



# Irvine - local data profile

Withdrawn on 7 March 2025

March 2024

## Contents:

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

The logo for 'Levelling Up' is positioned in the bottom right corner. It features the words 'LEVELLING' and 'UP' in a bold, white, sans-serif font. The text is centered within a dark blue rectangular area that has a bright, multi-colored starburst or sunburst effect emanating from behind the letters, with rays of light in shades of blue, red, and white.



## About this document

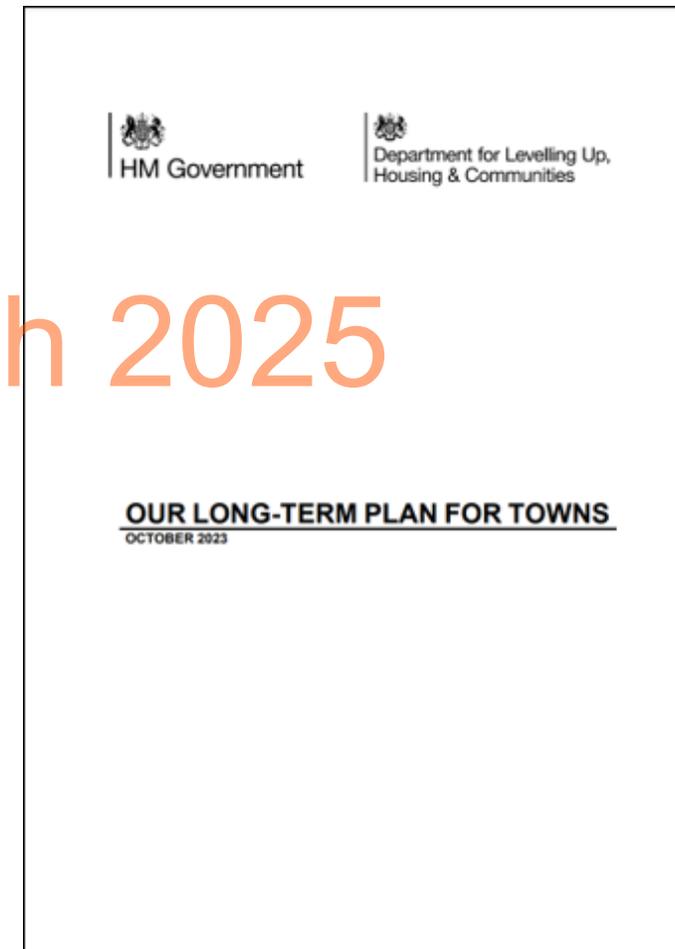
This document, produced by DLUHC in collaboration with ONS, presents high-level data to support the Long-Term Plan for Towns programme. This collaboration is supported through the Levelling Up Subnational Data project. It does not make policy recommendations.

### 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.

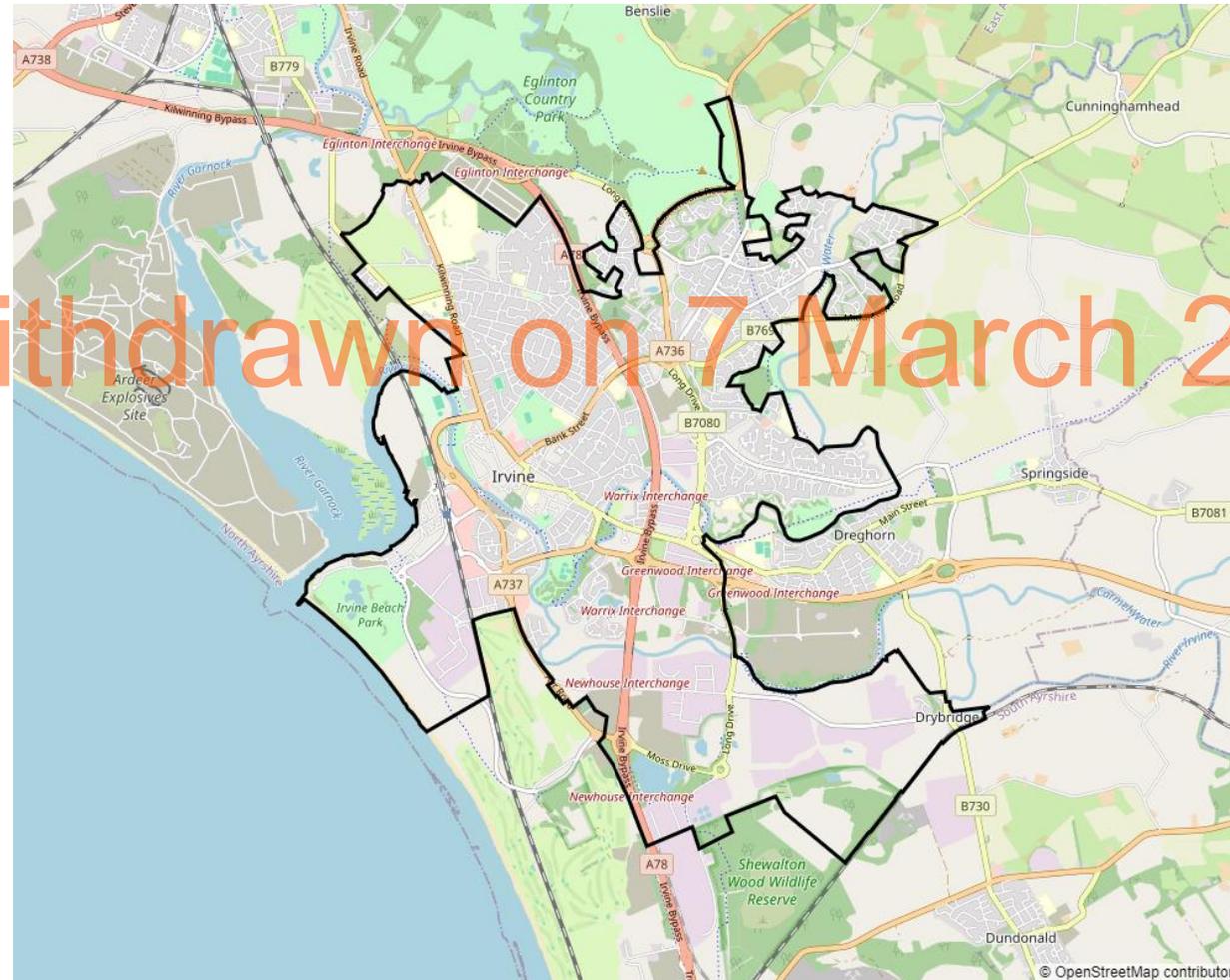




## Map of Irvine

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.

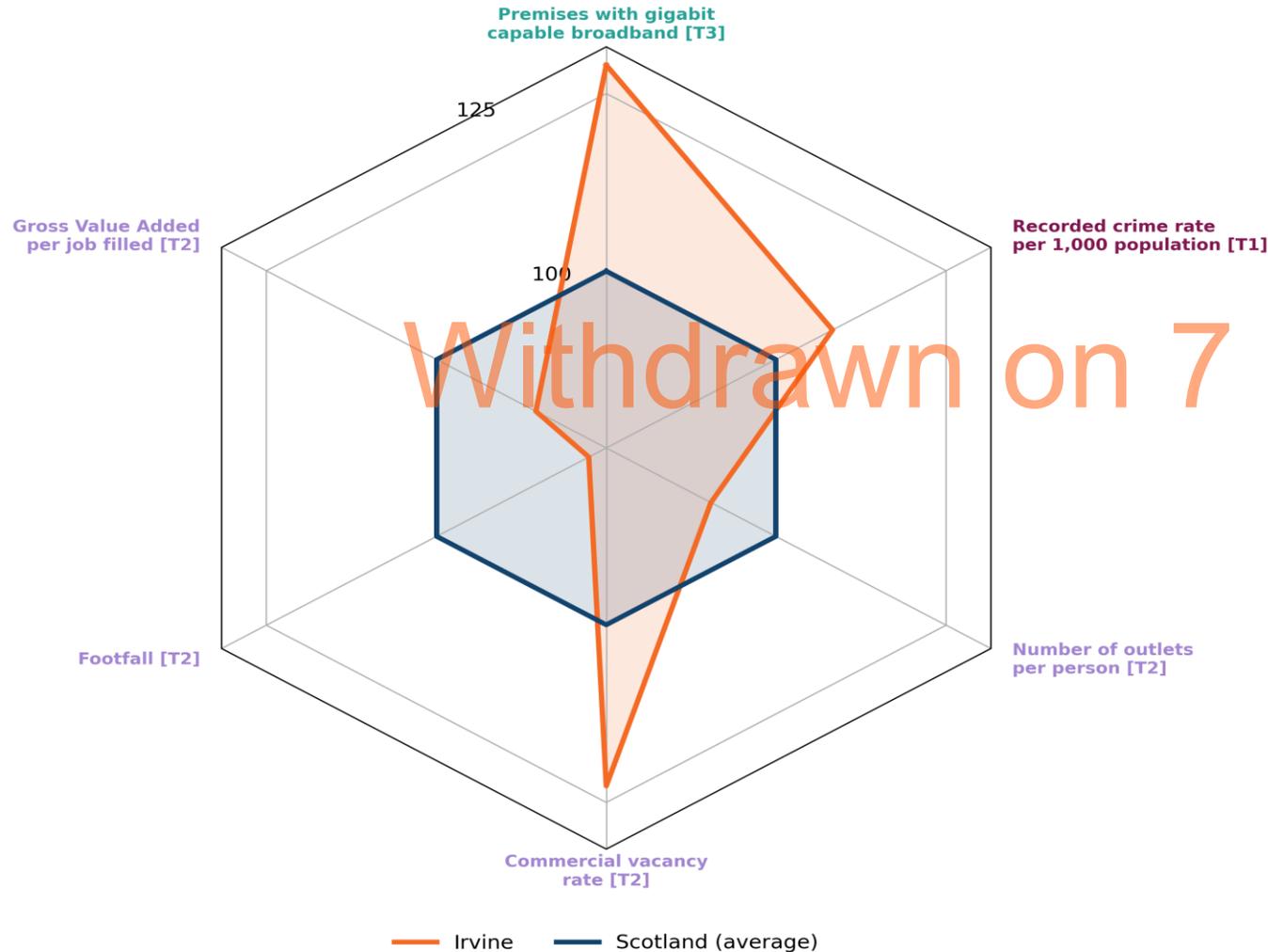
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## Overview of town indicators

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.



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# Indicators for policy investment themes

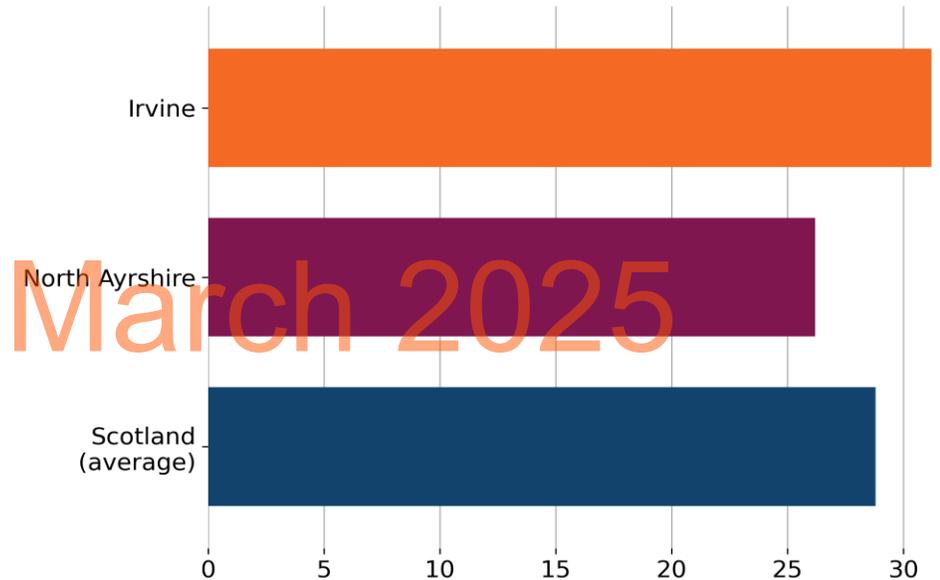


## Safety and Security

“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

Recorded crime rate per 1,000 population, 2017-18



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Source: [Scottish Government, 2020](#)



## High Streets, Heritage and Regeneration (1/2)

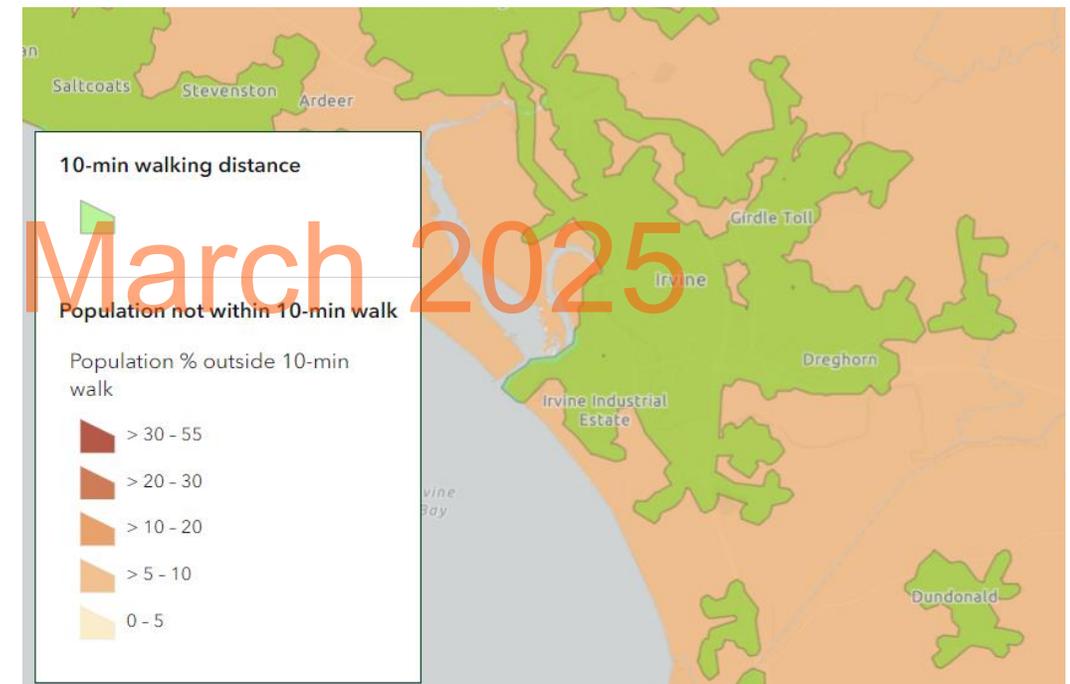
“Towns would be able to use this funding to enhance their town centres, making them and their buildings more attractive and accessible to residents, businesses, and visitors in a post Covid environment.” (Our Long-Term Plan for Towns, 2023)

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/Localities 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](#)

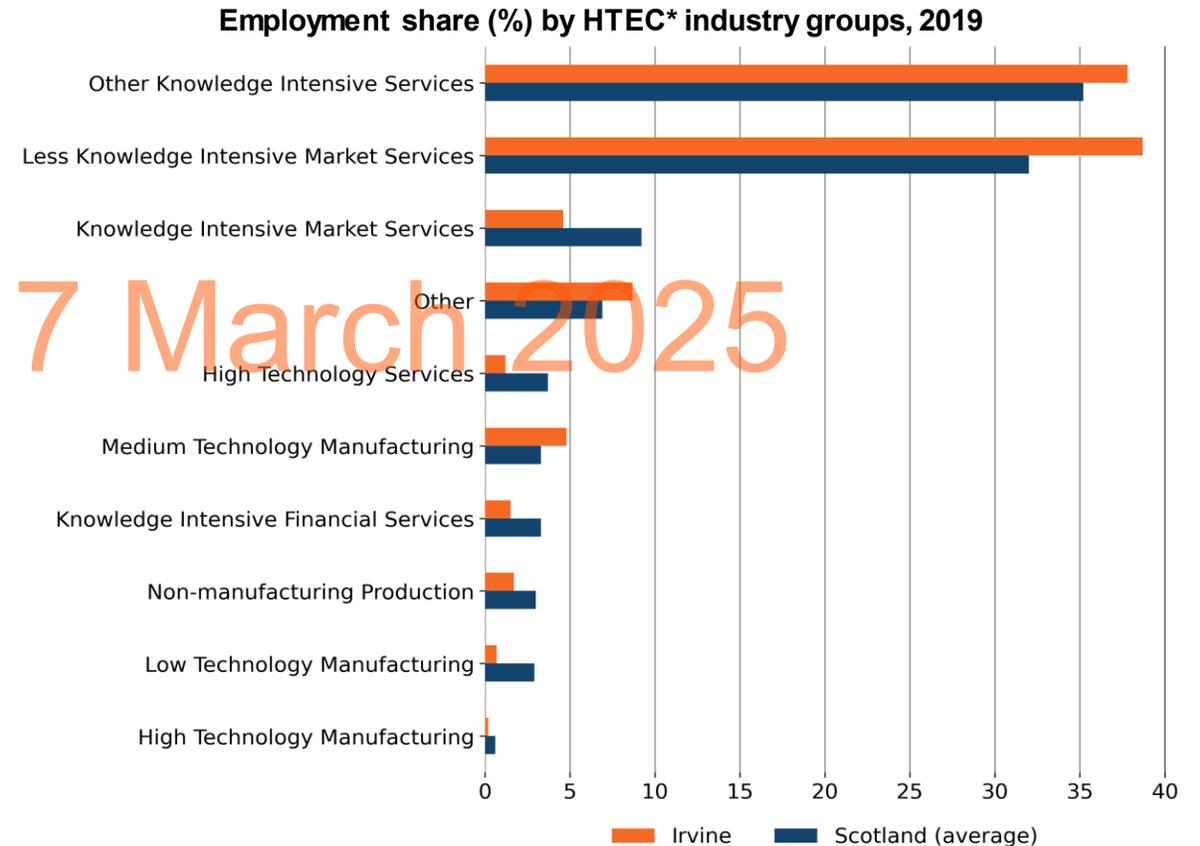


# High Streets, Heritage and Regeneration (2/2)

“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

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Source: [ONS, 2019](#)

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



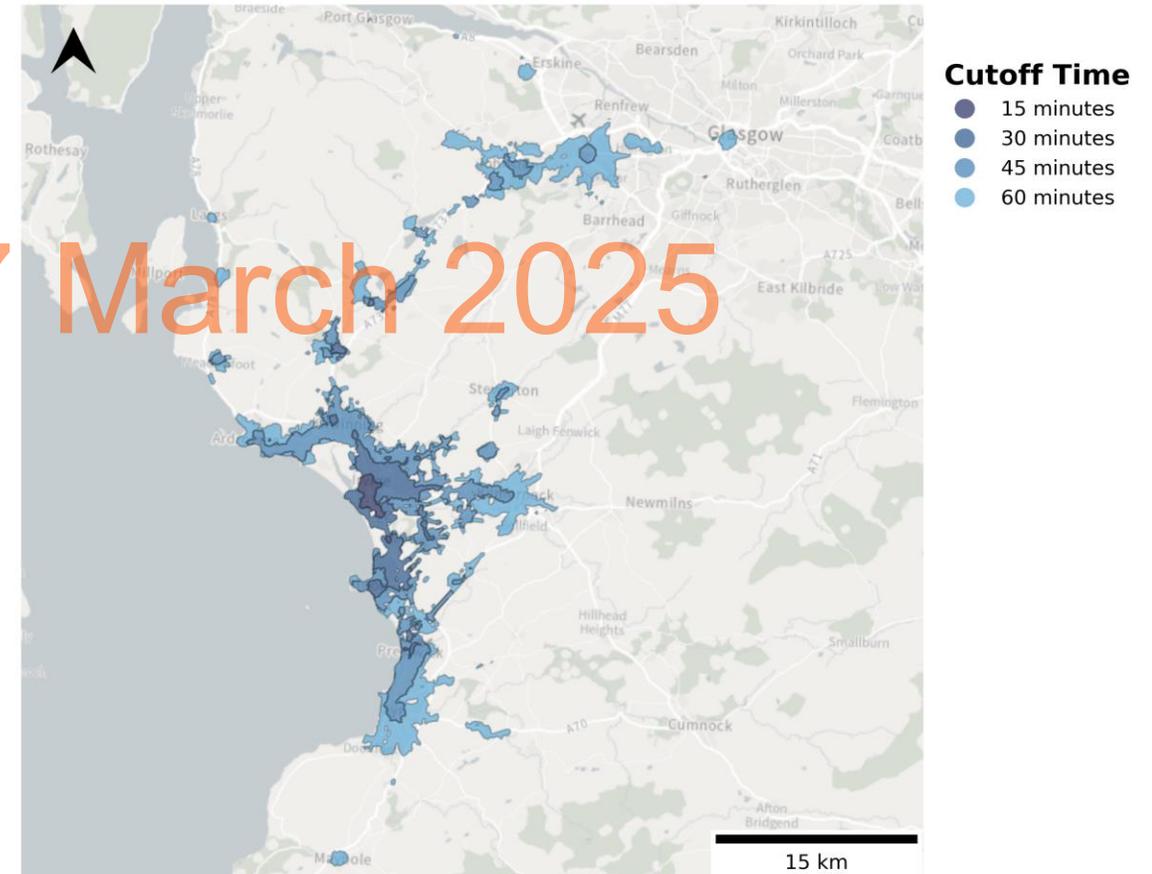
## Transport and Connectivity

“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

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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



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## Annex A - Town deprivation

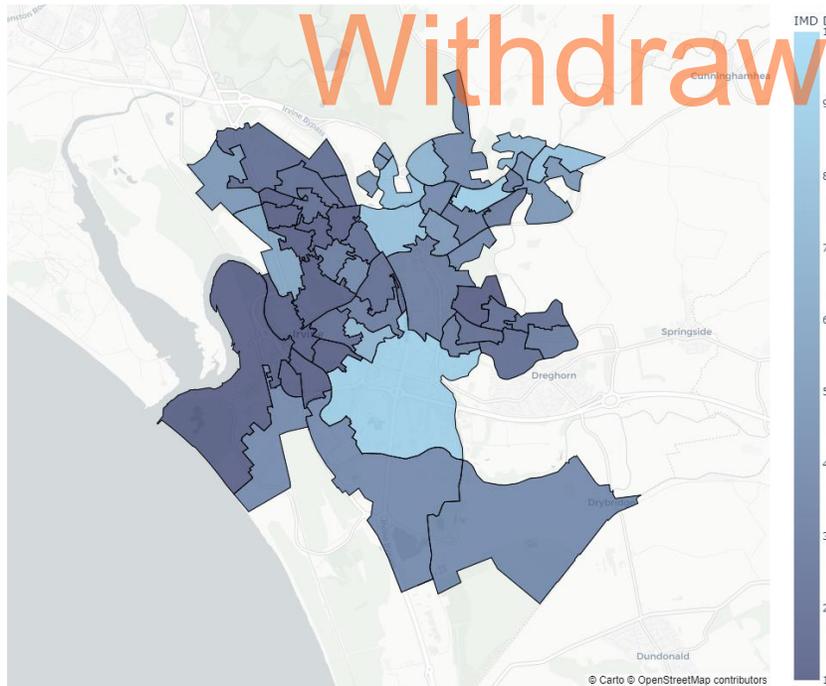


# Deprivation

**Headlines:**

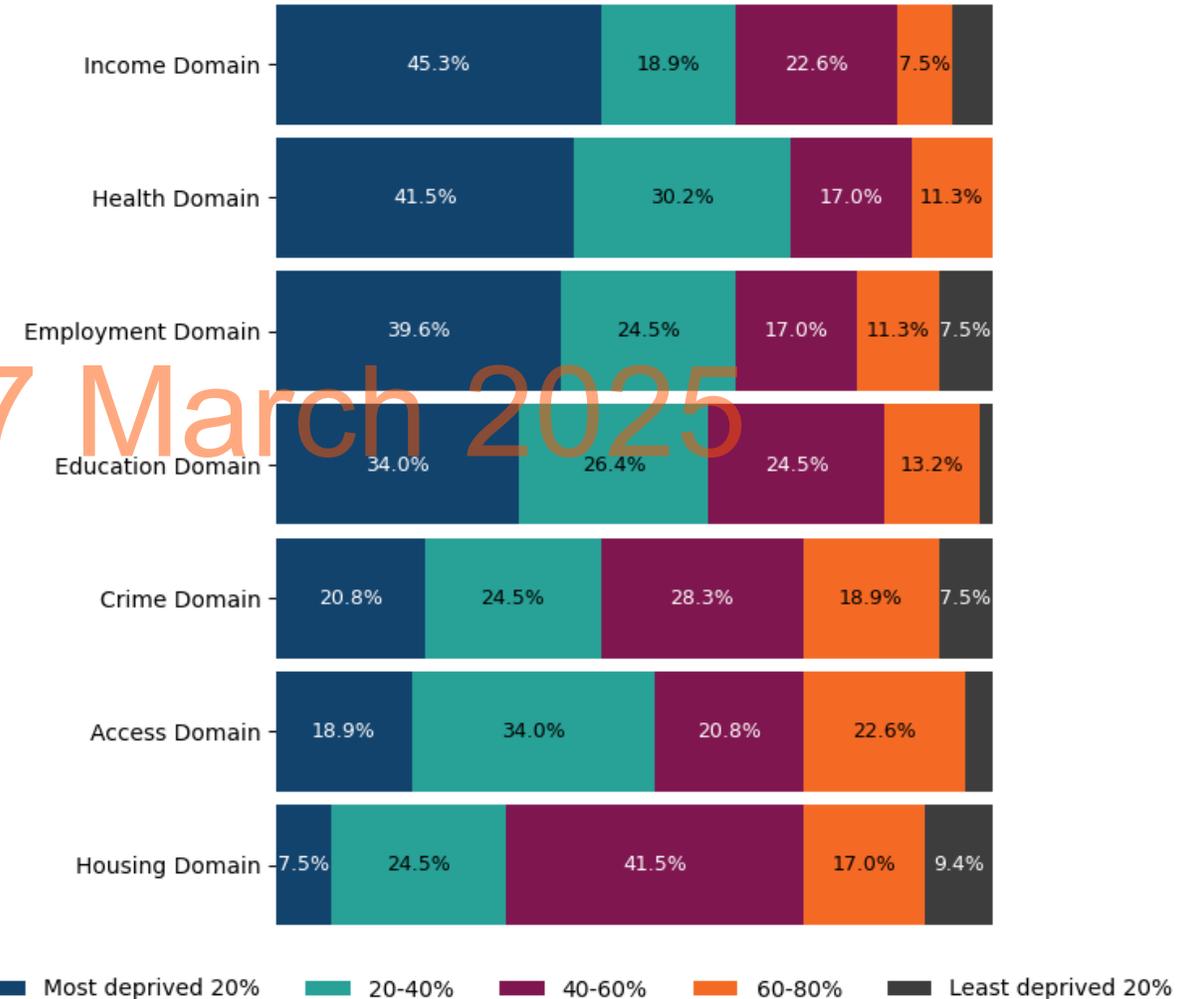
- **Over 40% of data zones** in Irvine are in the **top 20% most deprived in Scotland** in terms of **Income Domain, and Health Domain.**
- **Income Domain (26.4%) and Health Domain (24.5%)** were the domains that had the largest proportion of Irvine's data zones in the **top 10% most deprived in Scotland.**

**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%.



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## 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	<a href="https://www.gov.scot/publications/scottish-index-of-multiple-deprivation-2020v2-ranks/">https://www.gov.scot/publications/scottish-index-of-multiple-deprivation-2020v2-ranks/</a>
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	<a href="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">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</a>
Gross Value Added (£) per job filled (2020)	High Streets, Heritage and Regeneration	<a href="https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/labourproductivity/adhocs/1795gvaperfilledjobbysselectedbuiltupareasandlocalities">https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/labourproductivity/adhocs/1795gvaperfilledjobbysselectedbuiltupareasandlocalities</a>
Employment share (%) by HTEC industry groups (2019)	High Streets, Heritage and Regeneration	<a href="https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/adhocs/1794employmentbyhightechindustryandknowledgeintensiveindustrygroupshotecbysselectedbuiltupareasandlocalities">https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/adhocs/1794employmentbyhightechindustryandknowledgeintensiveindustrygroupshotecbysselectedbuiltupareasandlocalities</a>
Premises with gigabit capable broadband (%) (Jan 2023)	Transport and Connectivity	<a href="https://www.ofcom.org.uk/research-and-data/multi-sector-research/infrastructure-research/spring-2023">https://www.ofcom.org.uk/research-and-data/multi-sector-research/infrastructure-research/spring-2023</a>

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## Data and sources

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

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