



Irvine - local data profile

March 2024

Contents:

- (1) Indicators for policy investment themes
- (2) Town demographics and deprivation



About this document

This document, produced by DLUHC in collaboration with ONS, presents high-level data to support the Long-Term Plan for Towns programme. This collaboration is supported through the Levelling Up Subnational Data project. It does not make policy recommendations.

Background

- On 1 October 2023, the UK government announced its long-term plan for towns. This will provide long-term investment in 75 towns to be spent on local people's priorities such as regenerating local high streets and town centres or securing public safety.
- This data pack primarily uses metrics and indicators across the three policy investment themes [as detailed further in the guidance for local authorities and Town Boards](#). Data presented in this pack are at town level, where possible, but other geographies are used where sufficiently granular data is not yet available.
- This is a local data profile. It does not take account of the implementation of current national or local policy interventions.

Data caveats

- The data sources in this pack are the latest available as of 30th November 2023. In collaboration with the Office for National Statistics (ONS), we have derived metrics at town level based on Localities for 2020 where this data was not previously available. Estimates are at town level unless stated otherwise. These are experimental estimates for small levels of geography that may be more volatile or have higher levels of uncertainty, which should be taken into consideration when interpreting the data.
- Due to data availability, estimates at local authority level are based on geographic boundaries as of 2022.

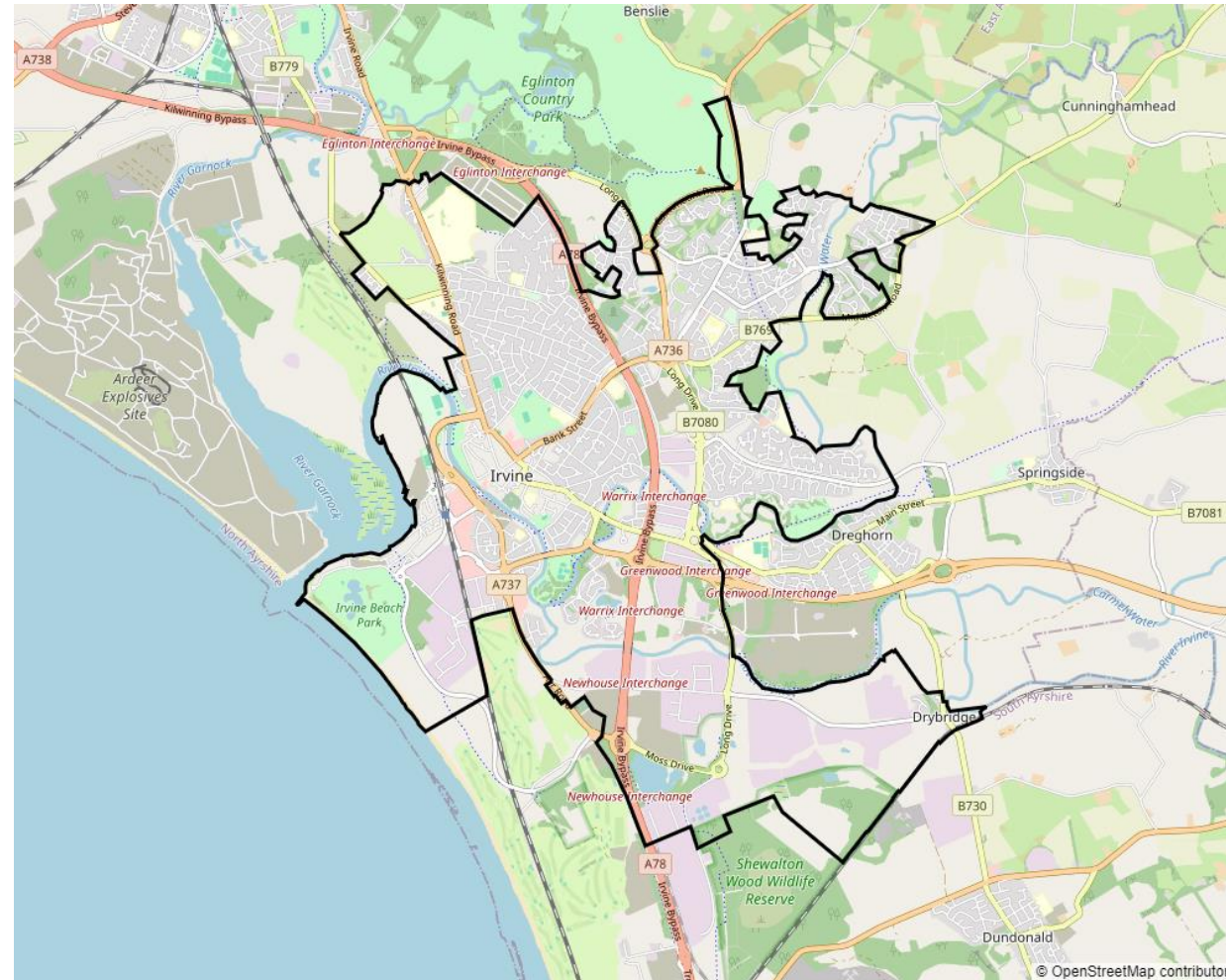


OUR LONG-TERM PLAN FOR TOWNS
OCTOBER 2023



Map of Irvine

This data pack defines a towns boundary based on the definition of Localities (2020), unless stated otherwise. This reflects the approach set out in the Long-Term Plan for Towns guidance for defining the geographical area covered by the Town Board.

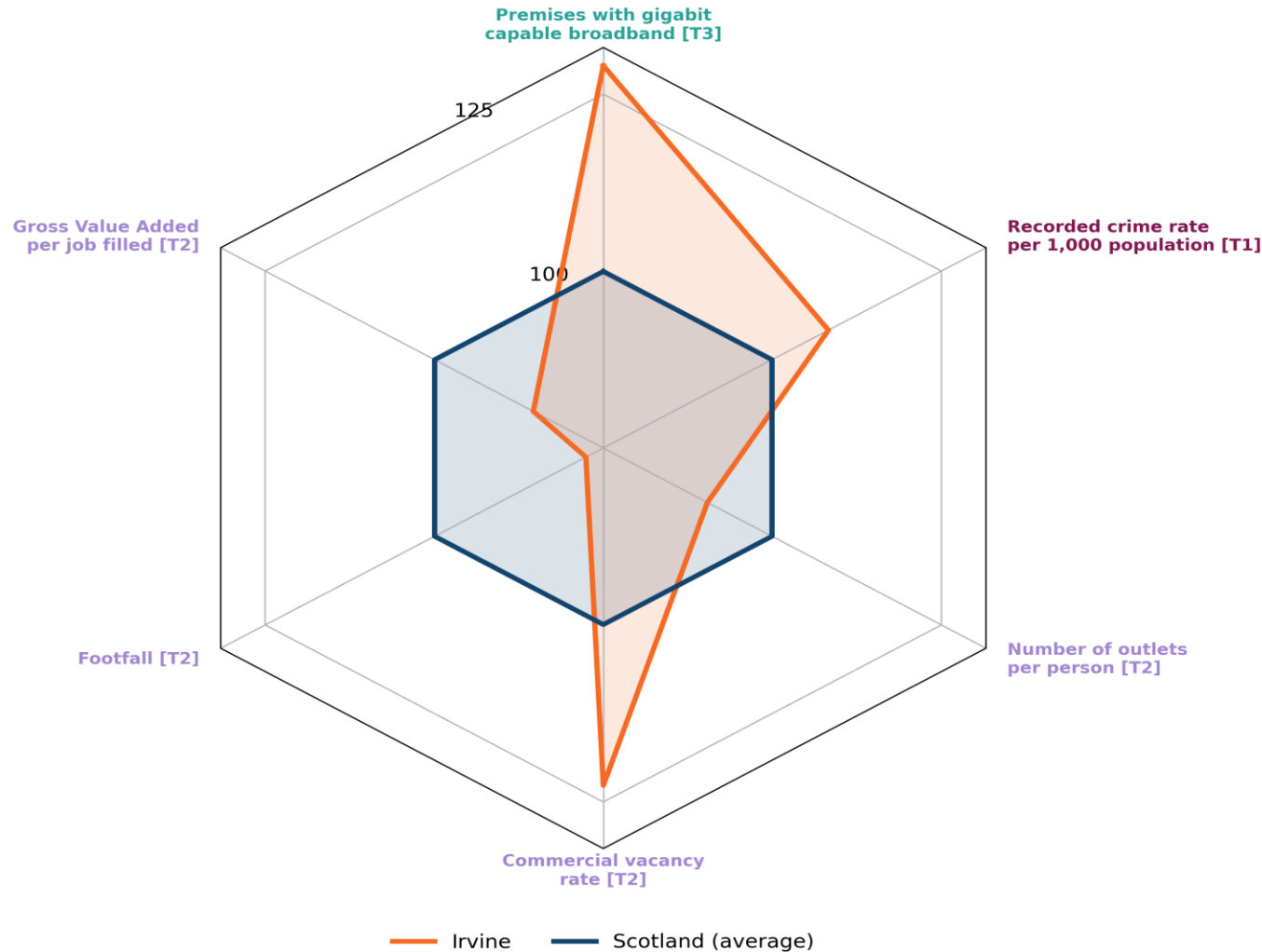


Source: [National Records of Scotland, 2020](#)



Overview of town indicators

This page provides an overview of how the town's indicators (listed in Annex B) for policy investment themes fare against national averages.



The chart on the left shows how Irvine town's indicators (orange) fare against national averages (dark blue). Town values have been scaled relative to the national averages which were set to 100.

The policy investment themes are listed below:

- [T1] Safety and Security
- [T2] High Streets, Heritage and Regeneration
- [T3] Transport and Connectivity

How to read the chart:

1. Compare the overall shape of the town data points to the national average shape.
2. The closer a town marker is to value 100 on the chart, the closer it is to the national average. For example, a town value of 150 means that it is 50% higher than the national average.



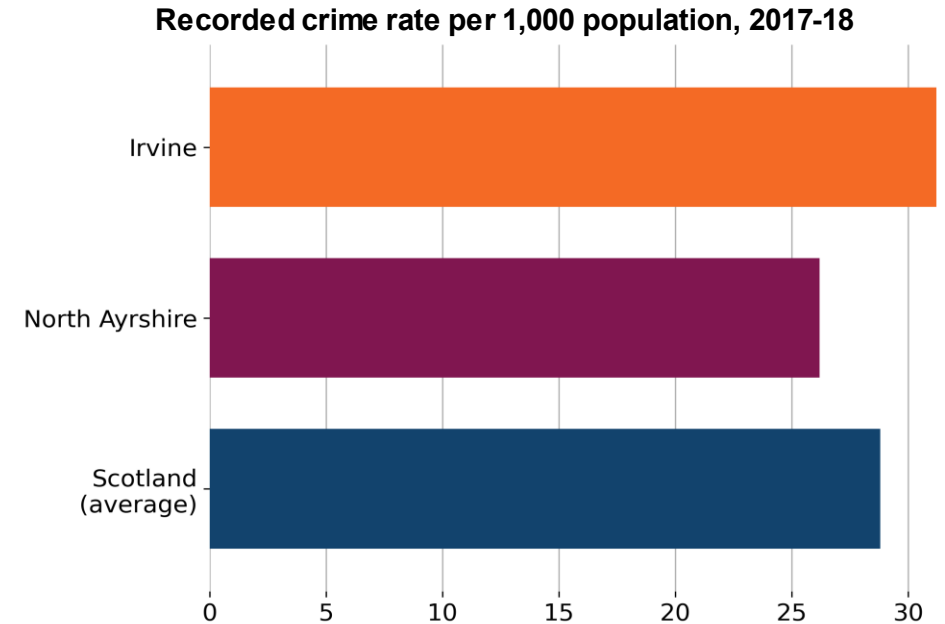
Indicators for policy investment themes



Safety and Security

“Towns will now be able to use this funding to reduce crime and improve safety in their local area.” (Our Long -Term Plan for Towns, 2023)

| Indicator | Irvine | North Ayrshire | Scotland |
|--|--------|----------------|----------|
| Recorded crime rate per 1,000 population (2017-18) | 31.2 | 26.2 | 28.8 |



Source: [Scottish Government, 2020](#)



High Streets, Heritage and Regeneration (1/2)

“Towns would be able to use this funding to enhance their town centres, making them and their buildings more attractive and accessible to residents, businesses, and visitors in a post Covid environment.” (Our Long-Term Plan for Towns, 2023)

| Indicator | Irvine | Scotland |
|--|--------|----------|
| Number of outlets (takeaways, restaurants, clubs, bars, pubs, fitness facilities and sport clubs) per 1,000 population (Sept 2023) | 1.9 | 2.1* |
| Commercial vacancy rates (%) (Nov 2023) | 14.6 | 11.9* |
| Footfall index** based on Virgin Media O2 mobile phone data (March 2022 to March 2023) | 77.7 | 100 |

* Scotland average is derived from Localities with a population between 20,000 and 100,000 only.

** Anonymised and aggregated mobile network data by Virgin Media O2. Footfall is defined as the average daily number of outbound journeys (not including journeys to home) within the town/Locality over the period March 2022 - March 2023. The mean average footfall of all Scottish towns with a population between 20,000 and 100,000 people, has been standardised to an index of 100, with the figure for this town scaled relative to this average.

10-minute walking distance to green spaces in Irvine, 2023



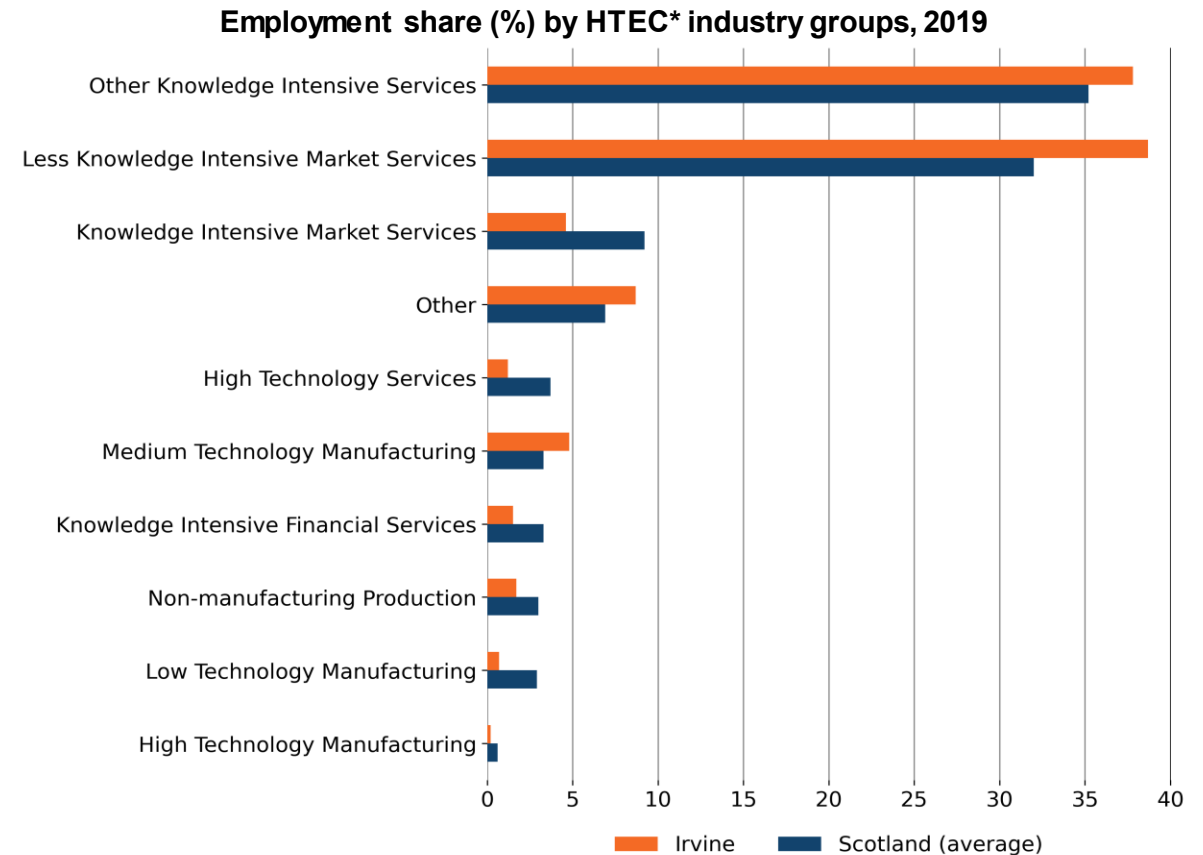
Source: [Fields in Trust - Green Space Index, 2023](#)



High Streets, Heritage and Regeneration (2/2)

“Towns would be able to use this funding to enhance their town centres, making them and their buildings more attractive and accessible to residents, businesses, and visitors in a post Covid environment.” (Our Long-Term Plan for Towns, 2023)

| Indicator | Irvine | North Ayrshire | Scotland |
|---|--------|----------------|----------|
| Gross Value Added per job filled (£) (2020) | 47,271 | 55,494 | 55,325 |



Source: [ONS, 2019](#)

*HTEC: High-tech industry and knowledge-intensive services industry groups. Calculations are based on rounded data.

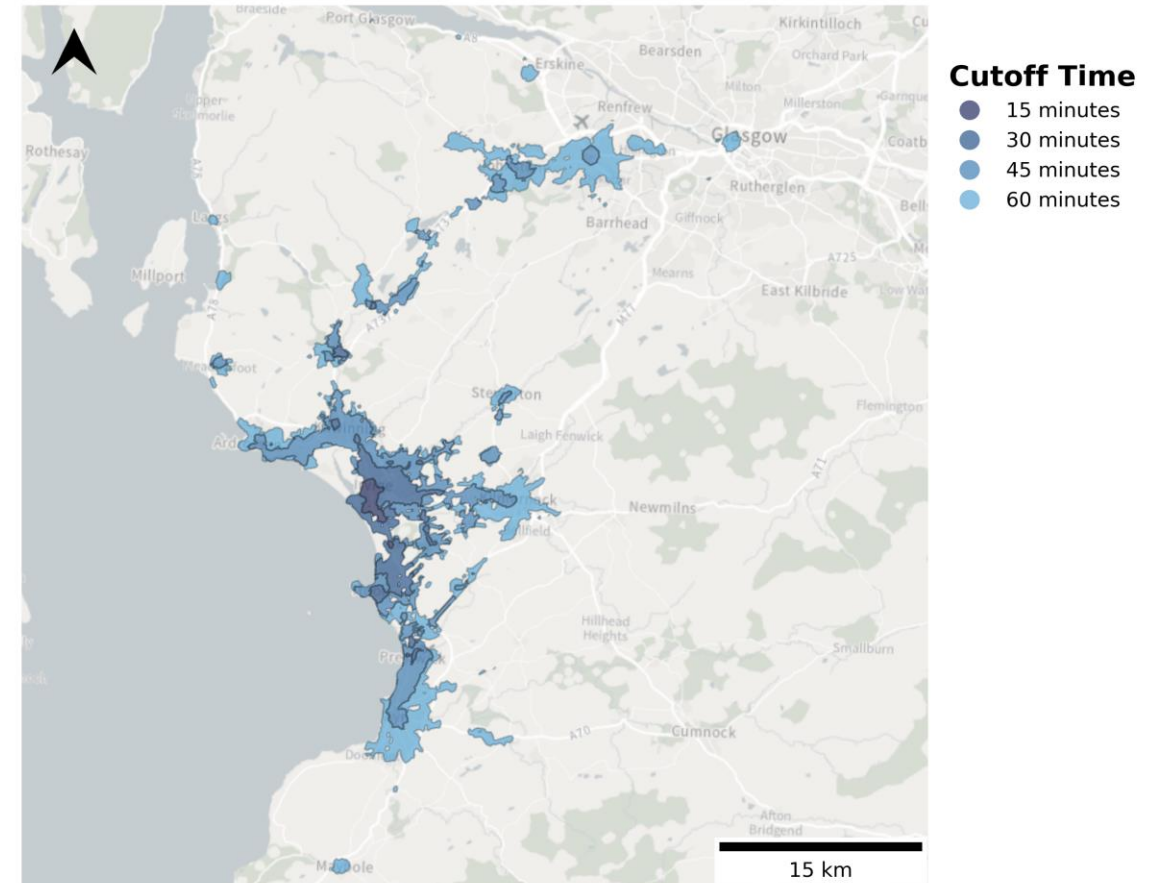


Transport and Connectivity

“This funding could make towns more connected - increasing footfall and viability – to high streets and local shopping centres, and accessibility to local employment opportunities.” (Our Long-Term Plan for Towns, 2023)

| Indicator | Irvine | North Ayrshire | Scotland |
|--|--------|----------------|----------|
| Premises with gigabit capable broadband (%) (Jan 2023) | 85.4 | 57.8 | 66.2 |

Public transport accessibility by journey time from Irvine train station, between 7:15am and 9:15am



Source: [ONS, 2022](#)

Note: Data is from 15th November 2022



Annex A - Town deprivation



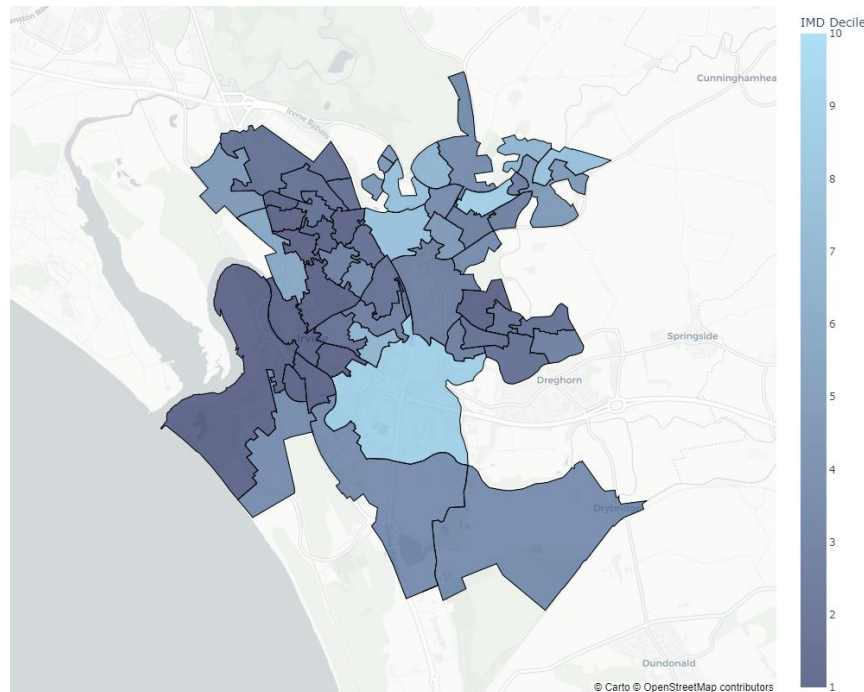
Department for Levelling Up,
Housing & Communities

Deprivation

Headlines:

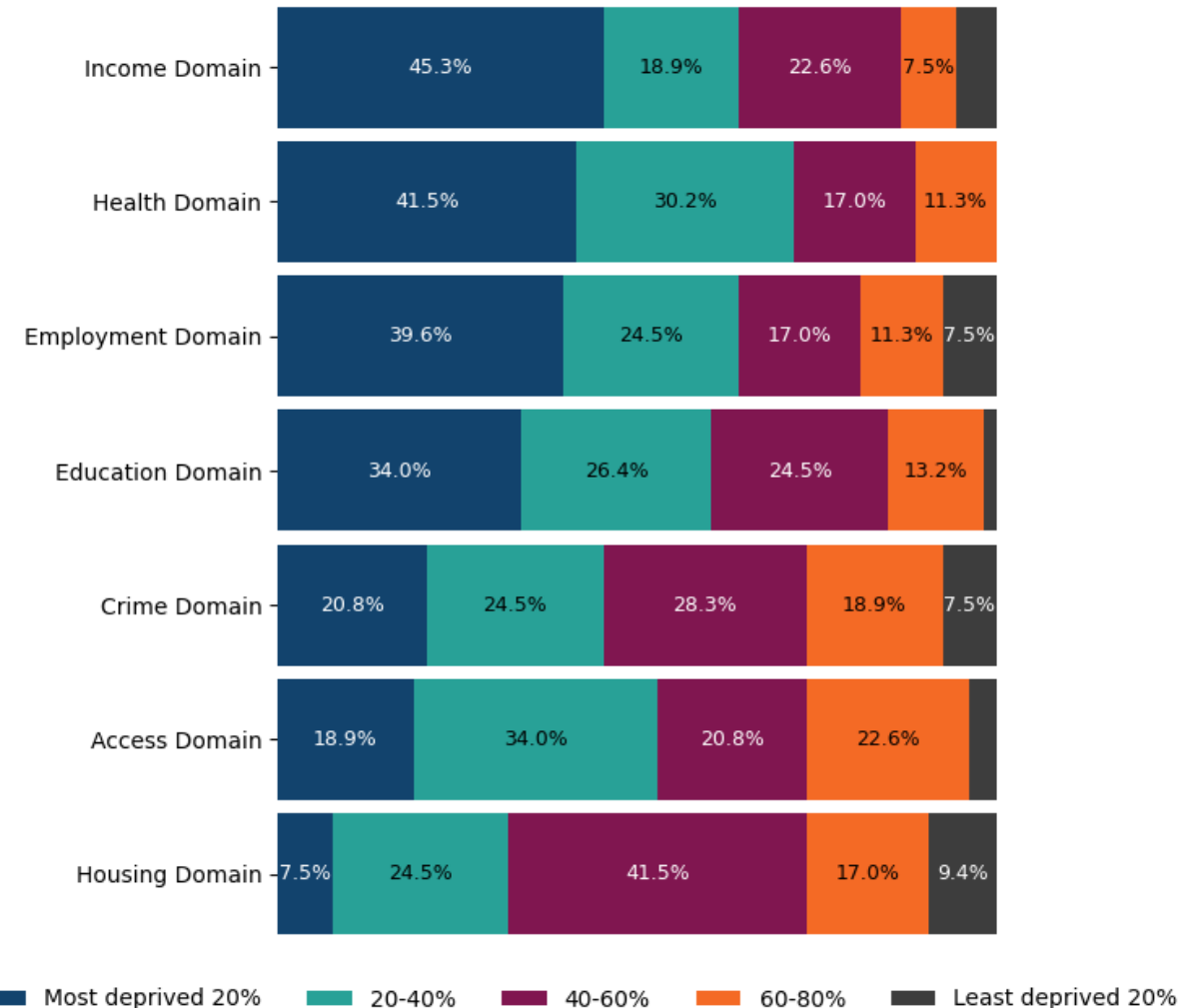
- Over 40% of [data zones](#) in Irvine are in the **top 20% most deprived in Scotland in terms of Income Domain, and Health Domain.**
- **Income Domain (26.4%) and Health Domain (24.5%)** were the domains that had the largest proportion of Irvine's data zones in the **top 10% most deprived in Scotland.**

Deprivation levels across data zones within Irvine by decile, 2020
(Decile 1 = Top 10% most deprived in Scotland)



Source: [Scottish Government, 2020](#)

Deprivation levels (%) across data zones within Irvine, compared to the Scotland average, 2020



Source: [Scottish Government, 2020](#)

Note: Missing labels on the bars represent a percentage of less than 7%.



Annex B - Data and sources



Data and sources

| Indicator | Policy investment theme | Source |
|--|---|---|
| Recorded crime rate per 1,000 population (2017-18) | Safety and Security | https://www.gov.scot/publications/scottish-index-of-multiple-deprivation-2020v2-ranks/ |
| Number of outlets (takeaways, restaurants, clubs, bars, pubs, fitness facilities and sport clubs) per 1,000 population (Sept 2023) | High Streets, Heritage and Regeneration | Local Data Company |
| Commercial vacancy rates (%) (Nov 2023) | High Streets, Heritage and Regeneration | Local Data Company |
| Footfall index based on Virgin Media O2 mobile phone data (March 2022 to March 2023) | High Streets, Heritage and Regeneration | Virgin Media O2 |
| 10-minute walking distance to green spaces (2023) | High Streets, Heritage and Regeneration | https://experience.arcgis.com/experience/bad00cdfa6b140599b06c64d10dc73c9?data_id=dataSource_21-Local_Authority_GSI_Score_2023_6252%3A183%2CdataSource_22-Local_Authority_GSI_Score_2023_6252%3A183 |
| Gross Value Added (£) per job filled (2020) | High Streets, Heritage and Regeneration | https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/labourproductivity/adhocs/1795gvaperfilledjobbysselectedbuiltupareasandlocalities |
| Employment share (%) by HTEC industry groups (2019) | High Streets, Heritage and Regeneration | https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/adhocs/1794employmentbyhightechindustryandknowledgeintensivebusinessesindustrygroupshotecbysselectedbuiltupareasandlocalities |
| Premises with gigabit capable broadband (%) (Jan 2023) | Transport and Connectivity | https://www.ofcom.org.uk/research-and-data/multi-sector-research/infrastructure-research/spring-2023 |



Data and sources

| Indicator | Policy investment theme | Source |
|---|---------------------------------|---|
| Public transport accessibility by journey time from the town train station (2022) | Transport and Connectivity | https://geoportal.statistics.gov.uk/ |
| Scottish Index of Multiple Deprivation (2020) | Used in the deprivation section | https://www.gov.scot/publications/scottish-index-of-multiple-deprivation-2020v2-ranks/ |