

## East Ayrshire by Numbers March 2020

### Ward 5: Kilmarnock South

#### Area Profile

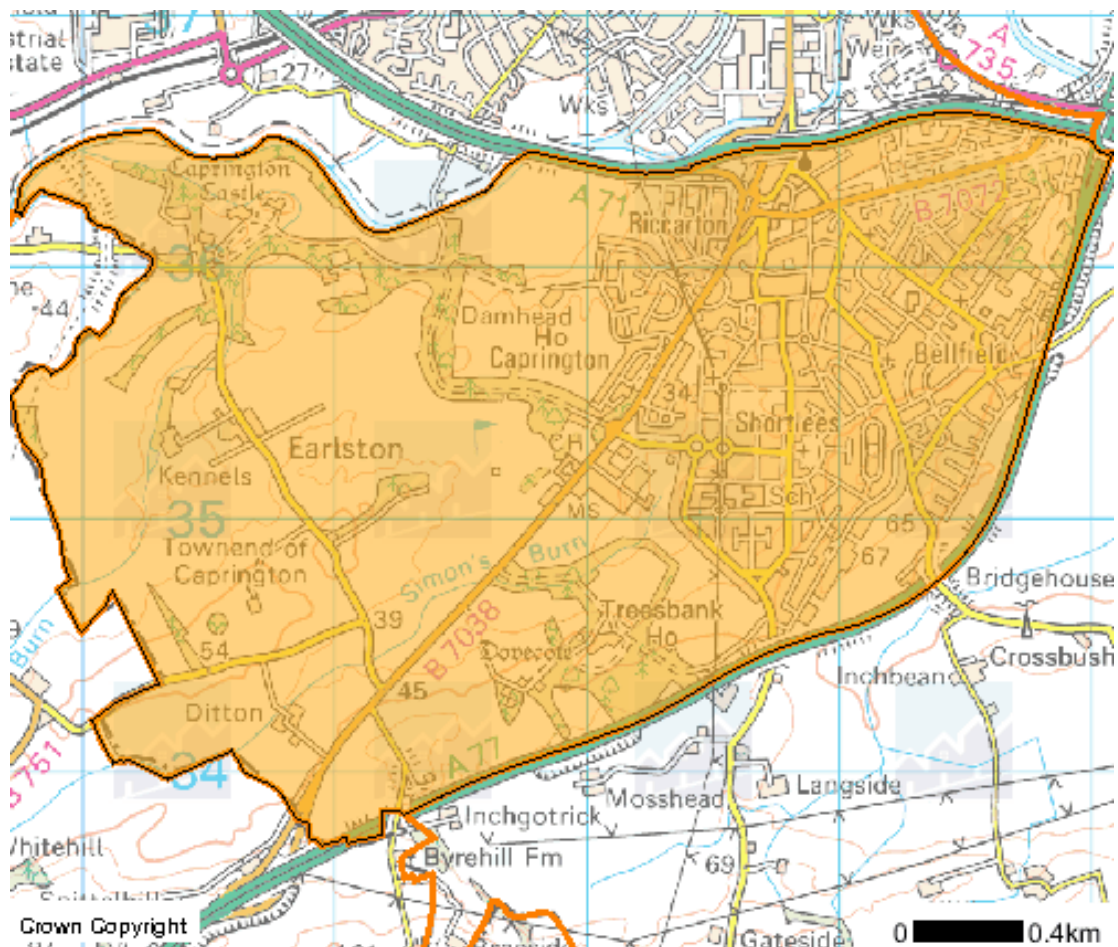


## Area Profile – Ward 5: Kilmarnock South

This Ward Profile provides information on Ward 5 (Kilmarnock South), a multi-member ward within East Ayrshire, including information on the population; housing and households; labour market; education; crime and community safety; health; and poverty and deprivation within the area.

Basic Facts		
	Ward 5	East Ayrshire
Population (2018)	10,786	121,840
Population density	28.0	1.0
Households (2018)	4,946	58,453
Average persons per household	2.2	2.1
Unemployment (2018/19)	7.1%	4.9%
Electorate	8,414	98,169
Area (hectares)	385	126,212

The main neighbourhoods within Ward 5 are as follows: Bellfield, Caprington, Earlston, Shortlees and Riccarton.



## Area Profile – Ward 5: Kilmarnock South

### POPULATION

Ward 5 has a population of 10,786, making up 9% of the population of East Ayrshire.

In Ward 5, 20% of the population are aged under 16 years, compared to 17% in East Ayrshire. Persons aged 65 and over make up 18% of the Ward 5 population, lower than for East Ayrshire.

Population by Age Group, 2018					
Age Group	Males	Females	Ward 5	Ward 5 %	East Ayrshire %
0 to 4	387	306	693	6.4%	5.2
5 to 14	691	664	1355	12.6%	11.1
15 to 24	656	590	1246	11.6%	10.9
25 to 44	1165	1469	2634	24.4%	23.3
45 to 59	1037	1195	2232	20.7%	22.8
60 to 64	312	351	663	6.1%	6.5
65 to 74	509	580	1089	10.1%	11.6
75 to 84	264	363	627	5.8%	6.4
85+	86	161	247	2.3%	2.1
All ages	5107	5679	10786	100.00	100.0

Source: National Records of Scotland Sub-National Mid-year Population Estimates 2018  
Totals based on unrounded numbers and may not add up due to rounding.

### HOUSEHOLDS AND DWELLINGS

The 2018 estimate of the number of dwellings in Ward 5 is 4,946. The proportion of these dwellings receiving a single adult Council Tax discount is 44%. For East Ayrshire, this figure is 38%.

In Ward 5, 2% of dwellings are vacant, compared with 4% in East Ayrshire.

In Ward 5, the largest proportion of properties is in Council Tax Band A (54%) and the ward reports a smaller proportion of Band F, G and H (less than 1%) properties compared to East Ayrshire as a whole (8%).

## Area Profile – Ward 5: Kilmarnock South

Proportion of Dwellings per Council Tax Band, 2018						
	A	B	C	D	E	F, G, H
<b>Ward 5 (Total)</b>	4890	2648	1665	203	317	5
<b>Ward 5 (%)</b>	54%	34%	4%	6%	1%	0%
<b>East Ayrshire (%)</b>	45%	16%	9%	11%	11%	8%

Source: National Records of Scotland, Estimates of Households and Dwellings in Scotland, 2018

Note: Figures may not add up to totals due to rounding.

Ward 5 has a higher percentage of semi-detached (43.4%) properties and a lower percentage of detached properties (3.5%) than East Ayrshire as a whole (28.7% and 20.2% respectively).

Dwellings by Type, 2017					
	Flats	Terraced	Semi-detached	Detached	Unknown
<b>Ward 5 (Total)</b>	1,470	1,316	2,272	183	0
<b>Ward 5 (%)</b>	28.0%	25.1%	43.4%	3.5%	0
<b>East Ayrshire (%)</b>	24.7%	26.3%	28.7%	20.2%	0.1%

Source: National Records of Scotland, Estimates of Households and Dwellings in Scotland, 2017

Note: Figures may not add up to totals due to rounding.

East Ayrshire Council manages 1,495 properties in Ward 5. Council houses in Ward 5 are let in an average of 36.6 days.

	Council house stock	Empty properties	Average time to let property
<b>Ward 5</b>	1,495	31	36.6 days
<b>East Ayrshire</b>	12,145	516	46.3 days

Source: East Ayrshire Council, Management Information, October 2018

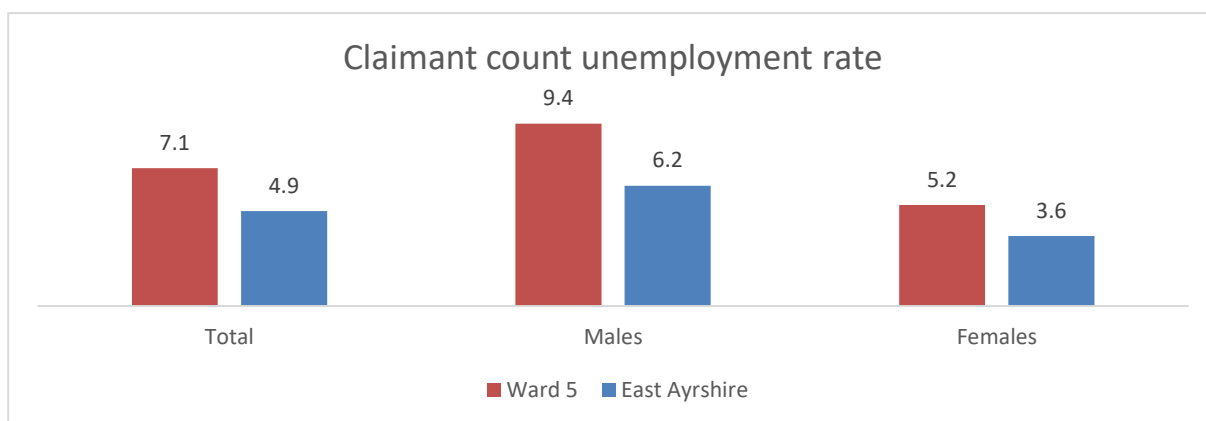
## Area Profile – Ward 5: Kilmarnock South

### ECONOMY AND SKILLS

#### Labour Market

Claimant count data provides an indication of the relative nature of the labour market adjustment across local authority areas. In East Ayrshire, claimant count unemployment (16-64) was 4.9% in January 2020, which was higher than the Scottish rate of 3.2%.

In Ward 5, claimant count unemployment was 7.1% at January 2020, which is much higher than the East Ayrshire rate. In addition, Ward 5 and East Ayrshire as a whole, rates of unemployment are higher for males than for females.



Source: Department for Work and Pensions (Nomis), Claimant Count, January 2020

#### Education and Learning

Lifelong learning is a key theme which underpins identified actions and shapes, informs and drives the learning agenda in East Ayrshire. Raising the educational attainment and achievement of our young people is essential to preparing them for the world of work and supporting them into adulthood. In recent years, we have seen improved performance in relation to pupil attainment in our secondary schools and the percentage of our young people who have secured positive and sustained destinations on leaving school is higher than the national average.

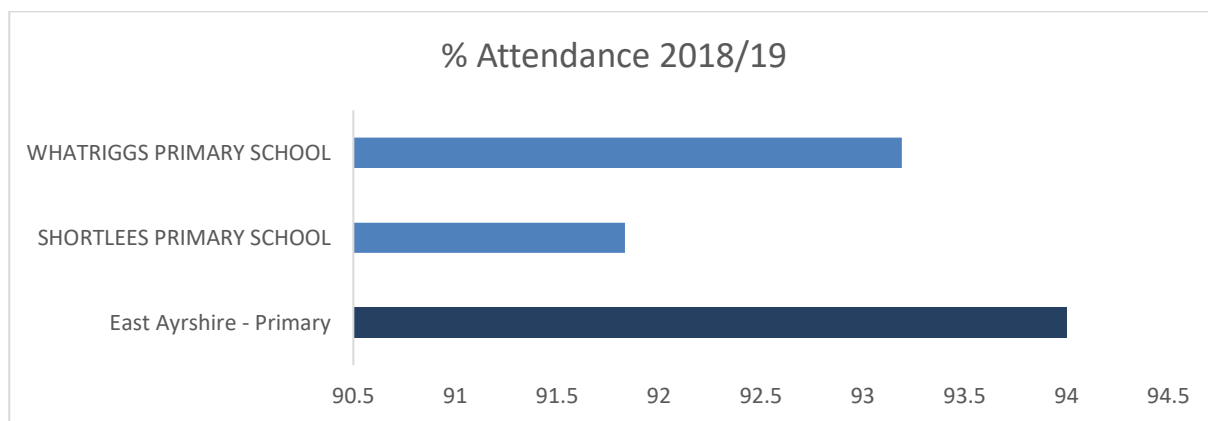
To maximise the potential of our young people and the wider workforce to deliver the capability that employers and the economy need, work is being taken forward to build stronger links between school, training, college, university and work. Investment in the Further Education sector locally and the creation of the new Ayrshire College campus at Hill Street in Kilmarnock will ensure that residents continue to prepare for job opportunities and working closely with local businesses will ensure that learning, skills and qualifications are aligned to current and future business need.

#### School Attendance

In 2018/19, there were 1,875 children attending East Ayrshire primary schools, and no secondary schools in Ward 5.

Primary school attendance within both Ward 5 schools was 91.8% and 93.2%. This compares with an East Ayrshire primary school attendance rate of 94.0%.

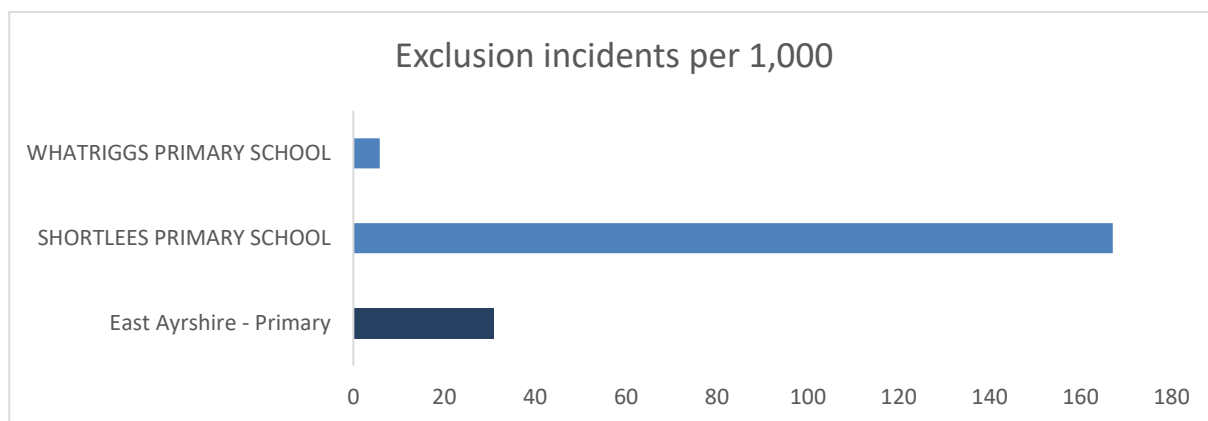
## Area Profile – Ward 5: Kilmarnock South



Source: SEEMIS, 2020

### Exclusion incidents

In 2018/19 the rate of exclusion incidents in both of East Ayrshire primary schools in Ward 5 was 5.8 per 1,000 and 167.1 per 1,000. This compares the East Ayrshire rate of 30.9.



Source: SEEMIS 2020

### Deprivation

In Ward 5 there is a low of 25.5% of P4-P7 pupils in receipt of free school meals while there is a high of 59.1%. The East Ayrshire average is 22.3%.

With regards to footwear and clothing grants there is a low of 35.0% pupils entitled and a high of 70.7%. The East Ayrshire average is 29.0%.

	Free school meals (P4-S3) (%)	Footwear and clothing grants (%)
East Ayrshire - Primary	22.3%	29.0%
SHORTLEES PRIMARY SCHOOL	59.1%	70.7%
WHATRIGGS PRIMARY SCHOOL	25.5%	35.0%

Source: East Ayrshire Council, 2020.

## Area Profile – Ward 5: Kilmarnock South

### SAFER COMMUNITIES

Between 2017/18 and 2018/19, the total crime rate for East Ayrshire increased by 1.2% from 419 crimes per 10,000 population in 2017/18 to 424 crimes per 10,000 population in 2018/19. Over the same period, there has been a 2.9% increase in the rate of crimes of dishonesty and a 14% decrease in the rate of sexual offences.

The overall crime rate is higher in Ward 5 than East Ayrshire as a whole, although the rate for housebreaking is lower.

Recorded crime in Ward 5			
Crime by type (per 100,000 population)	Ward 5	East Ayrshire	Scotland
Overall crime (SIMD definition)	4,061	3,295	3,040
Robbery	28	29	33
Serious assault	56	58	80
Housebreaking	167	209	253

Source: Scottish Government (Recorded Crime in Scotland Series), 2017-18  
Standardised to rate per 100,000 population for ease of comparison

### Fire Related Incidents

Fire prevention is a key issue currently being addressed in East Ayrshire.

In 2018/19, there were 100 fires in total and 75 deliberate fires responded to by Scottish Fire and Rescue in Ward 5.

The rate of deliberate fires in Ward 5 is much higher than the average for East Ayrshire.

Fire related incidents, 2018/19 per 100,000 population			
Incident by type	Rate Ward 5	Rate East Ayrshire	East Ayrshire Total Number of Incidents
All Fires	927	667	813
Deliberate Fires	668	490	598
Accidental Dwelling Fires (2bi)	130	68	83

Source: Scottish Government and Scottish Fire and Rescue Service management information

## Area Profile – Ward 5: Kilmarnock South

### WELLBEING

Opportunities continue to be provided for residents to improve their overall wellbeing, lead an active, healthy life and make positive lifestyle choices.

It is recognised that there are significant challenges in respect of the wellbeing of local communities, which will be tackled through the integrated health and social care arrangements. Over the coming years, the integration arrangements implemented in East Ayrshire will bring significant change to the way in which health and care services are delivered, including an important and developing role for the Third Sector in the provision of services and the attainment of health and wellbeing outcomes.

<b>% of mothers who smoke at ante-natal booking visit and low birth weights 2017-2019</b>			
<b>Area</b>	<b>Current Smokers</b>	<b>Former Smokers</b>	<b>Healthy Birth Weights</b>
<b>Ward 5</b>	28%	20%	80%
<b>East Ayrshire</b>	19%	19%	83%

Source: ScotPHO

In Ward 5, 28% of mothers smoke at their ante-natal booking while 20% are former smokers. This is higher than East Ayrshire. The percentage of healthy birth weights is below the East Ayrshire figure.

<b>Children's Health</b>			
<b>Area</b>	<b>P1 Dental Health 2018/19</b>	<b>P7 Dental Health 2018/19</b>	<b>P1 Healthy Weight 2018/19</b>
<b>Ward 5</b>	47%	49%	68%
<b>East Ayrshire</b>	60%	54%	76%

Source: SCOTPHO

With regard to children's health in Ward 5, the percentage of children in P1 with no obvious dental decay is 47%, which is much lower than the East Ayrshire figure. When looking at P7 dental health this is 49% with no obvious dental decay, still below the East Ayrshire figure. The percentage of P1 pupils in ward with a healthy weight is lower than the East Ayrshire figure.

### Health Inequalities

Despite overall improvements in health, individuals living in our most deprived communities experience much poorer health, wellbeing and life chances than those living in our least deprived areas.

## **Area Profile – Ward 5: Kilmarnock South**

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The integration of health and social care will be a further opportunity to address the deep seated inequalities in East Ayrshire by focusing social care and wellbeing in the regeneration of our communities.

Six data zones within Ward 5 are within the most deprived 0-15% areas with regards to health. This is 43% of the ward's data zones. The respective figure for East Ayrshire is 24%.

### **Poverty and Deprivation**

East Ayrshire as a whole has higher levels of poverty than the Scottish average. In addition, there are sharp contrasts in the prosperity of communities across East Ayrshire, with some experiencing significant disadvantage while others are relatively affluent. In the north of the Authority, high levels of deprivation co-exist with the relatively wealthy commuting population.

### **Scottish Index of Multiple Deprivation 2020**

There are 14 Data Zones in Ward 5, which is 9% of the East Ayrshire total (163 Data Zones). There are:

- 8 in the 0-20% most deprived; and
- one in the 0-5% most deprived.

**It should be noted that statistics contained within this Ward Profile are based on the most up to date information available at the time of publication.**

**For more information contact:**

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