Ayrshire Joint Planning Unit

MONITOR 2008

framework indicators for a Sustainable Ayrshire

Further copies of MONITOR 2008 are available from the

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The Ayrshire Joint Planning Unit is a jointly funded partnership between East Ayrshire Council, North Ayrshire Council and South Ayrshire Council.

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AYRSHIRE JOINT STRUCTURE PLAN - MONITOR 2008

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Foreword

Welcome to **MONITOR 2008** the fifth in a series of monitoring statements prepared by the Ayrshire Joint Structure Plan and Transportation Committee and now by the Ayrshire Joint Planning Unit**.**

The series of reports provide a baseline against which the aims of the Structure Plan for Ayrshire and the wider goal of sustainable development can be measured.

In choosing the set of indicators within this report account has also been taken of the recommendations of the Sustainability Appraisal Group, which advised on sustainability during the preparation of the Structure Plan, objectives set within the Strategic Environmental Assessment, the UK sustainable indicators published and the more recent indicators published by the Scottish Government to support "Choosing our future: Scotland's sustainable development strategy".

It should be noted however that the planning system through Structure and Local Plans cannot necessarily influence in any direct way all of the indicators used in this document.

Nevertheless, we hope that you will find the information presented in this report of interest and can support the local authorities in Ayrshire meet the challenges faced in the future.

Context

a shared vision

for Ayrshire

A Shared Vision

The Ayrshire Joint Structure Plan " Growing a Sustainable Ayrshire" establishes a framework that brings together the aspirations of communities with those of business and industry, and the area's many supporting agencies and organisations, to provide a strategic land use context to the year 2025. The plan identifies where priorities lie and seeks to co-ordinate delivery through specifically agreed action and investment. To guide this process the plan sets a shared vision for progress and seeks to achieve strong & vibrant communities, a sustainable and growing economy a good quality of life and a healthy environment which together will make a positive contribution to the well being of Ayrshire and the wider Glasgow City Region and Scotland as a whole.

Whilst the vision seeks to capture the ideas of the heart of sustainable development achieving this goal, as the indicators chosen illustrate, will require significant progress and integrated action. If we share the vision and wish to set Ayrshire on a more sustainable track it is important that the scale of the task can be measured at the outset.

As previous monitoring has illustrated significant progress can be made over a relatively short period, significant challenges however remain.

A Vision for Ayrshire in 2005

Ayrshire will be a competitive place contributing to a thriving Scotland, that is receptive to change, open and welcoming to new people, new ideas, new activities and new ways of living: with strong vibrant communities: a well- connected, growing, diversified and sustainable economy; an excellent quality of life and healthy environment; with all people enjoying the highest levels of prosperity, choice and accessibility in partnership with the wider West of Scotland.

Source: AJSP, 2006

Introduction

Indicators

The set of indicators published in Monitor 2008 extend the 'Baseline Indicators' published in previous monitoring reports. A set of additional indicators covering "Well Being" and a range of contextual indicators introduced in 2006 to cover demographic, economic and housing issues have been continued.

The intent of the indicators is to communicate progress and highlight where future action could lie. Whilst the grouping of indicators is undoubtedly arbitary, it is hoped that the groupings which are in this Monitoring report, will highlight priority action areas and will assist the reader in "tracking progress" toward a delivery of the vision.

Indicator Themes

- **The Sutainable Use of Resources & Climatic Change**
- **Protecting natural resources and enhancing the Environment**
- **Well Being**
- **Sustainable Communities & Equity**
- **Context**

Sustainable Development

As with the previous set of indicators produced for the previous monitoring reports. Progress toward sustainable objectives is represented in the text by:

Moving towards sustainability

Moving away from sustainability

Could go in either direction

Tracking Progress

The direction of each indicator has also been colour coded to reflect change from previous years.

Red *Deterioration*

Orange *No significant change*

Green *Improvements made*

Opportunity to Comment

We hope that you find the indicators presented of interest. A more extensive range of background material can be found on our web site at www.ayrshire-jsu.gov.uk. We would welcome any comment you wish to make on the content of the document through our online discussion forum or by direct correspondence.

COMMENT SHOULD BE SENT TO:

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Meeting the Challenge - Measuring Progress

A Summary of Key Points in MONITOR 2008

SUSTAINABLE USE OF RESOURCES & CLIMATE CHANGE

- Climate change is having an impact on Ayrshire.
- Domestic electricity energy use in Ayrshire is slightly below the Scottish average.
- Ayrshire continues to play a significant role in meeting national renewable targets.
- Coal production in opencast mining has declined.
- There have been significant increases in recycling rates.

PROTECTING NATURAL RESOURCES AND ENHANCING THE ENVIRONMENT

- A framework has been set for the protection of habitats and species in Ayrshire. A revised Action Plan is being implemented.
- Despite investment and significant improvements, water quality remains a concern.
- Air quality is good and continues to improve.
- Farm woodland and farm infrastructure have seen significant increases since 1991. Grazing land has noticeably decreased. Grant aided woodland planting has declined.
- Over half of Ayrshire’s land area is under some form of enhanced landscape protection.
- A framework for Scotland’s soils is being developed.

WELL BEING

- Average gross disposable income in parts of Ayrshire remains the lowest in Scotland.
- Life expectancy continues to rise.
- The “employment rate” has improved but still remains below Scotland and Great Britain.
- Unemployment has been falling and is now closer to the GB and Scottish average.
- Ayrshire has significant levels of the population within the 16-19 years age group not in education, training or employment- these are amongst the highest in Scotland.
- The skills within the workforce continue to improve, particularly those with degree qualifications. This will have a positive effect on Ayrshire’s economy and on peoples ability to take up improved job opportunities throughout the West of Scotland.

COMMUNITIES

- There remains significant disparity between and within communities.
- The majority of residents within Ayrshire perceive that they have well placed facilities and services.
- The proportion of non car journeys to work has remained static in recent years.
- Recorded crime rates are below the national average.
- Serious and fatal road accident casualties have fallen.
- In general Ayrshire is seen as a good place to live.
- Though some derelict and urban vacant land has been brought back into use, the total area remains roughly stable.
- The lack of resources to monitor adequately the impact of development on the heritage resource remains an area of concern.
- The number of homes built in the Irvine Bay priority regeneration area has increased whilst those built in the coalfield communities has declined.
- A significant proportion of retail expenditure is retained within town centres. The number of retail shops in town centres has fallen.

CONTEXTUAL

Economy

- While there has been substantial losses of employment in key sectors of the economy, there are recent signs that this may be stabilising.
- Recent improvements in company survival rates are a positive step in helping to grow indigenous talent & achieving improved business performance.
- GDP per head is below the Scottish and UK average.
- Future projections suggest that whilst the recent rate of increase in retail expenditure may not be sustained in the long term in the short term continued growth is anticipated.
- Over 2.4 million passengers used Glasgow Prestwick International airport in 2008.

Demographics and Households

- Households have grown despite modest changes in population.
- Population within Ayrshire is forecast to fall and age as a result of natural change and migration.
- Along with the rest of Scotland and the UK there has been a significant drop in the volume and value of house sales.

Sustainable Use of Resources & Climate Change

CHALLENGES

- To reduce CO_2 emissions and mitigate the impacts of climate change
- To conserve the use of natural resources
- To facilitate renewable energy
- To reduce waste streams and encourage recycling

Climate Change

CHG Emissions (mt CO_2 equivalent)	1990	2006
Scotland	68	59
UK	777	652

*data from different sources:
Source: DEFRA, AEA 2006

End User CO_2 Emissions (Kt CO_2 equivalent)	2005	2006
East Ayrshire	770	737
North Ayrshire	1,301	1,327
South Ayrshire	688	755
Ayrshire	2,759	2,819

*data from different sources:
Source: DEFRA, AEA 2006
CO_2 emissions extracts

Traffic Growth (vehicle kilometres) on the road network 1997-2007	Trunk Roads	Local Roads	All Roads
East Ayrshire	14%	28%	23%
North Ayrshire	11%	19%	16%
South Ayrshire	18%	16%	17%
Ayrshire	15%	21%	19%
Scotland	19%	14%	16%

Source: 2008 Scottish Transport Statistics No. 27

Glasgow Prestwick International Airport	1995	2000	2001	2002	2003	2004	2005+	2007
Air Transport Movements	5,690	11,428	13,480	15,280	21,282	20,762	20,834	20,454

Source: 2008 Scottish Transport Statistics No. 27 +Infratil, 2008

CO_2 Emissions

"This government wants Scotland to show leadership in tackling climate change…..
…..our planned Scottish Climate Bill will set a mandatory long-term target to achieve an 80% reduction in our emissions by 2050"

John Swinney
Cabinet Secretary for Finance & Sustainable Growth

The effects of climate change are already being seen, with increases in mean temperature and higher levels of rainfall recorded, along with an increase in the frequency of storms. If greenhouse gas emissions continue to rise these effects are likely to become more pronounced. Climate change will have wide ranging implications for the economy, the built and natural environment and people's lives and whilst it is important to reduce Scotland's contribution to the causes of global warming it is also necessary to prepare to adapt to the changes that now seem to be inevitable. To meet these challenges a Scottish Climate Change Bill has been published setting out mandatory targets.

Net emissions of greenhouse gases for Scotland fell by 13.4% between 1990 and 2006 from 68.0mt of carbon dioxide equivalent to 59mt.

The increase in travel by road and air has however led to an increase in transports' contribution to greenhouse gas emissions. Across Scotland emissions grew by 11% from there 1990 levels and now account for around 17% of all Scottish CO_2 emissions. This is in contrast to a decline in other sectors. Traffic on our roads has grown by over 19% in the last 10 years.

Power generation emits the largest amount of greenhouse gases.

Climate Change is having an impact on Ayrshire

Resource Use

Awaiting Information

Domestic Water Consumption

Water is something that is often taken for granted. It is however a vital resource and consumed every day at home, in work and in schools. On average each person uses approximately 143 litres per day*. Encouraging a more sustainable use of this resource will not only protect and conserve this resource but also save energy in treatment and pumping. In 2008-09 Scottish Water invested £48m in Ayrshire and a further £45m is programmed in 2009-10. This is part of a total investment package of over £160m to improve the efficiency and reliability at water treatment works and networks and also improve security of supply and leakage.

*Scottish Water

Resource Use

Gas & Electricity Consumption

The levels of gas and electricity consumption give an indication of resource use in Ayrshire. Currently most electricity is generated by non-renewable fossil fuels, making it unsustainable as well as contributing to environmental problems such as global warming and air pollution. In addition to encouraging the move towards energy supplies with a smaller environmental footprint, it is also important to promote energy saving measures such as improving levels of insulation in buildings. As the figures show domestic electricity energy use across Ayrshire is slightly below the Scottish average whilst gas consumption is slightly above in East and South Ayrshire. The figures for North Ayrshire's gas and electricity consumption for industry and commerce are above average due to the presence of more energy intensive industry and commerce in the area.

Domestic electricity energy use in Ayrshire is slightly below the Scottish average

	Electricity	
	Average Domestic Consumption per Customer (kWh)	Average Industrial and Commercial Consumption per Customer (kWh)
East Ayrshire	4,040	56,700
North Ayrshire mainland	4,350	117,000
South Ayrshire	4,390	60,000
Total Scotland	4,630	75,300

Source: Dept of Trade and Industry (2008) Regional and Local Electricity Consumption Statistics

	Gas	
	Average Domestic Consumption per Customer (kWh)	Average Industrial and Commercial Consumption per Customer (kWh)
East Ayrshire	20,660	675,200
North Ayrshire mainland	19,810	2,482,900
South Ayrshire	21,610	601,000
Total Scotland	20,040	745,900

Source: Dept of Trade and Industry (2008) Regional and Local Electricity Consumption Statistics

Resource Use

Renewable Energy

The Scottish Government has revised its target of electricity generated from renewables to 31% by 2011 and 50% by 2020. It seems likely that the renewable energy installed plus capacity that has been consented but not yet built will be sufficient to meet the 2011 target. Ayrshire will play a valuable role in achieving this with a number of significant wind farms currently operational or being planned, including what will be Europe's largest wind farm of 140 turbines, generating 322mw (part of which is in East Ayrshire).

Currently 89% of installed capacity is within the 'Areas of Search' for windfarm expansion identified in the Structure Plan.

Ayrshire continues to play a significant role in meeting national renewable targets

Wind Energy in Ayrshire Proposals operating or with consent				
Council	Site	Location	No. of Turbines	Installed Capacity (mw)
East Ayrshire	Hare Hill	New Cumnock	20	13
	Whitelee	Whitelee Forest	25	57.5
North Ayrshire	Wardlaw Wood	Dalry	6	12
	Haupland/ Busbie Muir	Ardrossan	15	30
South Ayrshire	Hadyard Hill	Dailly/Barr	53	130
	Arecleoch	Barrhill	60	180
	Mark Hill	Barrhill	28	84
Ayrshire			207	506.5

Source: AJSPT 2008

Resource Use

Opencast Coal Production 2000 - 2007			
Year	No. of Sites	Employment	Production (m. tonnes)
2001	15	663	3.5
2002	13	874	4.5
2003	11	805	4.2
2004	10	596	3.9
2005	7	744	4.0
2006	8	731	4.0
2007	8	524	3.3

Source: The Coal Authority Production and Manpower Returns 2008

Mineral Depletion

The geology of Ayrshire has provided opportunity for the supply of minerals over many centuries. In the future, efficient management of this resource will provide opportunity for sustained growth and employment. There are currently three significant resources that are developed commercially. These are:

- Coal worked by opencast method
- Aggregates (hardrock and sand and gravel)
- Other specialised products such as Bauxitic clay, limestone and Hydrofacturing Sands

Recent figures suggest that opencast coal production has fallen and employment in the industry has dropped to below 2001 levels. Opencast coal extraction in Ayrshire accounts for 41% of opencast coal production and over a fifth of all UK coal production. 8 sites are currently in operation, all within East Ayrshire. The East Ayrshire Community Environment Initiative was launched in 2002 and seeks to restore open cast sites with the aim of improving the landscape, creating habitat for wildlife and enhancing access for recreation.

Coal production from opencast mining has declined.

Waste

Council	MSW Arising (tonnes)	MSW Landfilled (tonnes)	% MSW Recycled/ Composted
East Ayrshire	73,976	47,836	35.3
North Ayrshire	87,541	64,919	25.8
South Ayrshire	84,147	51,063	39.3
Total Scotland	3,437,046	2,077,567	28.4

Source: SEPA, Waste Data Digest, 2008

Recycling Targets for Scotland	%
2013	50%
2020	60%
2025	70%

Source: Scottish Government, Ministerial Statement, January 2008

Waste

Waste production can represent a significant misuse of valuable resources, as well as generating greenhouse gases and causing a wide range of environmental problems. In common with the rest of Scotland, Ayrshire is continuing to increase levels of waste that is recycled whilst reducing landfill tonnage.

The Scottish Government as part of its plan for a Zero Waste Scotland have reaffirmed that the growth in municipal waste should cease by 2010.

There have been significant increases in recycling rates.

Protecting Natural Resources and Enhancing the Environment

CHALLENGES

- To protect, enhance and where necessary restore species and habitats
- To protect and enhance the water environment including coastal and river systems
- To protect the environment from pollution
- To protect and use soils in a sustainable way
- To protect, enhance and where necessary restore landscape character local distinctiveness and scenic value
- To protect enhance and create green spaces important for recreation and biodiversity

Biodiversity

Habitat Action Plans (and associated habitats)	
Habitat Action Plan name	**Prioritised Habitats**
Coastal HAP	Coastal sand dunes* Coastal vegetated shingle* Coastal and flood plain grazing marsh* Coastal salt marsh* Maritime cliffs and slopes* Saline lagoons* Mudflats* Coastal scrub and cliff woodland Coastal grasslands
Raised Bog HAP	Lowland Raised Bog*

*UK BAP Priority Habitat
Source: Ayrshire Biodiversity Action Plan

Key Species with Action Plans	
Species	**Action Plan name**
Water vole	Water vole (Arvicola terrestris)
Farmland Birds	Skylark (Alauda arvensis) Corn bunting (Miliaria calandra) Eurasian tree sparrow (Passer montanus) Grey partridge (Perdix perdix) Reed bunting (Emberiza schoeniclus) Common linnet (Carduelis cannabina)

Source: Ayrshire Local Biodiversity Action Plan, 2008

LBAP

In 1992 the United Kingdom Government signed the Convention on Biological Diversity at the Earth Summit in Rio. There was recognition of the need to protect the biodiversity of the planet from dangers such as pollution, global warming, unchecked economic growth, exploitation of natural resources and ozone depletion.

The UK Government recognized action must be taken at both national and local levels and a framework of Local Biodiversity Action Plans (LBAPs) was implemented to co-ordinate local action to conserve biodiversity.

In Ayrshire the LBAP was completed in 2001 and an action plan for 2001-2005 was drawn up. The Plan was prepared by the (then) Ayrshire Biodiversity Group who remained in place to oversee its implementation. The original Ayrshire LBAP provided a major assessment of Ayrshire's biodiversity and was a valuable tool for directing conservation effort.

Since its publication the Scottish Biodiversity Strategy has been published and the Conservation (Scotland) Act 2004 has come into force. It places a duty on all local authorities and statutory bodies to further conservation and biodiversity.

A review of progress of the Ayrshire LBAP in 2007 highlighted shortcoming which are now being addressed throught the recently published Ayrshire Biodiversity Action Plan. This sets out agreed action on a number of urgent conservation issues illustrated by the table opposite.

A framework has been set for the protection of habitats and species in Ayrshire. A revised Action Plan is being implemented.

Water Quality

River and Coastal

The Water Framework Directive, implemented in Scotland through the Water Environment and Water Services (Scotland) Act 2003, establishes a framework for the management and protection of Scotland's natural water environment. In line with the Directive, a River Basin Management Plan is being developed for the whole of Scotland, which will include rivers, lochs, estuaries and coastal waters out to three nautical miles. An Area Management Plan is also being prepared for the Clyde Area.

In part because of heavy rainfall within Ayrshire catchment half of all monitored bathing waters failed in 2007, reversing the encouraging trend of previous years.

Monitored Bathing Waters						
	No.	% Fail 1999	% Fail 2001	% Fail 2003	% Fail 2005	% Fail 2007
Ayrshire	8	37	50	0	0	50
Scotland	61	12	15	5	3	11.5

Fail= sample failed to meet the EC mandatory standards for good water quality
Source: SEPA Bathing Water Data 2005

Significant improvements but water quality remains a concern.

Air Pollution

Concentration & Emissions of Air Pollution

The Environment Act of 1995 established the requirement for a national Air Quality Strategy as a framework for air quality. The strategy proposed standards for eight major pollutants comprising Benzene,1.3-Butadiene,Carbon Monoxide, Lead, Nitrogen Dioxide, PM10 (particulates) and Sulphur Dioxide. Part IV of the act also requires local authorities to assess the air quality of their area.

The addendum to the Air Quality Strategy supplements the existing air quality objectives and sets new long-term objectives up to the year 2010. Each local authority is required to continue to work towards the achievement of objectives in their area.

Councils undertake additional monitoring where necessary, for example of PM10 particulates and progress reports are published on a regular basis.

There are no Air Quality Management Areas in Ayrshire.

Pollutant	East Ayrshire	North Ayrshire	South Ayrshire
Benzene	√	√	√
1,3 Butadiene	√	√	√
Carbon Monoxide	√	√	√
Lead	√	√	√
Nitrogen Dioxide	√	√	√
PM10	√	√	√
Sulphur Dioxide	√	√	√
Nitrogen Dioxide	√	√	√

√ = All sites meet National Air Quality Strategy objectives
Source: East Ayrshire, North Ayrshire and South Ayrshire Councils Air Quality Management Progress Reports

Air Quality is good and continues to improve

Landscape

Changes in Arable and Grassland Agricultural Land (ha)				
	1991	2001	2007	% Change 1991-2005
Crops	11,062	10,522	10,963	-0.9
Grass for mowing and grazing under 5 years	22,676	17,717	17,563	-22.5
Grass for moving and grazing over 5 years	85,057	97,332	97,231	+14.3
Rough Grazing	117,061	98,174	98,031	-16.3
Farm Woodland	3,418	6,103	8,537	+150
Other (roads, yards and buildings)	2,613	3,864	4,198	+61
Total	241,647	234,572	236,525	- 2.1

Source: Scottish Government Environmental and Rural Affairs Department 2008

Woodland Planting in Ayrshire (ha)				
	2004/05	2005/06	2006/07	2007/08
Conifers	206	147	325.3	9.0
Broad Leaves	110.5	236	334.5	142.3
OG*	70.8	89.8	110.5	35.0
Total	387.3	472.7	770.3	186.3

*open space grant-aided for forest design purposes (biodiversity, landscape etc)
Source: Forestry Commission

Farm woodland and farm infrastructure have seen significant increases since 1991. Grazing land has noticeably decreased. Grant aided woodland planting has fallen sharply.

Land Cover Change

The overall change in arable and grassland agricultural land since 1991 has been relatively small, however within this figure there have been some significant changes to agricultural types. Agriculture, like other industries responds to the market and reacts to alterations in levels of subsidies. The changes that can be seen are likely to be largely attributable to this. There has been a noticeable drop in the amount of land given over to grazing. Farm woodland has increased significantly. The amount of land taken up by uses such as farm buildings has also increased.

Grant aided woodland planting has shown a significant drop since earlier monitoring periods and planting is now less than 200ha per annum.

Landscape

Landscape Protection Areas

The landscape of Ayrshire is a valuable resource and makes a significant contribution to the economic, environmental and cultural life of the area. It is difficult to put a measurement on the quality of the landscape, however there are ways of assessing it that provide a justifiable case for identifying some landscapes as particularly fine. This was how the National Scenic Area and Sensitive Landscape Character Areas were designated for extra protection. This Designation does not necessarily mean that they are more important than other landscapes but rather that they are in a condition which is worth protecting. The figures show that a significant proportion of Ayrshire is under some specialised form of environmental protection but what is not shown is that these areas are mostly some distance from the main settlements. Structure Plan policy has sought to redress this by establishing the principle of protected landscape areas around the main settlements in central Ayrshire. This protection will be implemented through the local development plan process.

	ha
National Scenic Area	24,292
Sensitive Landscape Character Areas (includes the National Scenic Area)	160,914
Greenbelt	3,468
Total Ayrshire Area	339,173

Source: Ayrshire Joint Planning Unit

Over half of Ayrshire's land area is under some form of enhanced landscape protection.

Land and Soil

Land and Soil Quality

Soil remains a valuable resource and an important ecosystem. Safeguarding good quality and locally important agricultural land and extensive hill-grazing areas is of vital importance. The pressures on this resource are substantial. The recognition of the need to protect soil quality has arisen over recent years following greater research into the linkage between air, water and soil. In Ayrshire the main pressures on soil are from agricultural and foresty practices, industry and the application of organic wastes to land which threaten the current long-term sustainable use of soils.

Soil is a finite resource. SEPA have recognised that there is a lack of data on trends in soil properties which makes it impossible to assess whether current land use practices are sustainable and have recommended that a soil protection strategy should be implemented for Scotland. The European Commission have recently adopted a thematic strategy for soil protection and a soil framework directive to address soil degradation has been proposed. The Scottish Government published a consultation document "Scottish Soil Framework document in June 2008". This highlighted the importance of soils within Scotland to Scotland's economy, biodiversity, food production preserving culture and heritage and as a carbon sink.

Key Pressures on Soil Quality	Impact on Soil	Impact on Wider Environment
Abandonment of Land	Loss of soil resource	Loss of greenfield land and biodiversity, increased reliance on transport
Afforestation	Changes in organic matter type with associated impacts	Eutrophication and acidification of surface water, potential for carbon sequestration
Landfill	Loss of soil resource, impacts on soil microbial properties	Pollution of water resources, source of methane

Source: For a more extensive breakdown of impacts see Scottish Environmental Protection Agency's Soil Quality Report, SEPA, 2001

Scotland's soils are one of the nations greatest natural assets. They are valuable but vulnerable"

Richard Lochhead MSP
Michael Russell MSP 2008

A framework for Scotland's soil is being developed.

Well Being

CHALLENGES

- To improve the well-being of existing and future residents of Ayrshire

Income within the Community

Per Head Gross Disposable Household Income (£)				
	1995	2006	95-06	% Change
N & E Ayrshire	7300	11800	4500	62
South Ayrshire	7900	13200	5300	67
Scotland	8200	13100	4900	60
UK	8600	13800	5200	60

Source: SLIMS

Relative Income Levels 1995-2006				
	% of Scottish Average		% of UK Average	
	1995	2006	1995	2006
N & E Ayrshire	89	90	84.9	85.5
South Ayrshire	96.3	101	91.9	95.6

Source: SLIMS

Average gross disposable income in parts of Ayrshire remains amongst the lowest in Scotland

Gross Disposable Income per Head

Income available to a community is a good indicator of relative wealth or poverty. Work is the main but not the only source of income. Gross Disposable Household Income (GDHI) measures the total amount of money available to each person in the average household after taking account of all types of income and allowing for financial outgoings. It is a good guide in assessing household prosperity relative to other areas.

Ayrshire GDHI is below both the Scottish and UK levels. Ayrshire as a whole has improved its position relative to Scotland over the period 1995 to 2006. GDHI in North & East Ayrshire have grown in line with the Scottish average and UK average. South Ayrshire has exceeded Scottish and UK growth and now has a higher level than the Scottish average.

Health Inequality

Life Expectancy at Birth 1995-97 & 2005-07						
	1995-97		2005-07		% Change 95/97 to 05/07	
	Males	Females	Males	Females	Males	Females
Ayrshire	72.5	77.8	74.4	79.2	2.7%	1.8%
Scotland	72.3	77.9	74.8	79.7	3.6%	2.4%
UK	73.7	79.1	76.3	80.7	2.6%	2.0%

Source: ONS

Life Expectancy at Birth 1995-97 & 2005-07								
	Males		Females		% Change		Male UK Ranking*	
	95-97	05-07	95-97	05-07	Males	Females	95-97	05-07
East Ayrshire	72.4	74.0	77.4	77.9	2.2	0.7	413	420
North Ayrshire	71.8	73.7	77.8	79.0	2.7	1.6	407	423
South Ayrshire	73.4	75.7	78.3	80.6	3.1	3.0	329	372

Source: ONS & GROS

Life expectancy continues to rise

Life Expectancy

Life expectancy at birth is an indicator of geographic in equalities in health and mortality. It is a good summary measure that allows comparisons between areas and over time. Life expectancy measures the average number of years a new born baby would survive if throughout its life it experienced the areas age specific mortality rates. The figure reflects mortality for those living in the area rather than those born there who live elsewhere. It does not indicate the remaining expectation of life at any given age. Life expectancy will be influenced by whole range of factors including physical and social environment, income, diet, lifestyle and genetics.

Life expectancy for both men and women continues to rise and narrow between the sexes. Ayrshire's average life expectancy for both men and women is similar to the Scottish averages but lags behind the UK, particularly for men.

While there are differences within Ayrshire, the striking difference is between Ayrshire and other parts of the UK. Ranked out of 432 local authorities on a UK wide basis for male life expectancy all 3 areas are in the bottom 14%. Relative to other parts of the UK the Ayrshire authorities have slipped down the rankings in the last 10 years.

Life expectancy for females within East Ayrshire is the lowest in the UK, with the exception of Glasgow City.

There is a gap of ten years between Kensington and Chelsea in London and East Ayrshire.

Employment

Employment Rate

Providing opportunities for employment ensures people can improve their living standards, meet their social needs and ensure they can participate fully in the community.

In contrast being without a job for long periods of time not only results in loss of income but can lead to ill-health, stress and family breakdown. The 'employment rate' measures the proportion of the working age population who are actually in a job and is a key indicator of local economic prosperity. The employment rate in Ayrshire has risen markedly in the last ten years. This increase resulted from an increase in employed residents combined with a decline in working age population. The employment situation for Ayrshire's residents has improved markedly as improving transport links make community easier.

Unemployment in Ayrshire in 2007 was 11,200 a drop of 4,000 (-26%) in comparison with 2000/01. The Ayrshire's jobless total has been falling more rapidly than the Scottish average.

The 'employment rate' has improved but still remains below Scotland and the UK.

Unemployment has been falling and is now closer to the Scotland and UK averages.

Employment Rate		
	2000	2007
Ayrshire	66	72
Scotland	71	76
GB	74	74

Source: SLIMS

Unemployment Rates, 1995-2007							
	1995	1997	1999	2001	2003	2005	2007
Ayrshire	10.7	12.2	12.7	8.5	9.1	6.4	7
Scotland	9.0	8.7	7.6	6.2	6.1	5.8	5
GB	9.2	7.7	6.3	5.2	5.2	4.8	5

Source: SLIMS

Economic Opportunity

Proportion of 16-19 Age Group NEET and Scottish Rankings		
	% NEET 2006	Rank*
East Ayrshire	12.9	4
North Ayrshire	12.8	2
South Ayrshire	10.1	11
Ayrshire	12	NA
Scotland	8.9	NA

Source: More Choices More Chances, SE 2006; *(out of 32 Scottish LA's)

Ayrshire has significant levels of the population with the 16-19 age group not in Education, Training or Employment - these remain amongst the highest in Scotland.

Proportion of 16-19 years not in Education, Training or Employment

It's estimated that around 12% of 16-19 years are not in employment, education or training. This is among the highest level within Scotland. International comparisons show that Scotland has one of the highest NEET rates in OECD countries. Against historical high levels of employment and low levels of unemployment a significant challenge is faced to reduce the rate.

The number of 16-19 year olds that are not in employment, education or training is calculated by combining the number of:

- 16-17 year olds unemployed school leavers; and
- 18-19 year old benefit claimants.

Over 2,000 young people fall into these categories.

Education

Qualifications in the Workforce 2007			
	NVQ Level 4 & above	Below NVQ Level 4 & Above	No Qualification
Ayrshire	29%	55%	16%
Scotland	33%	54%	13%
GB	29%	55%	13%

Source: SLIMS

Degree Level Qualifications 2007	
	NVQ Level 4 & above
Ayrshire	29%
Scotland	33%
GB	29%

Source: SLIMS

The skills within the workforce continue to improve, particularly those with degree level qualifications. This will have a positive effect on Ayrshire's economy and on peoples ability to take up improved job opportunities throughout the West of Scotland

Qualifications in the workforce

The development of a well educated workforce offers many benefits. To an economy it is important when attracting new investment to the area; to the individual, education and training broadens lifetime employment and further education opportunities. Increasingly the changing nature of employment and the potential for growth in the knowledge economy will in the future demand and depend on a highly skilled workforce able to adapt to and drive change.

The level of skills of the workforce has improved broadly in line with national levels but recently ahead of GB levels. Around half of those in work have NVQ Level 3 or above (ie Highers or above). More than one in four have degree level qualifications below the Scottish but equal with the GB average 29% average. There are however still significant numbers of the workforce with no qualifications (16%) although there are wide differences within Ayrshire – South Ayrshire is below the national average and East and North Ayrshire are signifcantly above. This impacts on employment opportunities and income levels. In 2007 87% of those with degree level qualifications (NVQ Level 4) are in work against 47% of those with no qualifications. On average people with degrees earn twice as much as those with no qualifications. This is in line with the situation nationally.

Sustainable Communities & Equity

CHALLENGES

- To promote a more inclusive society and reduce levels of poverty
- To encourage sustainable travel patterns and promote greater access to facilities
- To promote good quality design in new development
- To promote safer communities
- To enhance the environment and regenerate degraded environment
- To encourage the reuse of existing land
- To enhance community “livability” by protecting, enhancing and where necessary restoring the historic environment
- To develop strong and vibrant communities by realising their potential for regeneration and growth

Communities

Area	Scotland	East Ayrshire	North Ayrshire	South Ayrshire
Proportion of Population Aged Over 60 in receipt of Pension Credit[1]	29.7	35.2	32.3	26.0
Proportion of Children Living in Workless Households[2]	16.5	16.4	22.4	12.4
Proportion of Working Age Population in Receipt of Key Benefits[3]	16.5	19.9	21.0	16.8
Proportion of Working Age Population in Receipt of Job Seekers Allowance[5]	2.27	3.4	3.9	2.6
Proportion of Households with Annual Net Income of Less than 10k[6]	27.8	31.7	30.0	28.1
Proportion of S4 Pupils Gaining 5+ Awards at Level 5 or Better[7]	34	28	26	38
Proportion of Population Living within one of the 10% most Deprived Areas of Scotland[8]	4.2	10.8	12.1	5.4

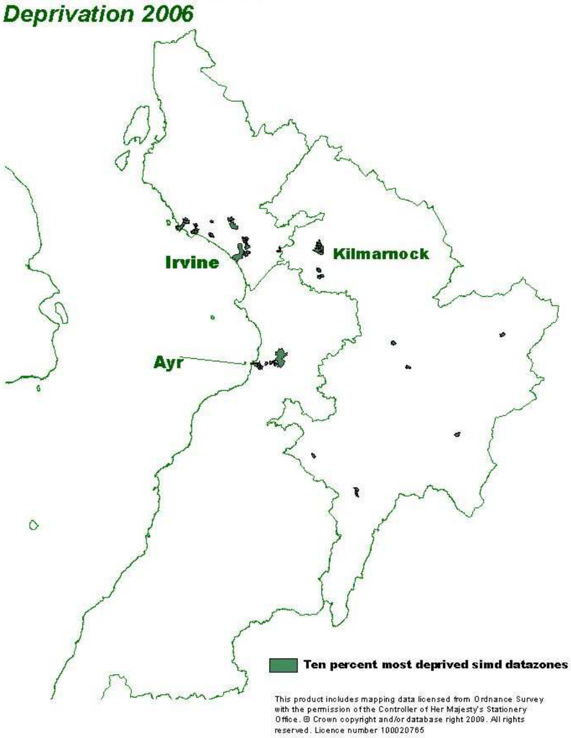
[1, 3, 4 & 5] Sources: Department for Work & Pensions 2007 & GROS 2007 Mid-Year Population Estimate
[2] Source: Scottish Labour Force Survey 2004
[6] Source: Scottish Household Survey 2003-04
[7] Source: SQA Examination Results in Scottish Schools 2003/04
[8] Source: Scottish Index of Multiple Deprivation 2006

There remains significant disparity between and within communities. 22% of children in North Ayrshire live in 'workless households'

Poverty/Deprivation

Many people in Ayrshire are excluded from participating fully in the economic, social and cultural life of the community by virtue of poverty, unemployment, low skills, bad health, poor housing and other factors. The causes of poverty in Ayrshire are many but often related to long term structural changes in the economy. East Ayrshire and North Ayrshire have persistently performed worse than the Scottish population as a whole in respect of employment, benefit dependency, household income and other related factors. Monitoring since 2000 suggests that whilst the economic circumstances of the population have improved in absolute terms, there remains a disparity between Ayrshire and the picture for Scotland as a whole. The need to address these concerns is recognized within the National Planning Framework 2008.

Scottish Index of Multiple Deprivation 2006



Mobility

Access to Facilities and Services

Access to basic services such as local supermarkets, post offices, medical facilities, etc are essential if the basic needs of the community are to be met. Providing these services in a way that is accessible to all members of the community is therefore essential. Access to these basic services is generally perceived to be good by Ayrshire residents. Access to outpatient's services however continues to be a concern for residents, particularly in North Ayrshire.

A key objective of landuse and transport planning in Ayrshire in recent years has been to improve the relative accessibility of Ayrshire with the wider west of Scotland, Scottish and UK economies. This remains a significant challenge and has only been partially successful. Recent research undertaken by SPT has illustrated that within a Strathclyde context the three Ayrshire council areas have relatively poor accessibility to jobs by both car and public transport, reflecting their geography to the main employment centres.

The majority of residents within Ayrshire perceive that they have well placed facilities and services.

Access to Facilities & Services
% of population who consider services and facilities to be conveniently located (2005/2006)

Facility	North Ayrshire	East Ayrshire	South Ayrshire	Scotland
Post Office	91	82	93	86
Bank	72	67	75	86
Grocery/Food	94	95	96	94
Chemists	92	88	91	88
Outpatients	57	68	61	52
Doctors	85	82	82	81

Source: Scottish Household Survey 2005/06

Relative accessibility to job opportunities by Car & Public Transport 2007 (am Peak)

Area	Rank (by car)	Rank (by Public Transport)
Glasgow	1	2
Renfrewshire	2	5
East Renfrewshire	3	8
East Dunbartonshire	4	4
North Lanarkshire	5	5
South Lanarkshire	6	7
West Dunbartonshire	7	6
Inverclyde	8	8
East Ayrshire	9	10
North Ayrshire	10	9
South Ayrshire	11	11

Source: SPT

Mobility

Travel Mode: Journeys to Work not using a Car

Co-ordinated planning of land use and transport can reduce the need to travel and encourage modal shift and provide environmental benefits, particularly for journeys to work. To facilitate this it is essential that transport is considered comprehensively from the outset as part of the land-use development process.

Co-ordinated action to decrease dependence on the private car should be pursued wherever possible.

The proportion of non-car journeys to work has remained relatively constant across Ayrshire in recent years, however this in contrast to Scotland where it has fallen since the mid 1990's.

The proportion of non-car journeys to work has remained static in recent years

Journeys to Work not using a Car (%)

	1993	1997	2001	2005
Ayrshire	26.7	26.5	25.7	26.9
Scotland	35	31	31	32

Source: ONS, LFS 2005

Journeys to Work - Usual Method of Travel (non Car)

	2005/06
East Ayrshire	25
North Ayrshire	27
South Ayrshire	29
Scotland[1]	31

[1]2007 Figure
Source: SHS, December 2007

Safety

Crimes Recorded 2007-08			
	Crimes Recorded	Rate	Index (Scotland = 100)
East Ayrshire	8,665	725	97
North Ayrshire	9,742	718	96
South Ayrshire	7,204	645	86
Ayrshire	25,611	701	94
Scotland	385,509	749	100

Source: Scottish Government, 2008
Rate: Crimes recorded as rate per 10,000 resident population

Crime

Reducing crime is an important element towards creating sustainable communities.

The information illustrates that the crime rate within the three Ayrshire Council areas is below that of Scotland. The lowest recorded crime rate is within South Ayrshire. Almost one third of recorded crime is associated with vandalism. Domestic housebreaking accounts for 4-6% of recorded crime.

Recorded crime rates are below the national average

Safety

Number of Road Casualties in Ayrshire by Severity 1997-2007			
	1997	2001	2007*
Fatal	15	35	20
Serious	227	228	127
Slight	1189	1117	765
TOTAL	1,431	1,380	912

*Provisional figures

Road Casualties in Ayrshire (Killed or Serious)			
	1994 - 98 (average)	2003 - 2007 (average)	Change
East Ayrshire	140	66	-74
North Ayrshire	133	74	-59
South Ayrshire	120	69	-51
Ayrshire	393	209	-184

Source: Statistical Bulletin, Transport Series TRN/2008/2 June 2008

Road Casualties

In general, significant improvements in road safety have been achieved in recent years, particularly regarding serious casualties. The three authorities are already working with other agencies in an effort to improve road safety and have published Road Safety Plan documents. 'Tomorrow's Roads - Safer for Everyone' (DETR, 2000), states that by 2010, the Government wishes to achieve a 40% reduction (50% children) in the numbers of people killed or seriously injured in road accidents and a 10% reduction in the slight casualty rate, compared with the average for 1994-98. In line with these targets, the three Ayrshire Councils are committed to, for example, report on and monitor accident trends, implement road safety measures at accident blackspots and promote road safety programmes. The need for intervention is increasingly important given the trends for traffic growth as illustrated previously.

Serious and fatal road accident casualties have fallen

Environmental Quality

Rating of Neighbourhood as a Place to Live

Council	Very Good	Fairly Good	Fairly Poor	Very Poor	No opinion
East Ayrshire	48	45	5	2	0
North Ayrshire	52	38	7	3	0
South Ayrshire	63	32	3	2	0
Scotland	52	41	5	2	0

Source: Scottish Household Survey, 2007

It is important to achieve an understanding of how people perceive their environment, as this is likely to encompass many of the other indicators. It also gives a qualitative dimension to indicators, which takes into account things that are harder to measure such as the quality of the built environment. The planning system has a key role in ensuring future development is of good design and creates areas where people want to live. Improving standards of development will enhance the perception the community have of their neighbourhood. Other datasets within the Scottish Household survey show a clear link between household income and how households rate their neighbourhood as a place to live.

South Ayrshire is seen by its residents as a particularly good place to live

Environmental Quality

Reuse of Vacant Land

Derelict and Urban Vacant Land				
Council	Area of Derelict and Urban Land (ha)			Number of Sites (2008)
	2002	2004	2008	
East Ayrshire	333	319	313	103
North Ayrshire	418	530	1,276	245
South Ayrshire*	156	147	114	37
Ayrshire	907	996	1,703	385
Scotland	10,696	10,570	10,832	3,930

Source: Scottish Vacant and Derelict Land Survey 2008

Derelict and Urban Vacant Land Brought Back into Use Since 2007 Survey	
Council	Area of Derelict and Urban Land (ha)
East Ayrshire	-
North Ayrshire	30
South Ayrshire*	9

Source: Scottish Vacant and Derelict Land Survey 2008

Ongoing diversification and change within the urban environment can create areas of vacant and derelict land. There should be an onus on redeveloping this land as soon as possible to prevent it detracting from the quality of the surrounding environment. Furthermore the efficient use of land within urban areas reduces pressure to accommodate development in areas of the countryside, where it may have a greater environmental footprint.

Though some derelict and urban vacant has been brought back into use, the total area remains roughly stable

Historic Environment

Council	Category (2008) A	B	C	Unlisted	2000	2003	2006	2008
East Ayrshire	5	12	5	7	33	31	28	29
North Ayrshire	3	7	4	-	18	14	14	14
South Ayrshire	10	2	4	6	25	24	17	22
Total	18	21	13	13	76	69	59	55

Buildings at Risk

Source: Scottish Civic Trust Buildings at Risk Register 2008

Buildings at Risk

The natural and built environment provides an important background against which we live and work, it reinforces local distinctiveness and defines a link between past and present. It is a finite, non-renewable resource, only partly protected by statutory and non-statutory designations. At this stage the impact of development is impossible to measure, except for the 'buildings at risk' indicator which is used as an example. From this there is evidence of an downward trend of registered property. In recent years progress has been made in the restoration of previous buildings at risk, however a number of important buildings have been lost.

The lack of resources to monitor adequately the impact of development on the heritage resource remains an area of concern

Community Regeneration

House Completions	Average per annum 1997/07	2007/08
Coalfield Communities	133	71
Irvine Bay	307	470

Source: AJPU

Share of Total Ayrshire House Completions	1996/06	2006/07	2007/08
Coalfield Communities	9.7%	12.2%	4.7%
Irvine Bay	26.3%	18.9%	29.5%

Source: AJPU

House Completions+

The three Councils have identified specific regeneration priorities through their own Community planning processes and have sought to provide co-ordinated funding and action. The challenge for the joint structure plan is to give further support to community regeneration by providing both the economic and development context within which this regeneration can take place.

The number of homes built in the Irvine Bay 'priority regeneration area' has increased whilst the number and proportion of homes completed within the Coalfield Communities has declined

+A fuller analysis is presented in the annual housing monitor.

Community Regeneration

Town Centre Retail Consents

Town centres play an important role in our community. They offer a wide range of services to the community, to the visitor and provide a focus for employment, shopping and leisure facilities. Within Ayrshire the town centres are generally well integrated with the transportation network. However they often display characteristics of physical decline, a poor range of shops and services and poorly managed and maintained public areas. Focusing demand for these services and facilities toward town centres as well as promoting integrated management of them, will ensure continuing reinvestment in the urban fabric. Within the last year a significant impact has been made in Ayr Town Centre with the opening of the Ayr Central. Further monitoring will report on the implementation of further investment.

Bi-annual monitoring of location of retail outlets indicates that the majority of retail businesses are located with designated town centres. Recent new developments have tended to be in town centre or edge of town centre locations.

A significant proportion of retail expenditure is retained within town centres. The number of retail 'shops', has fallen in town centres.

% of Shops Located in Town Centres (number of retail outlets)		
Council Area	**2006**	**2008**
East Ayrshire	70%	69%
North Ayrshire	72%	70%
South Ayrshire	74%	73%

Source: AJPU (shops include retail warehouses)

% of Shops Located in Town Centres (floor area)		
Council Area	**2006**	**2008**
East Ayrshire	52%	53%
North Ayrshire	62%	58%
South Ayrshire	66%	66%

Source: AJPU (shops include retail warehouses)

Larger Scale Retail Developments Completed Since 2006					
Occupier	**Address**	**Description**	**Town Centre**	**Edge of Centre**	**Out of Centre**
Vacant	Queen's Drive, Kilmarnock	New-build retail warehouse			√
Lidl	High Glencairn Street, Kilmarnock	New-build Supermarket	√		
Tesco Extra	West Shaw Street, Kilmarnock	New-build Supermarket (under construction)		√	
Spar and Vacant	Meiklewood, Kilmarnock	Redevelopment of parade of shops to form new neighbourhood centre			√
Aldi, Argos, Halfords, Boots & Vacant	East Road, Irvine	New-build Supermarket and retail Warehouse units	√		
Asda	Harbour Road, Ardrossan	New-build Supermarket	√		
Lidl	Kilwinning Road, Dalry	New-build Supermarket			√
Tesco Express & Superdrug	Main Street, Prestwick	New-build convenience store and non-food unit	√		
Debenhams, Next, River Island, Primark, JD, H&M, Clarks, Cherry Soda & Vacant	Ayr Central, Kyle Street, Ayr	New-build shopping centre	√		
Asda	Viccarton Street, Girvan	New-build Supermarket		√	

Source: AJPU

Context

CHALLENGES

- **To support sustainable economic growth**
- **To stabilise the population within Ayrshire and meet future housing needs**

Economy

Workplace Employment in Ayrshire by Sector, 1995-2006				
Employment by Industry	Total Employment		Change 1995-2006	
	1995	2006	No.	% change
Agriculture	*	*	*	*
Utilities	*	*	*	*
Manufacturing	30,200	15,800	-14,400	-48%
Construction	6,600	6,900	200	4%
Retail & Catering	30,700	33,300	2,500	8%
Transport & Communications	6,500	6,800	300	5%
Financial & Business Services	11,100	11,500	400	4%
Public Services	31,200	42,400	11,200	36%
Other Services	5,900	8,100	2,200	37%
All Employees	124,500	126,900	2,400	2%

Source: Annual Business Inquiry 2006; Annual Employment Survey, 1995

Employment Change, 2000-2007				
	Total Employment		Change 2000-07	
	2000	2007	No.	%
Ayrshire	143,000	157,700	14,700	10%
Scotland	2,220,000	2,362,700	142,700	6%
GB	25,417,000	26,417,500	1,000,500	4%

Source: Annual Population Survey, 2007; Local Area Labour Force Survey 2000

Awaiting Forecast Information

People of working Age in Employment

In common with many of the regional economies within Europe, Ayrshire continues to undergo a restructuring of it's employment base. This has seen a shift away from manufacturing and extractive industries as the main source of employment toward sectors such as micro-electronics, telecommunications, civil aviation, computers and particularly the service sectors which now dominate the labour market with 75% of all jobs.

While this transition has resulted in substantial job losses, overall employment has been growing between 2000 and 2007.

In the future it is hoped that a more diverse economy will be more resilient in the face of changes in the demand for goods and services than has been experienced in recent years.

The creation of additional jobs provides a considerable challenge for the future particularly within the sectors which offer good employment growth prospects. Worryingly employment within Ayrshire in potential growth sectors such as electronics, food and drink and life sciences have all fallen since the late 90's.

Economy

High Technology/Tradeable Employment Sectors

If Ayrshire is to retain future competitiveness and prosperity it must continue to ensure a concentration of 'high tecnology' sectors such as pharmaceuticals, office machinery/computers, aerospace and electrical/electronic engineering as well as tradeable sectors such as tourism/cultural services, agricultural, professional and computing services.

Whilst Ayrshire currently has a relatively high proportion of employees working in high technology sectors, 3% compared to 2% nationally, there has been a substantial decline – 54% from 1999 to 2007 (net loss of 4910 jobs). This is in contrast to a 44% decline in jobs in these sectors nationally. The proportion of employment within 'tradeable' sectors has also fallen in line with national trends.

High Technology Employment	1999	2001	2003	2007
	Number (%)	Number (%)	Number (%)	Number (%)
Ayrshire	9,010 (7.6)	6,707 (5.4)	5,200 (4.3)	4,100 (3.0)
Scotland	78,993 (3.8)	61,706 (2.7)	45,600 (2.0)	35,800 (2.0)
GB	793,101 (3.2)	593,629 (2.3)	509,300 (2.0)	446,700 (2.0)

*percentage of all employment
Source: SLIMS

Tradeable Employment (%)	1997	1999	2001	2003	2005	2007
Ayrshire	36	33	29	26	25	24
Scotland	33	32	32	29	28	28
GB	35	33	32	30	29	29

'Tradeable' industries contain manufacturing, agricultural, hotels and the majority of professional and computing sciences
Source: SLIMS

While there has been substantial losses of employment in key sectors of the economy, there are recent signs that this may be stabilising

Economy

Business Vitality

A measure of the rate at which companies form and go out of business is an important indicator of the enterprise and business activity within the economy. In general economies which have higher "birth rates" are likely to be more successful and dynamic.

As the table opposite shows the number of new VAT registerd business in 2006 was 2.2% per 1000 adults. This is similar to previous years but continues to be significantly below the UK national average. One Year 'survival rates' for firms in Ayrshire have shown steady improvement and, most recently (2004), at 91.5% is comparable with the Scottish (91.4) and UK (92) rate. The 3 year rate has also shown steady improvement recently and at 70.8% for firms registering in 2002 ahead of the Scottish average at 70.3%.

VAT registrations per head of population, "business density", is also a useful measure of enterprise within the local economy. In Ayrshire"business density" was 28 per 1,000 head of population, below the Scottish figure and substantially below the average for the UK of 40. To close this gap in Ayrshire would require the formation of an additional 3,600 companies.

Company Birth Rate* (2006)	
East Ayrshire	1.9
North Ayrshire	2.0
South Ayrshire	2.7
Ayrshire	2.2
Scotland	2.8
UK	3.7

*per 1000 adults
Source: SLIMS

Company Gap in Ayrshire (2007)	VAT Registered No.	Business Per Head*	Change in the number of businesses to achieve average
Ayrshire	8,300	28	n/a
Scotland	136,900	33	1,500
GB	1,892,400	40	3,600

*Business per 1000 adults
Source: SLIMS

Recent improvements in company survival rates are a positive step in helping to grow indigenous talent & achieving improved business performance. The 'birth rate of new firms remains low.

Economy

Economic Growth GVA per head 1997-2006 (UK= 100)										
	Year									
	97	98	99	00	01	02	03	04	05	06
Scotland	97	96	95	94	94	94	94	95	96	96
East Ayrshire/ North Ayrshire	76	73	71	69	68	66	66	65	65	65
South Ayrshire	86	85	85	85	83	81	79	80	82	82

Source: SLIMS

GVA per employee 1995—2005 (productivity)		
	1995	2005
East & North Ayrshire	£28,500	£37,000
South Ayrshire	£24,900	£36,900
Ayrshire	£27,200	£37,000
Scotland	£26,300	£36,000
Great Britian	£27,400	£40,000

Source: SLIMS

Economic Output

Growth in output (GVA) is the principal measure of the wealth created within an economy. It is a key indicator of economic prosperity. The total GVA of Ayrshire is estimated to be around £4.6bn, equivalent to 5% of GDP for Scotland.GVA grew at under 1% per annum in the last 10 years. This is significantly below the Scottish average of over 2% and further behind the UK average of just under 3%. The poor relative performance of Ayrshire over the period 1997 to 2006 is shown by GVA per head falling from 76% of the UK figure in 1997 to 65% in 2006 for East & North Ayrshire and 86% to 82% for South Ayrshire.

GVA per employee is a measure of productivity, improvements in productivity are central to sustained economic growth.

The figure for Ayrshire is above the comparable Scottish figure but below the equivalent GB figure. Productivity in the industrial sector grew by over 60% since 1995 much higher than the figure for services (31%).

GDP per head is below the Scottish and UK average

Economy

	Year	Council Area Expenditure Estimate (£millions) (2001 constant prices)			
		East	North	South	Ayrshire
Convenience Expenditure	2006	199	239	194	632
	2012	210	252	204	666
Non-Bulky Comparison	2006	130	103	251	484
	2012	165	131	318	614
Bulky Comparison	2006	78	99	110	287
	2012	104	132	148	384

Source: AJPU

In the longer term continued growth in retail expenditure is anticipated.

Retail Expenditure

Retail expenditure has witnessed sustained long term growth in the UK. Since the start of the 1980s spending on comparison goods (durables) has grown exponentially. Whereas expenditure grew by 14% (in real terms) over the first half of the 1980s, the increase over the latter half of the 1990s was 21%. Future projections suggest that whilst the recent rate of increase in expenditure may not be sustained in the long term, in the short term significant growth is anticipated.

It is expected that the growth in household expenditure in Ayrshire will mirror that in the national economy. It is assumed therefore that expenditure growth on convenience goods will be 0.9% per annum and 4.95% per annum on comparison goods. Total expenditure on convenience goods is expected rise from £632m (2001 prices) in 2006 to £666m (2001 prices) in 2012. For comparison goods, figures are £786m and £996m respectively. Proportionately, the most significant growth is anticipated within the bulky goods category (household appliances, furniture, floorcoverings and DIY goods).

Economy

Airport

Glasgow Prestwick International Airport is a major asset to the development of the economy in Ayrshire. It has seen dramatic growth in number of new routes, passengers and freight in recent years predominantly due to the expansion of the low-cost airline market and the development of an inter-continental freight hub.

Passenger numbers have increased from 1.2 million in 2001 to 2.4 million in 2008.

Total freight has however fallen from around 43 million tonnes to 23 million over a similar period. Local factors related to the decline in electronics manufacturing have been responsible for much of this performance.

The recent draft Master Plan is optimistic about the prospects for growth at the airport, projecting a doubling of passenger numbers by 2018 and freight growth by 4% per annum.

Visitors to Scotland who use the airport contribute £173 million per annum expenditure, with total expenditure exceeding 200 million per annum.

2.4 million passengers used Glasgow Prestwick International Airport in 2007/2008

Glasgow Prestwick International Airport			
	Passengers (thousands)	Freight (tonnes)	Air Transport Movements
1991	35	12,869	2,696
1995	313	19,940	5,690
2000	905	41,460	11,428
2001	1,232	43,104	13,480
2002	1,486	39,500	15,280
2003	1,854	39,975	21,282
2004	2,159	34,102	20,762
2005*	2,388	29,676	20,834

Glasgow Prestwick International Airport			
	Passengers (thousands)	Freight (tonnes)	Air Transport Movements
2006	2,379,960	29,030	19,771
2007	2,404,250	31,574	20,859
2008	2,396,741	23,011	20,709

Source: Infratil, 2008

Demographics & Households

	Households 1981-2007				
	1981	1991	2001	2007	Change 1981-2007
East Ayrshire	44,602	48,284	50,404	52,376	7,774
North Ayrshire	47,242	54,018	58,781	61,044	13,802
South Ayrshire	40,282	45,084	48,804	50,705	10,423
Ayrshire	132,126	147,386	157,989	164,125	31,999

Source: Scottish Government

	Housing Stock 2001-2007		
	2001	2007	Net Change
East Ayrshire	52,983	54,848	+1,865
North Ayrshire	62,321	65,270	+2,949
South Ayrshire	50,754	53,069	+2,315
Ayrshire	166,058	173,187	+7,129

Source: Scottish Government

Households

During the last 30 years there has been a sustained increase in the number of households and a significant fall in average size.

As the table illustrates between 1981 and 2007 households grew by 32,000, during this period average household size had fallen from just below 3 persons per house to just over two. The main drivers for this change have been the rapid rise in one person households, social changes and growing affluence. This change has been despite modest changes in population over this period.

Households have grown despite modest changes in population

Demographics & Households

Projected Percentage Change in Population 2006-31				
Council Area	All Ages	Children (0-15)	Working Ages	Pensionable Ages
East Ayrshire	-4.6	-16.8	-10.8	26.1
North Ayrshire	-2.9	-16.2	-10.3	31.0
South Ayrshire	-1.2	-10.4	-9.4	25.9
Scotland	5.0	-6.9	0.4	31.2

Source: GRO

	Trends in Net Civilian Migration (persons per annum)			
	Year			
	Average 2001-05	05/06	06/07	Average 2001-07
East Ayrshire	-30	+12	+301	+52
North Ayrshire	+36	-192	+366	+188
South Ayrshire	+172	+287	+457	+378
Ayrshire	+228	+107	+1124	+618
Scotland	+7,418	+21,167	+26,811	+16,402

Source: Registrar General for Scotland

Components of Population Change 1997-2007				
Council Area	1997	Natural Change	Migration	2007
East Ayrshire	121,440	-1,983	+113	119,570
North Ayrshire	137,690	-1,909	-21	135,760
South Ayrshire	113,620	-4,092	2,162	111,690
Scotland	372,750	-7,964	2,254	367,020

Source: GRO

Demographics/migration

Migration is an important indicator of the health of an economy and the aspirations of the community. Over a long period of time the impact of out-migration from an area can be significant, creating a downward spiral in the demand for local services and retail expenditure. This in turn can result in job losses and further out-migration.

In recent years there has been a net loss of people from parts of Ayrshire. Ayrshire has been experiencing both natural decrease (fewer births than deaths) and until very recently migration loss.

The scale of future population changes is uncertain at the moment because of recent increases in immigration to Scotland and the UK, as a result of EU expansion. If this higher level of in-migration is sustained the composition of Ayrshire's working age population and total population may be altered significantly.

Population within Ayrshire is forecast to fall and age as a result of natural change and migration

Demographics & Households

Volume & Value

The buoyancy of the private sector housing market within Scotland and Ayrshire has in recent years been an important driver in the economy, supporting regeneration initiatives, providing affordable homes and funding infrastructure.

Along with the rest of Scotland, Ayrshire has seen a significant drop in the volume and value of house transactions as a consequence of the recent recession.

This is having a direct impact on employment and regeneration aspirations.

"Along with the rest of Scotland there has been a significant drop in volume and value of house sales"

Volume of House Transactions (no. December)

Volume	2003	2004	2005	2006	2007	2008	Change 2007/08
East Ayrshire	178	212	311	351	293	119	-59.4
North Ayrshire	208	237	404	420	370	151	-59.2
South Ayrshire	216	227	302	337	244	140	-42.6
Ayrshire	602	676	1017	1108	907	410	-54.8
Scotland	9618	8590	12145	14843	12430	6262	-49.6

Source: Registers of Scotland

Average House Price of Transaction (December)

Price (Average)	2004	2005	2006	2007	2008	Change 2007/08
East Ayrshire	80956	100516	113351	128691	143110	11.2
North Ayrshire	93364	98714	115081	118536	110952	-6.4
South Ayrshire	120334	137558	162722	161800	147677	-8.7
Ayrshire	98218	112263	130385	136342	133913	-1.8
Scotland	121460	126579	145242	159352	154623	-3.0

Source: Registers of Scotland

Value of House Transactions (December)

Value (millions)	2004	2005	2006	2007	2008	Change 2007/08
East Ayrshire	17.1	31.3	39.8	37.7	17	-54.9
North Ayrshire	22.1	39.9	48.3	43.8	16.7	-61.9
South Ayrshire	27.3	41.5	54.8	39.5	20.7	-47.6
Ayrshire	66.5	112.7	142.9	121	54.4	-55.0
Scotland	1043	1537	2156	1981	968	-51.1

Source: Registers of Scotland

Framework Indicators for a Sustainable Ayrshire

Sustainable Use of Resources & Climate Change

No.	Indicator	Key Objectives & Issues Addressed by Policy	Baseline Indicator	SSSNI*	SEA Objective	Sustainability Indicators		
1	Greenhouse Gas Emissions	Reduction in CO_2 emissions	CO_2 emissions Traffic Growth	S S	18	 ↓		↑
2	Resource Use	To conserve the use of existing energy resources and facilitate renewable energy	Domestic Water Consumption Gas & Electricity Consumption Renewable Energy Mineral Depletion	 S	 11 12		↔ ↔ ↔	 ↑
3	Waste	To reduce waste streams & encourage recyling	Waste Recycled	S	15			↑

Protection Natural Resources and Enhancing the Environment

No.	Indicator	Key Objectives & Issues Addressed by Policy	Baseline Indicator	SSSNI*	SEA Objective	Sustainability Indicators		
4	Biodiversity	To protect, enhance and where necessary restore species and habitats	LBAP		4		↔	
5	Water Quality	To protect and enhance the water Environment including coastal and river systems	River Coastal	S	3 & 16	↓		
6	Air Quality	To protect the environment from pollution	Concentration & Emissions of Air Pollution	S	16			↑
7	Soil Quality	To protect and use soils in a sustainable way	Land and Soil Quality		2 & 16			↑
8	Landscape	To protect, enhance and where necessary restore landscape character local distinctiveness and scenic value To protect enhance & create green spaces important for recreation and biodiversity	Land Cover Change Landscape Protection Areas		5 6			↑ ↑

Well Being

No.	Indicator	Key Objectives & Issues Addressed by Policy	Baseline Indicator	SSSNI*	SEA Objective	Sustainability Indicators		
9	Income within the Community	To improve the well-being of existing and future residents	Gross Disposable Income per head				↔	
10	Health Inequality		Life Expectancy	S				↑
11	Employment		Employment Rate					↑
12	Economic Opportunity		Proportion of 16-19 years not in Education, Training or Employment	S		↓		
13	Education		Qualifications in the Workforce					

Sustainable Communities & Equity

No.	Indicator	Key Objectives & Issues Addressed by Policy	Baseline Indicator	SSSNI*	SEA Objective	Sustainability Indicators		
14	Poverty/Deprivation	To promote a more inclusive society and reduce levels of poverty	% Households with Dependant Children and no Working Adults % Pensioners in Low Income Households	S			↔	
15	Mobility	To encourage sustainable travel patterns and promote greater access to facilities	Modal Shift-Trips to Work Accessibility	S	13 & 14		↔	
16	Safety	To promote safer communities	Crime Road Accidents	S				↑ ↑
17	Environmental Quality	To enhance the environment and regenerate degraded environment To encourage the reuse of existing land To promote good design in new development	Satisfaction with local area/ environmental quality/design quality Reuse of vacant land	S	7 10		 ↔	↑
18	Historic Environment	To enhance community ‘"iivability" by protecting, enhancing and where necessary restoring the historic environment	Buildings at Risk		9		↔	
19	Community Regeneration	To develop strong and vibrant communities by realising their potential for regeneration and growth	House completions Town centre retail consents			 ↓	↔	

Context

No.	Indicator	Key Objectives & Issues Addressed by Policy	Baseline Indicator	SSSNI*	SEA Objective	Sustainability Indicators		
20	Economy	To support sustainable economic growth	Economic Output Employment High Technology/Tradeable Business Vitality Retail Expenditure Airport Growth	S		 ↓	↔ ↔ ↔ ↔	 ↑
21	Demographics and Households	To stabilise the population with Ayrshire and meet future housing needs	Demographics/migration Households House Price Index	S		 ↓	↔	 ↑

*Scotland's Sustainable Strategy National Indicator

Ayrshire - Measuring Progress Against Scotland's Sustainable Development Strategy

No.	Grouping	Indicator	Scotland	Ayrshire
1	Health Inequality	Life Expectancy		
		Male (average age)	75.1	74.4
		Female (average age)	80.0	79.2
2	Air Quality	Number of Air Quality Management Areas (AQMA's)	20	0
3	Economic Opportunity	% of 16-19 year olds not in Education or Training	8.9	12
		% of People of Working Age in Employment	76	72
4	Community	Neighbourhood Satisfaction (% Very or Fairly Good)	93	91.5
5	Crime	Recorded Crimes (per 10,000 population)	819	701
6	Households	Childhood Poverty (% Children Living in Workless Households)	16.5	16 22 12
7	Waste	Municipal Waste Arisings (% Recycled)	32.9	33
8	Biodiversity	Composite Indicator of Bird Populations (Species in decline) (1994-2007) (Indicator to be developed)	14 out of 57	N/A
9	River Quality	Kilometres of River Identified as "poor" or "seriously polluted" (% network)		**Indicator Replaced**
10	Climate Change	Greenhouse Gas Emissions (CO_2 equivalent (mt))	59	2.8*
11	Sustainable Energy	Electricity generated from Renewable Sources	8 Gw*	507 mw
12	Transport	Total Vehicle Kilometers (Traffic Growth Vehicle Kilometres 1997 - 2007, all roads)	15.8%	19%
13	Learning	Number of Eco-schools (% Registered/% Green Flag)	(94/23)	78/14
14	Economy	Economic Output: GVA per head (UK= 100)	96	65[1] 82[2]
15	Demography	Age Profile of Population (% of population of Working Age 16 - 64)		
		Males	67	65
		Females	59	57

Red	Indicator worse than Scottish average
Amber	
Green	Indicator better than Scottish average
Blue	Indicator not available or not used

Footnote:

[2]South Ayrshire
Indicator 6
Figures for East Ayrshire/North Ayrshire/South Ayrshire
Indicator 10 - Note CO_2 emissions not all GHG emissions
Indicator 14
[1]East & North Ayrshire

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