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# Regeneration Area Profiles

*Based on  
Scottish Index of Multiple Deprivation 2009*

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## 1. INTRODUCTION

### What are Regeneration Areas?

North Ayrshire's 'Regeneration Areas' were first identified by North Ayrshire Community Planning Partnership (CPP) in 2004/5, as part of the Regeneration Outcome Agreement (ROA). Whilst the ROA ended in March 2008, the Regeneration Areas have continued to influence the targeting of activity and resources by the Community Planning Partnership. This includes the work of the Fairer North Ayrshire programme, which started in April 2008.

The Regeneration Areas are made up of the most deprived 15% of data zones (small geographical areas), as identified by the Scottish Index of Multiple Deprivation. This is explained further below.

This document updates the previously published Regeneration Area Profiles, using data from the most recent Scottish Index of Multiple Deprivation (2009).

### What is the Scottish Index of Multiple Deprivation?

The Scottish Index of Multiple Deprivation (SIMD) is published by the Scottish Government to inform effective targeting of policies and funding on the most deprived areas. The first SIMD was published in 2004, with an update following in 2006. The most recent SIMD was published in October 2009.

The SIMD combines 38 indicators of deprivation across 7 different 'domains' (or themes) which are seen as contributing to multiple deprivation. These are:

- Income
- Employment
- Health
- Education, Skills and Training
- Geographic Access to Services
- Housing
- Crime.

The SIMD ranks 6,505 'data zones' across Scotland from most to least deprived, based on these indicators of deprivation. Different domains are given different weightings in the calculations, with the biggest emphasis on the Income and Employment domains.

Data zones are small geographical areas containing approximately 750 people. North Ayrshire is divided into 179 data zones (i.e. everyone lives in a data zone). Data zone boundaries do not necessarily reflect natural neighbourhoods or communities.

The data zones are based on geographical areas, so not all people living in poverty will live in a 'most deprived' data zone. Equally 'most deprived' data zones include people who are not living in poverty. However the SIMD does effectively measure concentrations of deprivation in the population.

The most deprived 15% of data zones is used as a standard threshold of deprivation, however the SIMD also identifies the most deprived 5%, 10% and 20% of data zones.

The SIMD is a relative measure of deprivation. That is, it shows that one data zone is more or less deprived than another. There will therefore always be a 'most deprived 15%': if one data zone improves in the rankings, another has to fall in the rankings.

For more information on the SIMD, go to: <http://scotland.gov.uk/Topics/Statistics/SIMD>

## What does the 2009 Index tell us about North Ayrshire?

The previous two versions of the SIMD (in 2004 and 2006) each identified 33 data zones in North Ayrshire within the most deprived 15% of data zones in Scotland. These 33 data zones were grouped together by the Community Planning Partnership into six 'Regeneration Areas', covering parts of Irvine, Kilwinning, Ardrossan, Saltcoats, Stevenston and Kilbirnie.

There was very little change between those 33 data zones from the 2004 to the 2006 versions of the SIMD, with two data zones moving into the most deprived 15% and two data zones moving out. However the SIMD 2009 indicates significant change, with a total of 45 data zones in North Ayrshire now within the most deprived 15% in Scotland - an increase of 12 data zones compared to 2006.

Four areas in North Ayrshire now have more data zones in the most deprived 15% in Scotland (compared to 2006):

- Irvine (including Springside) (from 10 to 16 data zones)
- Kilwinning (from 4 to 6 data zones)
- Saltcoats (from 4 to 5 data zones)
- Stevenston (from 6 to 8 data zones).

Two areas have a data zone in the most deprived 15% for the first time:

- Beith (from 0 to 1 data zone)
- Dalry (from 0 to 1 data zone).

One area has experienced no change:

- Ardrossan (remaining at 6 data zones).

One area has fewer data zones in the most deprived 15%:

- Kilbirnie (from 3 to 2 data zones).

This means that four Regeneration Areas have increased in size (Irvine, Kilwinning, Saltcoats and Stevenston); two new Regeneration Areas have been created (Beith and Dalry); one Regeneration Area has remained the same (Ardrossan); and one Regeneration Area has reduced in size (Kilbirnie).

North Ayrshire now has eight Regeneration Areas, with the addition of Beith and Dalry.

The population of North Ayrshire living in these most deprived data zones is now 34,076 – up from 24,233 in 2006. This has increased from less than 1 in 5 of the population (18.4% ) to 1 in 4 (25.1%). All of the data zones moving into the most deprived 15% were previously in the most deprived 20% or 25% in Scotland.

North Ayrshire is now ranked 5th highest in Scotland in terms of percentage of the population living in these most deprived areas - after Glasgow, Inverclyde, Dundee and West Dunbartonshire. Despite retaining the top ranking in Scotland, Glasgow has significantly improved its position, with 31 fewer data zones in the most deprived 15% than in 2006.

## How can we use these Regeneration Area Profiles?

Under the previous Regeneration Outcome Agreement (ROA) (2005-8) all community regeneration funding had to be targeted on the people living within the most deprived 15% of data zones, that is the Regeneration Areas. The Fairer North Ayrshire programme, which followed on from April 2008 and which is based on the Fairer Scotland Fund, allows more flexibility in targeting. Funding can now be used anywhere in North Ayrshire to tackle poverty and deprivation.

However the Scottish Government still require the Community Planning Partnership (CPP) to demonstrate “accelerated impact” on the Regeneration Areas, and it is anticipated that much activity

will still be focused on the people living in these Areas. All initiatives are required to evidence how they are targeting poverty and deprivation, and to indicate the proportion of activity taking place in the Regeneration Areas.

To assist with this process, the previous Regeneration Area Profiles have been updated to take account of SIMD09, and the latest postcode and address data. These Profiles will inform those developing and delivering regeneration programmes within North Ayrshire's most deprived communities.

The following information is included in the Profiles.

**Section 2** outlines the Fairer North Ayrshire approach.

**Section 3** identifies the 8 Regeneration Areas in North Ayrshire, and illustrates their locations.

**Section 4** provides an overview of the Profiles.

**Sections 5 -12** are the Area Profiles for each of the 8 Regeneration Areas.

**Appendices One, Two and Three** include full lists of all of the streets, postcodes and data zones within the Regeneration Areas.

**Appendix Four** is a glossary of terms used in the Profiles.

**Appendix Five** is a list of further information.

## 2. FAIRER NORTH AYRSHIRE

The purpose of the Scottish Government's Fairer Scotland Fund, which runs from April 2008 – March 2011, is to tackle poverty and deprivation across Scotland. The Fund aims to enable Community Planning Partnerships (CPPs) to work together to tackle area-based and individual poverty, and to help more people access and sustain employment opportunities. From the £145 million annual allocation for Scotland, North Ayrshire has been awarded the following amounts, to be known as the Fairer North Ayrshire Fund.

2008/9	2009/10	2010/11	TOTAL
£5,596,000	£5,427,000	£5,258,000	£16,218,000

The Principles of the Fairer North Ayrshire Fund are as for the Fairer Scotland Fund:

- A clear focus on investment to address the causes of poverty, not its symptoms;
- A strong emphasis placed on making early interventions for vulnerable individuals, families and disadvantaged communities;
- Promotion of joint working between local partners;
- Focused action on improving employability as a key means of tackling poverty;
- Empowering communities and individuals to influence and inform the decisions made by CPPs.

As noted in the last section, unlike the former Regeneration Outcome Agreement (ROA), primarily supported by the then Scottish Executive's Community Regeneration Fund, the Fairer North Ayrshire Fund is not restricted to North Ayrshire's Regeneration Areas. Its purpose is tackling poverty and deprivation experienced by individuals and communities, *no matter where they live*. This means the Fund is targeted on the most disadvantaged groups and individuals across North Ayrshire.

For the Fairer North Ayrshire Fund, Initiatives are grouped under 7 Programmes, which reflect the Community Plan Priorities (shown here). This demonstrates strong links with the Community Planning Priorities and the Single Outcome Agreement (SOA).



The largest proportion of the Fairer North Ayrshire Fund (around 50%) is concentrated on the employability programme, with 'more people in work and training' continuing to be the top priority for the Community Planning Partnership.

You can find out more about the Fairer Scotland Fund at: <http://www.scotland.gov.uk/Topics/Built-Environment/regeneration/fairer-scotland-fund>. You can find out more about Fairer North Ayrshire at [www.north-ayrshire.gov.uk/communityplanning](http://www.north-ayrshire.gov.uk/communityplanning), or by contacting the CPP team.



### 3. THE REGENERATION AREAS

To assist the development and delivery of regeneration programmes, the 45 data zones which are classified as within the most deprived 15% in Scotland have been grouped together into 8 'Regeneration Areas', listed on the following table.

Regeneration Area <sup>1</sup>	No. of data zones (SIMD09)	Total population (Nos.)	Total Households (Nos.)
Ardrossan	6 data zones	4,900	2,603
Beith	1 data zone	635	359
Dalry	1 data zone	808	548
Irvine ( <i>includes Springside</i> )	16 data zones	11,221	5,762
Kilbirnie	2 data zones	1,581	822
Kilwinning	6 data zones	4,385	2,142
Saltcoats	5 data zones	3,837	2,170
Stevenston	8 data zones	5,663	2,826
<b>All Regeneration Areas</b>	<b>45 data zones</b>	<b>33,030</b>	<b>17,232</b>

Source: GRO(S) Small Area Population Estimates & GRO(S) Small Area Household Estimates 2008

As noted earlier, whilst all Fairer North Ayrshire funding does not have to be targeted on the people living in these Areas, it is still expected that a considerable amount of activity will still be targeted on these Areas.

The following map illustrates the spread of the Regeneration Areas across North Ayrshire.

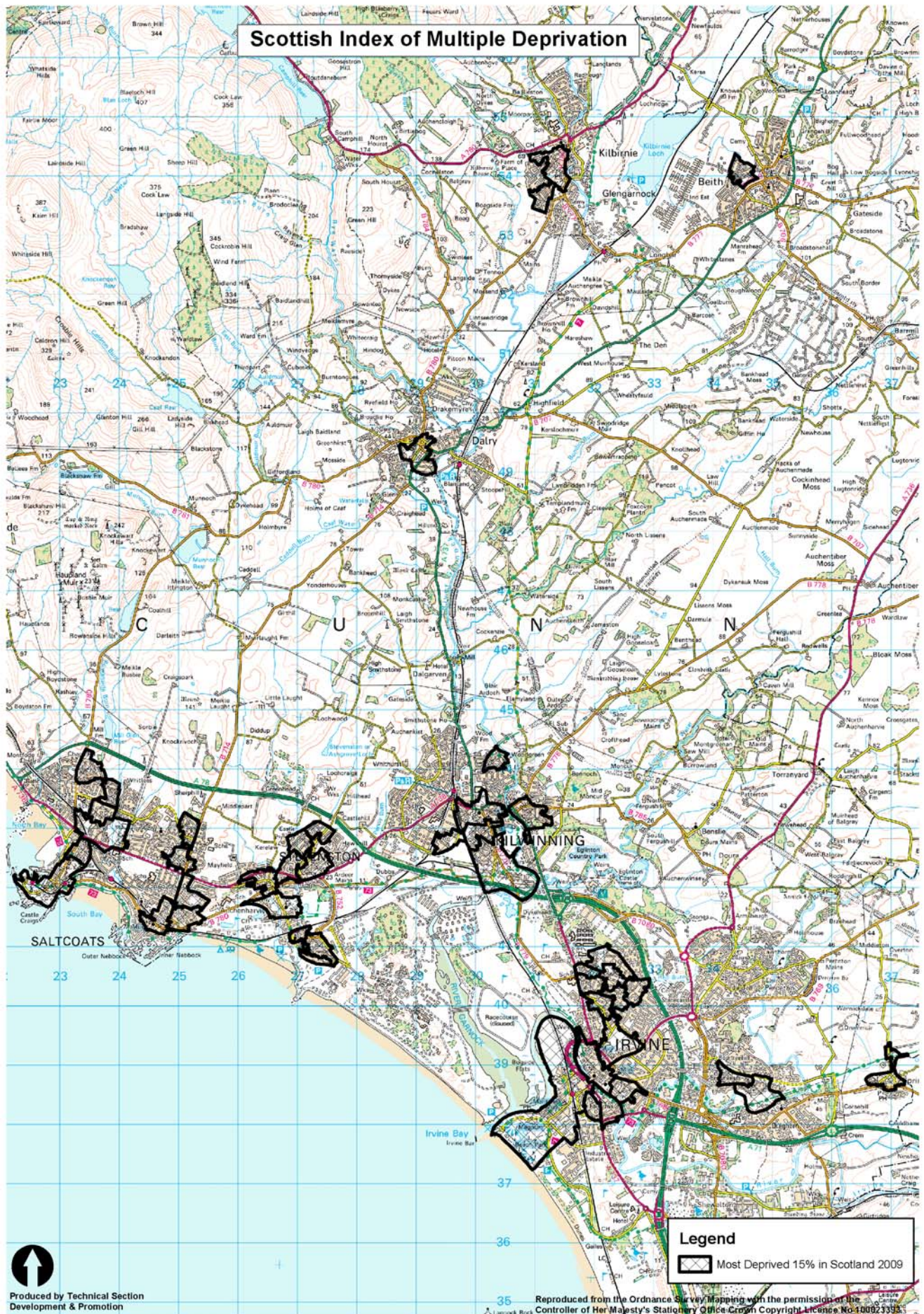
Five of the eight Regeneration Areas span the Irvine Bay area, which links together Irvine, Kilwinning and the Three Towns (Ardrossan, Saltcoats and Stevenston).

The Garnock Valley now contains three Regeneration Area (Kilbirnie, Beith and Dalry). These are the smallest Regeneration Areas, made up of just one (Beith, Dalry) or two (Kilbirnie) data zones. This is partly because rural deprivation tends to be less geographically concentrated than urban deprivation, and so it remains more hidden, being experienced by individuals and households rather than the larger communities more commonly identified by the SIMD.

The map demonstrates one of the practical challenges for regeneration in North Ayrshire, with the most deprived data zones scattered across many different communities and neighbourhoods.

<sup>1</sup> Five of these areas (i.e. all except Kilbirnie) are also within the Irvine Bay Regeneration Company (IBRC) area. For more on this see [www.irvinebay.co.uk](http://www.irvinebay.co.uk).







## 4. OVERVIEW OF THE PROFILES

The Regeneration Area Profiles for each of the 8 Areas are now outlined. They include the following information for each Area:

- Description of geographical area covered
- Overview map
- Number of data zones
- Map of each data zone
- List of postcode units in each data zone
- List of streets in each data zone.

Key statistics for the Regeneration Areas are available from the following sources:

- Scottish Index of Deprivation (SIMD)  
[www.scotland.gov.uk/Topics/Statistics/SIMD](http://www.scotland.gov.uk/Topics/Statistics/SIMD)
- Scottish Neighbourhood Statistics  
[www.scotland.gov.uk/Topics/Statistics/sns](http://www.scotland.gov.uk/Topics/Statistics/sns)
- North Ayrshire Council's Research and Intelligence team  
Tel 01294 225158/225191  
<http://www.north-ayrshire.gov.uk/CouncilAndGovernment/CouncilInformationPerformanceAndStatistics/StatisticsFactsAndFigures.aspx>

Sections 5-12 now follow, presenting the Area Profiles for each of the 8 Regeneration Areas in turn.