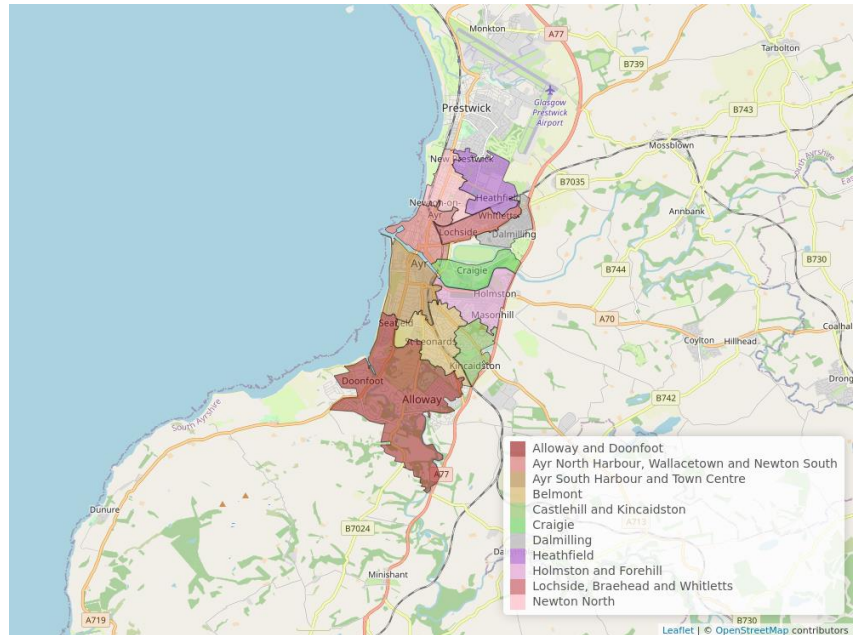


Shaping Places for Wellbeing – Ayr Profile (draft)

Introduction

Ayr is the largest town in South Ayrshire. For the purposes of this profile, it has been defined as a combination of the 11 intermediate zones shown on the map to the right. It has an estimated population of 48,173 people (2021).



Main Points

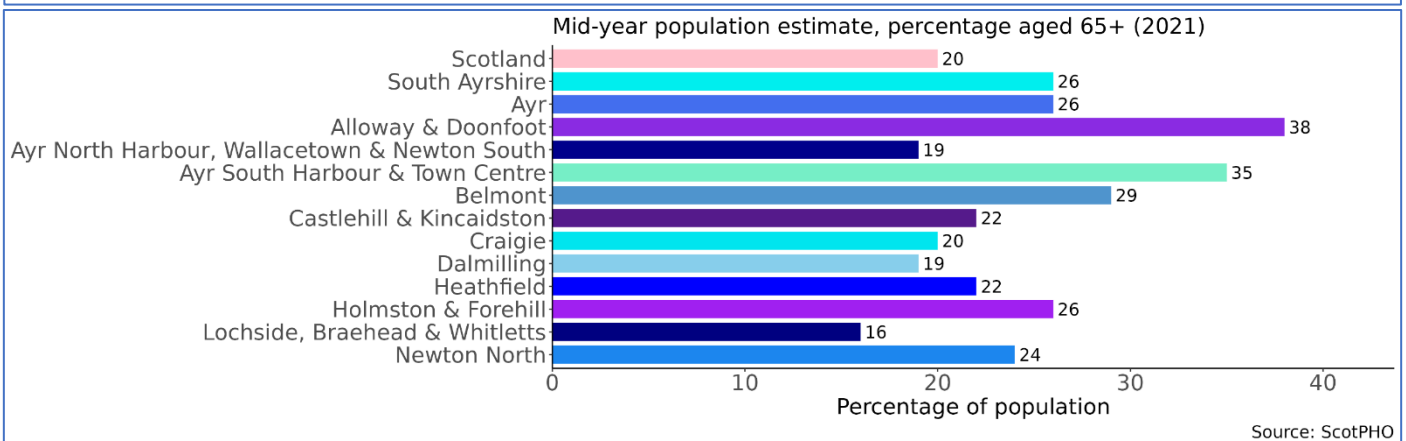
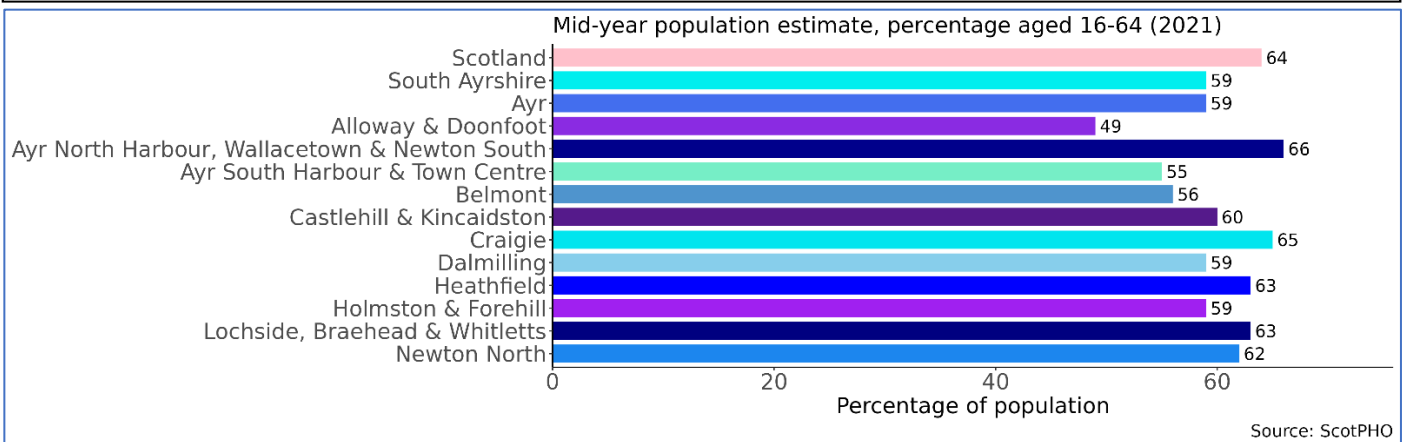
- **Ayr is an area with varying levels of deprivation.** It ranges from areas of high deprivation such as **Dalmilling and Lochside, Braehead and Whitletts** where all of the population is classed as living in the most deprived quintile according to the Scottish Index of Multiple Deprivation 2020, to **Alloway & Doonfoot**, where none of the population is classed as living in the most deprived quintile. This compares to 29% for Ayr overall and 17% for **South Ayrshire**.
- **There is a 13-year range in life expectancy across Ayr.**
 - Female life expectancy in **Ayr North Harbour, Wallacetown & Newton South** is 13 years lower than **Belmont** (72.2 years and 85.2 years respectively). The figure for **South Ayrshire** is 81.6.
 - Male life expectancy in **Ayr North Harbour, Wallacetown & Newton South** is 13 years lower than **Alloway & Doonfoot** (69.2 years and 82 years respectively). The figure for **South Ayrshire** is 77.3.
- **There are large differences in the mortality rate in younger people across Ayr.**
 - The mortality rate for people aged 15-44 is 8.5 times higher in **Ayr North Harbour, Wallacetown & Newton South** compared to **Holmston & Forehill** (438.2 and 51.3 per 100,000 respectively).
 - The mortality rate for coronary heart disease in people aged under 75 is 10 times higher in **Ayr North Harbour, Wallacetown & Newton South** compared to **Dalmilling** (127.6 and 12.2 per 100,000 respectively).
- **Just over one-in-five children are living in poverty in Ayr.** This ranges from over one-in-three (36.9%) in **Dalmilling** to just over one-in-twenty (6%) in **Alloway & Doonfoot**.
- **There is a combination of social inequalities including:**
 - 41% of the working age population are in receipt of out of work benefits in **Ayr North Harbour, Wallacetown & Newton South**. This compares to 6% in **Alloway & Doonfoot**.
 - The crime rate in **Ayr** is over one-third higher than for **South Ayrshire** as a whole. It ranges from three times higher in **Ayr North Harbour, Wallacetown & Newton South** to over three times lower in **Alloway & Doonfoot**.

Population

According to the most recent available estimate for 2021, the population of Ayr is 48,173 people. Of the areas included in this report, Alloway & Doonfoot has the largest population with 5,924 people. Craigie has the smallest population with 2,381 people.

Nearly three-fifths of the population of Ayr (59%) is of working age (16-64), a similar percentage as South Ayrshire overall. Ayr North Harbour, Wallacetown & Newton South has the highest percentage of people aged 16-64 with 66%. Alloway & Doonfoot has the smallest percentage in that age group with 49%.

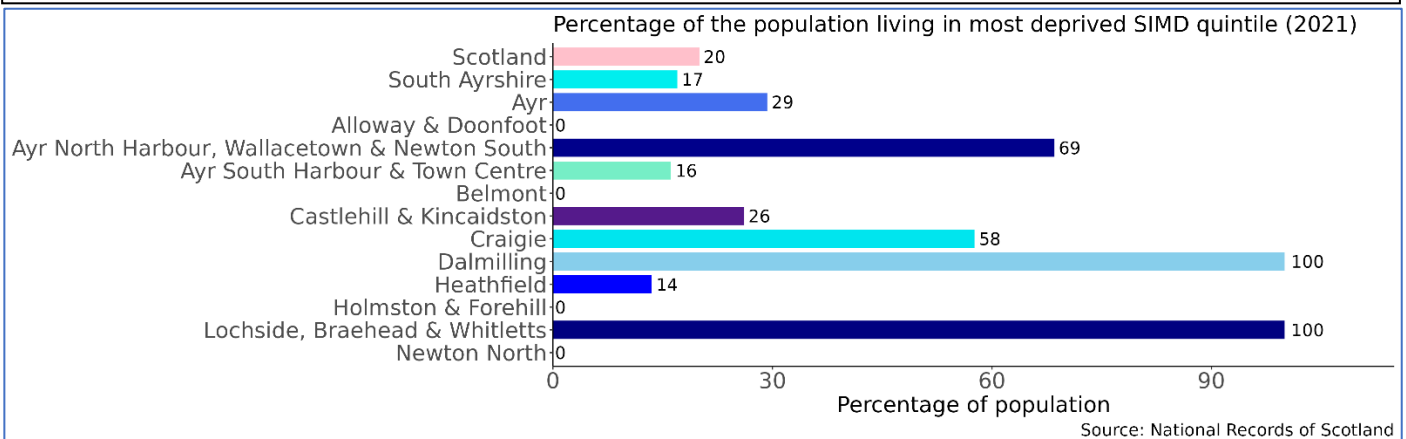
Nearly two-fifths of the population of Alloway & Doonfoot is aged 65+ (38%), which is the highest of the areas within Ayr. Lochside, Braehead & Whitletts has the smallest percentage aged 65+ with 16%.



Population living in the most deprived Scottish Index of Multiple Deprivation (SIMD) quintile

The Ayr area has varying levels of deprivation. For the most recent year available (2021), all of the population of Dalmilling and Lochside, Braehead and Whitletts are considered to live in the most deprived quintile according to the Scottish Index of Multiple Deprivation (SIMD).

In comparison, none of the population of Alloway & Doonfoot, Belmont, Holmston & Forehill and Newton North are considered to live in the most deprived quintile.

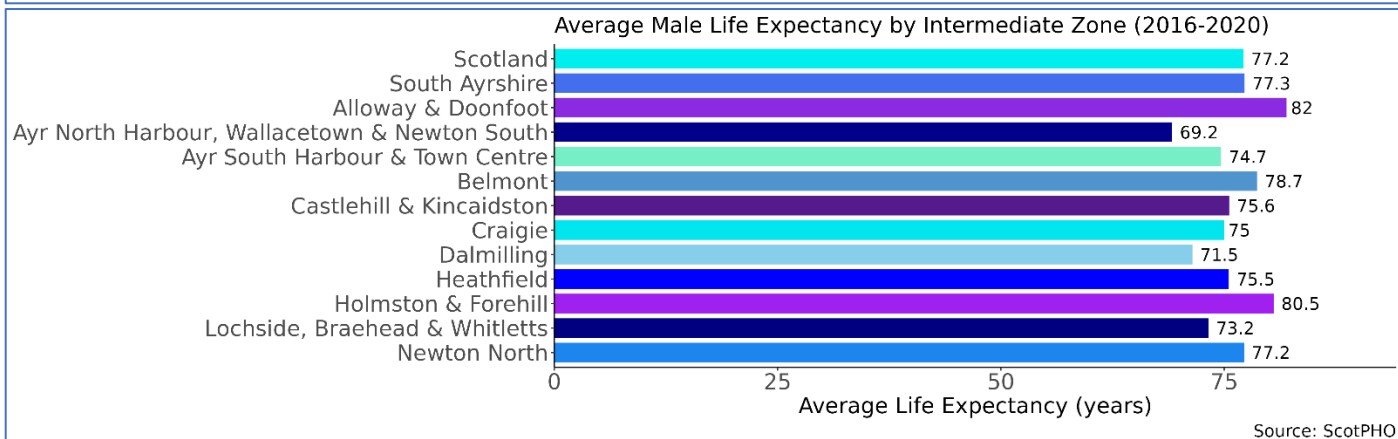
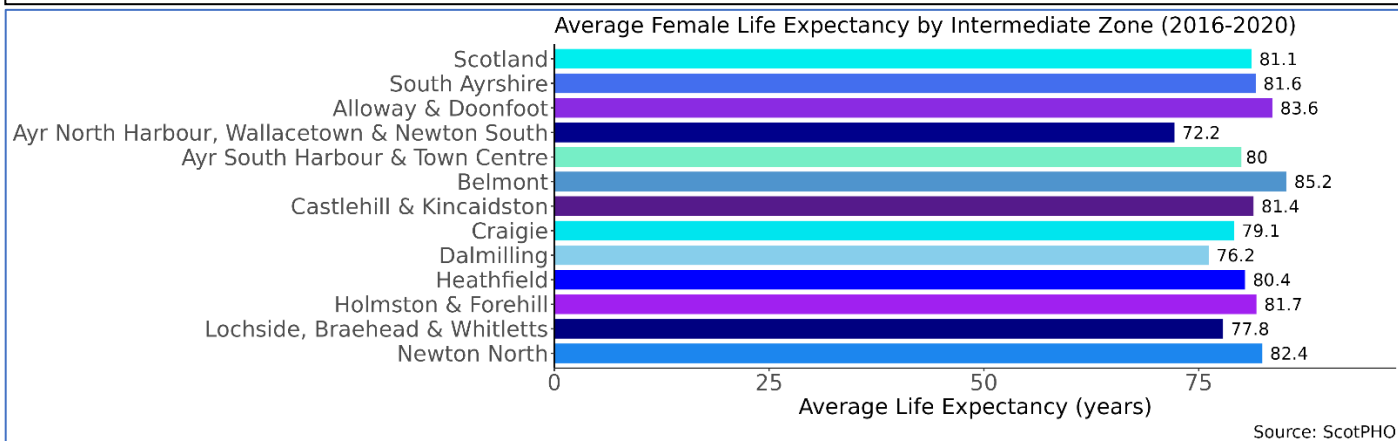


Life expectancy

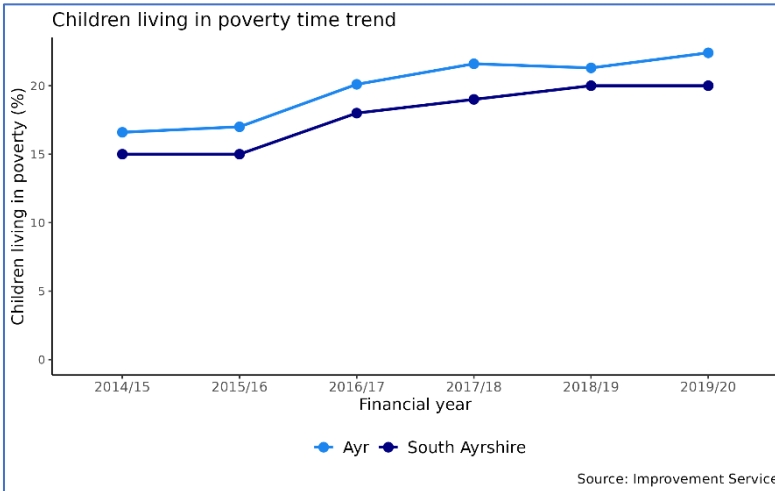
Life expectancy varies across the areas of Ayr. For the period 2016-2020, there is a 13-year difference in life expectancy for both females and males between the areas of Ayr with the highest and lowest life expectancy.

Female life expectancy in Ayr North Harbour, Wallacetown & Newton South is 13 years lower than Belmont (72.2 years and 85.2 years respectively). The figure for South Ayrshire is 81.6.

Male life expectancy in Ayr North Harbour, Wallacetown & Newton South is 13 years lower than Alloway & Doonfoot (69.2 years and 82 years respectively). The figure for South Ayrshire is 77.3.

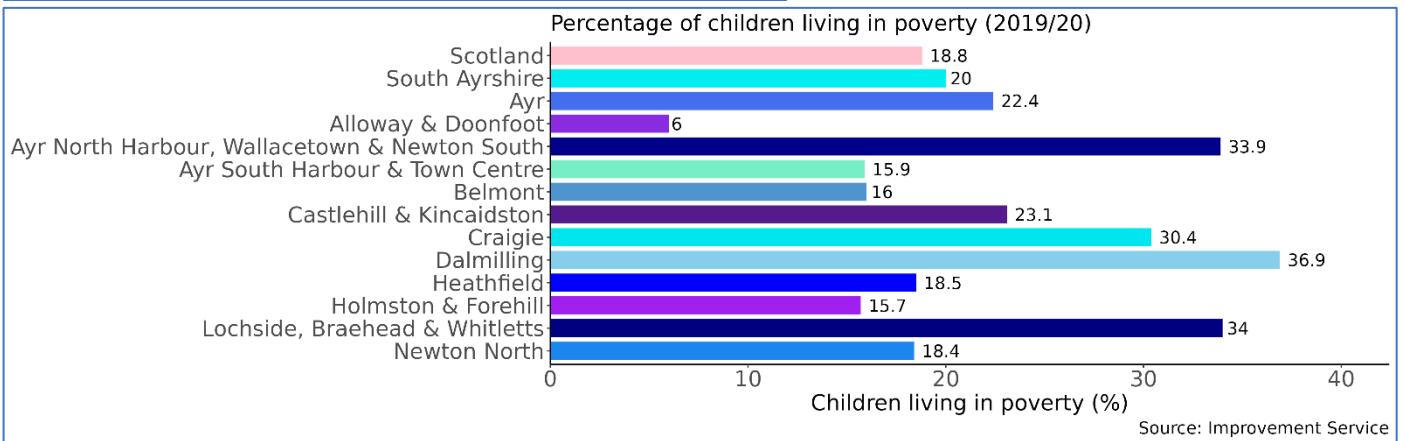


Children living in poverty

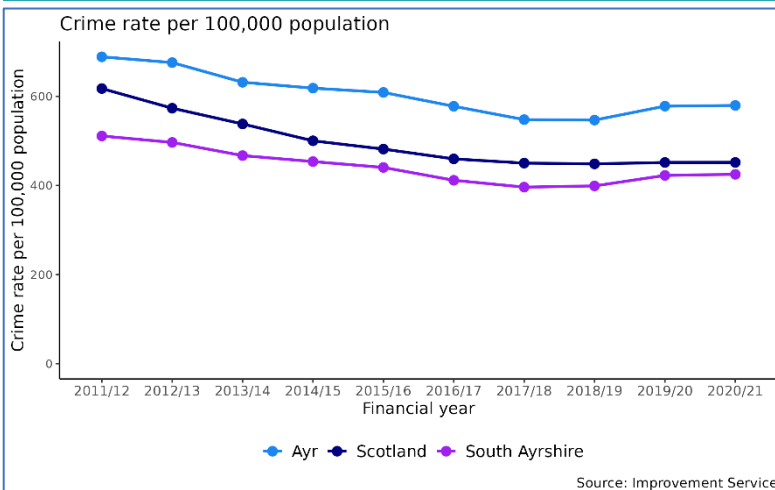


The percentage of children living in poverty in Ayr is slightly higher than for South Ayrshire as a whole (22% and 20% respectively). Approximately one-in-five children are living in poverty in Ayr.

However, this figure varies across Ayr. It ranges from over one-in-three children (37%) in Dalmilling to just over one-in-twenty children (6%) in Alloway & Doonfoot.

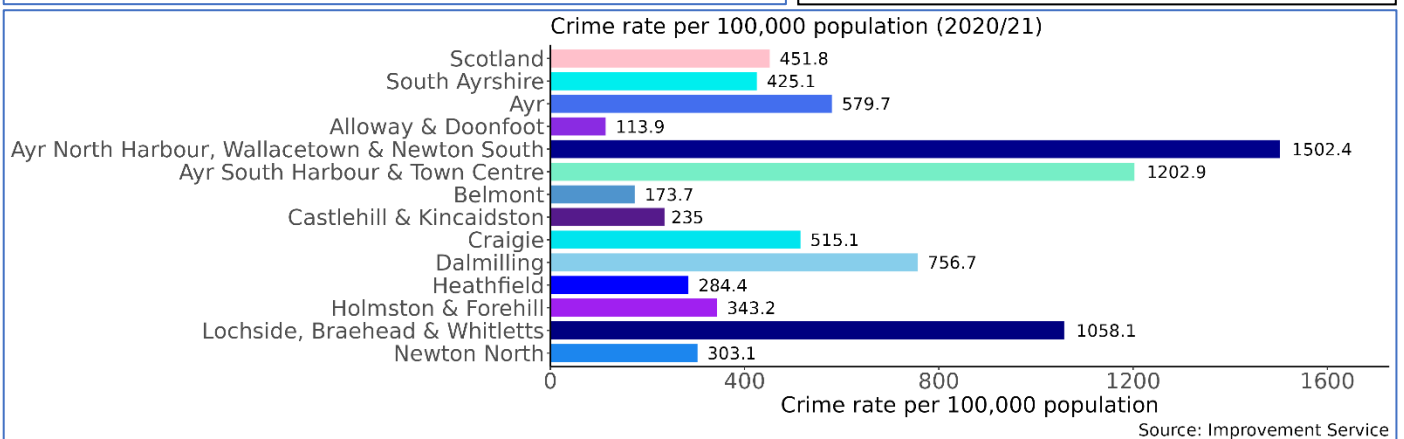


Crime rate

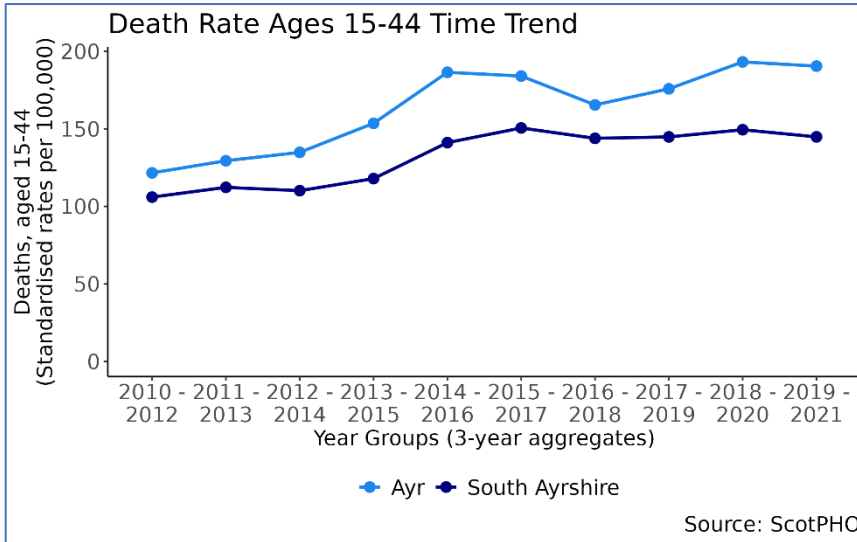


The crime rate per 100,000 population in Ayr is 1.4 times higher than for South Ayrshire in 2020/21.

This figure varies across Ayr. It ranges from over three times higher than South Ayrshire in Ayr North Harbour, Wallacetown & Newton South to more than three times lower in Alloway & Doonfoot.

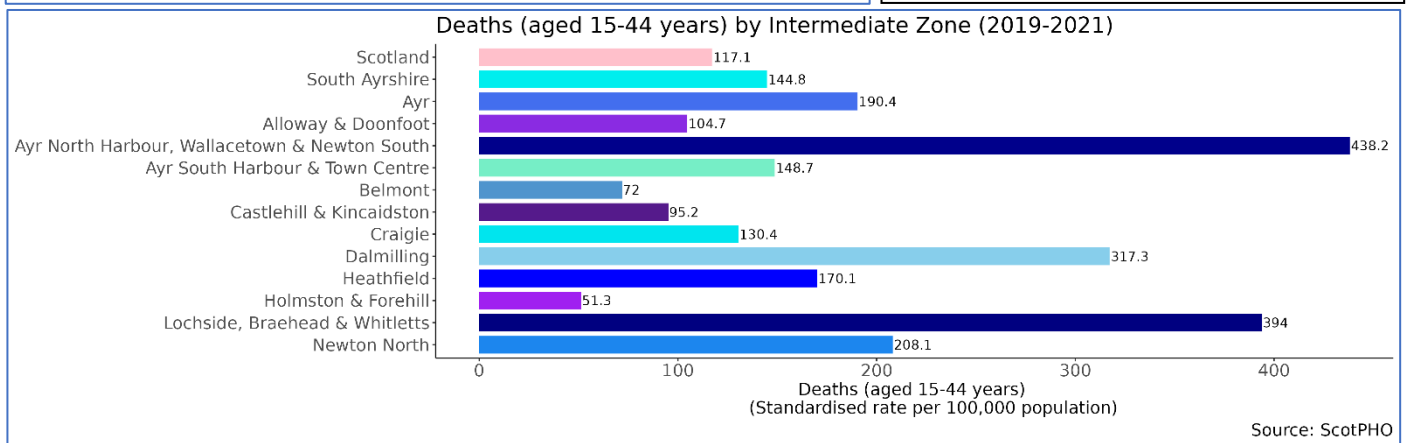


Deaths, aged 15-44

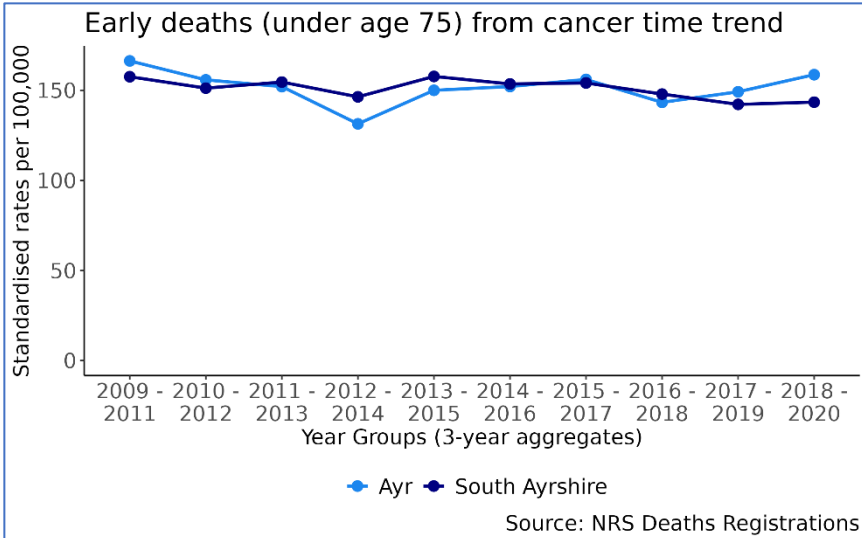


The rate of deaths aged 15-44 in Ayr has consistently been higher than South Ayrshire as a whole. Following an increase over recent years, it is 1.3 times the local authority rate.

The mortality rate for people aged 15-44 in Ayr North Harbour, Wallacetown & Newton South is 8.5 times higher than in Holmston & Forehill.

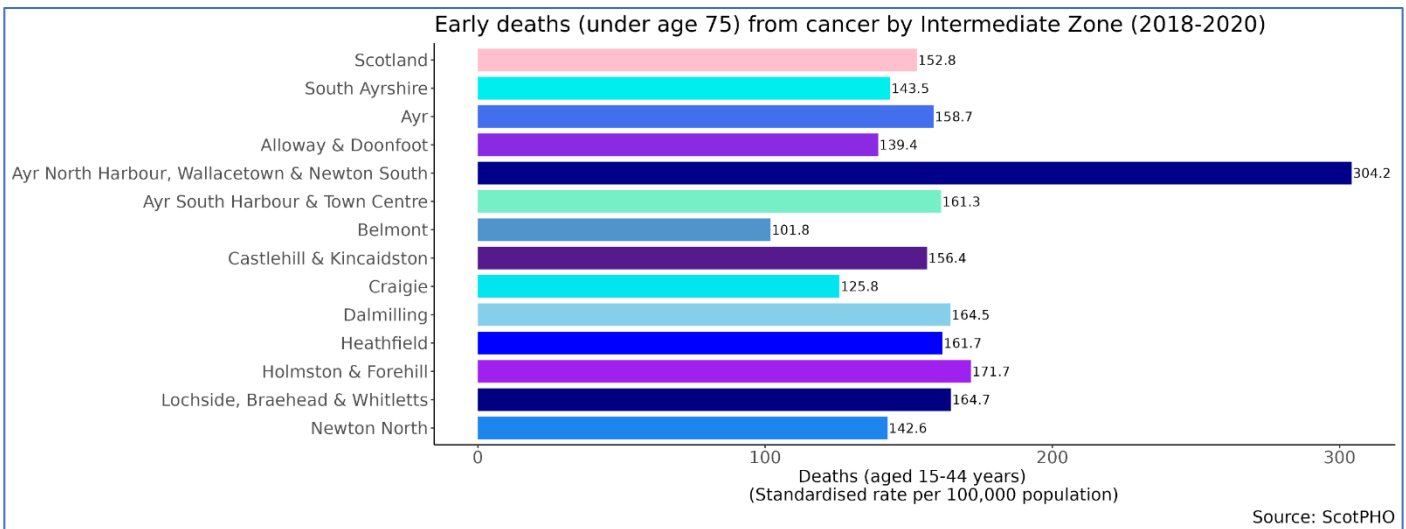


Early deaths from cancer

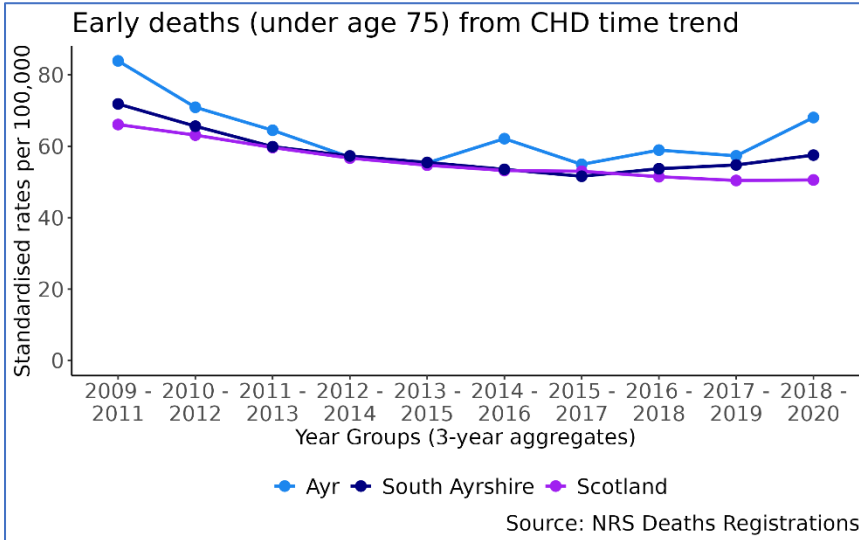


The rate of deaths from cancer in people aged under 75 in Ayr is similar to the rate for South Ayrshire as a whole.

The mortality rate within Ayr is highest in Ayr North Harbour, Wallacetown & Newton South, where it is nearly twice the rate of Ayr and nearly three times higher than Belmont, the area with the lowest rate.

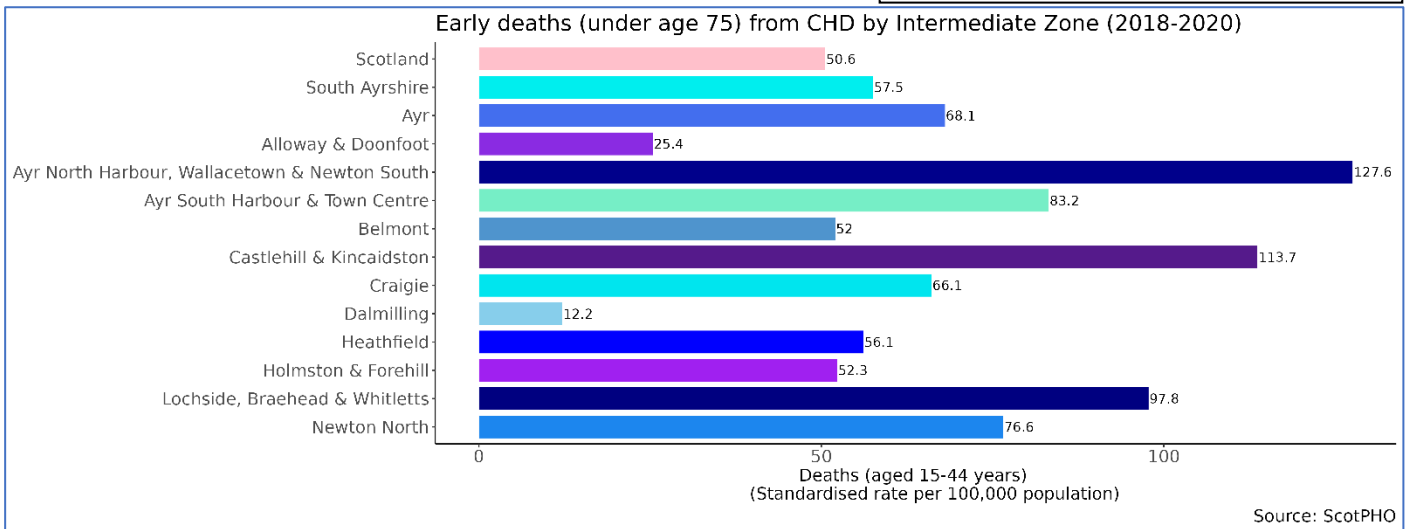


Early deaths from coronary heart disease



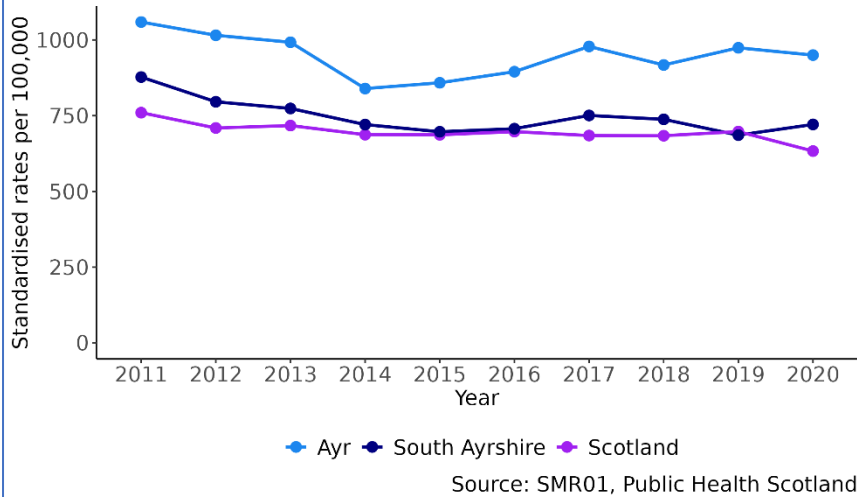
The rate of deaths from coronary heart disease in people aged under 75 in Ayr was similar to South Ayrshire and Scotland, but has increased more recently.

The mortality rate within Ayr is highest in Ayr North Harbour, Wallacetown & Newton South, where it is nearly twice the rate of Ayr and ten times higher than Dalmilling, the area with the lowest rate.



Alcohol-related hospital admissions

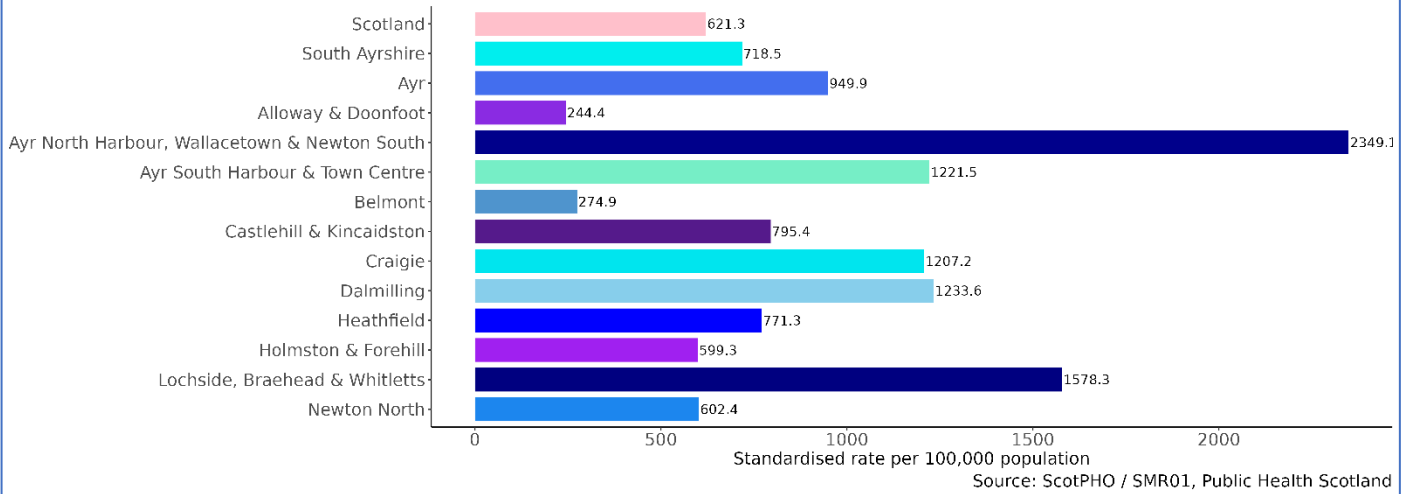
Alcohol-related hospital admissions time trend



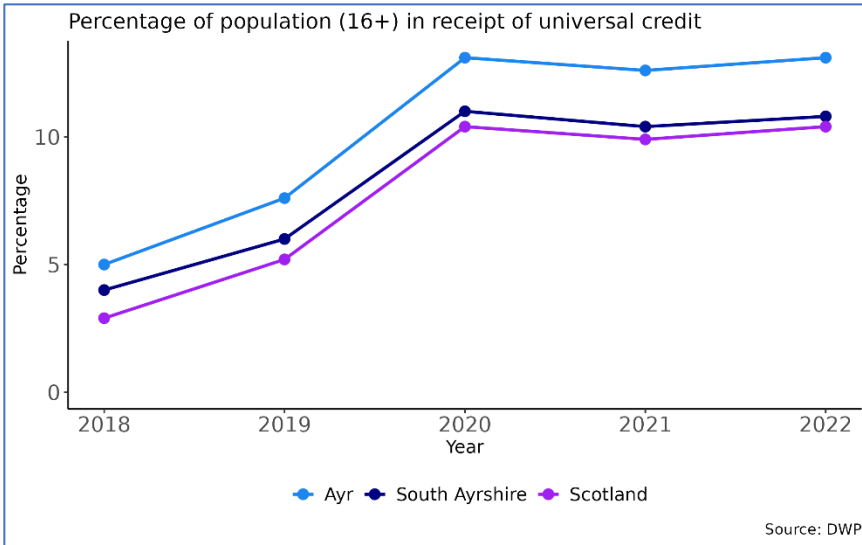
In 2020/21, the rate of alcohol-related hospital admissions for Ayr is 1.3 times higher than the rate for South Ayrshire and 1.5 times higher than for Scotland.

The admission rate within Ayr is highest in Ayr North Harbour, Wallacetown & Newton South, where it is nearly 2.5 times the rate of Ayr and nearly ten times higher than Alloway & Doonfoot, the area with the lowest rate.

Alcohol-related hospital admissions by Intermediate Zone (2020/21)

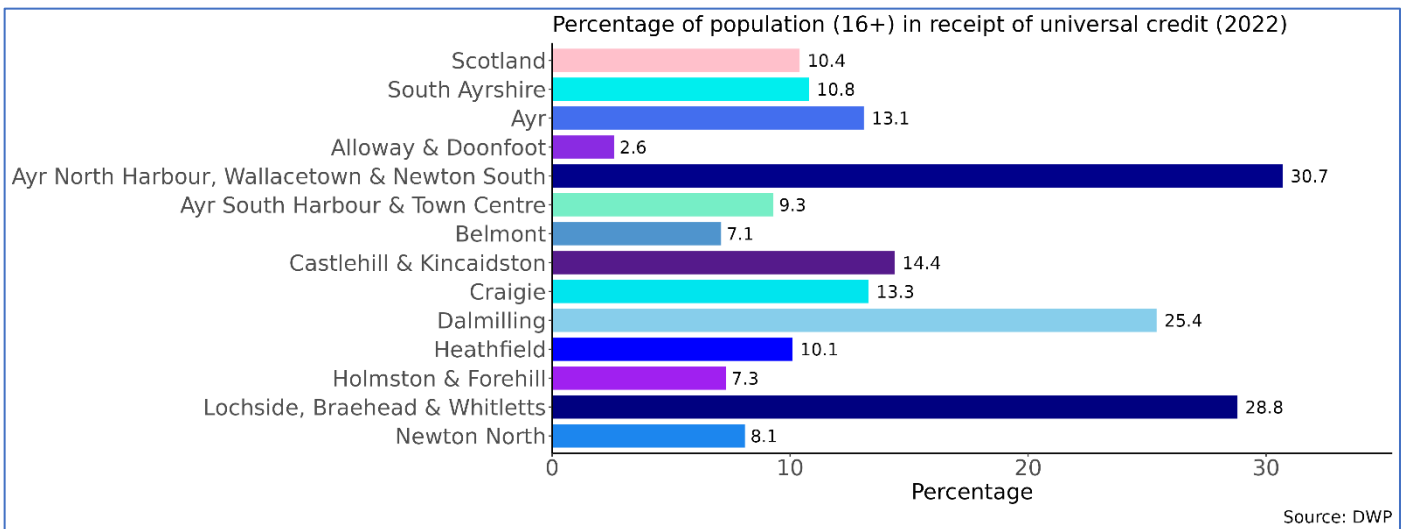


Universal Credit

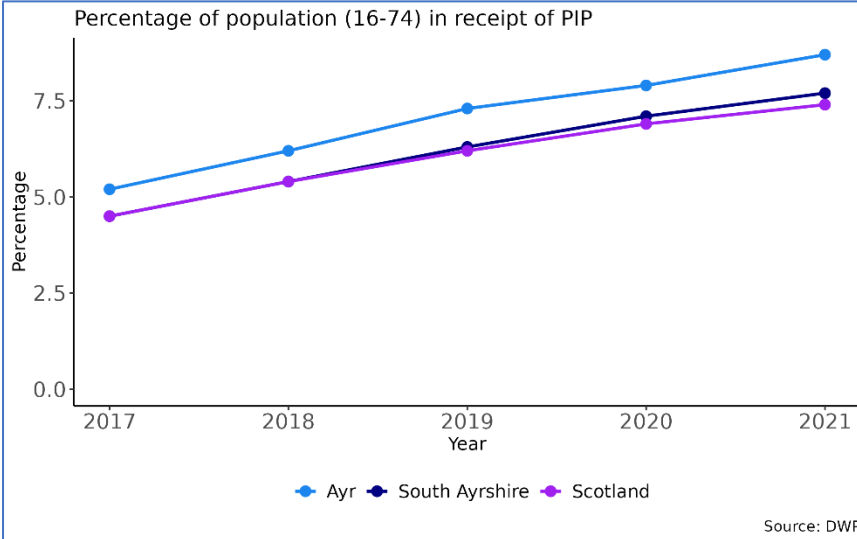


The percentage of the population aged 16+ in receipt of universal credit is higher in Ayr than South Ayrshire (13.1% and 10.8% respectively).

The percentage varies across Ayr. It is highest in Ayr North Harbour, Wallacetown and Newton South (30.7%) and lowest in Alloway & Doonfoot (2.6%).

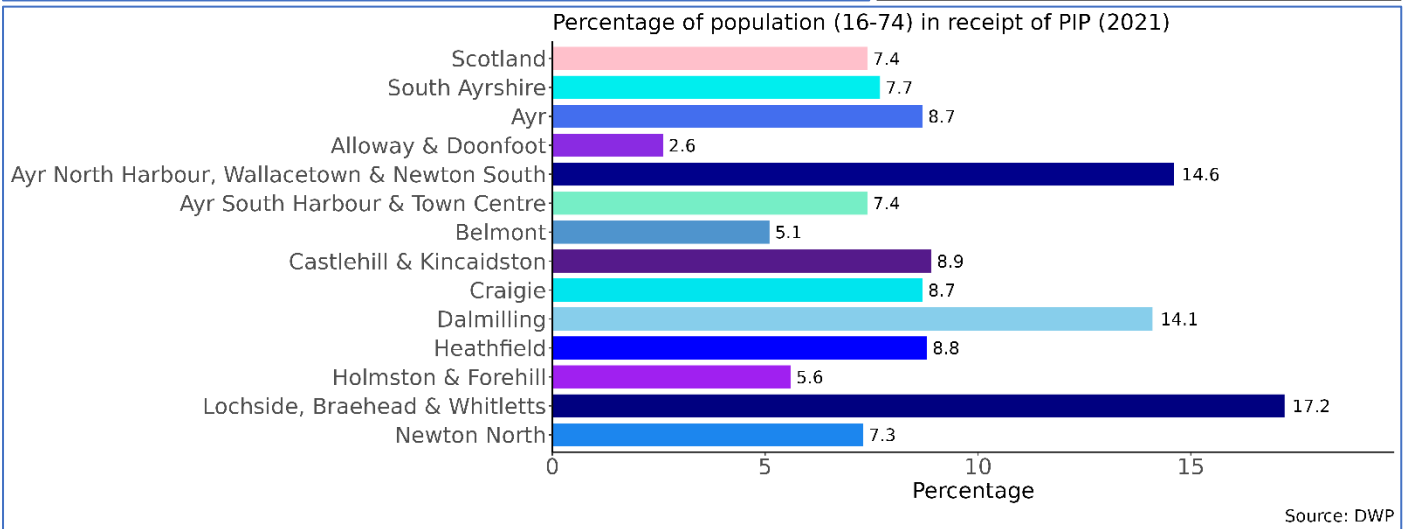


Personal Independence Payment

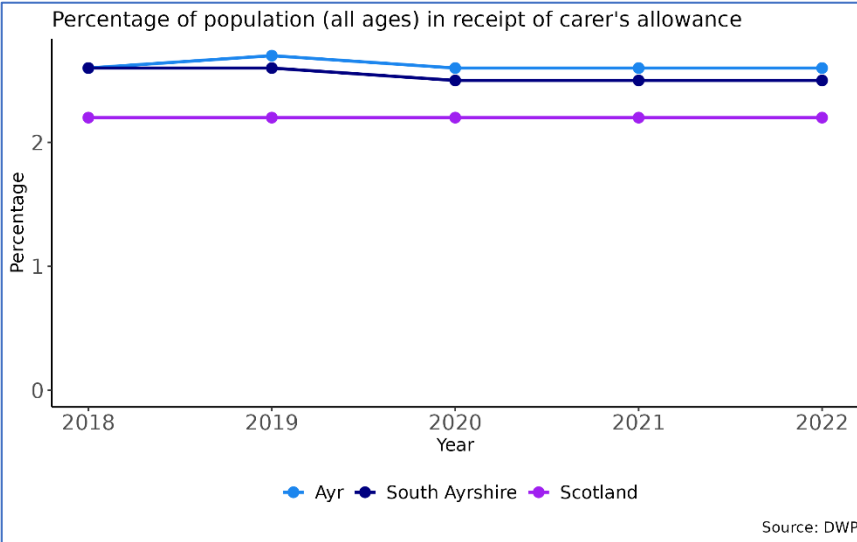


The percentage of the population aged 16-74 in receipt of the personal independence payment in 2021 is higher in Ayr than South Ayrshire (8.7% and 7.7% respectively).

The percentage varies across Ayr. It is highest in Lochside, Braehead and Whitletts (17.2%) and lowest in Alloway & Doonfoot (2.6%).

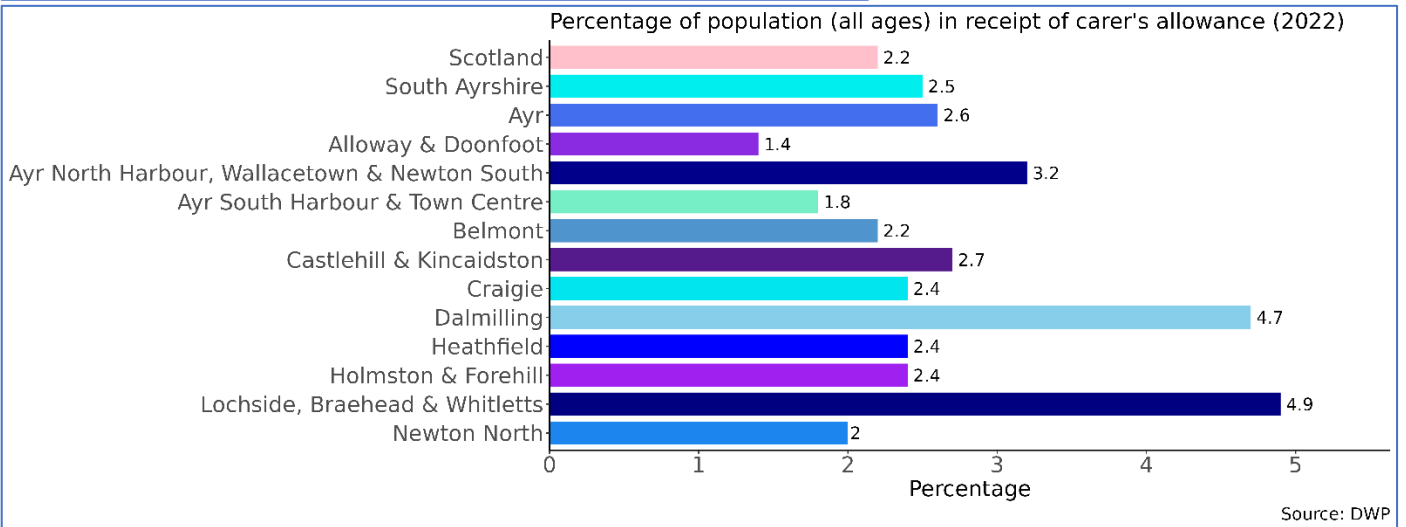


Carers Allowance



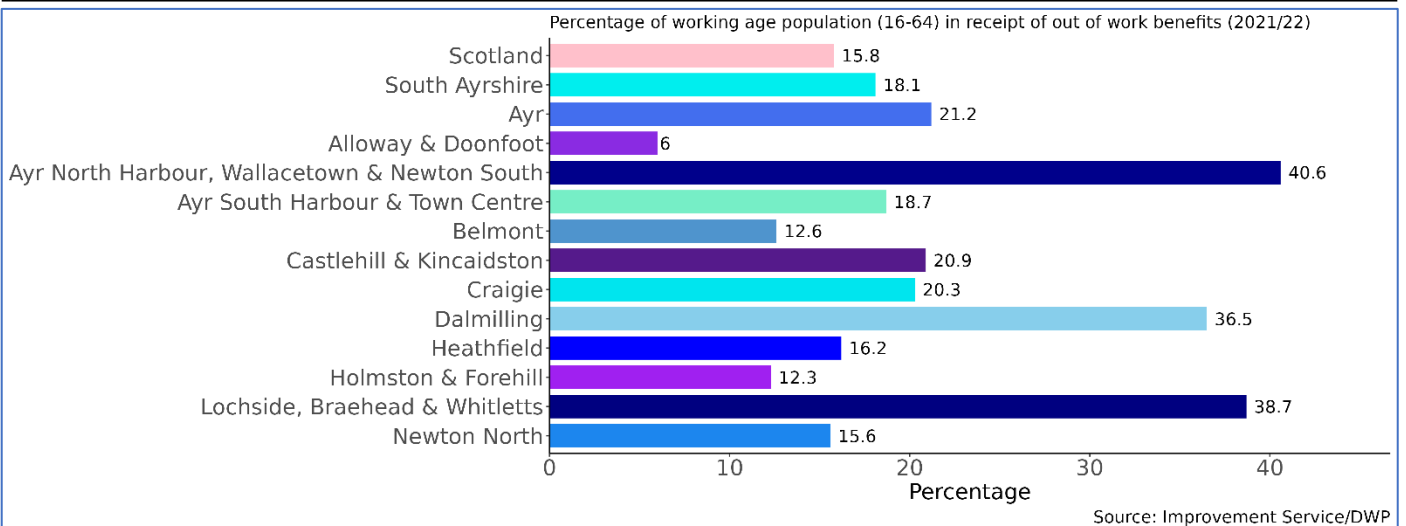
The percentage of the population in receipt of carer's allowance in 2022 is similar in Ayr and South Ayrshire (2.6% and 2.5% respectively).

The percentage varies across Ayr. It is highest in Lochside, Braehead and Whitletts (4.9%) and lowest in Alloway & Doonfoot (1.4%).



Out of work benefits

The Improvement Service uses DWP data to calculate the percentage of the working age population (16-64) in receipt of out of work benefits. The percentage varies across Ayr. In 2021/22, the percentage was highest in Ayr North Harbour, Wallacetown & Newton South (40.6%) and lowest in Alloway & Doonfoot (6.0%). The figure for South Ayrshire was 18.1%.



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
Demographics															
Total Population	count	2021	4,513	5,924	5,373	5,324	4,175	2,381	2,908	4,304	4,907	4,198	4,166	112,450	5,479,900
Gender ratio male to female	ratio	2021	66	49	55	56	60	65	59	63	59	63	62	59	64
Working age population (16-64)	%	2021	19	38	35	29	22	20	19	22	26	16	24	26	20
Population over 65 years old	%	2021	1:0.98	1:1.08	1:1.14	1:1.18	1:1.12	1:1.03	1:1.12	1:1.09	1:1.09	1:1.11	1:1.15	1:1.09	1:1.05
Population in most deprived SIMD quintile	%	2021	68.54	0	16.12	0	26.13	57.62	100	13.5	0	100	0	17	20
Housing															
Total number of households	count	2021	3,053	2,715	3,193	2,525	2,042	1,310	1,259	2,023	2,258	2,117	2,208	56,016	2,674,785
Occupied households	%	2021	94.2	96.8	93	98	98.6	84.8	97.9	97.7	98.7	97.4	97.4	95.9	95.8
Households with a single occupant tax discount	%	2021	51.2	27.7	44.3	35	37.9	34.7	36.5	39.5	33.9	42.6	40.6	36.6	38.3
Occupied households exempt from council tax	%	2021	3.4	0.3	2.3	1.1	0.6	1.5	1.4	1.9	1.1	1.2	1	1.1	3.3
Households in council tax A-C	%	2021	85.2	0.8	36.8	35.5	69.3	88.2	91	45	40.3	86.9	51.4	51.6	59.2
Households in council tax F-H	%	2021	0.8	70.8	23.7	25.2	9.6	0.8	0	6	9.2	0.1	6	16	13.6

Indicators	Data Type	Time Period	Ayr North Harbour, W'town, Newton South	Alloway & Doonfoot	Ayr South Harbour & Town Centre	Belmont	Castlehill and Kincaidston	Craigie	Dalmilling	Heathfield	Holmston and Forehill	Lochside, Braehead and Whitletts	Newton North	South Ayrshire	Scotland
Economy															
Population in receipt of out of work benefits	%	2020/21	40.6	6	18.7	12.6	20.9	20.3	36.5	16.2	12.3	38.7	15.6	18.1	15.8
Attendance allowance – cases with entitlement (per 1,000 65+ pop)	rate	May 22	162.7	108.7	165.4	123.5	138	146.2	183.3	151.3	129.1	142.6	146.7	134.5	131.5
Carers allowance – cases with entitlement (per 1,000 65+ pop)	rate	May 22	36.9	16.2	19.6	26.1	32.9	27.9	59.6	28.5	28.6	61.8	23.5	30	26.9
Pension credit cases (per 1,000 60+ pop)	rate	May 22	174.1	22.3	80.3	45.4	93	121.5	144.4	101.2	59.9	149	76.6	78.1	88
Personal independence payment – cases with entitlement (per 1,000 16+ pop)	rate	Dec 21	132.2	20.3	57.8	42.6	79.3	78.8	124.5	76.2	48.6	157.3	64.4	66.2	66.2
People on Universal Credit (per 1,000 16+ pop)	rate	Nov 22	306.6	26.1	92.8	70.5	144.2	133.2	253.8	101.1	73.4	288	81.2	107.7	103.9
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	11.6	6.4	10.9	12.8	20.5	9	6.8	22.2	9	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	Dalmling	Heathfield	Holmston and Forehill	Lochside, Braehead and Whitletts	Newton North	South Ayrshire	Scotland
Environment, Access, Crime															
Population within 500 metres of a derelict site	%	2021	98.3	5.6	76.6	5.8	0	15.4	30.6	62.6	22.1	99.8	48.4	37.3	27.2
Crime rate per 100,000 population	rate	2020/21	1,502	114	1,203	174	235	515	757	284	343	1,058	303	425	452
Young people in most deprived quintile – crime SIMD domain	%	2020	76.4	0	53.3	0	0	14.3	14.6	0	20.1	70	0	14.6	20.1
Young people in most deprived quintile – income SIMD domain	%	2020	76.4	0	19.5	0	15.5	14.3	100	11.6	0	80.8	0	17	19.7
Young people in most deprived quintile – access SIMD domain	%	2020	0	58	0	0	15.5	35.4	0	27	0	0	0	25	20.8
Life Expectancy & Mortality															
Life expectancy, females	mean	2016-2020	72.2	83.6	80	85.2	81.4	79.1	76.2	80.4	81.7	77.8	82.4	81.1	81
Life expectancy, males	mean	2016-2020	69.2	82	74.7	78.7	75.6	75	71.5	75.5	80.5	73.2	77.2	76.7	76.8
Deaths, all ages per 100,000	rate	2019-2021	1,764	900	1,363	976	1,191	1,334	1,985	1,301	1,010	1,398	1,315	1,174	1,181
Deaths, age 15-44 per 100,000	rate	2019-2021	438.2	104.7	148.7	72	95.2	130.4	317.3	170.1	51.3	394	208.1	144.8	117.1
Early deaths from cancer, aged <75 years per 100,000	rate	2019-202	298.5	109	186.9	71.6	145.5	167	202.4	191.5	172.4	161	133.5	140.7	149.6
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	Dalmling	Heathfield	Holmston and Forehill	Lochside, Braehead and Whitletts	Newton North	South Ayrshire	Scotland
Ill-Health, Behaviours, Injury															
CHD patient hospitalisations per 100,000	rate	19/20-21/22	588	328	494	522	633	658	698	474	521	688	478	497	342
COPD patient hospitalisations per 100,000	rate	19/20-21/22	620	59	179	156	388	494	670	442	161	543	276	236	207
Asthma patient hospitalisations per 100,000	rate	19/20-21/22	120	50	96	59	100	120	226	68	163	91	137	90	68
Emergency patient hospitalisations per 100,000	rate	2019-2021	12,855	6,457	8,970	8,171	10,089	10,653	13,321	9,348	8,695	12,485	9,562	8,934	7,234
Multiple emergency hospital admissions, aged >65 years per 100,000	rate	2019-2021	7,516	3,981	5,878	5,588	5,542	7,574	8,760	7,170	5,881	6,556	6,952	5,812	4,998
Alcohol-related hospital admissions per 100,000	rate	2020/21	2,349	244	1,221	275	795	1,207	1,234	771	599	1,578	602	718	621
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	%	2018-2020	50.8	78	61.7	70.8	62.4	60.5	51.6	62.8	71.5	52.3	68	66.5	64.2
Road traffic accident casualties per 100,000	rate	2018-2020	45.9	65.6	56.4	35.3	28.1	25.6	80.5	75.1	27.5	70.8	15.2	52	57.3
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	Dalmilling	Heathfield	Holmston and Forehill	Lochside, Braehead and Whitletts	Newton North	South Ayrshire	Scotland
Children & Young People															
Babies exclusively breastfed 6-8 weeks	%	19/20-21/22	9.5	34.9	41.7	29.1	16.5	24.3	10.5	20.7	18.9	8.4	25.3	22.9	31.9
Child dental health in primary 1	%	2021/22	67.5	88.9	73.9	78	63.9	76	62.5	78.6	87.5	65.2	87.1	76.5	75.2
Child dental health in primary 7	%	2019/20	77.8	81.6	78.3	82.6	62.5	75	53.3	78.3	66.7	66	93.9	75.4	75
Child healthy weight in primary 1	%	2020/21	59.6	72.7	52.9	81.4	69	64	63.3	63.4	81.8	57.9	76.3	69.4	69.8
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	%	17/18-19/20	22.8	7.8	5.9	16	21.4	15.9	22.4	17.6	15.3	17.4	12.5	14.8	14.7
Healthy birth weight	%	18/19-20/21	88.5	87.5	83.1	74.7	81.8	84.1	81	86	86.1	84.7	82.6	83.2	84.2
Immunisation uptake at 24 months – 6 in 1	%	2019-2021	92.5	99	92.5	96.8	99.1	95.7	99.1	99.2	100	98.7	100	98.2	97.1
Immunisation uptake at 24 months – MMR	%	2019-2021	88.7	97	91.2	95.3	95.7	87.1	97.2	97.6	98.6	97.4	96.9	96.6	94.4
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	%	2020	12.4	4.9	4.5	5.8	8.9	7.1	13.1	7.7	8.1	11.9	7.7	7.3	8.6
Maternal obesity	%	18/19-20/21	33.3	12.2	26.8	23.1	26	20.8	37.1	31.8	23.6	31.5	18.9	25.4	25.3
Premature births	%	18/19-20/21	9	5.3	9.2	4.3	6.6	18.5	7.7	7.4	5.5	8.7	12.2	8.3	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.

[DWP Stat-Xplore](#) – Universal Credit, Personal Independence Payment, Attendance Allowance, Pension Credit, Carers Allowance