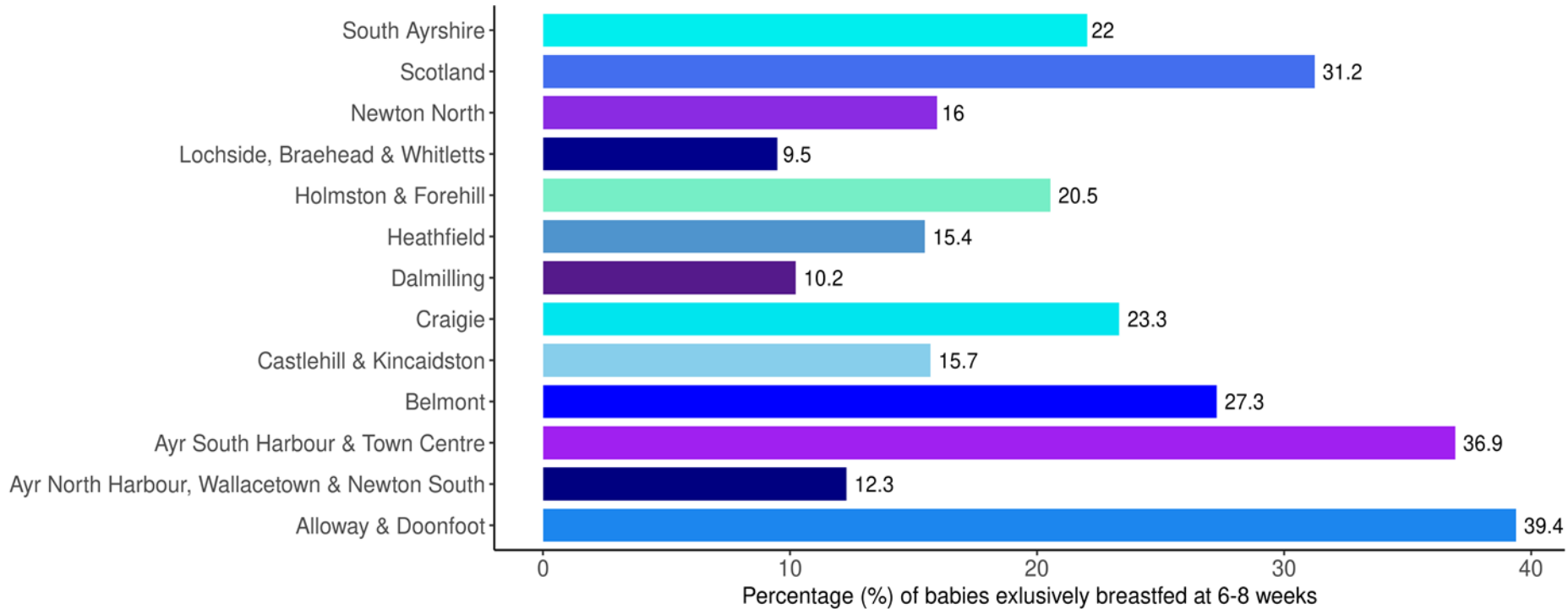
Bowel Screening Uptake (aged 50-74) by Intermediate Zone (2018)



Source: ScotPHO

# Babies Exclusively Breastfed at 6-8 weeks

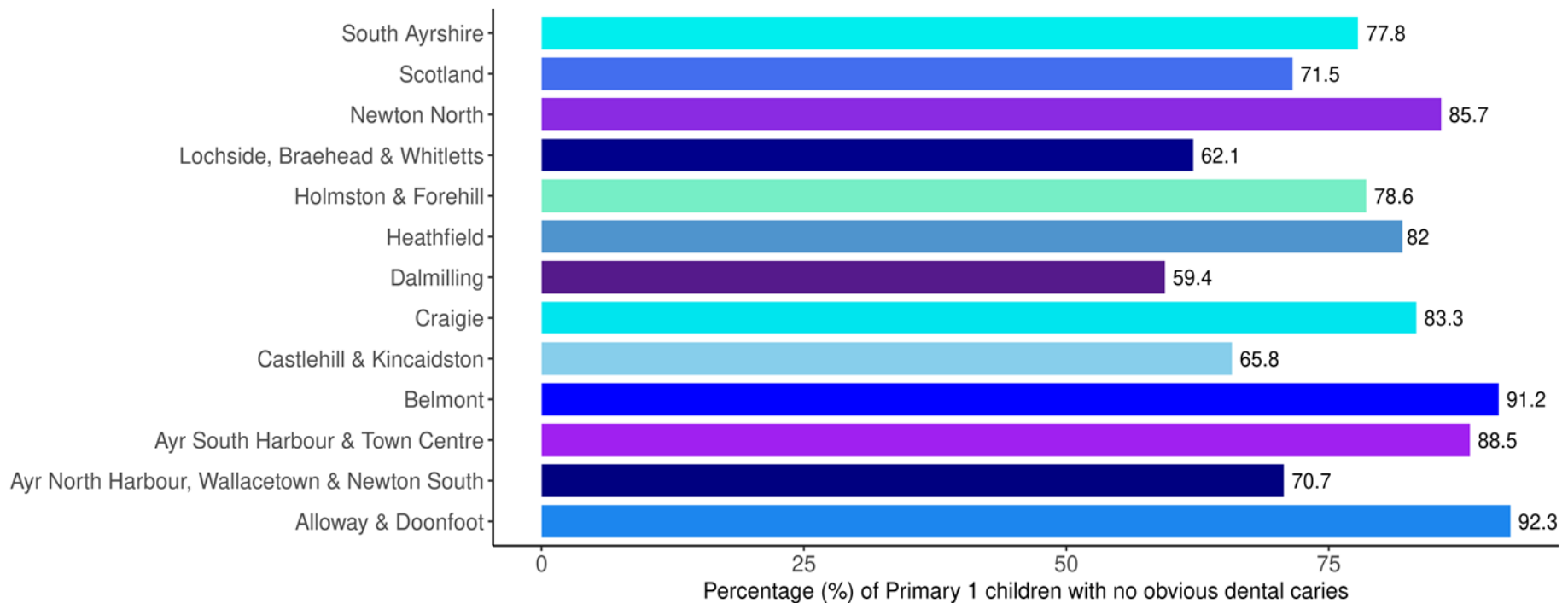
Babies exclusively breastfed at 6-8 weeks by Intermediate Zone (2018)



Source: ScotPHO

# Child Dental Health in Primary 1

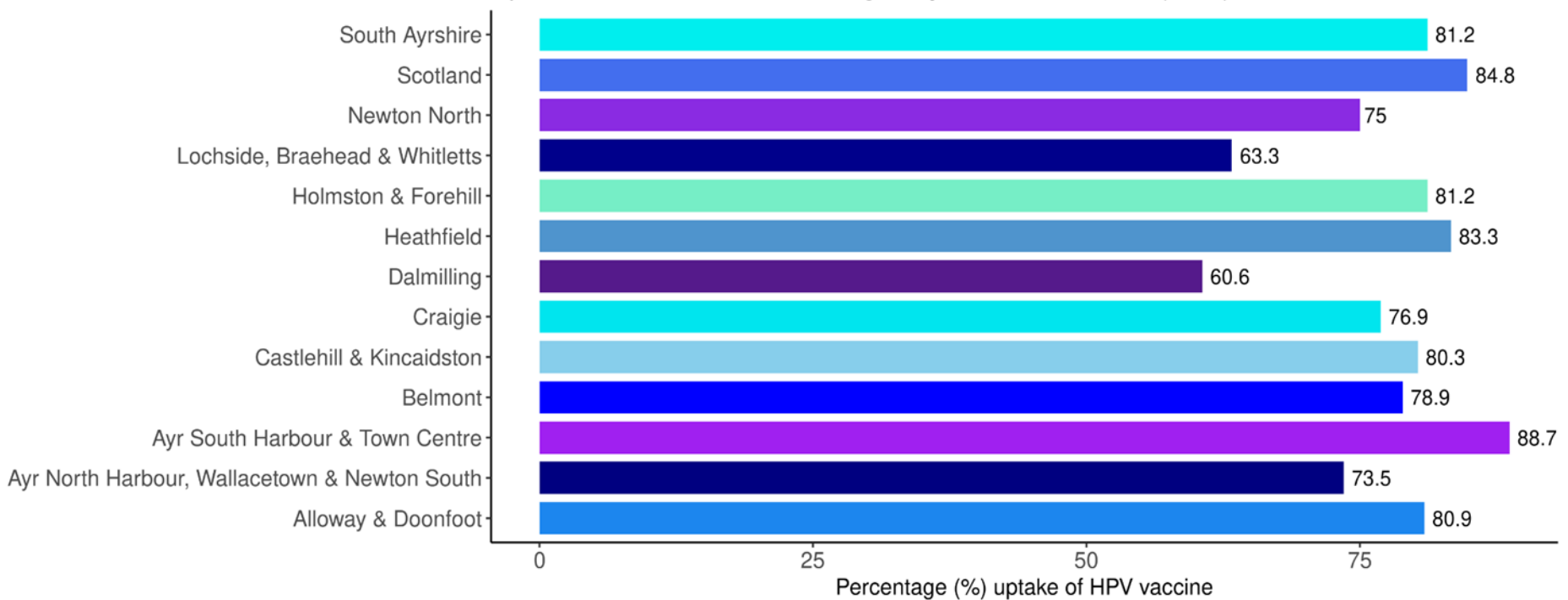
Child Dental Health in Primary 1 by Intermediate Zone (2018)



Source: ScotPHO

# Uptake of the HPV Vaccine in S3 girls

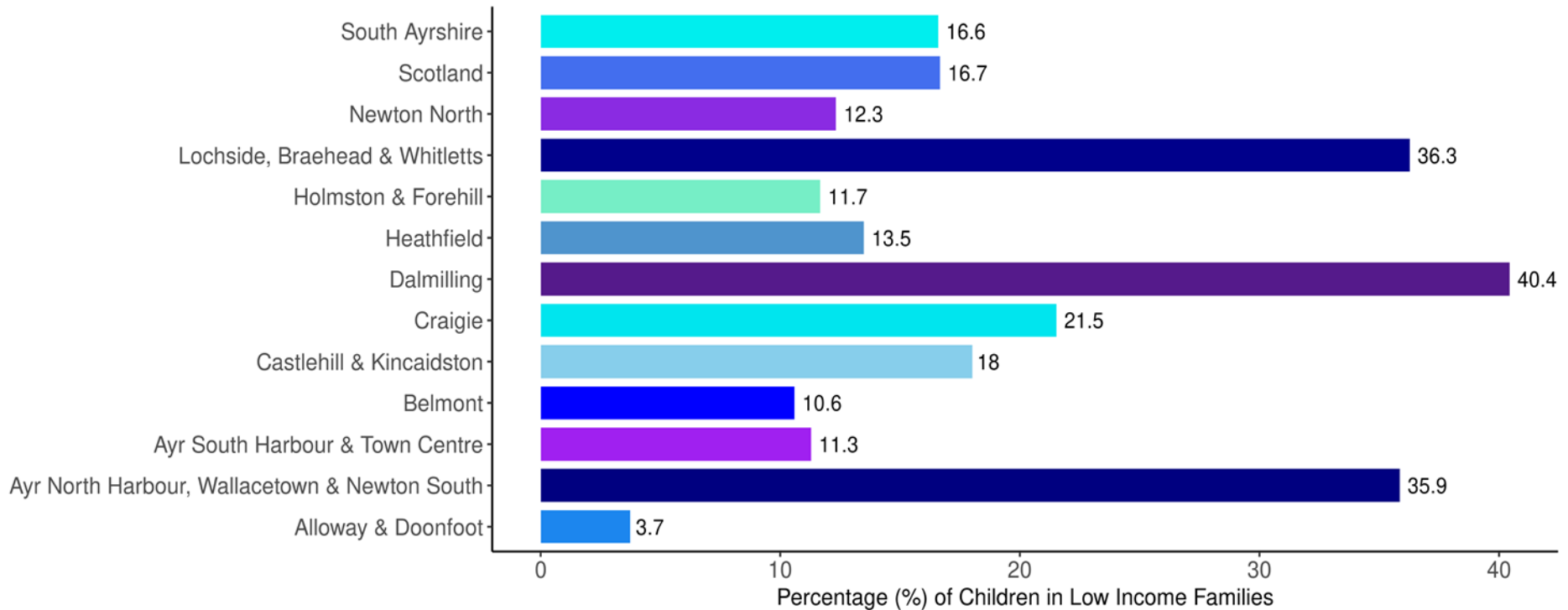
Uptake of the HPV vaccine in S3 girls by Intermediate Zone (2018)



Source: ScotPHO

# Children in Low Income Families

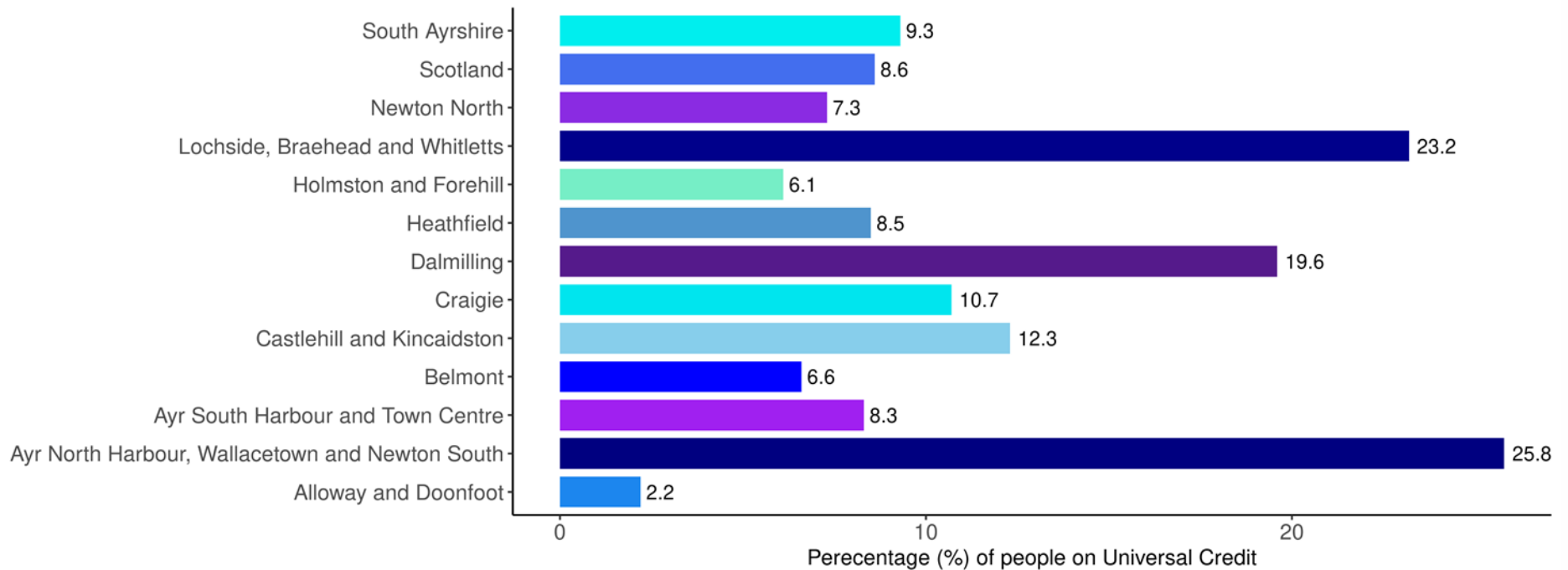
Children in Low Income Families by Intermediate Zone (2016 snapshot)



Source: ScotPHO

# Universal Credit

People on Universal Credit by Intermediate Zone (2021)

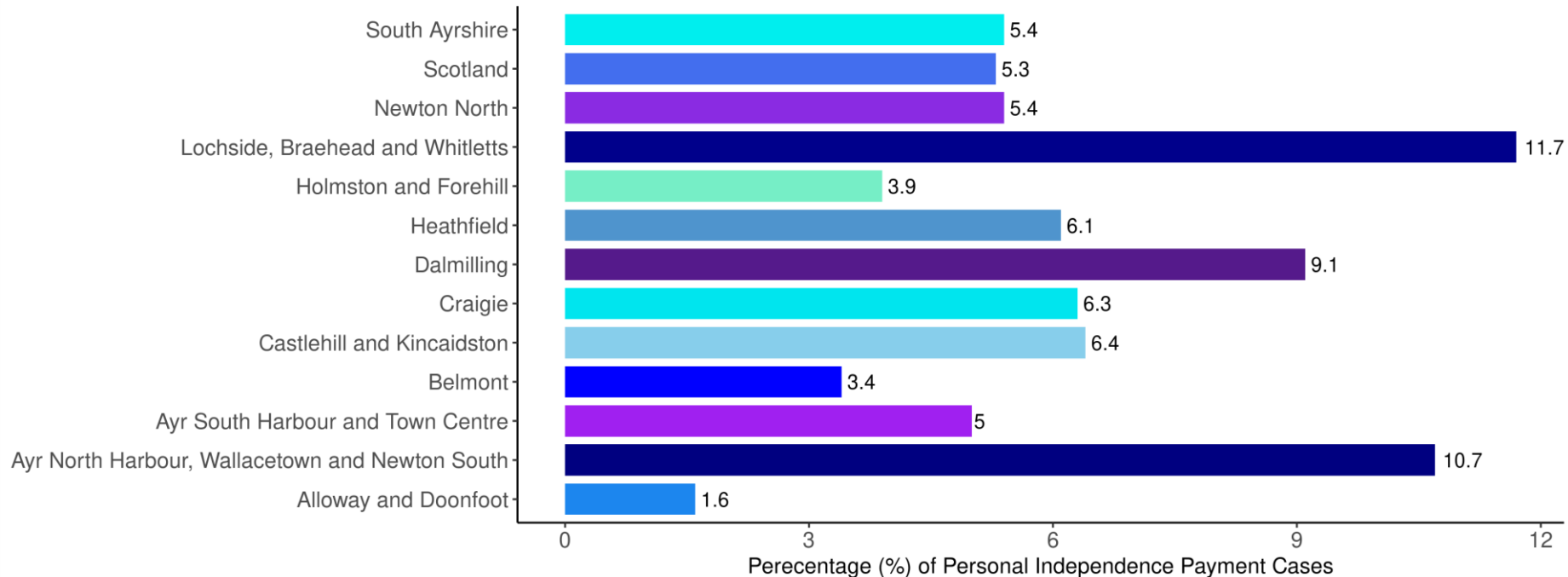


Source: Department for Work and Pensions (Stat-Xplore)

**Based on 2020 population**

# Personal Independence Payment Cases with Entitlement

Personal Independence Payment Cases with Entitlement by Intermediate Zone (2021)



Source: Department for Work and Pensions (Stat-Xplore)

**Based on 2020 population**

# Place and Wellbeing Assessment Data

## Wallacetown Housing Regeneration 1<sup>st</sup> September 2022

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# Data- main points

## Ayr North Harbour, Wallacetown and Newton South

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

One third children are living in poverty

Death rates aged 15-44 nearly 3 times higher than South Ayrshire

Rates of early death rates from Coronary Heart Disease is 2.5 times higher than South Ayrshire

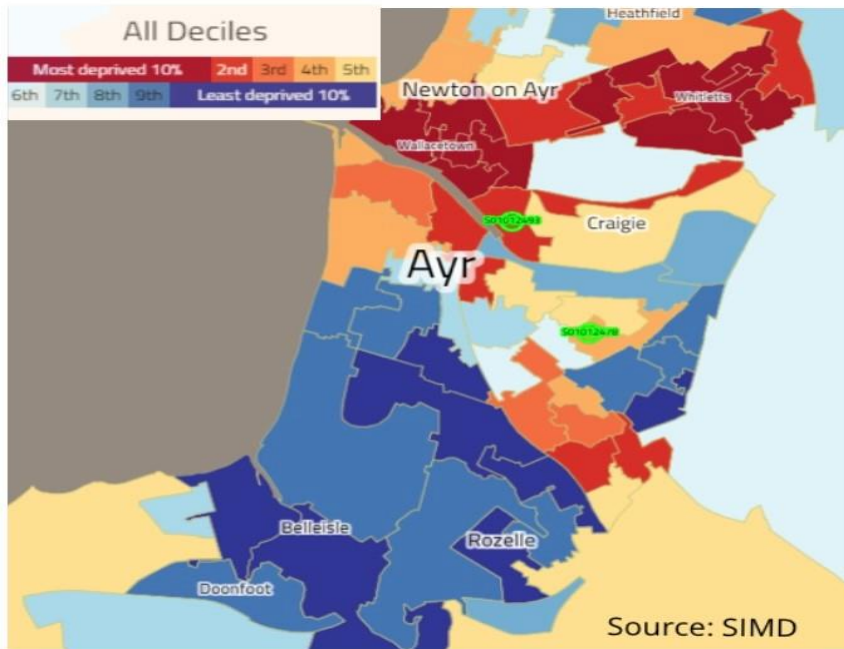
Nearly half of households are single occupancy

Crime rate is more than 3 times higher than in South Ayrshire

40% of the population are in receipt of out of work benefits. Compared to 18% in South Ayrshire

91.2% population within 500m of a derelict site, which is nearly 3x higher than South Ayrshire (2017)





1

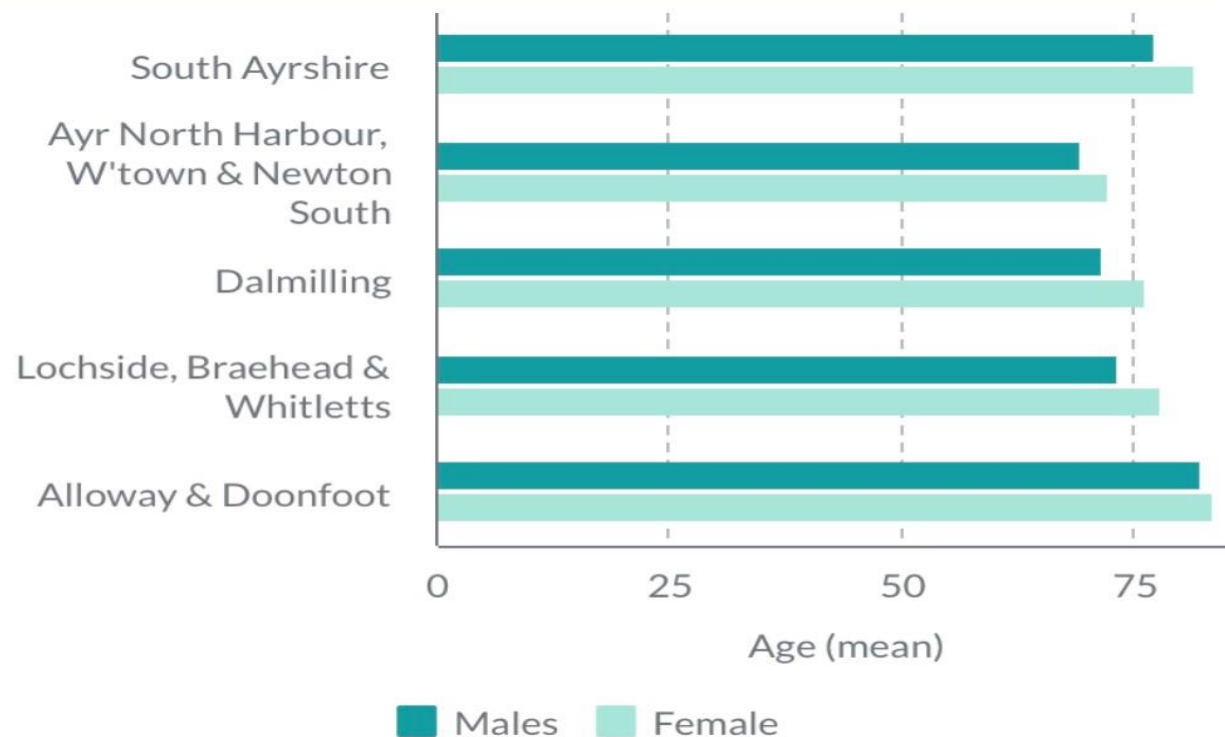
## North and South divide in Deprivation and Life Expectancy

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 decile 1 i.e. the top 10% most deprived areas 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.

Despite being only approximately 2.5 miles apart, on average, the life expectancy of a man born in Ayr North Harbour, Wallacetown and Newton South area is **14 years less** than his counterpart in Alloway & Doonfoot, and a woman **13 years lower**.



## 2

# Early Death aged 15-44

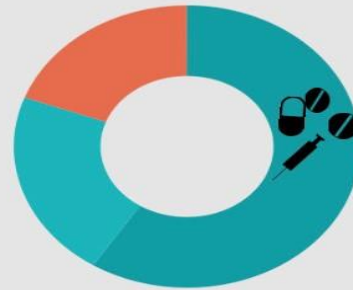
Premature mortality rates (under 75) in Scotland are higher in the most deprived areas compared with the least deprived. In Ayr, the rate of early death among 15-44 age group in the **most deprived area** is **six times higher** than the least deprived area and **three times higher** than South Ayrshire.

# 83



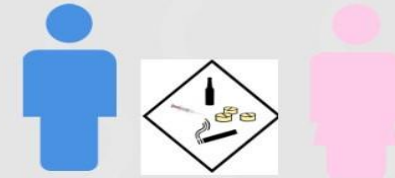
Deaths in Ayr over the most recent 3 year period of available data

### Drug related deaths and suicides aged 15-44



More than half of deaths in this age group are drug-related or suicide. This is consistent with Scotland overall.

Number of drug related deaths and suicides is **5X higher** than the next cause of death which is cancer



Drug related deaths are most common for both males and females, which is consistent with Scotland overall.

### Early deaths CHD under 75

**104**

deaths overall 2018-2020

**82**

Male

**22**

Female

The age adjusted mortality rate for the 65-74 age group is **7.8 times higher** than the rate for the 0-64 age group

### Mortality rates\*



Age adjusted rate for males is 1.9 times higher than the rate for females



Age adjusted rate mortality rate is higher in Ayr than South Ayrshire, Ayrshire & Arran and Scotland for males and females

Age adjusted rate for 35-44 age group is 2.8 times higher than the rate for 15-34 age group

\* not statistically significant

### Early deaths from Cancer under 75

**248**

early deaths from cancer overall 2018-2020

**117**

Female

**131**

Male

**Lung**

cancer is the leading cause of death from cancer

**65-75**

age group has highest mortality rate of under 75 age group



### 3 Alcohol & Drugs

In Ayr, there have been 73 drug related deaths overall 2016–2020 (47 male, 26 female) and 47 alcohol related deaths during the same time period (24 male, 23 female).

The alcohol related death rate for the over 65 age group is higher than the rate for the under 65 age group for all geographies. However, the difference is not statistically significant within Ayr.

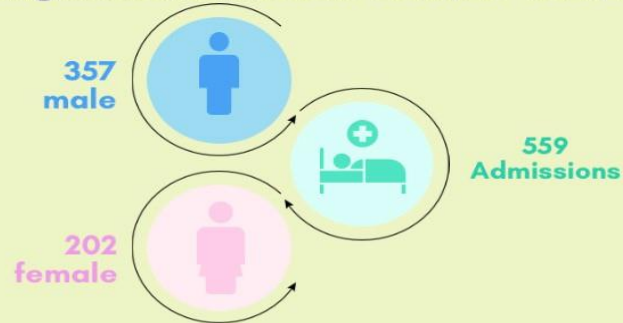
## Hospital Admissions

The **alcohol related admissions** rate for males is 1,235 per 100,000 population and female is 655 per 100,000, which is statistically significant. The highest age group for females is 45–64, similar to South Ayrshire, Ayrshire and Arran and Scotland. However, the age group for males in Ayr is 25–44 which is different to these other geographies where it is 45–64 years.

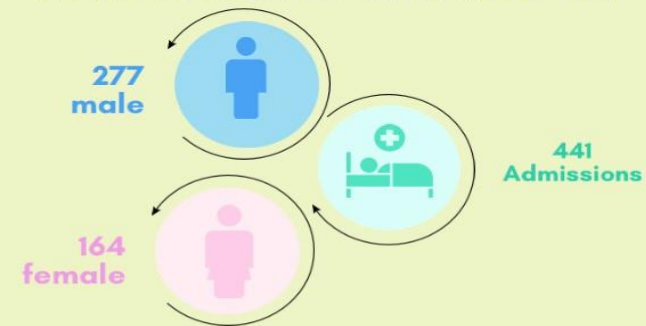
The rate of **drug related hospital stays** for males and females is higher in Ayr than Scotland. However, the difference compared to South Ayrshire and Ayrshire and Arran is not statistically significant. The 25–44 age group has the highest rate of admissions which is higher than South Ayrshire and Scotland.



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



### Alcohol Related Admissions (2020-21)



# 4

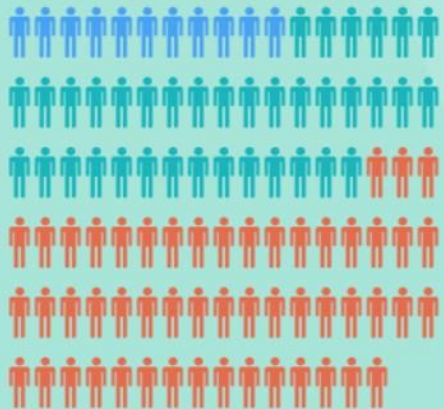
## Poverty

In Ayr North, approximately one third of people are income deprived with 35–40% population are in receipt of out of work benefits. This compares to 18% in South Ayrshire and 16% in Scotland.



One third of children in Ayr North are living in poverty compared to one fifth in South Ayrshire

### Population in Ayr in receiving benefits:



12.4% population aged 16+ in receipt of Universal Credit

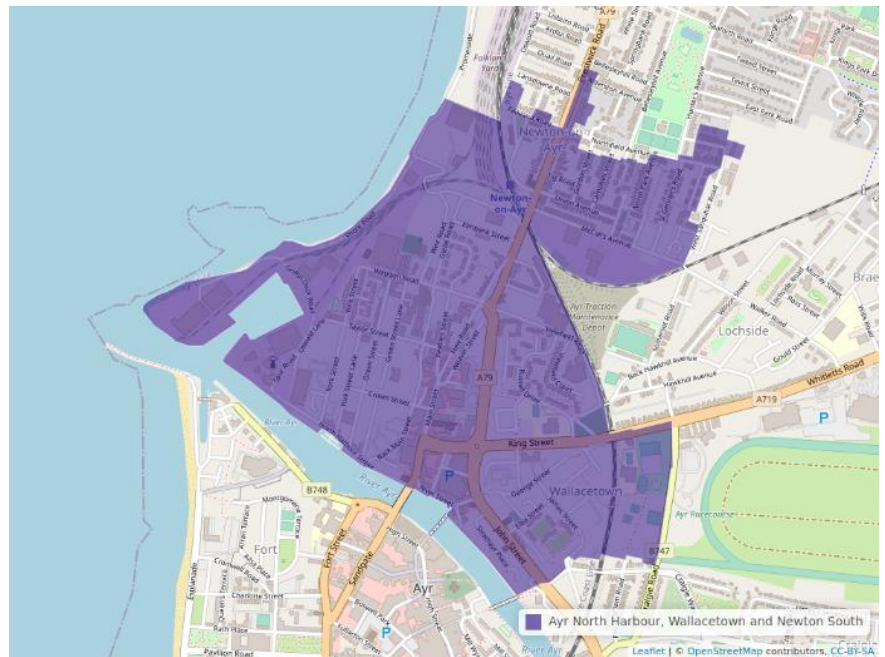
8.7% population aged 16- 74 in receipt of Personal Independence Payment (PIP)

2.6% population carers allowance

# Ayr North Harbour, Wallacetown and Newton South Profile (DRAFT)

## Introduction

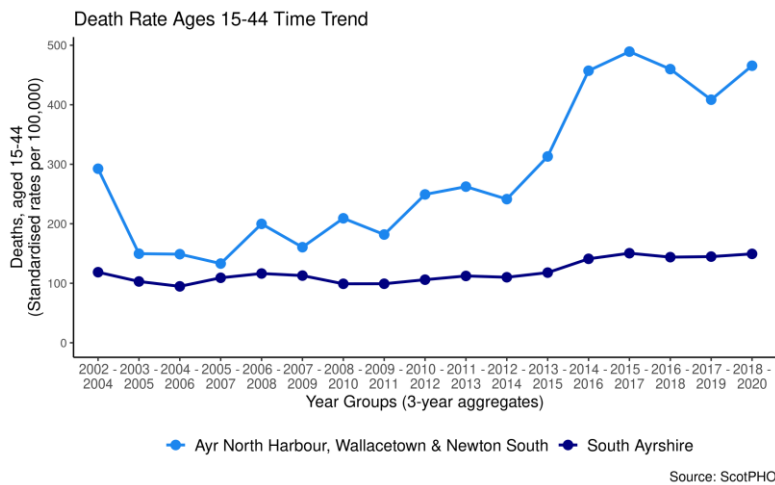
Ayr North Harbour, Wallacetown and Newton South is an Intermediate Zone within the town of Ayr in the South Ayrshire Council area. It has a current population of 4,612 (2020).



## Main Points

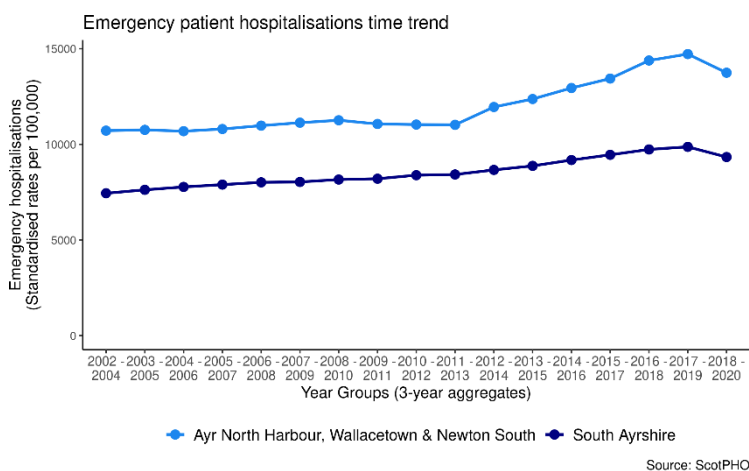
- **Ayr North Harbour, Wallacetown and Newton South is an area of high deprivation with 68% of its population classed as living in SIMD Quintile 1.** This compares to 17% in South Ayrshire overall.
- **People are living less of their life in good health and dying younger than in neighbouring areas and 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 Heart 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.

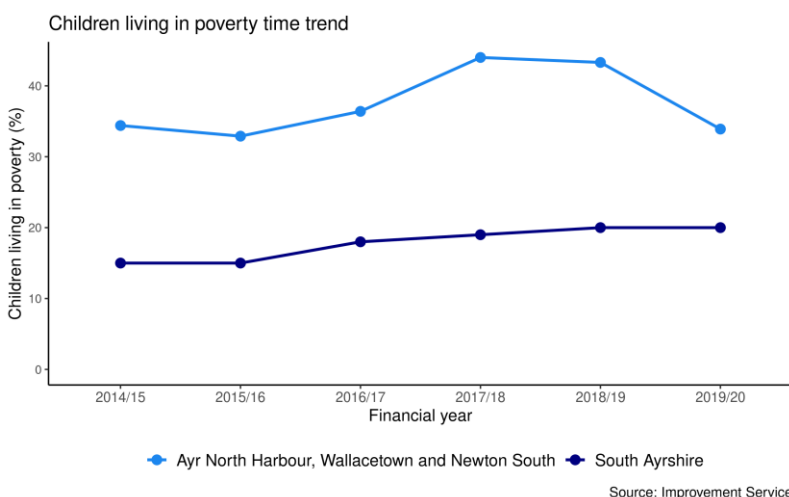
## Emergency patient hospitalisations



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.

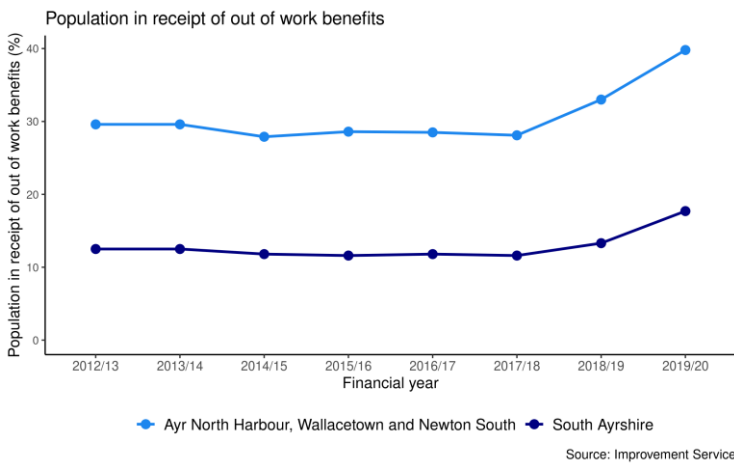
## Children living in poverty



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.

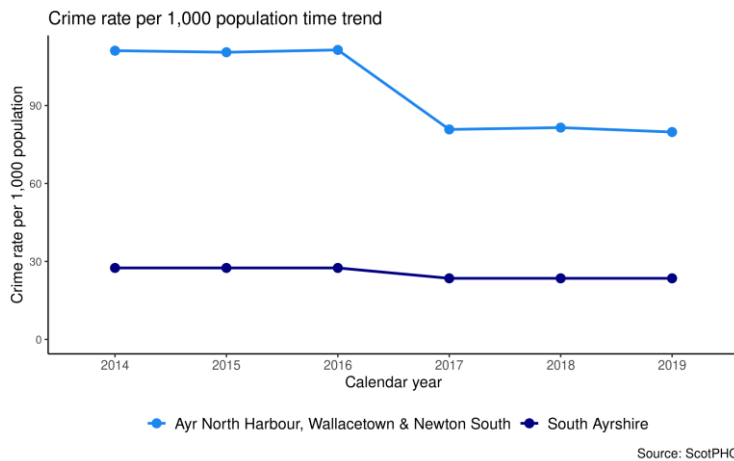
## Population in receipt of out of work benefits



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.

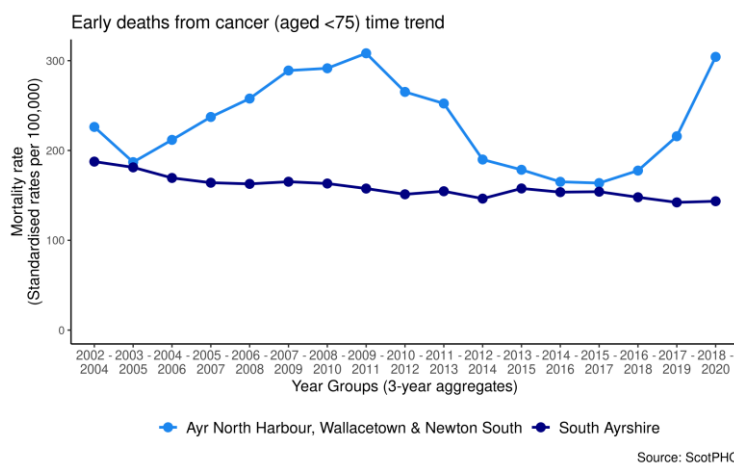
It is currently 2.5 times higher than South Ayrshire.

## 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.

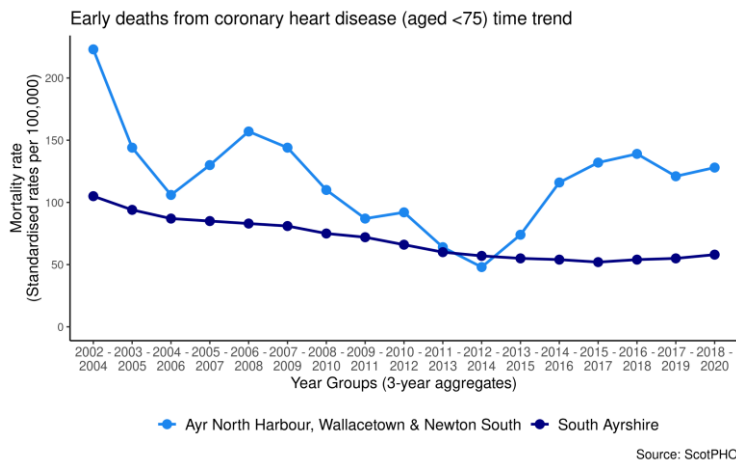
## Early deaths from cancer (age <75)



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.



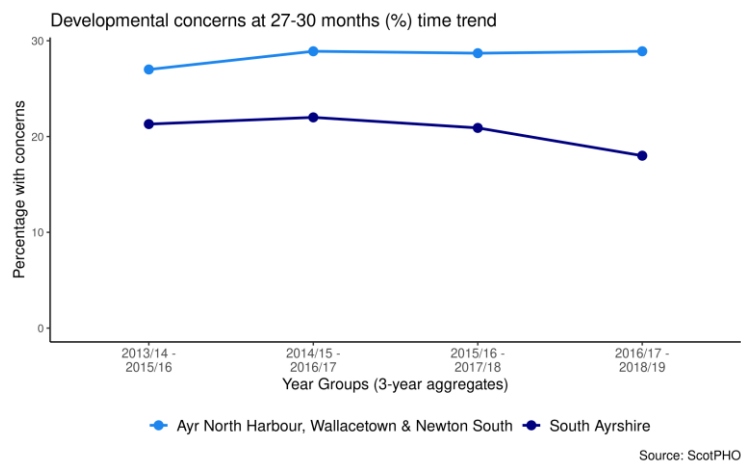
## Early deaths from coronary heart disease (age <75)



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.

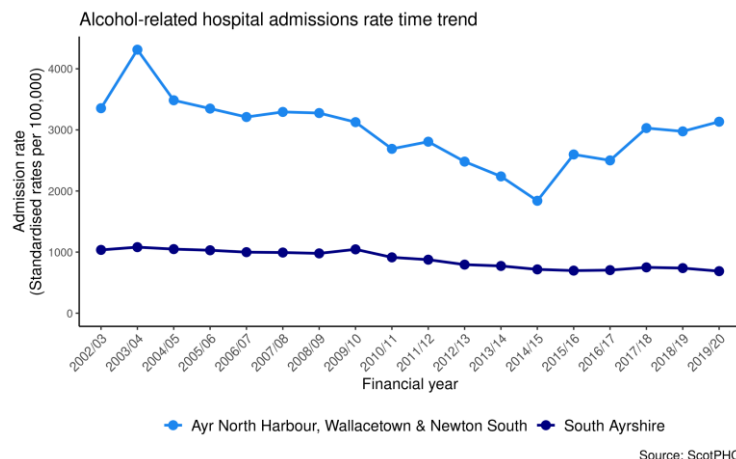
## Development concerns at 27-30 months



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	Dalmling	Heathfield	Holmston and Forehill	Lochside, Braehead and Whitletts	Newton North	South Ayrshire	Scotland
<b>Demographics</b>															
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
<b>Housing</b>															
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
<b>Economy</b>															
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

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
<b>Environment, Access, Crime</b>															
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
<b>Life Expectancy &amp; Mortality</b>															
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

Indicators	Data Type	Time Period	Ayr North Harbour, W'town, Newton South	Alloway & Doonfoot	Ayr South Harbour & Town Centre	Belmont	Castlehill and Kincaidston	Craigie	Dalmlilling	Heathfield	Holmston and Forehill	Lochside, Braehead and Whitletts	Newton North	South Ayrshire	Scotland
<b>Ill Health, Behaviours, Injury</b>															
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

Indicators	Data Type	Time Period	Ayr North Harbour, W'town, Newton South	Alloway & Doonfoot	Ayr South Harbour & Town Centre	Belmont	Castlehill and Kincaidston	Craigie	Dalmling	Heathfield	Holmston and Forehill	Lochside, Braehead and Whitletts	Newton North	South Ayrshire	Scotland
<b>Children &amp; Young People</b>															
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

## 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