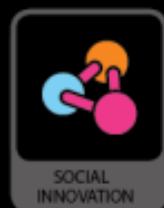Research Report:

Maybole Community Assets Mapping Study

Findings of the Community Consultation

May 2012

Contents

1. Introduction

1.1 Introduction

This report aims to provide a comprehensive picture of the local assets and needs of Maybole, South Ayrshire.

The report is based on a community asset mapping project commissioned by South Ayrshire Council, NHS Ayrshire and Arran, and Maybole Community Council. This project was designed to ensure that public services in the area are responsive to the needs of Maybole and build on the strengths and contributions of all of the community.

The research project was designed and managed by Social Value Lab, with support from Scottish Participatory Initiatives (SPI), between November 2011 and May 2012.

It was based on a participatory approach, involving a team of local community co-researchers. All of the evidence provided in this report was therefore gathered by local people, for local people.

1.2 Background

Maybole is a small town situated in the southwest of Scotland, some nine miles south of Ayr. It offers a scenic location and good quality of life for most residents and is not readily identified as being among the most deprived towns in Scotland.

NHS Ayrshire and Arran together with other local partners have identified some worrying health and social inequalities evident in Maybole. In particular, there has been concern that the town has the lowest male life expectancy in South Ayrshire; one which is well above the Scottish average (70.8 years compared to a Scottish average of 80.8 years).

Public agencies and community leaders active have recognised particular challenges in fully understanding the factors which might positively influence health and wellbeing in Maybole. Together they have agreed that 'asset-based' approach to improving health is important.

This asset-based approach recognises that as well as having needs and problems, all communities have important social, cultural and material assets. Identifying these assets can help communities to overcome the health challenges they face.

The more familiar 'deficit' approach focuses on problems, needs and deficiencies. It designs services to fill the gaps and fix the problems. As a result, a community can feel disempowered and dependent; people can become passive.

The asset approach does not replace investment in improving services or tackling the structural causes of health inequality. The aim is to achieve a better balance between service delivery and community building.

1.3 Objectives of the project

The detailed objectives of this project were to:

- Establish the localised needs of the community of Maybole in relation to the South Ayrshire Community Planning/Single Outcome Agreement (SOA) themes.

- Build a comprehensive profile of individual, community, public and voluntary sector, cultural, physical and environmental assets in Maybole.
- Increase community engagement and participation and create greater social connections between those who live (and work) in Maybole.
- Explore and pursue new and more effective ways of improving outcomes in Maybole in relation to the community planning/SOA themes.
- Increase community capacity to undertake basic engagement, research and investigation.

1.4 The method

The research project involved a number of main stages.

1.4.1 Background data

The first stage of the research was to build an understanding of Maybole by gathering available statistical evidence. This allowed us to have a clear picture of Maybole. Information was gathered from the South Ayrshire Council, Scottish Neighbourhood Statistics, Office of National Statistics, Department for Work and Pensions and 2001 Scottish Census data. More local information was gathered from both the Carrick Centre and the Maybole Community Council website.

1.4.2 Stakeholder workshop

At an early stage a 'stakeholder workshop was held in Maybole Town Hall. This session brought together public agencies and community leaders with an important role to play in Maybole. It gave participants an understanding of the aims of the project, and started the process of mapping Maybole's assets now and those that will be important in the future. It also provided an opportunity to identify what stakeholders wanted to get from the project and how their needs could be met through the research.

1.4.3 Community co-researchers

A key part of the project was to train local residents as community co-researchers. By having local residents carry out the 'asset mapping' survey, there was a greater opportunity to reach as wide a cross-section of the Maybole population as possible (especially those people who may not otherwise participate in local decision-making and community life). Through training local researchers it was also intended that local people would develop important new skills and the town would have available to it a pool of residents with the skills and confidence to facilitate future community research and consultation work.

Recruitment for the project was carried out through various channels; posters and leafleting locally, a mymaybole.org project website, a 'mymaybole' Facebook page, articles in the local press, and promotion through local agencies and community networks.

Through this process 11 residents took part in the Community Researcher Training facilitated by SPI, with nine participants going out into the community to carry out the Asset Mapping Survey. Residents who took part in the training and carrying out surveys were remunerated for their time.

1.4.4 Community researcher training

Local researchers took part in a full day of training to:

- build upon the local volunteers own experiences and skills to set realistic engagement objectives, design processes and select tools for facilitating effective meetings, consultation and involvement of stakeholders/ local people of all ages and abilities;
- identify ways to break through barriers for effective meetings, consultation and involvement of more than the 'usual faces';
- demonstrate how to use rigorous facilitation tools for facilitating effective public meetings and semi-structured interviews with individuals and groups;
- brief the local volunteers about the Maybole Community Asset Mapping project; and
- to plan the survey logistics.

1.4.5 Community asset mapping survey

In order to collect the views of local residents, an asset mapping survey was developed and facilitated by local researchers.

All of the questions in the survey reflected the issues that project partners wished to cover, as well as issue and ideas that came out of the initial stakeholder workshop. In order to make the survey as visual as possible and to collect mapped data about community assets, the majority of the survey was based around a map of Maybole. In conjunction with this there were all a set of rating questions where respondents were able to rate their feelings towards Maybole, (services, facilities, and community safety, etc.) out of ten. Below each rating question was an open set of questions for respondents to explain and map their views, and to add any ideas or improvements.

In order to ensure a large and representative sample of local views, quotas were applied to ensure adequate representation for all categories of age and gender. These quotas were achieved as community researchers approached friends and family, knocked on the doors of local homes, and gathered views in local shops, facilities, and as part of organised group activities.

1.4.6 Consultation with children and young people

In order to ensure that the views of children and young people were adequately represented, a consultation was carried out with pupil representatives from Cairn Primary, Gardenrose Primary, St. Cuthbert's RC Primary and Carrick Academy.

As a part of this process pupils identified on maps the locations of things that they like in Maybole and things that they don't. The pupils also used simple visual tools to map their ideas about what could be improved or developed in Maybole in the future.

In addition, consultation with young people was carried out by Community Researchers at several youth groups based on the asset mapping survey.

1.4.7 Analysis and reporting

On completion of the consultation, the community researchers took part in a whole day session to collate the data gathered.

This session began with training on how to collate the data from the asset mapping. Researchers then collated a master map that tracked the location of respondents and categorised, collated and (where possible) mapped evidence from each survey question.

Once the data was collated it was further analysed by Social Value Lab using a professional survey package and mapped using graphic design software.

The main findings were then presented back to the project steering group by Social Value Lab as a series of themed charts and maps. This gave the group an opportunity to see the preliminary outcomes of the consultation and to discuss the best way to present this data. A final Feedback and Action Planning session was held on 13 June in the Town Hall. Involving public sector and community representatives, this explored local priorities and began building an associated plan of action.

1.5 Responses to the consultation

In total 476 Maybole residents shared their views as part of the Asset Mapping Survey spanning both genders and covering all age ranges (under 16 to 66+).

The breakdown presented in Figure 1.1 shows the number of responses by age category and the data displayed in Figure 1.2 shows an approximately even spread by gender. This broadly mirrors the population characteristics of Maybole itself, and represents a representative cross-section of the local population.

The map on the following page also shows the location of respondents that were willing to provide these details. Again this shows that the views of people from across the town were reflected in the consultation.

The overall number of respondents has also ensured that the findings are statistically relevant and can be used confidently to reflect the views of the entire population of Maybole.

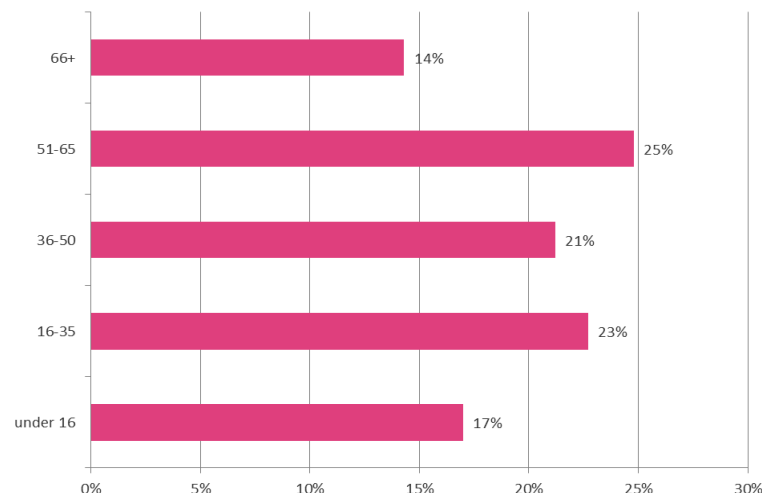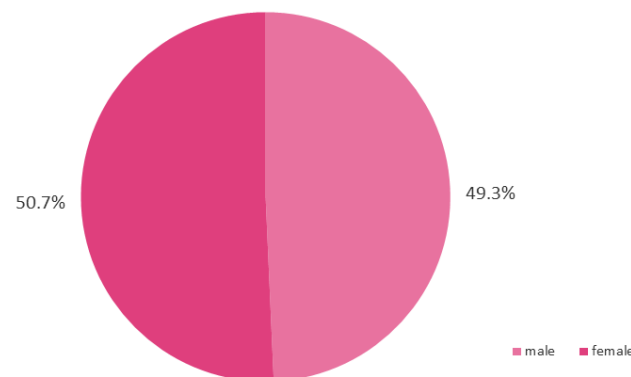Fig.1.1 Age Breakdown of Respondents

Fig. 1.2 Gender Breakdown of Respondents

Location of Respondents

Map 1

2. About Maybole

2.1 Location and population assets

Maybole is a small town situated in southwest Scotland, just nine 9 miles south of Ayr. It is accessible by a local Railway Station and several bus routes. The current population of Maybole is approximately 4,759 with a roughly even gender split (51% male, 49% are female).

2.2 Housing assets

The housing stock in Maybole includes a mix of house types and tenures (See Fig 2.1). The predominant house types locally are Flats and Terraced House, which each account for 30% each of the housing stock.

Fig 2.1 Housing Stock in Maybole
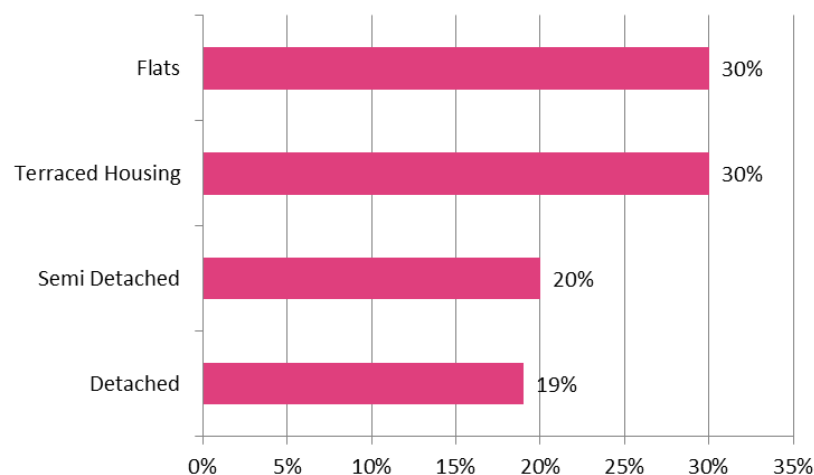
2.3 Environmental assets

Maybole is set in a scenic rural location, sitting on a steep hillside with impressive views of the Southern Uplands. Local residents have access to the countryside around the town, and good access to the nearby the Culzean Castle and the coastline. The town has several green spaces including the Glebe Park and the Town Green. It has also a popular nine hole golf course and two bowling clubs (Maybole Bowling Club and Memorial Park Bowling Club).

2.4 Historic and cultural Assets

Maybole is steeped in local history, as the ancient capital of Carrick. With such history comes a number of historic assets, including the Castle which dates back to 1560 and the Town Hall, built in 1887. In addition to the Castle and the Town Hall, the High Street is also home to the Parish Church, now disused, which was built in 1808. To the south of Maybole there are medieval remains of an Abby, including the church and cloister. The town also has connections to Robert Burns, who spent a period of his youth living and working in Maybole.

2.5 Socio-economic assets

Overall the quality of life in Maybole is good, with only limited pockets of recognised deprivation.

The Scottish Index of Multiple Deprivation (SIMD) has ranked Maybole as having low levels of deprivation in most respects. According to SIMD statistics, overall Maybole ranks 3 out of 20 (with 20 being the highest level of deprivation). The data in Figure 2.3 shows some variation across aspects of deprivation, with

particular issue evident in relation to access to transport and services.

Fig.2.3 Scottish Index of Multiple Deprivation scores for Maybole
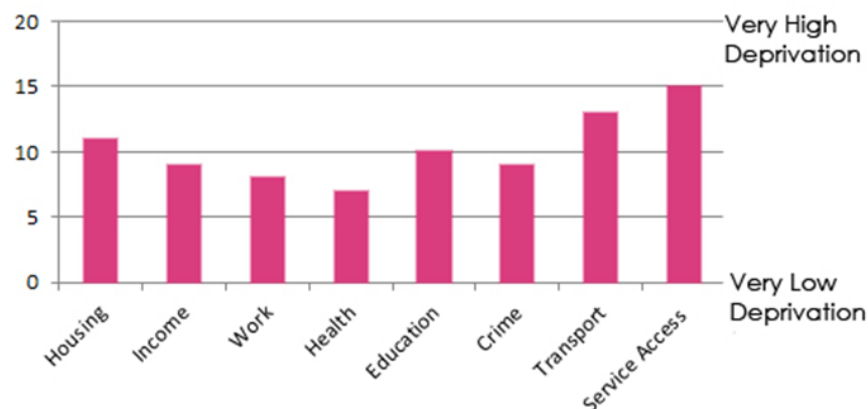
Although 'health deprivation' is generally very low in Maybole ScotPHO statistics have revealed relatively high rates of mortality, smoking, and hospital admissions (due to alcohol and drugs, road traffic accidents, accidents in the home), etc.

Likewise, while 'work deprivation' is generally low (and 79% of the adult population are in some form of paid employment) DWP figures suggest some challenges with worklessness and youth unemployment.

2.6 Physical assets

Maybole has at its disposal a wide range of buildings and other physical assets to support improvements in quality of life in the town.

In additional to the buildings of historic and cultural interest already noted the town has, for example:

- Places where the community can come together for activities and events (Town Hall, Carrick Centre, and Community Wing at Carrick Academy)
- Places of learning, including the Library and Community Education Centre
- Places of education, including three Primary Schools and one Secondary School.
- Places for leisure, including the swimming pool, outdoor sports pitches and a golf course
- Place to eat, shop and drink, including a collection of small independent shops and other commercial amenities

3. Living in Maybole

3.1 Views on Living in Maybole

As a part of the assets mapping survey, community researchers asked respondents to rate from zero to ten how much they like living in Maybole. 'Zero' being they do not like living in Maybole at all to 'ten', they very much enjoy living in Maybole.

In general respondents gave a positive assessment (Fig 3.1), with very few respondents indicating that they did not like living in Maybole at all. Two thirds of respondents (68%) rated their satisfaction with living in Maybole a 'seven' or above.

This generally positive response reflects the many positive assets that Maybole has, its rich history, rural location and services and facilities.

The following section examines in more detail the positive views on living in Maybole and the assets most appreciated by local people.

Fig 3.1 How would you rate living in Maybole?
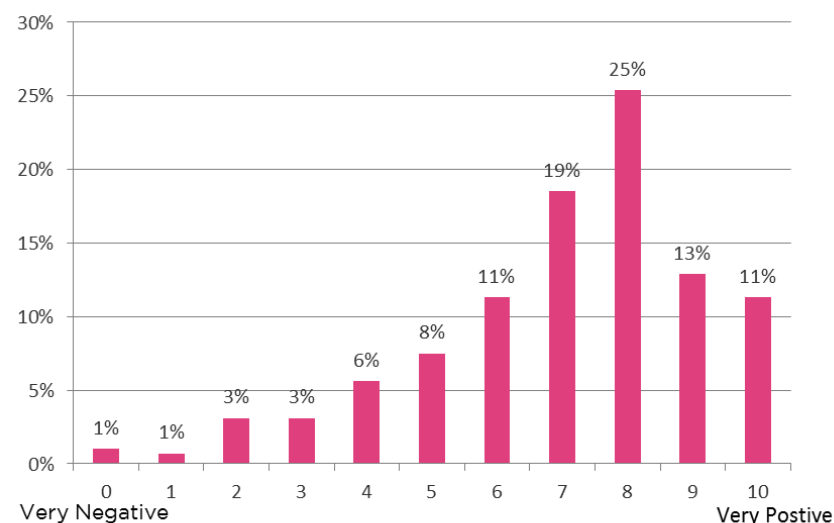
3.2 The 'Top Ten' Assets to build on

Having asked respondents to rate their experience of living in Maybole, Community researchers then asked respondents to list which assets in Maybole that they particularly liked.

Fig. 3.2 shows the 'Top Ten' assets that respondents mentioned most frequently.

Of this 'Top Ten', the physical assets (buildings/facilities) that were mentioned most frequently (by 23% of respondents) were the four local schools. Other physical assets important to respondents included the Maybole Swimming Pool (22%) and the local shops in Maybole (13%).

As well as physical assets, many respondents also mentioned social, cultural and community assets. The overall most frequently reported asset, was the good Community Spirit that people perceive Maybole to have. This was mentioned by 31% of all respondents. Many respondents (14%) also mentioned that their roots in the town were important to them i.e. their family and friends.

The location of Maybole also came through as being very important, with many mentioning its beautiful countryside setting (23% of respondents). Several respondents also reported that Maybole's close proximity to surrounding towns was an asset (12%) as was its public transport links (11%).

There were some other assets (outside of the 'top 10' listed) that respondents mentioned but less frequently, sometimes by only one or two people.

Fig. 3.2 Top Ten Assets to Build on
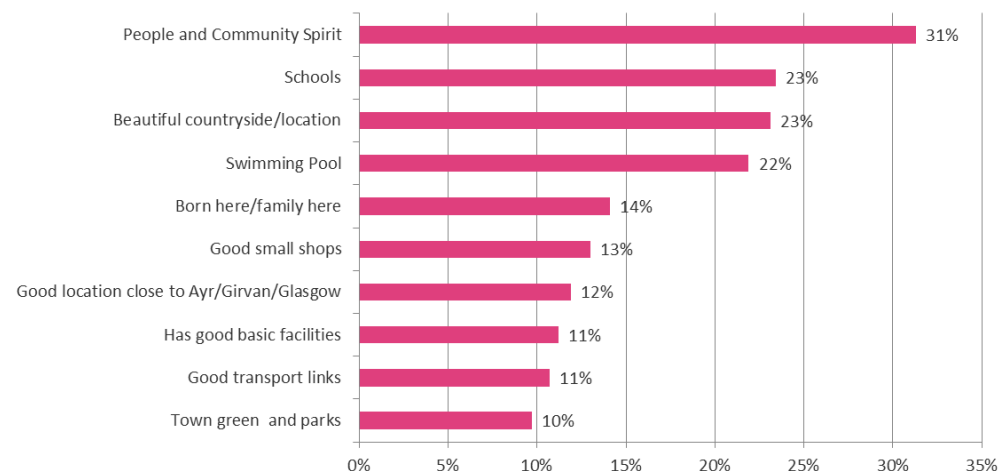
3.2.1 Mapping Maybole's Positive Assets

As well as asking respondents to report what they liked most about living in Maybole, Community Researchers also asked them to map these assets. This then allowed for thematic maps to be developed, visualising Maybole's positive assets.

The following thematic maps have been developed:

- Places to shop eat and drink: this map visualises restaurants, pubs, cafes and shops that respondents like in Maybole (Map 3.1) which are mainly located along the high street.
- Community Activity and Services: this map shows the location of local activities and services taking plan in

community buildings (Carrick Centre, Town Hall etc) and other spaces. (Map 3.2)

- Heritage, Open Spaces and Environment: this map visualises the most well liked historic buildings and green spaces. (Map 3.3).

- Publicly provided services: this map shows public services in Maybole that respondents felt were positive assets to the town.

The coloured dots indicate the number of times mapped by respondents and the associated location of these positives. A cluster of dots therefore indicates a particularly important asset.

Positives: Places to Shop, Eat & Drink

Places to shop, eat and drink
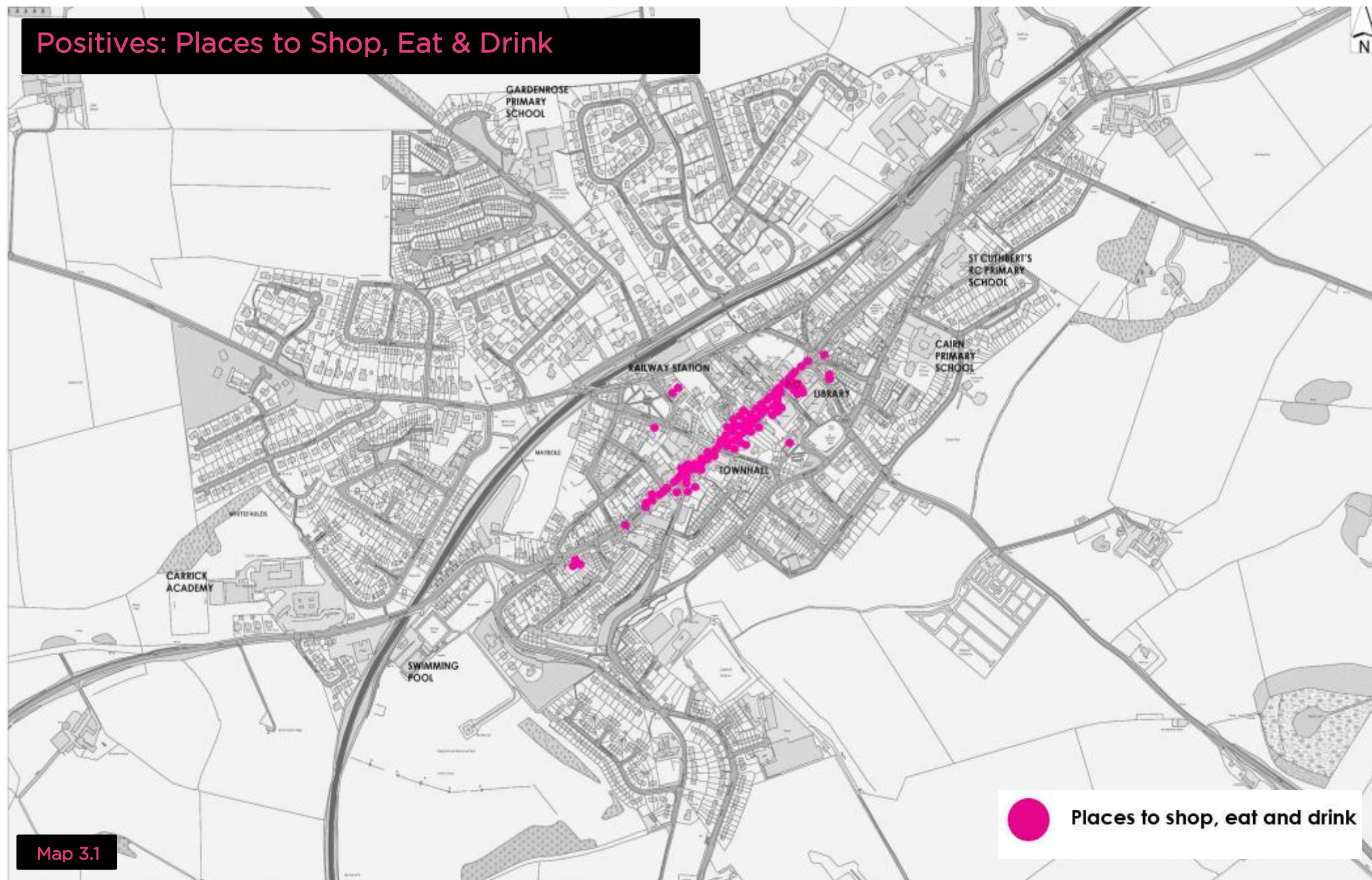
Map 3.1

Positives: Community Activity & Spaces

GARBENROSE PRIMARY SCHOOL

ST CUTHBERT'S RC PRIMARY SCHOOL

CAIRN PRIMARY SCHOOL

RAILWAY STATION

LIBRARY

MAYBOLE

TOWNHALL

WHITEFIAULDS

CARRICK ACADEMY

SWIMMING POOL

Community Activities

Community Buildings

Map 3.2

Positives: Heritage, Open Spaces and Environment

GARDENROSE PRIMARY SCHOOL

ST. CUTHBERT'S RC PRIMARY SCHOOL

RAILWAY STATION

LIBRARY

CAIRN PRIMARY SCHOOL

TOWNHALL

WHITEFAULDS

CARRICK ACADEMY

SWIMMING POOL

Open Spaces & Parks

Heritage

Map 3.3
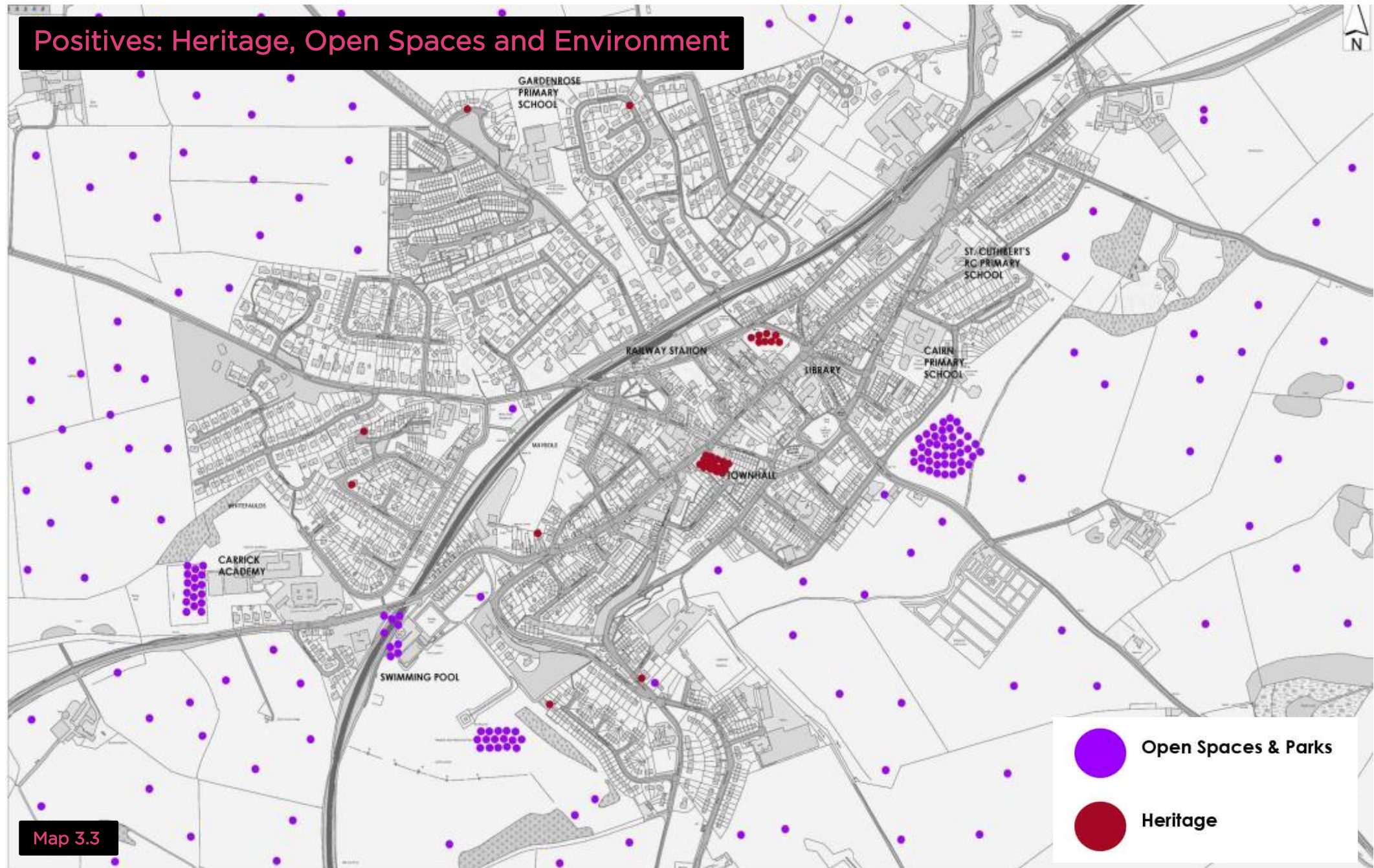
Positives: Publicly Provided Services

GARDENROSE
PRIMARY
SCHOOL

ST CUTHBERT'S
RC PRIMARY
SCHOOL

CAIRN
PRIMARY
SCHOOL

RAILWAY STATION

LIBRARY

TOWNHALL

CARRICK
ACADEMY

SWIMMING POOL

walks

Library

Leisure

Education

Transport

Map 3.4
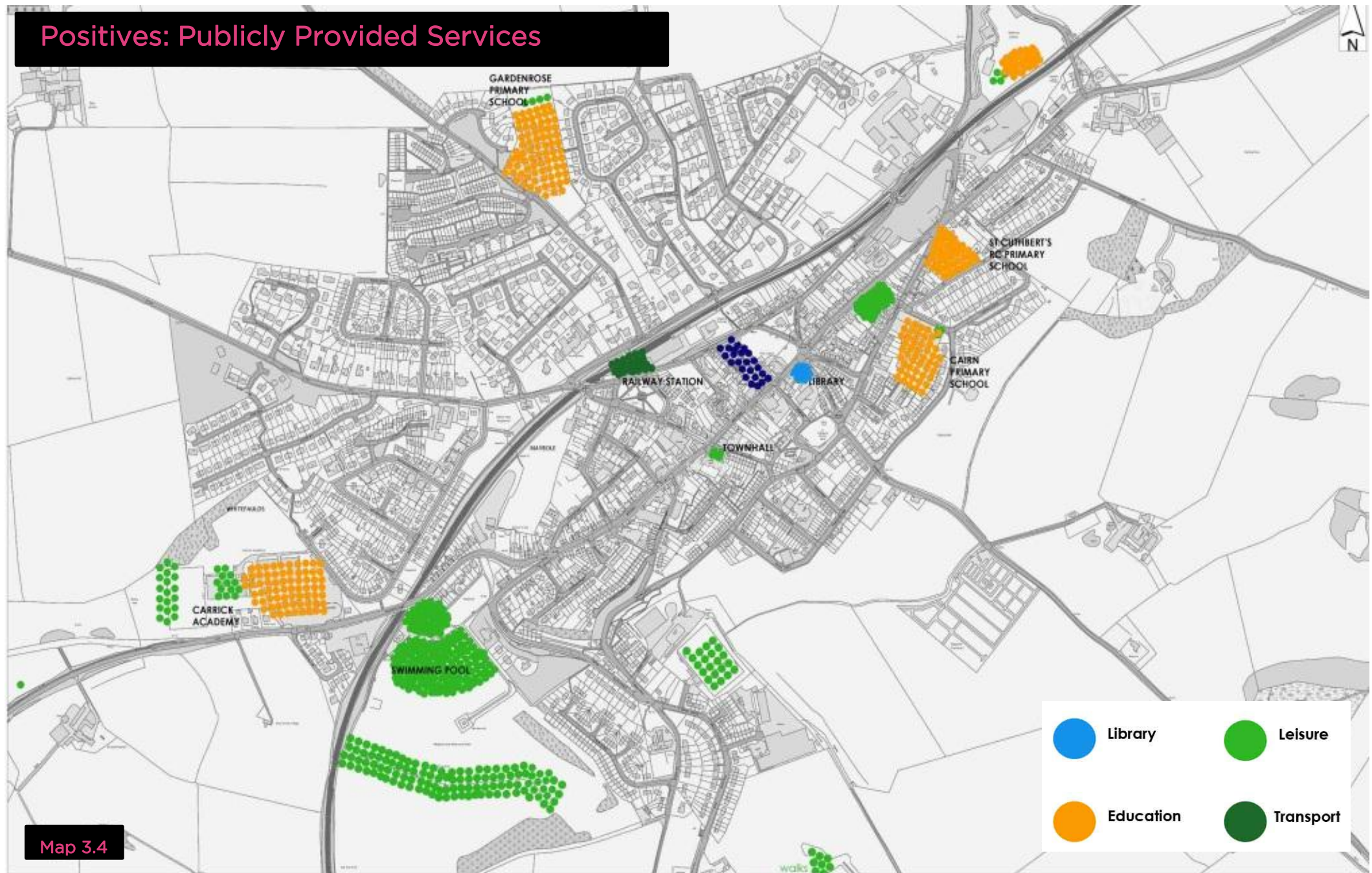
3.3 The 'Top Ten' Negatives to Address

Community Researchers also asked respondents to consider what they disliked about living in Maybole. Responses are presented in Figure 3.3.

The response most frequently mentioned negative aspect of life in Maybole (mentioned by two-thirds of respondents) was the congested, busy and dangerous A77/High Street running through the town.

Empty, derelict and rundown buildings also featured highly as a negative (25% respondents recorded this as an issue).

Social and Environmental issues also featured heavily an issue, including problems with dog fouling (20% of respondents), Litter (12%) and Anti-Social Behaviour (13%).

The variety and small number of shops in Maybole occurred frequently as an issue, with 12% reporting that a better variety of shops would be a positive improvement for retail in the town.

In addition to the main of negatives listed, community Researchers also recorded several additional assets that respondents felt were a problem or issue in Maybole, although there were not frequently mentioned and also appeared as a positive for many.

Fig. 3.3 'Top Ten' Negatives to Address
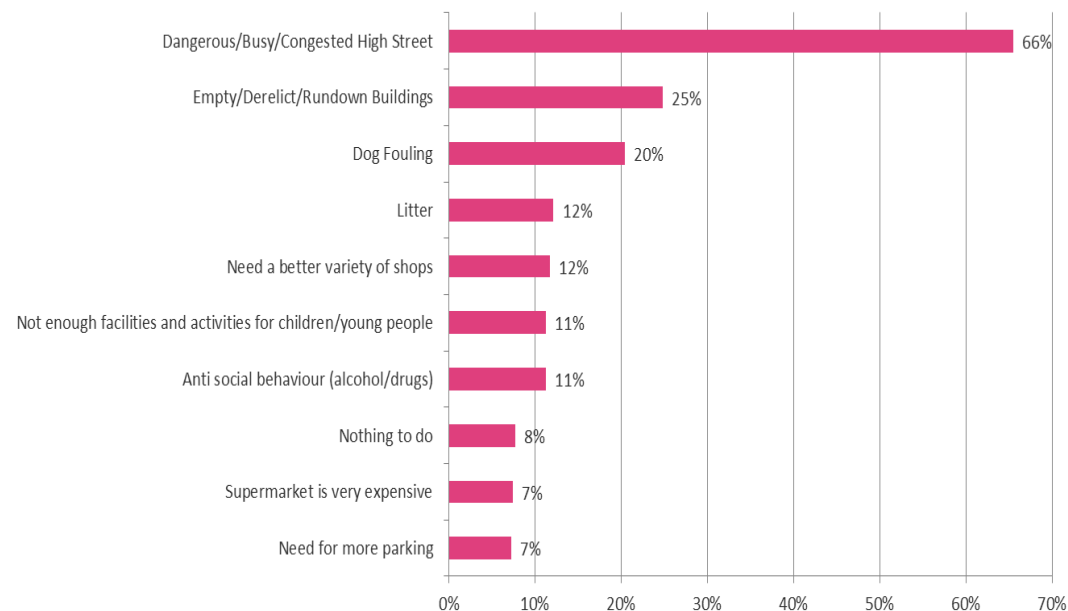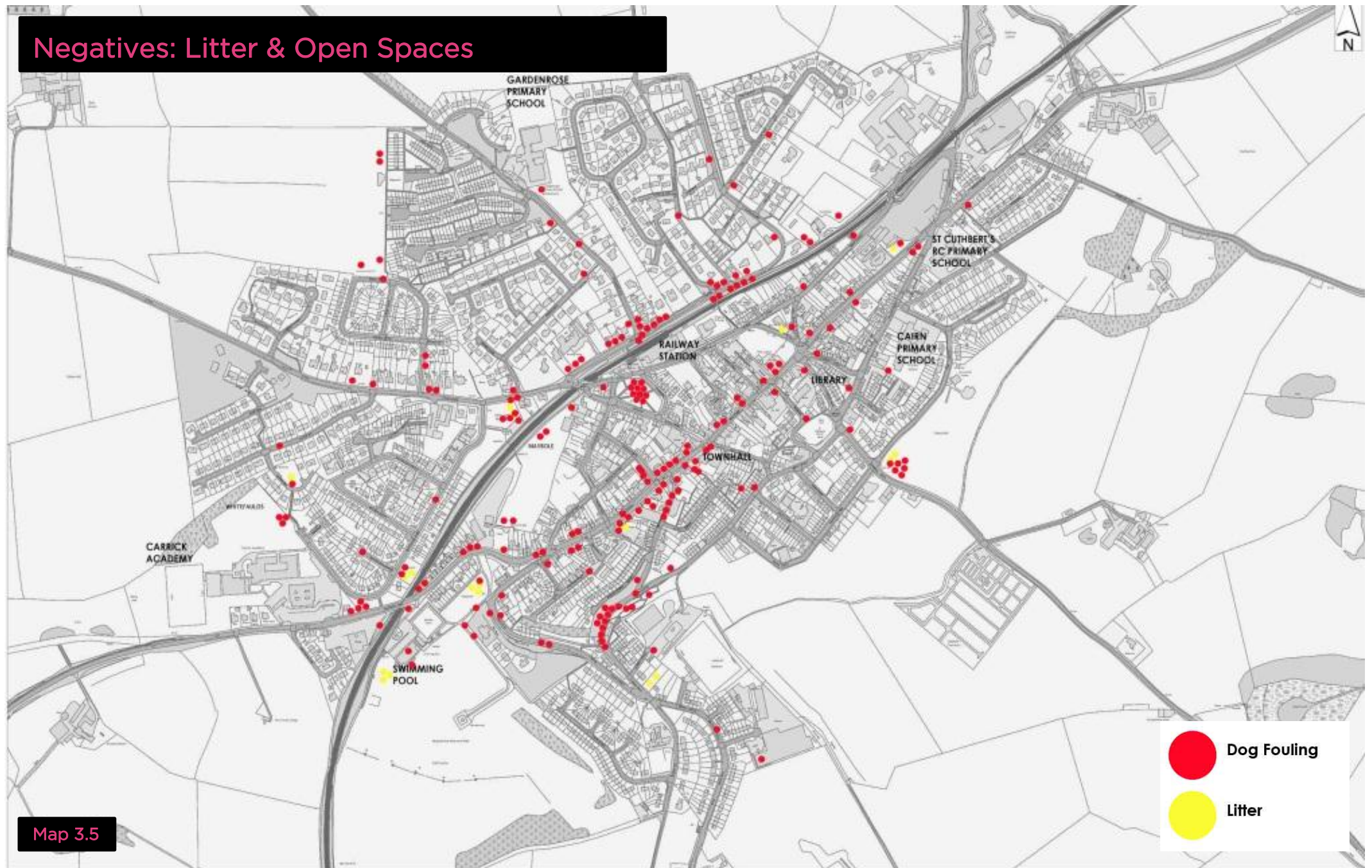
3.3.1 Mapping Negatives to be addressed

Community Researchers also asked respondents to map assets that they were not happy with in Maybole. This then allowed for thematic maps to be developed, visualising where there these negative issues occurred.

Five thematic maps have been developed as follows:

- Litter and Open Spaces: this map shows where respondents have mapped issues of litter and dog fouling as well as open spaces that they feel could be improved.

- Places to Shop, Eat and Drink: this map highlights commercial amenities that respondents mapped as needing addressed for improvement.

- Traffic and Parking: this map highlights issues with traffic congestion and where respondents think there is a problem with parking in the town.

- Community Safety Issues: this map shows the location of perceived community safety issues in the town, including dangerous traffic and anti-social behaviour.

Again the frequency of dots, and their clustering, indicates 'hotspots' of negative issues are occurring.

Negatives: Litter & Open Spaces

Map 3.5

Dog Fouling

Litter

Negatives: Places to Shop, Eat and Drink

Map 3.6

Places to shop, eat and drink

Negatives: Traffic & Parking

Map 3.7

High Street Parking

Parking

Negatives: Community Safety Issues

N

GARDENROSE PRIMARY SCHOOL

ST CUTHBERT'S RC PRIMARY SCHOOL

CAIRN PRIMARY SCHOOL

RAILWAY STATION

LIBRARY

TOWNHALL

SWIMMING POOL

Map 3.8

Community Safety
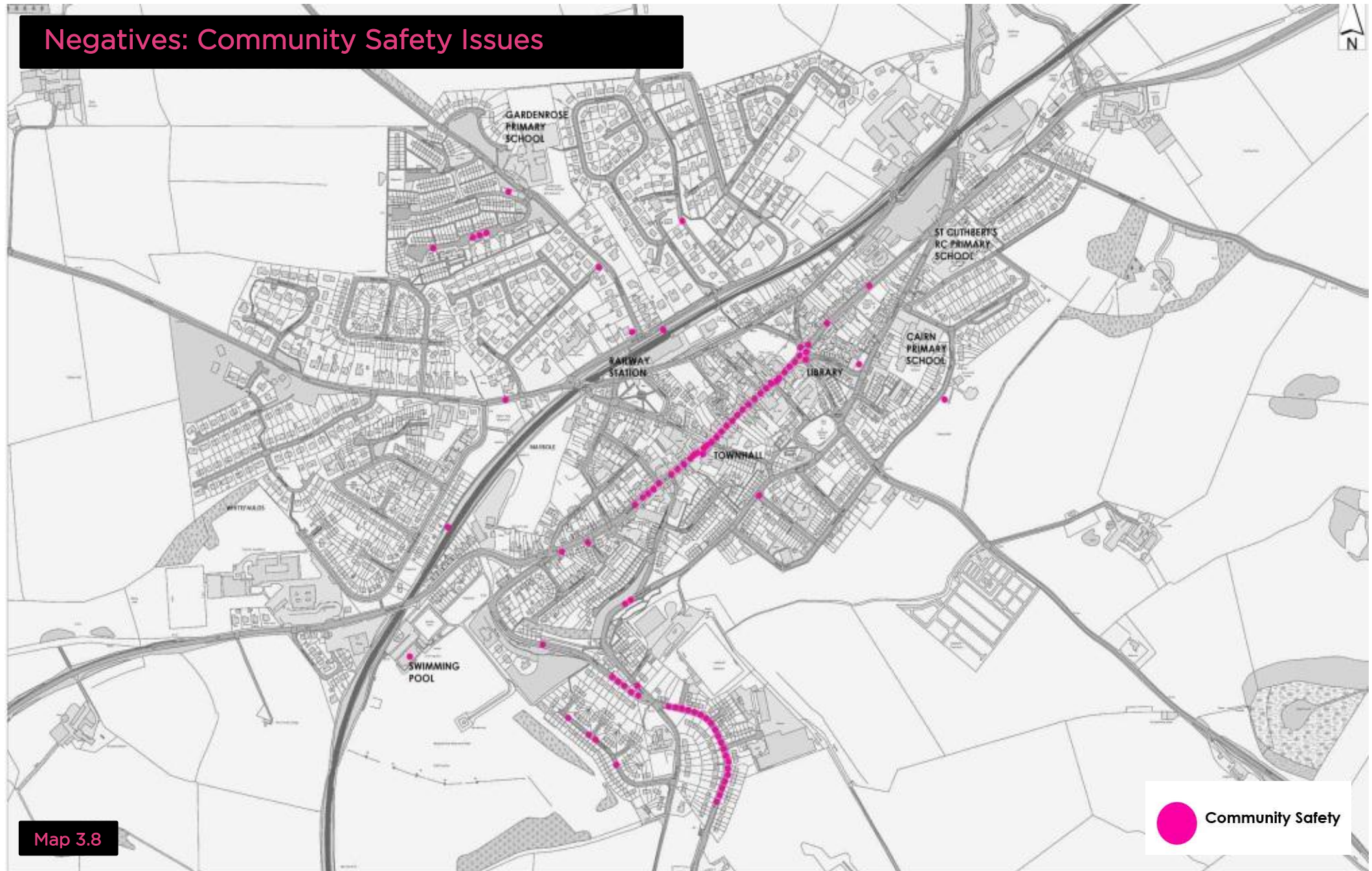
4. Facilities in Maybole

4.1 Views on Local Facilities

Maybole contains a number of main public and community buildings that contribute greatly to community life. These are identified on the map on the following page.

Community researchers asked respondents to rate how much they liked local facilities in Maybole, 'Zero' being that they do not like local facilities at all to 'ten', that they really like local facilities.

Generally, respondents reported a positive view of local facilities (Fig 4.1). Just over half of respondents (58%) rated their satisfaction with local facilities in Maybole with a 'seven' or above.

The following section examines those buildings and other physical assets that were most widely appreciated by respondents.

Fig 4.1 How would you rate Local Facilities in Maybole?

Public and Community Buildings

GARDENROSE PRIMARY SCHOOL

ST.CUTHBERT'S R.C PRIMARY SCHOOLS

ST.OSWALDS CHURCH

CAIRN PRIMARY SCHOOL

MAYBOLE PARISH CHURCH AND CARRICK CENTER

HEALTH CENTER

LIBRARY

MAYBOLE

MAYBOLE BAPTIST CHURCH

TOWN HALL

WHITEFAULDS

CARRICK ACADEMY

SWIMMING POOL

GOLF COURSE

LADYWELL STADIUM

ST.CUTHBERT'S CHURCH

Map 4.1
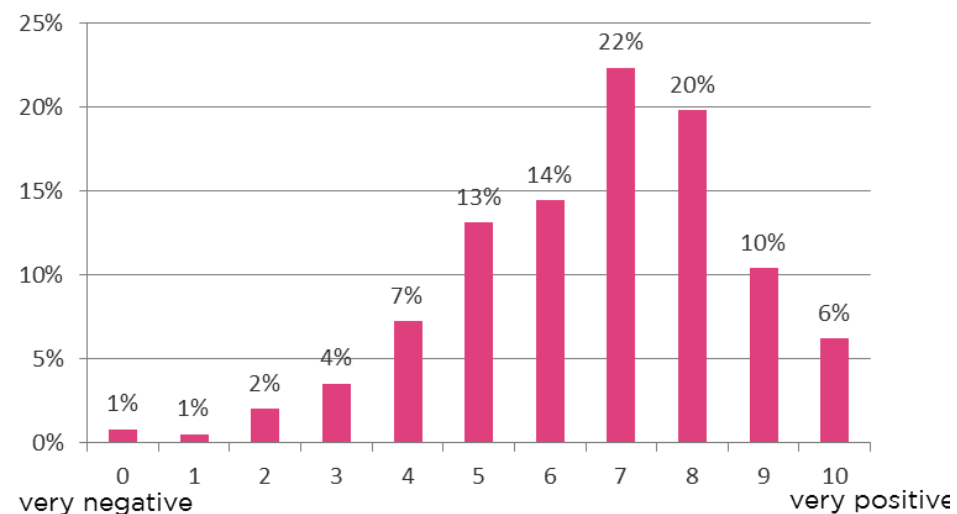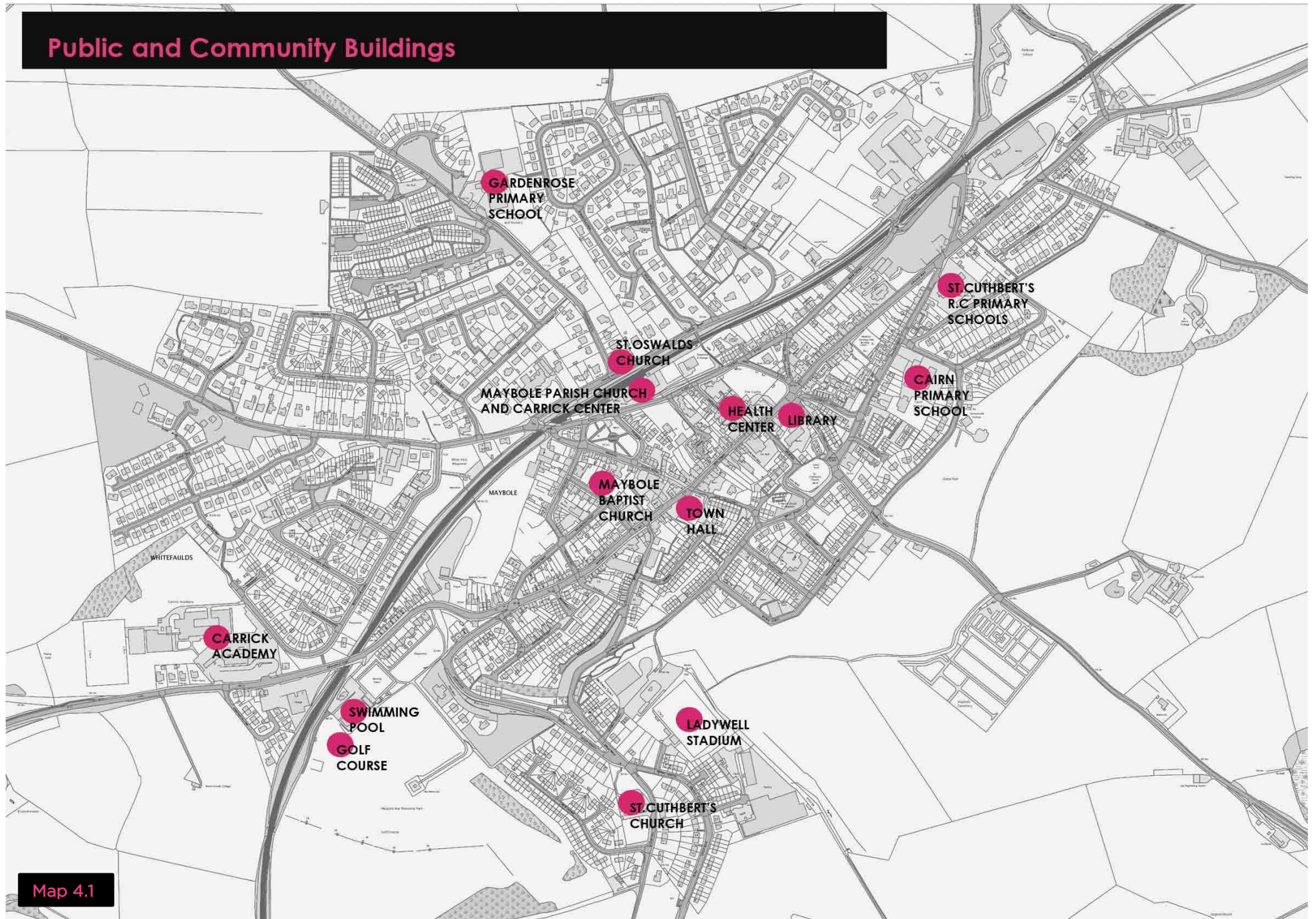
4.2 'Top Ten' Facilities People Like

Community researchers asked people in the town to identify which facilities they liked most in Maybole. Figure 4.2 highlights the 'Top Ten' facilities that were mentioned most frequently.

The most frequently mentioned facilities that people like in Maybole were the Swimming Pool (39%), Golf Course (26%), and Carrick Centre (25%). Many people (25% of respondents) also reported that they thought there were all-round good facilities in Maybole.

The town Library also featured in 'Top Ten' (17% reported this) as did the towns Bowling Greens (15%), Schools (15%) and Shops (11%).

In addition to the 'top ten' liked facilities, there were some other less frequently reported facilities, including: Sports Facilities, Parks, All Weather Pitches and Recycling Facilities.

Fig.4.2 'Top Ten' Facilities People Like
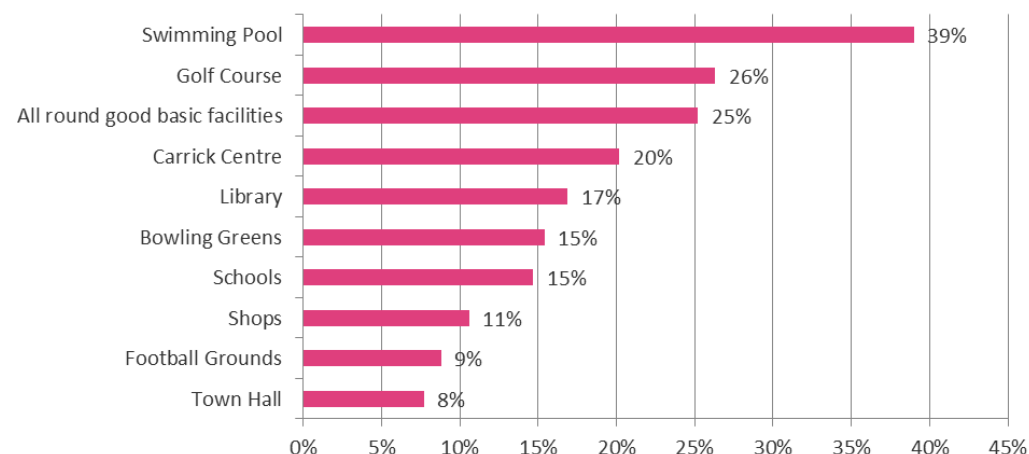
4.3 Unused Physical Assets

The Community Researchers asked local residents to comment on the unused buildings in Maybole that were considered important.

4.3.1 Views if underused buildings

The unused Co-Op building on the High Street was most frequently mentioned (by 60% of respondents) as being of importance to the town. The Old Parish Church at the west end of the High Street also featured prominently in responses (22%).

Several other unused buildings were mentioned less frequently respondents including the numerous empty shops on the high street (7%), the Castle located on the High Street (7%) and the Garage on Kirckoswald Road (7%).

Other unused or derelict buildings in local people's 'top 10' are identified in Figure 4.3, opposite.

4.3.1 Mapping underused buildings

As well as asking which unused buildings in Maybole were important to them, respondents also asked them to map these buildings. The following map visualises the unused buildings reported by respondents. The coloured dots indicate the location of assets reported by respondents and a cluster of dots indicates a particularly important unused building.

Fig. 4.3 Unused Physical Assets

Unused Physical Assets

Map 4.2

Underused buildings

GARDENROSE PRIMARY SCHOOL

ST CUTHBERT'S RC PRIMARY SCHOOL

RAILWAY STATION

LIBRARY

CAIRN PRIMARY SCHOOL

TOWNHALL

CARRICK ACADEMY

SWIMMING POOL
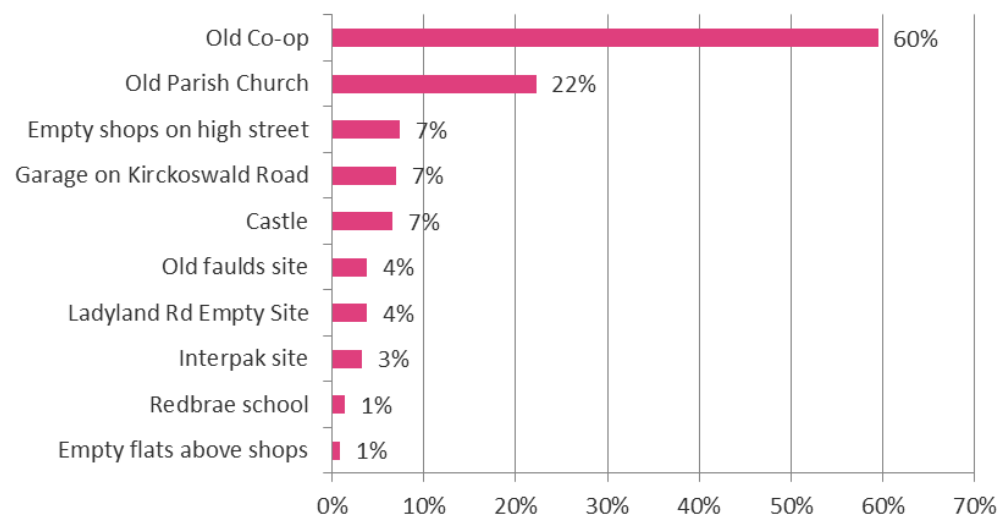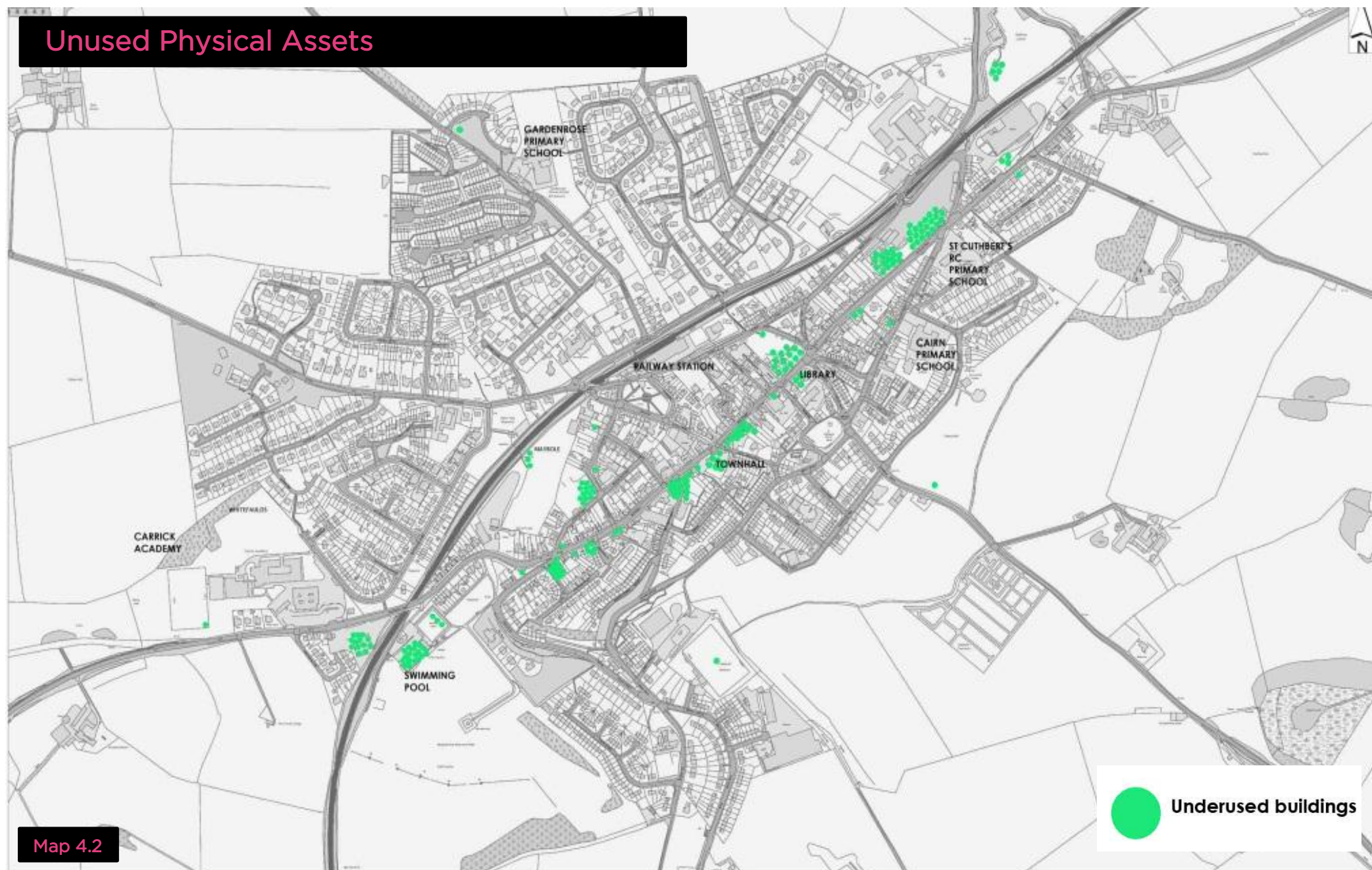
4.4 Suggested Improvements

Community Researchers also asked local people to consider what improvements they would like to see made to existing facilities.

Of all the improvements suggested, a by-Pass around Maybole was clearly the most frequently mentioned (by 59% of respondents). This is consistent with the previously noted concerns about dangerous and busy roads in the town, and considered important to the vibrancy of all local facilities.

Improvements and upgrades to a variety of other facilities were also identified by respondents, but to a much greater extent. These included improvements to leisure facilities (16%), youth activities (15%), the high street (12%), shopping facilities (11%), and the supermarket (10%).

Environmental improvements and upgrades were also suggested by respondents. For example, 8% suggested that Litter Bins or Litter picking would be an improvement to the environment around local facilities.

A 'top 10' list of facilities can be found in Figure 4.4. Less frequently mentioned improvements outside of this list, included new school buildings, more restaurants and cafes, and a local cinema.

Fig 4.4 What would improve Facilities in Maybole?
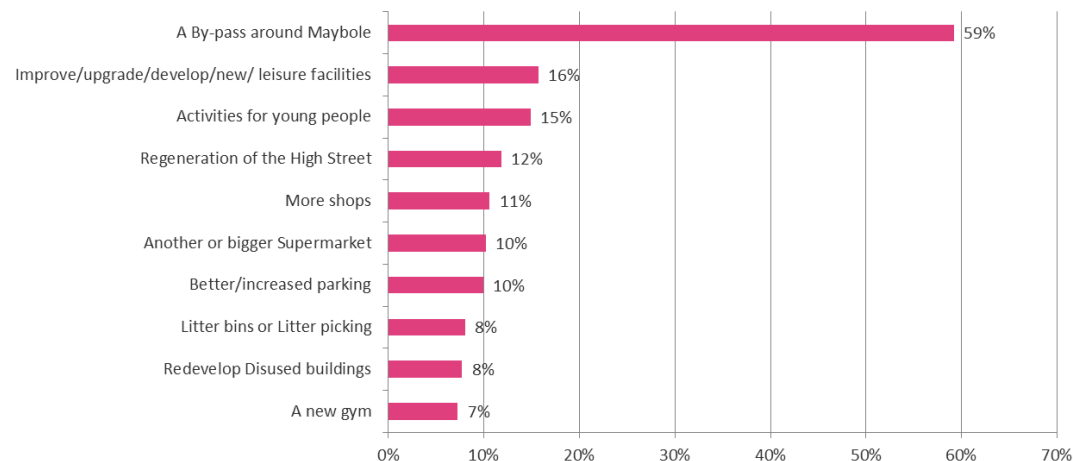
5. Services in Maybole

5.1 Views on Local Services

Community Researchers asked local people to rate from 'Zero' to 'Ten' how much they liked local services in Maybole. (a score of 'Zero' meaning that they do not like the local services at all and 'Ten' they really like local services).

In general respondents were satisfied with the services available in Maybole (Fig 5.1). Two-thirds of respondents rated their level of satisfaction with services with a 'seven' or above. Only 7% of respondents rated services at less than 5 out of 10.

There was praise for both the range and quality of services available.

The following section will discuss in more detail the local services most appreciated by the people of Maybole.

Fig.5.1 Views on Local Services
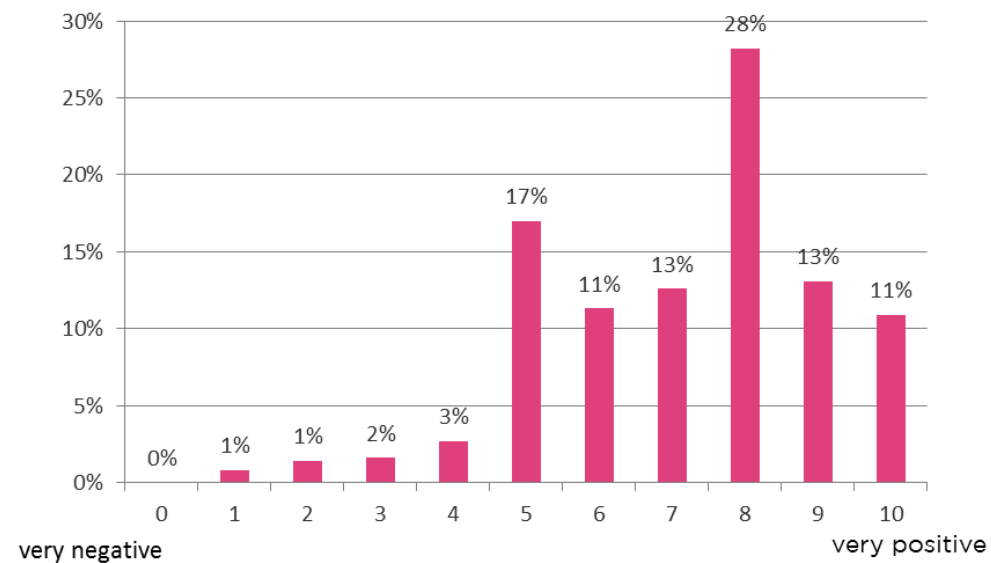
5.2 Services People Like

Once respondents had rated their view on local services, they were then asked to report on which local services they liked most (see Figure 5.2 for the ten most frequently reported responses).

The most common view among respondents was that basic services in Maybole were good (57% of respondents). They were unable to identify any single service of particular merit.

Where respondents were able to pinpoint services that they especially appreciated, the most frequently identified services were Emergency Services generally (17%), Police in particular (10%), Public Transport (9%), Post Office (7%), Health Services (6%), Street Sweeping/Winter Gritting (4%), Recycling services (4%), Library (3%),and Schools (3%).

In addition to the 'Top Ten' were a number of other services mentioned with less frequency, which included: Good Doctors, Good Dental Services, and Good Care Homes.

Fig.5.2 'Top Ten' Services People Like
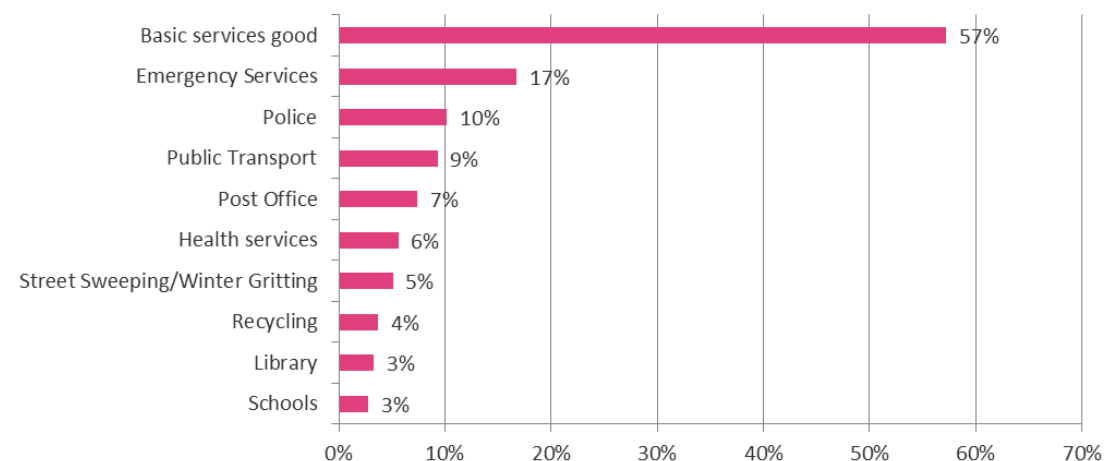
5.3 Services People Dislike

Community Researchers also asked respondents to report which local services they were not happy with or did not like. Figure 5.3 shows the ten most frequent responses.

The most common service issue mentioned by some margin was that there were Not Enough Police (38% of respondents).

Roads and Transportation issues were also reported frequently. This included issues relating to Potholes not being fixed (23% of respondents) and Pavements and Roads not being adequately gritted in the winter (7%).

Environmental related services also featured prominently as a concern, with Bins and Litter Collection being the most notable issue here (12%), and Glass/Litter in public places (7%) and Street Sweeping being related but less frequently mentioned issues.

Outside of the 'top 10' issues identified in Figure 5.3, other less frequently noted issues mentioned included Having to share services with surrounding villages, GP's not being available out of hours, the Dental Surgery being very busy and long waits for prescriptions.

Fig.5.3 'Top Ten' Services People Dislike
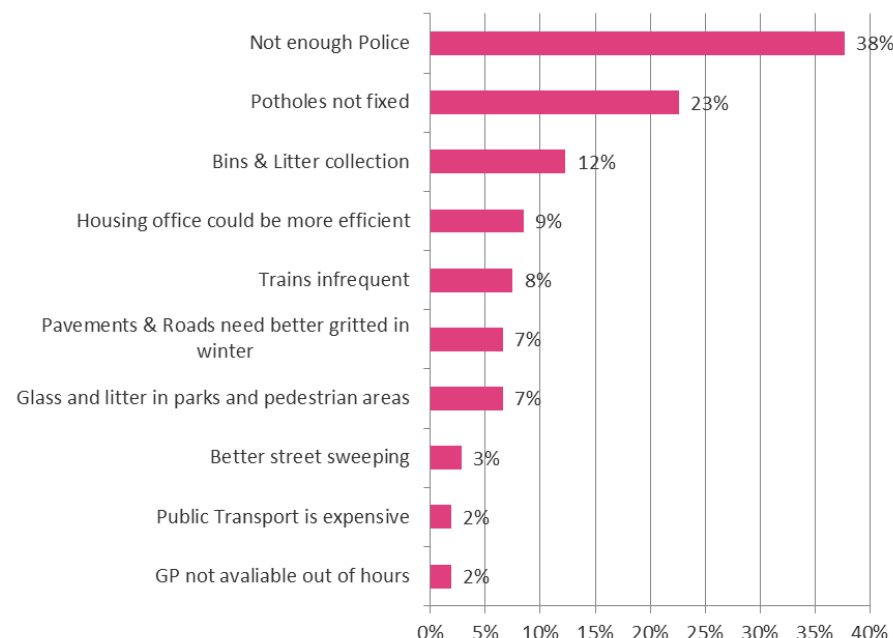
5.4 Suggested Improvements

Respondents were then asked to provide suggestions on how local services could be improved. The ten most common responses are shown in Figure 5.4.

From the survey, around one-in-five respondents (21%) were unable to point to specific improvements, citing the importance of a general increase or improvement to services.

Where respondents were able to make specific recommendations these most commonly related to Extra Police (24% of respondents).

The other suggested improvements mirrored the issues raised by residents, including litter, shopping and public transport.

Fig.5.4 'Top Ten' Suggested Improvements to Services
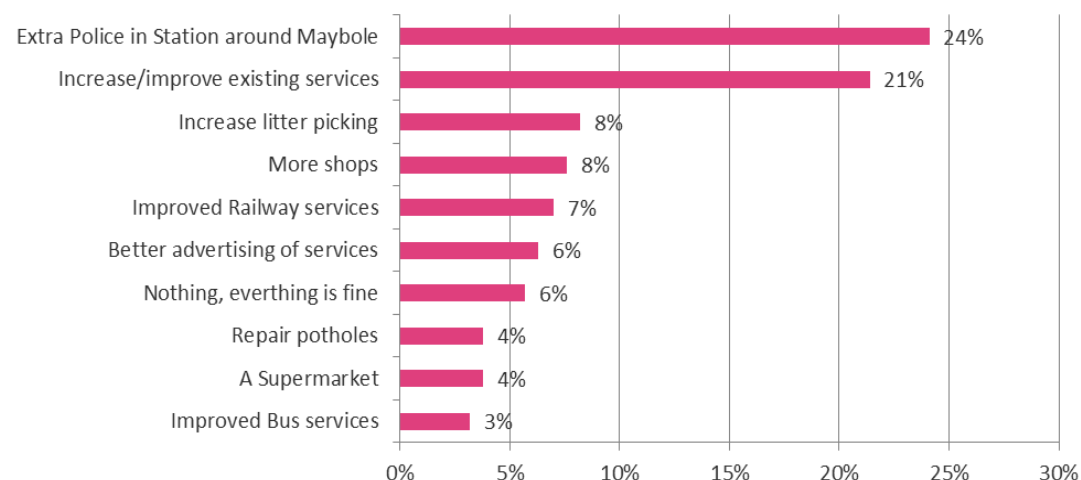
6. Health in Maybole

6.1 Perceptions of Health

The asset mapping survey explored health in Maybole, starting with people's perceptions of their own health.

6.1.1 General views

Respondents were asked to rate from 'Zero' to 'Ten' how healthy they feel ('Zero' meaning that they do not feel healthy at all and 'Ten' that they feel extremely healthy).

The responses shown in Figure 6.1 show that respondents generally viewed their health with confidence and satisfaction. The majority of respondents rated their health with a 'seven' or above (82%).

Fig.6.1 How Healthy do you feel?
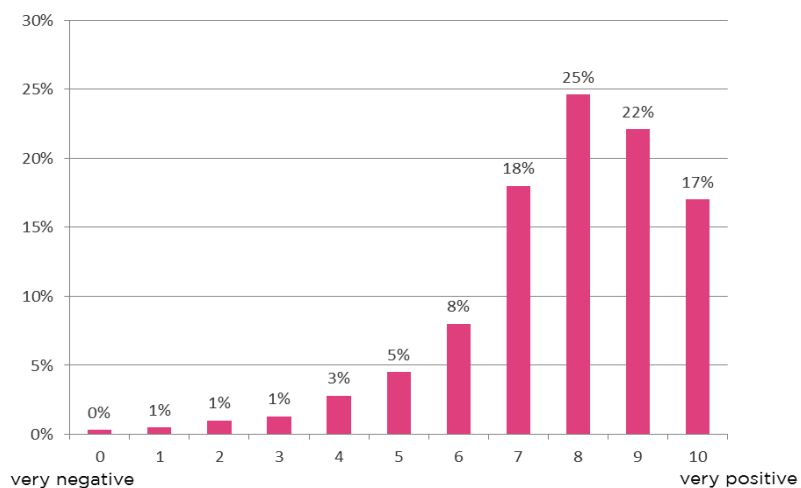
6.1.1 Positive aspects of health

When asked to consider and report on the positive aspects of their health respondents found it difficult to be specific. The most common response was that people consider themselves Usually Fit and Well (78% of respondents).

Where respondents were able to be specific they generally pointed to physical activity (active lifestyle, plenty of exercise, walk everywhere, swim daily) and the absence of smoking and drinking as major factors contributing to their positive health. Figure 6.2 sets out the responses in more detail.

Fig.6.2 What is good about your health?
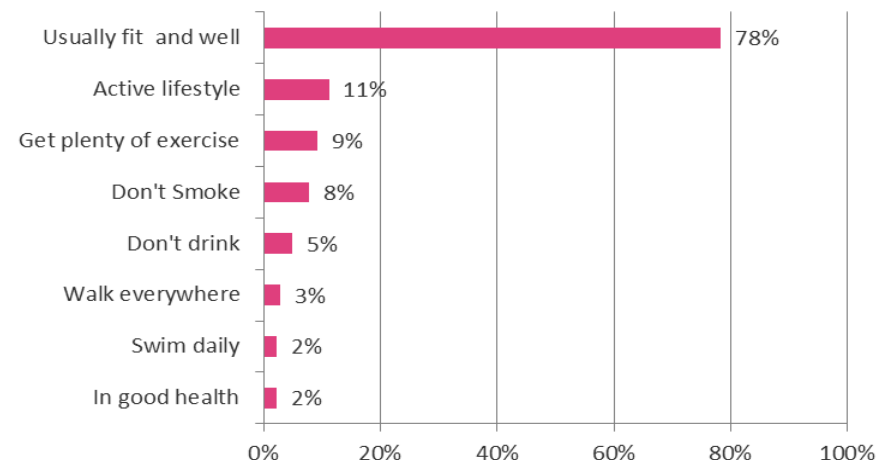
6.1.2 Negative aspects to be addressed

When asked to report on what was bad about their health respondents were generally more aware of negative health-related behaviours.

The most frequently reported negative aspects of health related to Smoking (27% of respondents) and being Overweight (26%).

Another 23% of respondents identified some form of Long term illness as being a problem.

Aspects of health relating to older age also featured as factors contributing to poor health, with many respondents reporting Occasional aches and pains (19%), Not being able to walk as far (4%), Reduced mobility (1%) and a Feeling of loneliness (1%).

A full breakdown is presented in Figure 6.3.

Fig 6.3 What is bad about your health?

6.2 Views on Health Services

The consultation also examined views on those services intended to improve health in the town.

6.2.1 General views on health services

Local people were asked to rate how much they like the Health Services in Maybole ('Zero' meaning that they do not like the Health Services at all, to 'Ten' that they really like them).

Consistent with other feedback, respondents generally viewed health services in a very positive light. Overall, 78% of respondents rated these services a 'seven' or above out of ten.

Fig.6.4 How would you rate Health Services in Maybole?

6.3.2 Positive aspects of health services

Respondents where then asked what they liked about health services in Maybole. Figure 6.5 shows the ten most common responses.

The most frequently recorded response was that the Health Centre had Good doctors (46% of respondents). This linked to very positive statements regarding Availability (22%), Good service (19%), Staff friendly and helpful (12%), and A good variety of services under one roof (11%).

Fig.6.5 'What do you like about health services in Maybole?

6.2.3 Negative aspects of health services

Respondents were also asked what they did not like about Health services locally.

Other than some dissatisfaction with some doctors, the responses set point to an interrelated set of issues relating to access. This includes not being able to get appointments right away (57%), restricted opening hours at the Health Centre (12%), Dentist having a long waiting list (7%), the Health Centre not being open at the weekends (5%), emergency services response times (3%) and pharmacy opening hours (1%). Figure 6.6 provides a breakdown of responses.

Fig.6.6 What do you not like about health services in Maybole ?
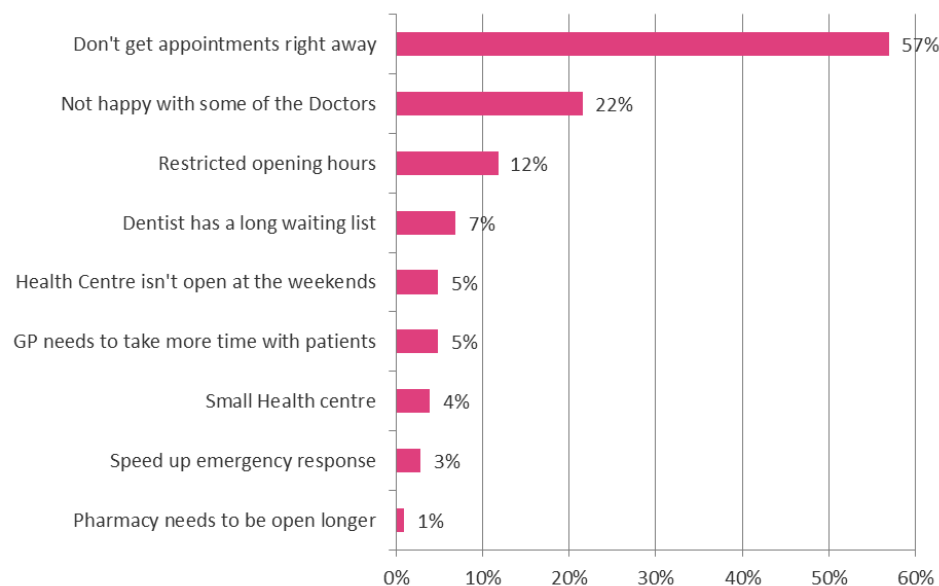
6.2.4 Awareness of drug and alcohol services

As a supplementary question, local residents were asked whether they were aware of specific support services to address issues relating to drugs and alcohol.

The responses presented in Figure 6.7 show that the majority of the population are aware of these specialist support services, although one-in-four respondents did report a lack of awareness.

Fig.6.7 Awareness of drug and alcohol services
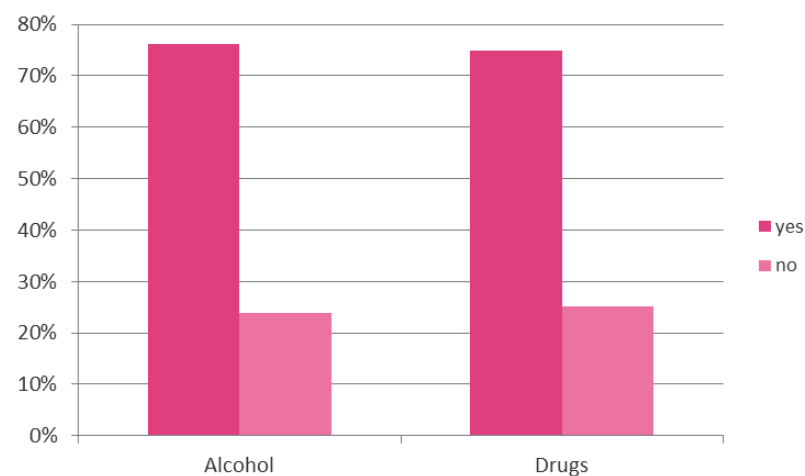
6.3 Suggested improvements

The community researchers explored ways to improve both health and the services that support improved health.

6.3.1 Improvements to health

The Community Researchers invited local people to suggest improvements that they could make to their own health better.

The most frequently recorded response was that a gym in Maybole would be useful to people (25% of respondents). This theme of physical activity featured in other common responses, such as Go for more walks (10%), Take more exercise (8%), and Yoga or Pilates (6%).

Other interventions perceived to be important related to healthy weight (Better diet, Weight Watchers), health advice, social activity, and smoking cessation.

Figure 6.8 provides a breakdown of the most common responses.

Fig.6.8 Do you have any ideas how you could improve your health?
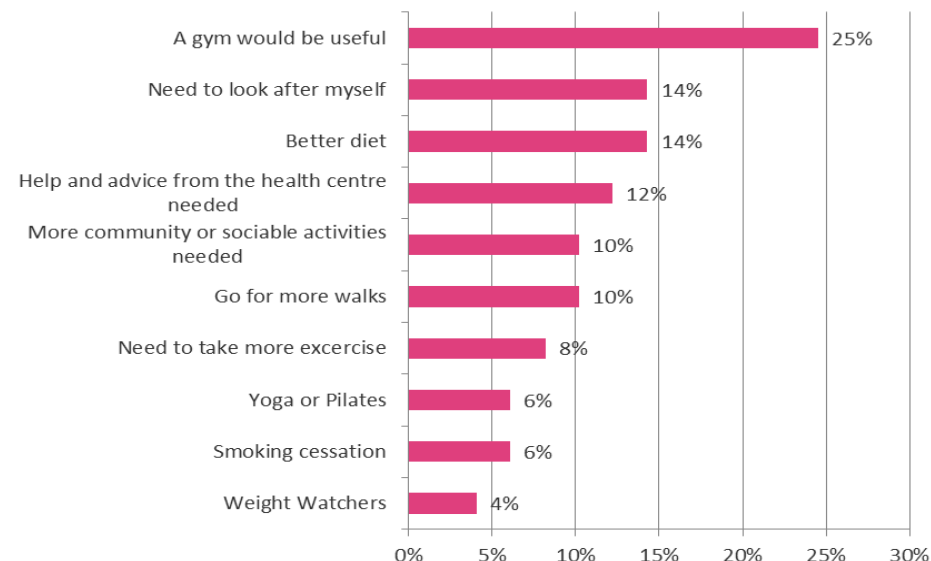
6.3.2 Improvements to Health Services

Maybole residents were also asked to suggest improvements to local Health Services.

Respondents most frequently reported improvements to the availability and frequency of services at the Health Centre. This included improvements such as having Weekend appointments (22%), More appointments available (17%), Better opening times (16%), More clinics, a Walk in service (10%), More doctors (9%), and Earlier appointment times (6%).

The most commonly raised suggestions are provided in Figure 6.9.

Fig.6.9 What would make Health Services better in Maybole?

7. Safety in Maybole

7.1 Perception of safety in Maybole

The Community Researchers asked local people to rate from 'Zero' to 'Ten' how safe they feel in Maybole, 'Zero' being they do not feel safe at all and 'Ten' being they feel very safe.

Overall, respondents recorded positive ratings, with 71% rating their feeling of safety in the town with a 'seven' or above. (Fig 7.1)

Fig.7.1 How would you rate your feeling of Safety in Maybole?

very negative   very positive

7.2 Reasons why people feel safe

Respondents were then asked to record the reasons why they feel safe in the town.

The most common response was that 'I feel very safe' (33% of respondents), indicating a general perception of safety in the town but no specific factors to suggest otherwise.

Other responses point to a feeling of familiarity with the town. For example respondents felt well known and know others (33%), have never experienced problems personally (19%), that the town is quiet and secure (12%) and feels very safe during the day.

The feedback suggests that the presence of a Police Station (2%), the Police Staff being generally helpful (9%) and CCTV camera's around the town (2%) contribute to this feeling of safety.

A full breakdown of the most common responses is provided in Figure 7.2.

Fig.7.2 Reasons why you feel safe in Maybole?

Road safety also emerged as a significant concern, with dangerous/fast traffic identified as a concern by one-in-in five respondents.

Fig.7.3 Reasons why you do not feel Safe in Maybole?
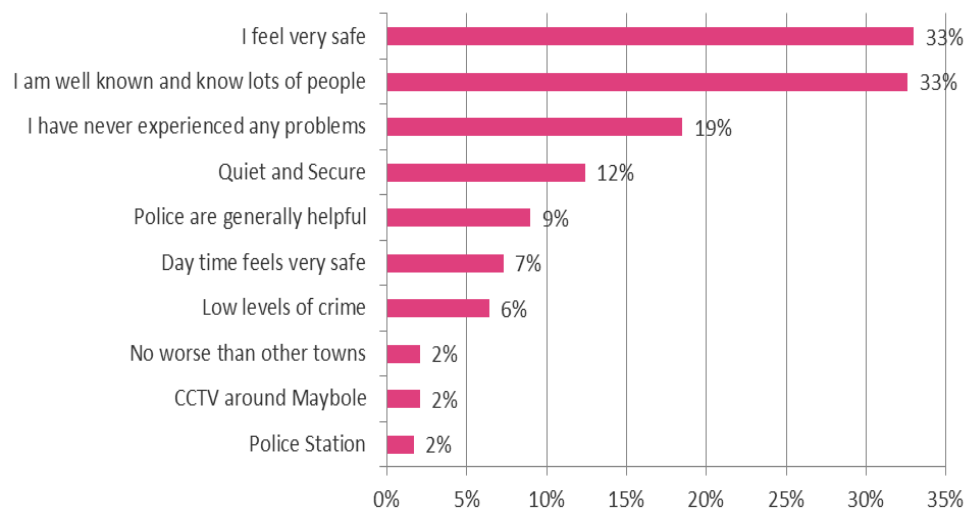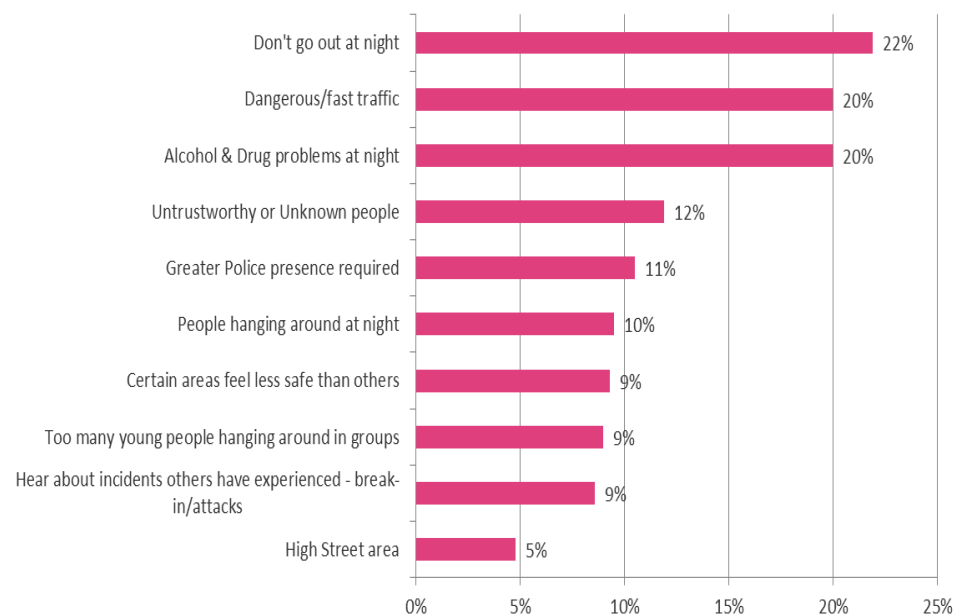

7.3 Reasons why people feel unsafe

Respondents were then asked to consider the flipside; any reasons why they feel unsafe in the town (Fig 7.3).

Respondents reported most frequently that they do not go out at night (22%), particularly older people, as a time when they feel the least safe.

This relates to a range of issues frequently raised in relation to anti-social behaviour, including problems of alcohol and drugs at night, untrustworthy/unknown people, people hanging around at night, groups of young people, etc.

7.4 Suggested improvements

Once respondents had recorded their feelings on safety in Maybole, they were asked to report anything that would improve their feeling of safety in the town (Fig 7.4).

The most frequently recorded suggestion by some margin was to Increase the Police presence in the town (51% of respondents).

There were a range of suggestions on increasing the perception of safety in the evening, including more community police at night, activities for young people, in the evenings, and improved lighting on streets and in public places.

There was strong feedback from the survey that road safety issues could be address by having a By-pass around Maybole (23% of respondents).

A full breakdown of the most frequently provided responses is provided in Figure 7.4.

Fig.7.4 What would improve your feeling of safety in Maybole?
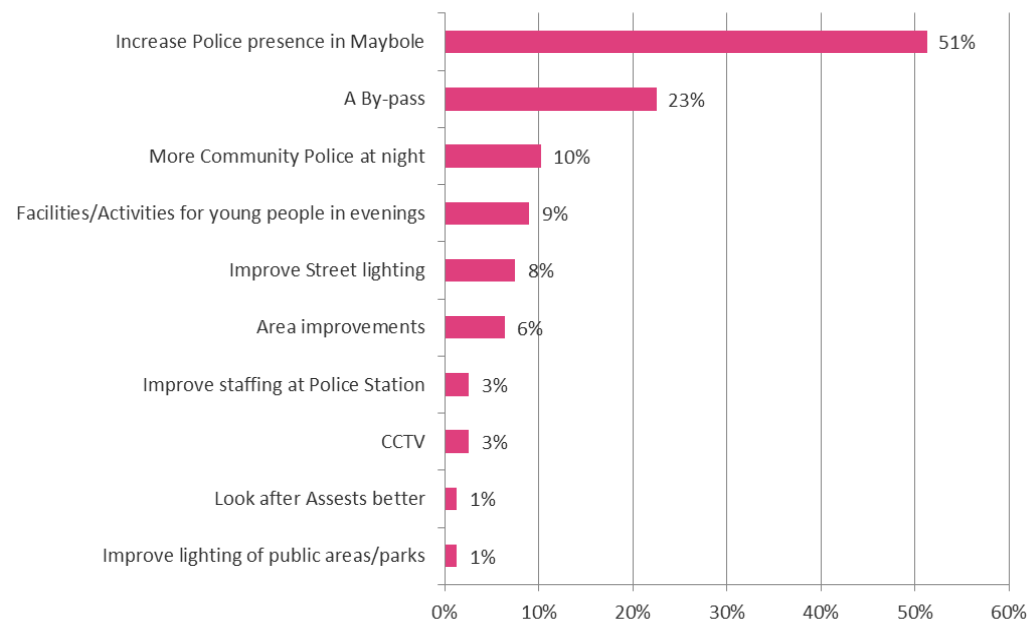
8. Public Transport in Maybole
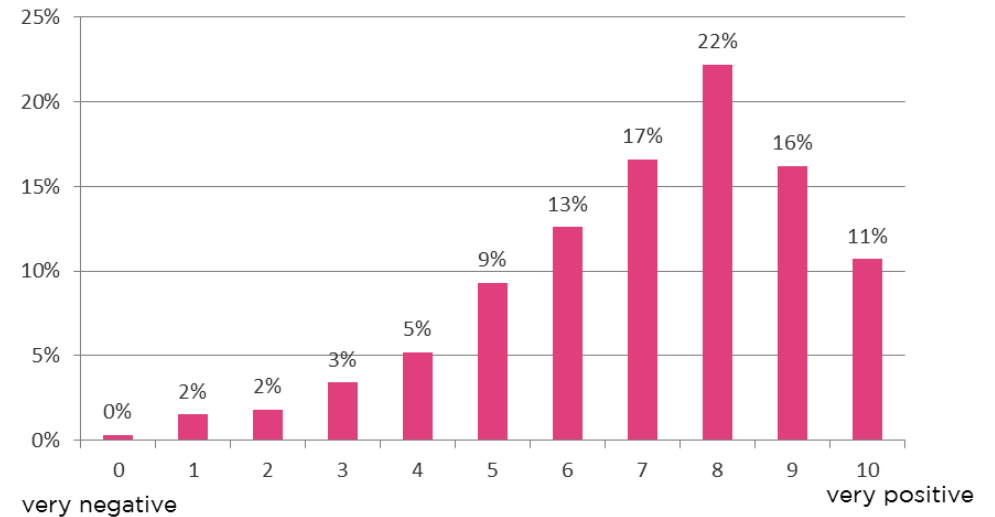
8.1 Views of Public Transport

Maybole is served by a local train station and by a variety of bus routes and stops throughout the town. These are shown in the map on the next page.

Local people were asked to rate from 'Zero' to 'Ten' how much they liked Public Transport services in Maybole, 'Zero' being that they do not like the services at all and 'Ten' being that they much like the services.
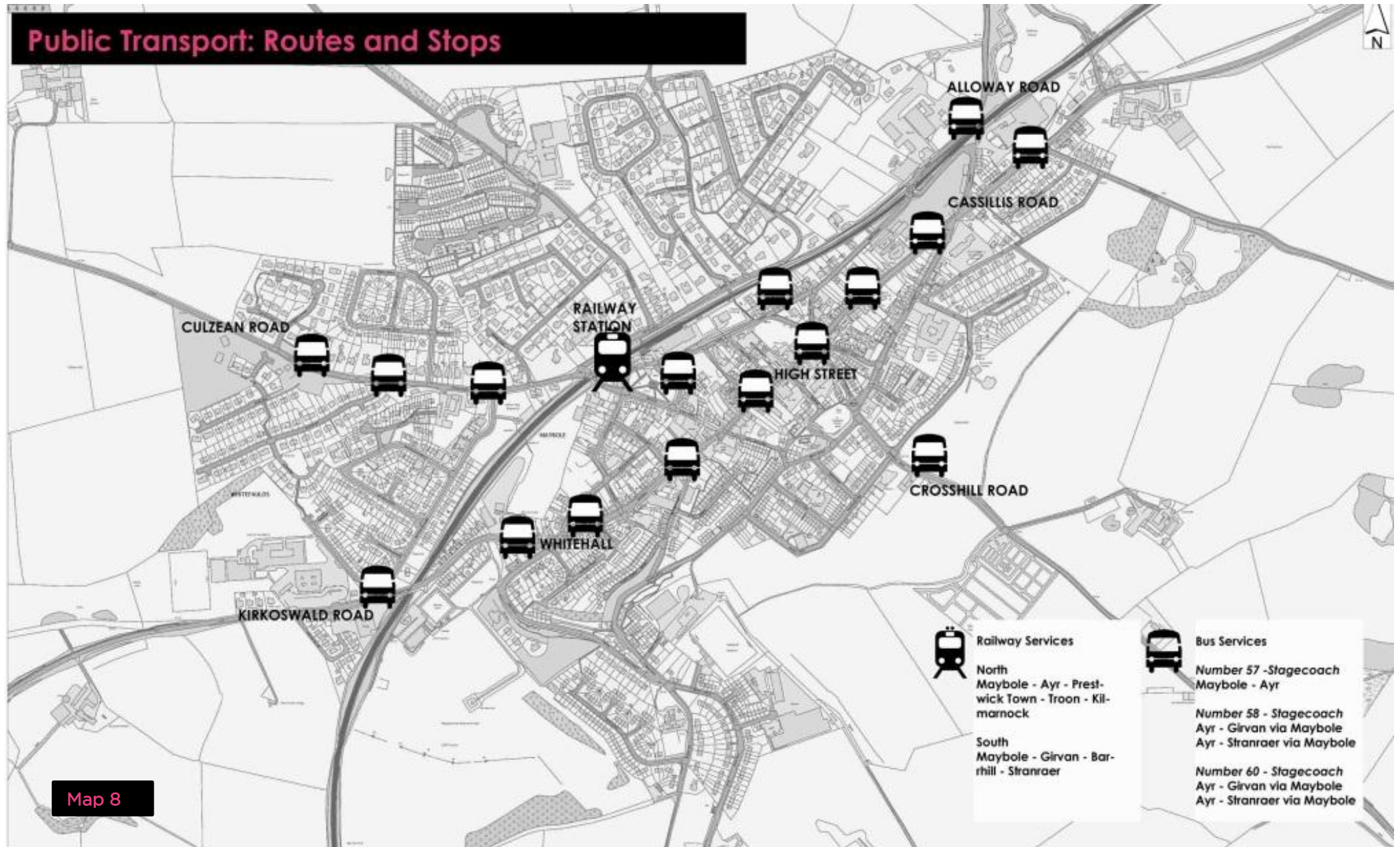
Respondents were generally very positive with the Public Transport available to them in Maybole, with four-in-five rating Public Transport a 'six' or above. See Figure 8.1.

The following pages go on to discuss in more detail the reasons the things that Maybole residents like most and least about Public Transport services in the town.

Fig.8.1 How would you rate Public Transport in Maybole?

Public Transport: Routes and Stops

ALLOWAY ROAD

CASSILLIS ROAD

CULZEAN ROAD

RAILWAY STATION

HIGH STREET

CROSSHILL ROAD

WHITEHALL

KIRKOSWALD ROAD

Railway Services

North
Maybole - Ayr - Prestwick Town - Troon - Kilmarnock

South
Maybole - Girvan - Barrhill - Stranraer

Bus Services

Number 57 -Stagecoach
Maybole - Ayr

Number 58 - Stagecoach
Ayr - Girvan via Maybole
Ayr - Stranraer via Maybole

Number 60 - Stagecoach
Ayr - Girvan via Maybole
Ayr - Stranraer via Maybole

Map 8

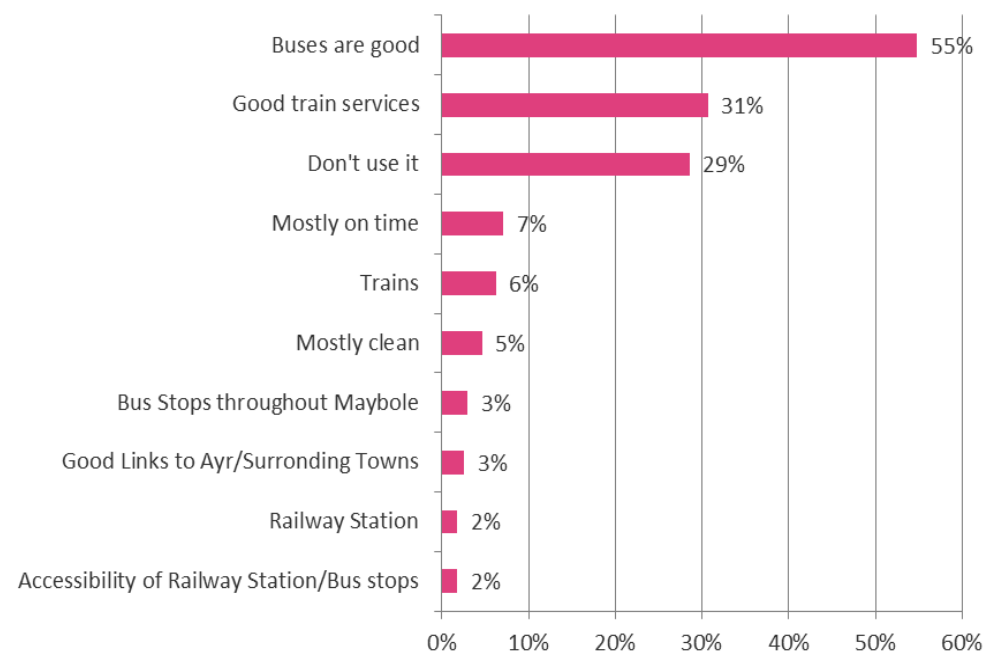## 8.2 Areas of satisfaction with Public Transport

Respondents were asked to record what they liked about Public Transport in Maybole, and provided a range of reasons for their satisfaction with services (Fig 8.2).

Respondents most frequently commented on the quality of buses (by just over half of respondents) and also with train services (31%).

Respondents also recorded general satisfaction with the quality of services, which were considered as mostly being on time (7%) and Mostly clean (5%). People also reported that they are happy with the Links to Ayr and Surrounding towns (3%).

Many respondents (29%), however, also reported that they don't use public transport, perhaps having private transport available to them.

Fig.8.2 What do you like about Public Transport in Maybole?

8.3 Areas of dissatisfaction with Public Transport

Likewise respondents were asked to record what they did like about Public Transport. Figure 8.3 highlights the most frequently recorded comments.

The most commonly reported issue was that Tickets for public transport are expensive (28%).

Respondents also recorded issues with the timing and regularity of Railway Services, including poor train services (24%) and train times not be at useful times, especially to arrive in Glasgow in time for work (17%).

Some dissatisfaction was also recorded in relation to bus services, including a generally poor bus service (11%), buses not running on time (8%), and routes not being useful to passengers (7%).

More general, but less frequently voiced concerns related to the availability of services in the (6%), services being very busy (5%) and poor Sunday and Weekend services (3%).

In addition to this list, there were also some issues that were less frequently recorded that included having a long walk to the station, needing more Bus stops throughout the town, and there being a lack of communication when services are cancelled at short notice.

Fig.8.3 What do you not like about Public Transport in Maybole?
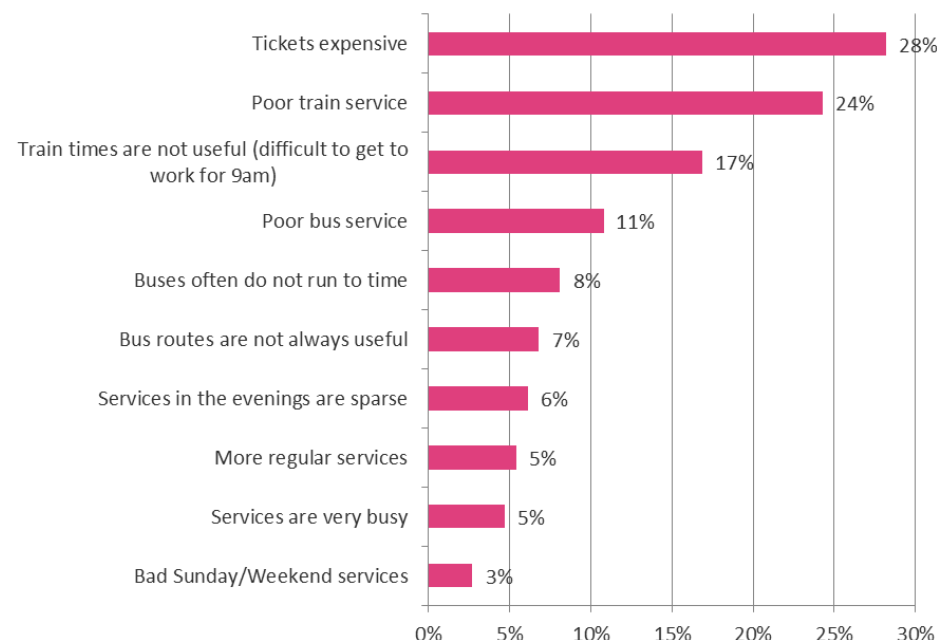
8.4 Suggested Improvements

Respondents were then asked to suggest any ideas they had to make Public Transport better in Maybole. Figure 8.4 provides the responses.

The most commonly reported suggestion was to Provide better bus services (26%). This linked to ensuring that Buses run to timetable (5%) and for them to have more space to accommodate buggies and prams (3%).

Improvements to Railway services were also frequently recorded with ideas such as, Increase the frequency of trains (24%), providing a Better rail service in general (19%) and having Trains run later (2%).

General improvements to both Rail and Bus services recorded included, services having Cheaper tickets (19%), More regular services (13%) and Buses and Trains being Cleaner (6%).

There were also a number of other suggestions that were reported much less frequently (not included in the 'top 10' list) such as having earlier warnings for cancelled or delayed trains, better public transport connections to surrounding villages and improving facilities for disabled people travelling on Public Transport.

Fig.8.4 What would improve Public Transport in Maybole?
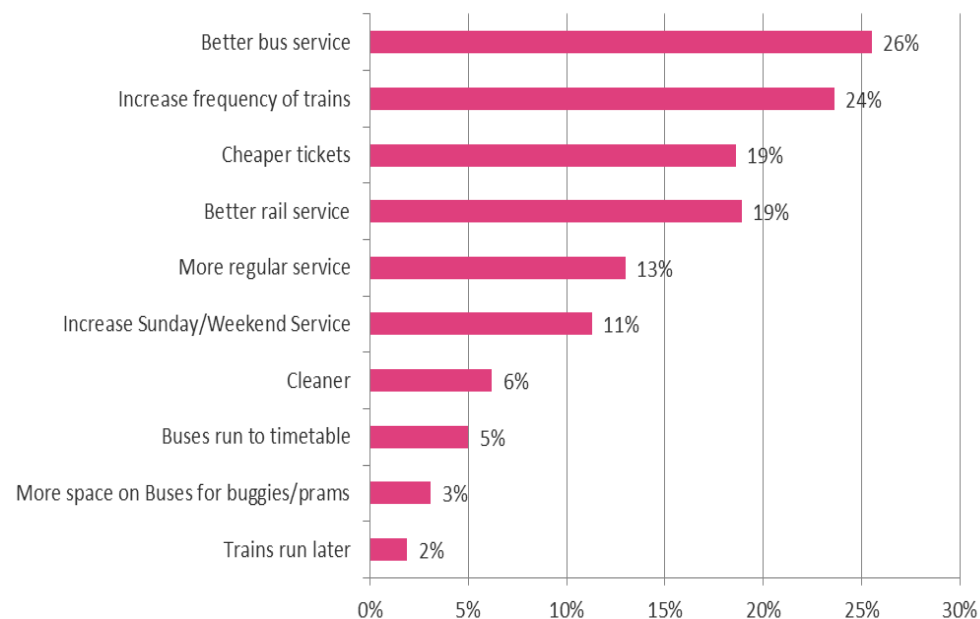
9. Working & Learning in Maybole

9.1 The employment and business base

The survey explored opportunities to work locally.

There are more than 100 places of employment in the town of Maybole and many more companies in the surrounding area. The mapping exercise identified 151 businesses locally. Many of these are mapped on the following page.

As part of the asset mapping survey, respondents who were in work were asked to indicate whether they worked locally (in or near Maybole). One-third (34%) did work locally.

9.2 Access to employment and enterprise

Community Researchers also asked all respondents to suggest ways to make it easier to find work or start up a business locally.

The single most frequently suggested way to increase employment was to open a Job Centre in the town (24%); this was linked to the suggestion for better advertising of jobs (6%). Many also suggested the need to bring more jobs to the town (14%) and attract inward investment (5%).

Common suggestions in relation to business formation included Start-up grants/incentives (10%), Investment in local business (6%), Access to High street units (4%), help from Business Gateway, and Reduce rents (2%) for business.

Figure 9.1 provides a full breakdown on the most frequent suggestions. Other less common suggestions included encouraging more business by improving the High Street, encouraging more shops in order to increase retail employment and opening a service similar to the 'One Stop Shop'.

Fig.9.1 What would make it easier to find a job/start a business in Maybole?
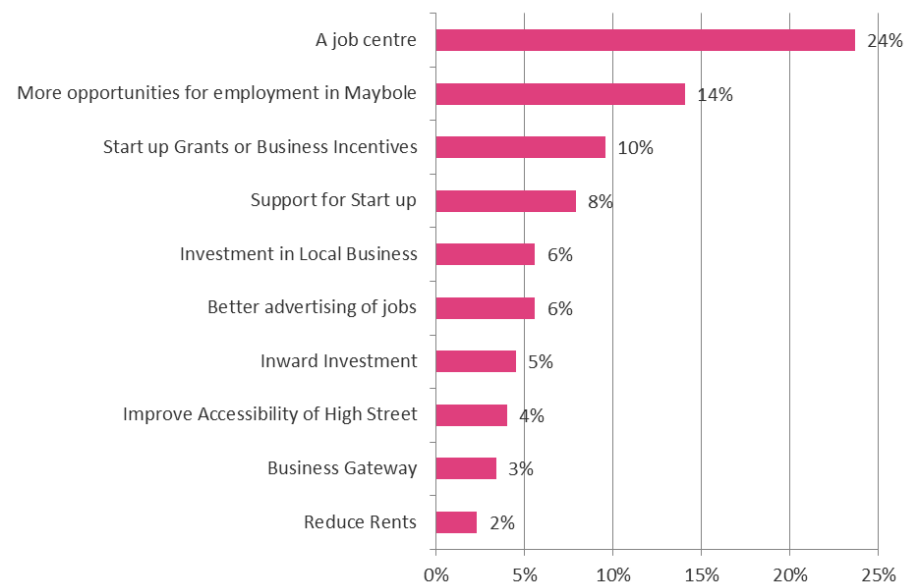
Local Businesses in Maybole

Pink dot represents the location of a local business in Maybole
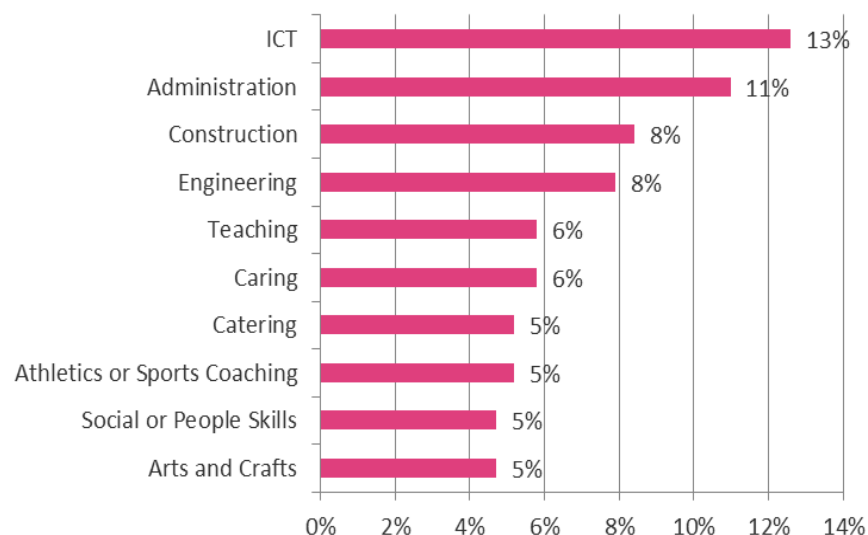
Map 9
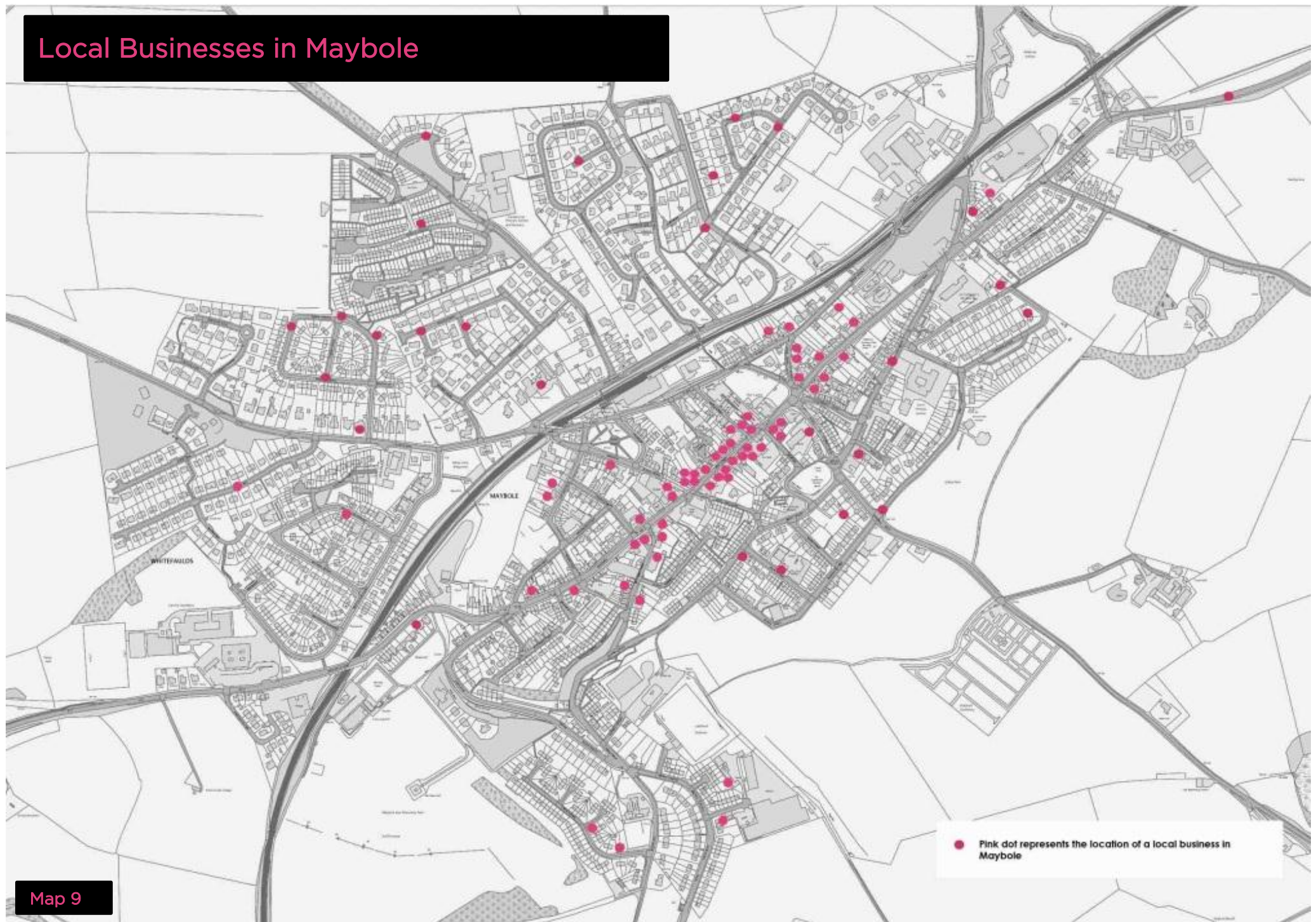
9.3 Current skills

Given that people are the single most important asset of any settlement, the survey attempted to build up a picture of the skills available to Maybole. Respondents were therefore asked to record what skills they possessed, and wide variety of skills were reported.

The most frequently reported skills were ICT (Information Computing Technology) (13%), Administration skills (11%) Construction (8%) and Engineering (8%).

The 'top 10' most common skills are shown in Figure 9.2. Other less frequently mention skills included Retail, Nursing, Languages, Management and Child Care.

Fig.9.2 What skills do you have?

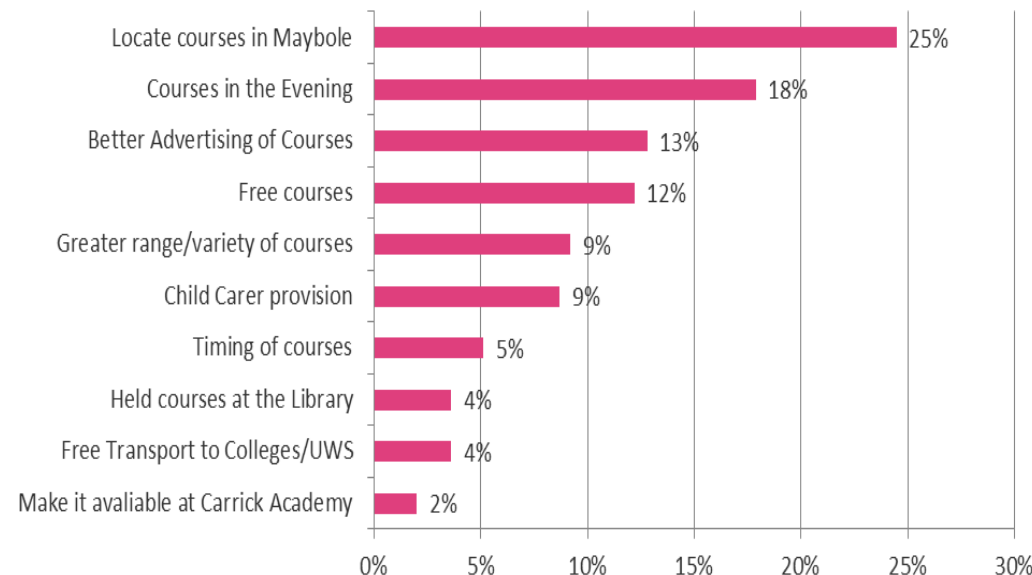| Skill	Percentage
ICT	13%
Administration	11%
Construction	8%
Engineering	8%
Teaching	6%
Caring	6%
Catering	5%
Athletics or Sports Coaching	5%
Social or People Skills	5%
Arts and Crafts	5%

9.4 Access to learning and skills

Local people were also asked to consider any factors which would make it easier for them to take part in training courses or classes.

It was the availability of courses locally that dominated the feedback. One-quarter of respondents called for courses to be located locally, while some suggested their location at the Library (4%) of Carrick Academy Community Wing (2%). Many of the other suggestions noted in Figure 9.3 relate to ways to improve access including Courses in the evening (25%), Better advertising, Free courses (12%), Childcare (9%), Timing (5%), and Free Transport (4%).

Fig.9.3 What would make it easier to take part in training courses?

| Factor	Percentage
Locate courses in Maybole	25%
Courses in the Evening	18%
Better Advertising of Courses	13%
Free courses	12%
Greater range/variety of courses	9%
Child Carer provision	9%
Timing of courses	5%
Held courses at the Library	4%
Free Transport to Colleges/UWS	4%
Make it avaliable at Carrick Academy	2%

9.5 Desired learning

Finally, respondents were then asked to consider what kind or courses or classes they would like to take.

The most frequently suggested course was in Computing (29%), with ECDL (European Computer Driving License) also featuring prominently.

Within this priority list hobby classes dominated, such as Craft (11%), Languages, Art (8%), Cookery (5%) and Woodworking (4%). Many also simply indicated that they would like to see Anything for fun (16%).

The ten most common suggestions are provided in Figure 9.4. Outside of this list, and less commonly mentioned were Photography/Photoshop, Business Start-up, First Aid, Child minding and Administration.

Fig.9.4 What courses would you like to take?
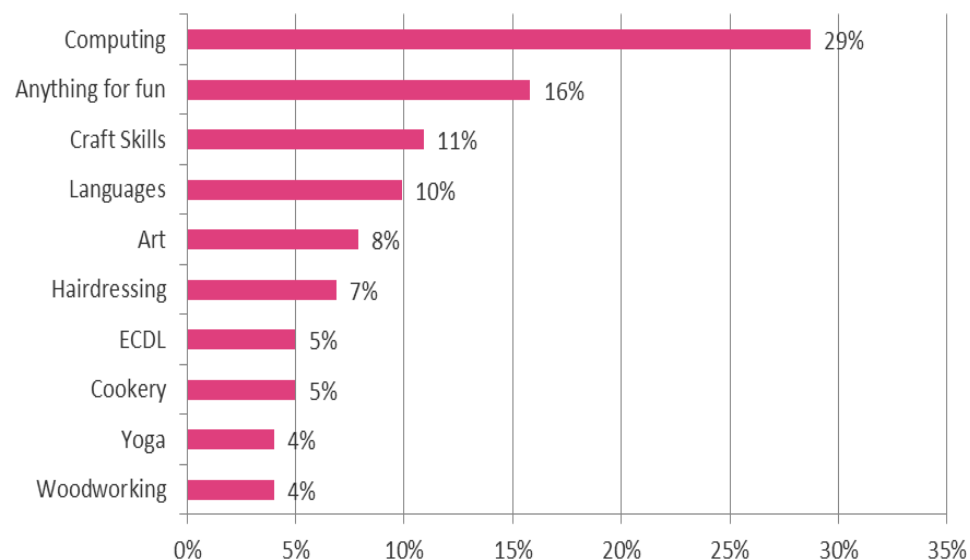
10. Community Involvement in Maybole

10.1 Community activity in Maybole

The project examined the current level of organised community and group-based activity in Maybole.

The research found almost 80 regular group meetings, activities and events occurring on a regular basis in local venues including:

- The Carrick Centre
- Town Hall
- Speakers Social Club
- Well-trees Inn
- Scout Hall
- Maybole Baptist Church
- Swimming Pool
- Carrick Academy Community Wing
- Carrick Academy Pitches

These main activities are listed and venues mapped on the following pages.

10.2 Volunteering in Maybole

Community life in Maybole depends on the contribution of local volunteers that support local groups and activity.

As part of the survey local people were asked if they currently volunteered locally or would like to at some point.

The findings from the survey suggest that 28% of Maybole residents currently take part in some form of volunteering and a further 4% said they would like to.

When asked where they currently volunteer, the responses identified a number of common venues/activities:

- Carrick Centre
- Schools
- Churches
- Sports Coaching
- Charity Shops
- Bowling clubs
- Local charities
- Uniformed groups
- Local hospital/hospice
- Youth groups
- Older peoples groups

The very small minority of respondents that indicated an interest in taking up volunteering generally found it difficult to be specific, suggesting some need for further information and clarity on the options available.

Community Activity, Groups and Organisations

CARRICK CENTRE
Breastfeeding Network
Craft Club
Invigor8
Jo Jingles
Maybole Stroke Group
Touch Stone T'ai Chi
Zumba with Emma

MAYBOLE CASTLE
Historical Society

CARRICK COMMUNITY WING
Maybole Men's Health Forum
Maybole mums and toddler group
Maybole Youth group
Maybole Senior Citizens Club
TAE Kwon-Do
The Carrick Colts
Tiny Tots Playgroup

SPEAKERS SOCIAL CLUB
Maybole Pipe Band

MAYBOLE BAPTIST CHURCH
Carrick Street Kids

MAYBOLE TOWN HALL
1st Maybole Brownies
Apprentice Boys of Derry Meeting
Cabin Lunch Club
Carrick Chess Club
Chikaz Dance Club
Childminders
Claire's Zumba
Crafters
Crime Prevention
Jacqui's Zumba
Kelly's Zumba
Line Dancing
Lodge no.198 no.35
Maybole Community Association
Maybole Community Council
Maybole Dance School
Maybole Indoor Bowls Club
OIR Bowling
OIR Keep Fit
OIR Line Dancing
OIR Meetings
Pool Competition
The Cabin
Town Twinning
Turning Point Scotland
Women's British Legion

WELL-TREES INN
Tackety Bit Hillwalking Club

CARRICK ACADEMY RUGBY PITCHES
Carrick Rugby Club

SCOUT HALL
7th Ayrshire Scout Group
Maybole Beavers
Maybole Cubs

SWIMMING POOL
Aquatrim
Girvan amateur swimmers
Girvan Canoe Club
Maybole Swimming Club
OIR Group

Map 10

N

10.3 Involvement in local decision-making

Looking more broadly at participation in community life and decision-making, local people were asked to rate from 'Zero' to 'Ten' how involved they felt they were in decision-making in Maybole ('Zero' being they did not feel involved at all, to 'Ten' they feel completely involved).

Generally respondents considered themselves to have very limited involvement in decision-making. The findings presented in Figure 10.1 shows that they most frequently rated involvement as 'zero', no involvement at all.

Fig.10.1 How would rate your level of involvement in local decision making?
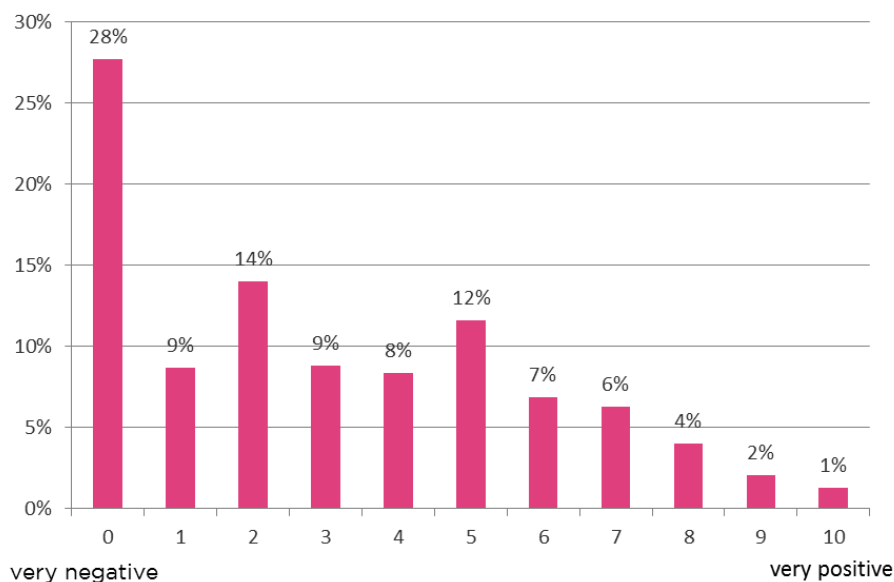
Respondents were then asked to suggest the best way to let you know what's going on locally (as a basis potentially to get more involved in community life and decision-making).

The feedback shown in Figure 10.2 shows that the most frequently suggested method of communication was via local Newspapers (69% of respondents). Website (39%), Newsletter (30%), Email (23%), and Leaflets (22%) also featured prominently.

Fig.10.2 What is the best way to let people know what is going on locally?
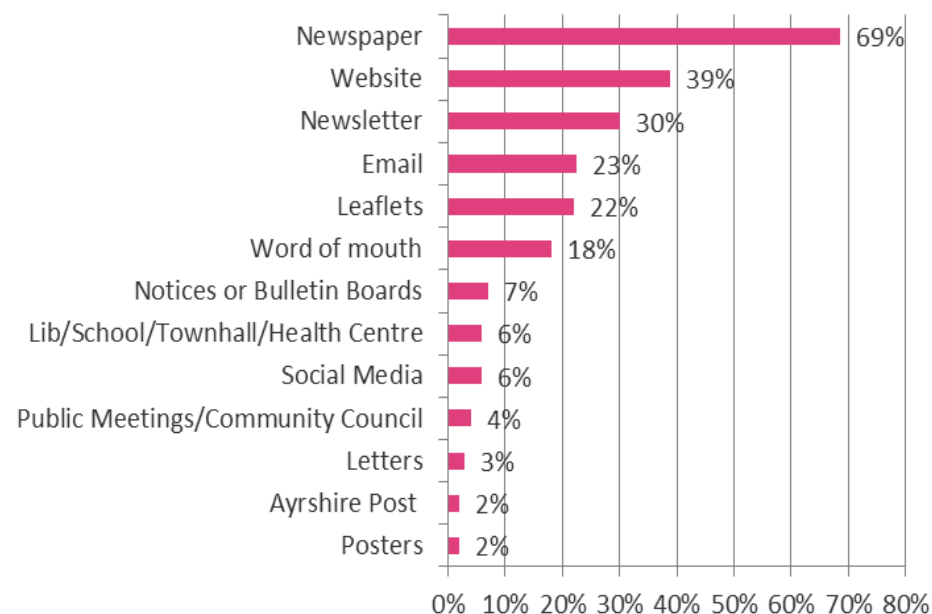
11. Building on Local Community Assets

11.1 Priorities for Action

The Asset Mapping study also invited ideas on ways to make Maybole an even better place to live; in other words, ways to build on the town's existing assets.

11.1.1 Priorities for Action

A diverse range of diverse ideas and proposals were put forward by respondents. The suggestions could be organised into a set of main priority actions.

The single most frequently suggested idea was to improve life in Maybole was to build a by-pass around the town (suggested by 59% of respondents). Other commonly voiced ideas included improvements to leisure facilities (23%), shopping (21%), activities for young people (15%), and the High Street (12%).

The 'top 10' most frequently reported suggestions are shown in Figure 11.1. What Ideas do you have to improve Maybole?
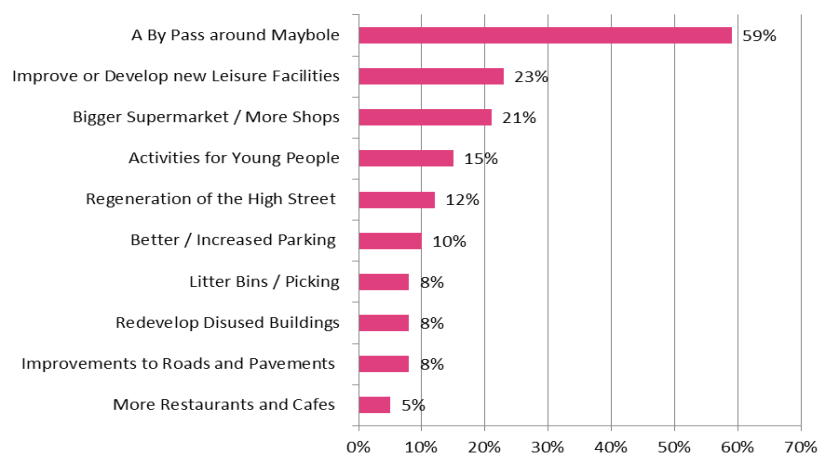
11.1.2 Mapping the priority actions

As well as asking respondents to talk about their idea, they were also asked to visually map it where the location of action was relevant to understand.

This then allowed for thematic maps to be developed for each of the ten areas of priority action for Maybole:
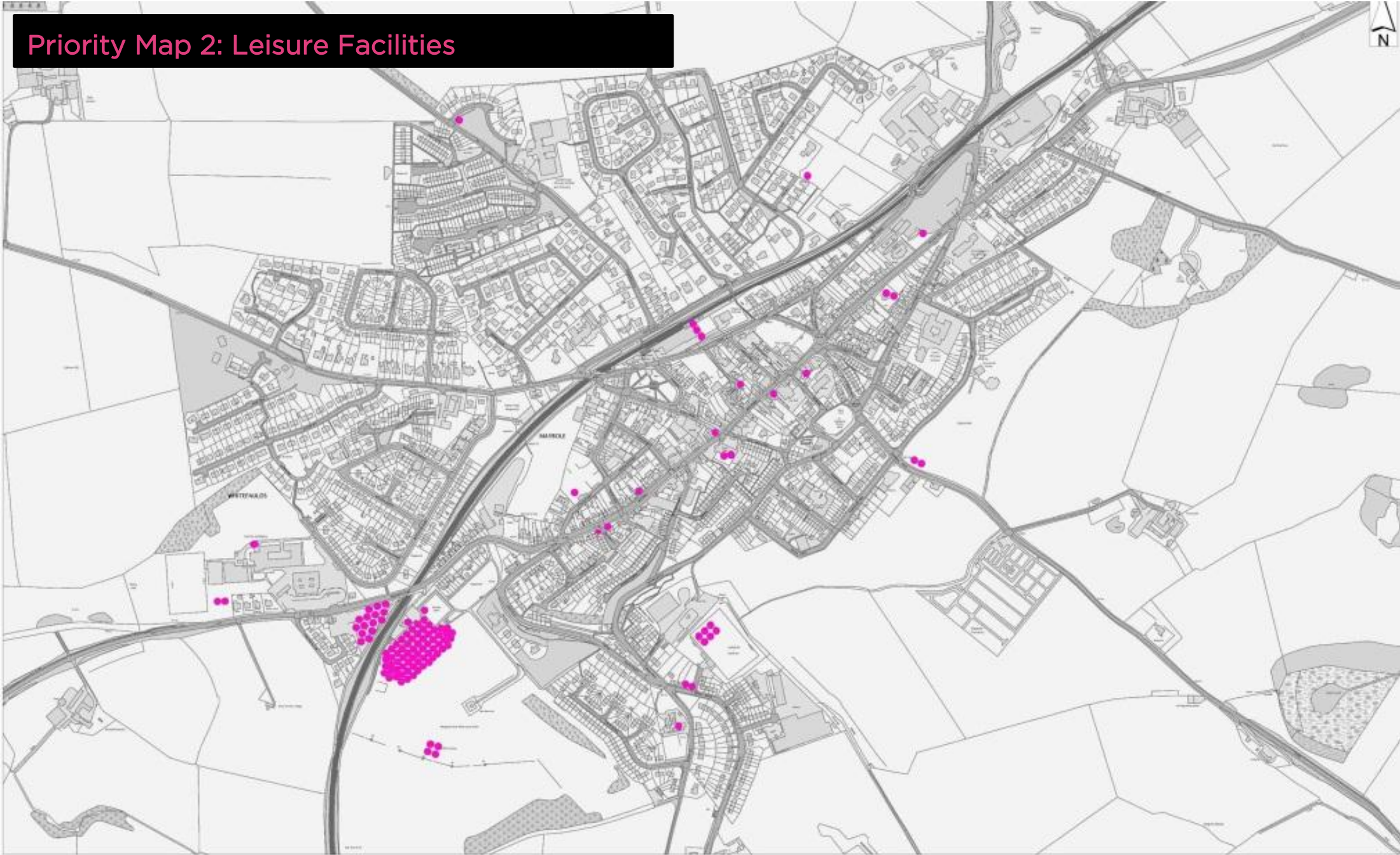
- Priority 1 Map: A By-pass
- Priority 2 Map: Leisure facilities
- Priority 3 Map: Supermarket and shopping
- Priority 4 Map: Activities for young people
- Priority 5 Map: The High Street
- Priority 6 Map: Parking
- Priority 7 Map: Litter
- Priority 8 Map: Disused buildings
- Priority 9 Map: Roads and pavements
- Priority 10 Map: Restaurants and cafes

These priorities and maps (provided on the following pages) offer a useful starting point towards building on Maybole's existing assets.

Suggestion	Percentage
A By Pass around Maybole	59%
Improve or Develop new Leisure Facilities	23%
Bigger Supermarket / More Shops	21%
Activities for Young People	15%
Regeneration of the High Street	12%
Better / Increased Parking	10%
Litter Bins / Picking	8%
Redevelop Disused Buildings	8%
Improvements to Roads and Pavements	8%
More Restaurants and Cafes	5%

Priority Map 1: A By-Pass

Priority Map 4: Activities for Young People

Priority Map 5: The High Street

Priority Map 6: Parking

Priority Map 8: Disused Buildings
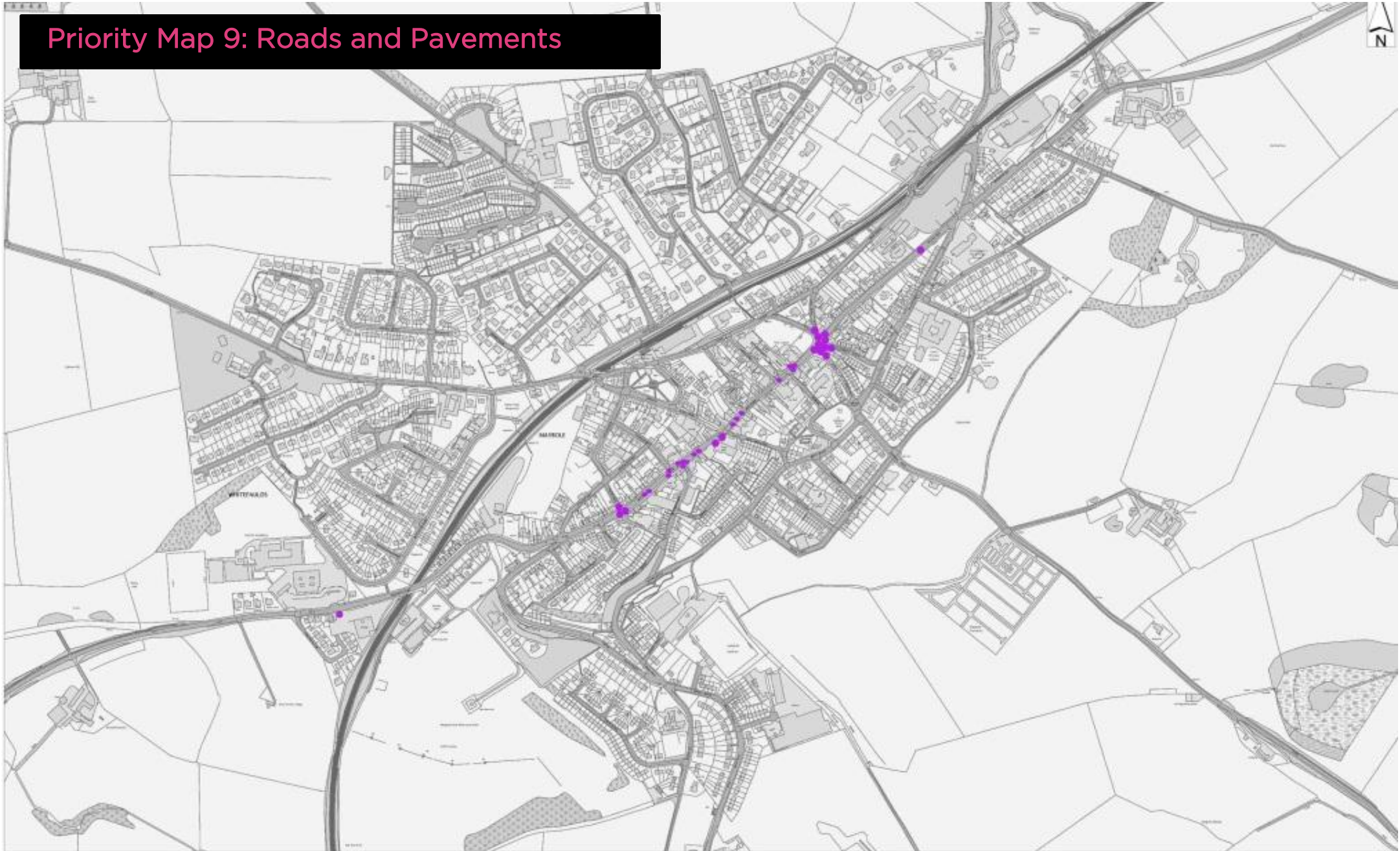
Priority Map 10: Restaurants and Cafes

11. A Guide to Action

11.1 Conclusions

The Maybole Community Assets project emerged from a very wide range of expectations, concerns, and needs among local agencies and groups. Common here was the need to better understand the drivers of health, wellbeing and overall quality of life in the town. Within this there was significant interest in unpicking the factors that contributed to the relatively low level of life expectancy evident particularly among local men.

As might be expected, the project has revealed no single or straightforward explanation as to what brings longevity of life in Maybole, or what can prolong it. Scientists and researchers have been struggling for many decades to piece together the precise answers to these and related questions.

This study, however, has reinforced a number of main and very simple messages relating to life in Maybole:

- Maybole is generally reported to be a good place to live, with a sense of neighbourliness, a vibrant community, and many assets that support community life, health and wellbeing.
- People in Maybole generally perceive their health to be good, although equally there is a strong awareness of the lifestyle choices and behaviours that adversely affect health (e.g. as smoking, diet and physical activity, etc.).
- The services that are currently available in Maybole (including health services) generally work well, although there is scope to bring improvements in a number of areas.
- There are a number of priority issues for the town (not least the construction of a local By-Pass), which are held to be important to local people and their quality of life, but which do not always align fully to the priorities of public agencies as set out in the South Ayrshire Single Outcome Agreement (SOA).

The evidence produced through the study tends to indicate the importance of adopting a 'social model' of health to understand the issues and areas of intervention in Maybole. This is consistent with NHS strategy and the widely accepted model, below, which outlines the main determinants of health.

Figure 11.1: The social determinants of health
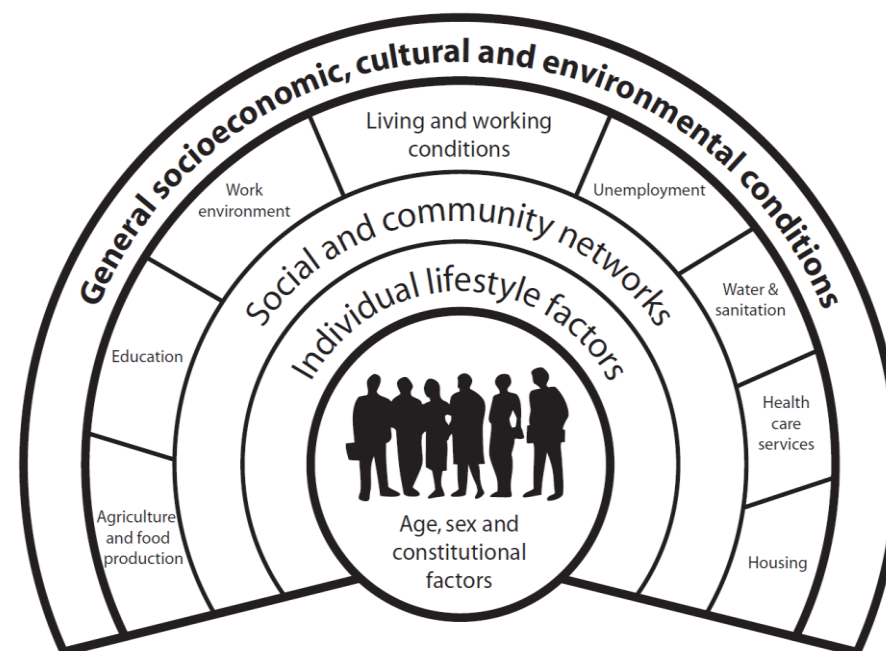
Source: Dahlgren and Whitehead

The above model suggests that there are complex, multi-layered influencing factors that impact on the health of individuals and communities. Whether people are healthy or not, is determined by their circumstances and environment. To a large extent, factors

such as where we live, the state of our environment, genetics, our income and education level, and our relationships with friends and family all have considerable impacts on health, whereas the more commonly considered factors such as access and use of health care and related services often have less of an impact.

11.1 Actions: The Starting Point

What does this research then mean for local agencies and groups that want to act to improve health, improve life satisfaction, and extend life in Maybole?

The simple answer is, listen and act on people's concerns and do so in a way that draws on the existing strengths of the town. The ten most frequently cited priorities for improving life for Maybole residents were outlined in the previous section:
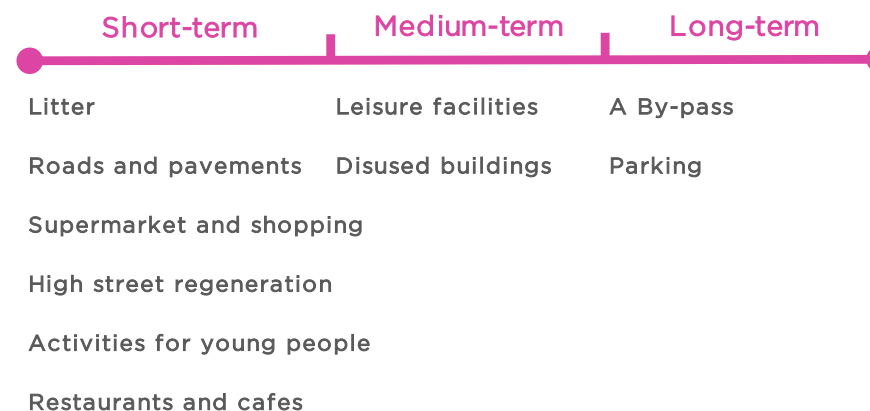
- Priority 1: A By-pass
- Priority 2: Improved leisure facilities
- Priority 3: Bigger supermarket and more shops
- Priority 4: Activities for young people
- Priority 5: High Street regeneration
- Priority 6: Better/increased parking
- Priority 7: Litter bins and removal
- Priority 8: Redevelop disused buildings
- Priority 9: Improvements to roads and pavements
- Priority 10: More restaurants and cafes

These priorities are best addressed in a collaborative, 'asset-based way'. In other words, in a way that is community-led, long-term, and open-ended. A mobilised and empowered community will not necessarily choose to act on the same issues that health services or councils see as the priorities. The timescales are longer than many of the current publicly-funded projects.

It is clear also that not all of the identified issues that will improve health and quality of life in Maybole can be tackled at once. A feedback and action planning workshop was held on 13 June in Maybole, which brought together public sector and community representatives. This separated out the issues that could be tackled either in the short, medium or longer term (See Fig. 11.2)

Figure 11.2: Timeline for priority action in Maybole

Short-term	Medium-term	Long-term
Litter	Leisure facilities	A By-pass
Roads and pavements	Disused buildings	Parking
Supermarket and shopping		
High street regeneration		
Activities for young people		
Restaurants and cafes		

This recognises that some actions could happen immediately (and on an ongoing basis), such as litter removal, while others would take longer to meaningfully progress.

The following combined Action Plan was developed by participants in the session. It begins to add some detail, but will need to be developed over time by nominated lead partners for each of the areas of priority action (See Fig 11.3).

Figure 11.3: Initial Action Plan

Priority theme	What needs to be done?	Who will take lead?	Who will support	Local assets to access?	What SOA themes?
Priority 1: A By-pass	• Detailed Action Plan to be developed	To be agreed	Local people	Local people	Economic Development, Community Safety, Sustainability
Priority 2: Improved leisure facilities	• Increased awareness of current leisure activities • New leisure activities to be developed • Golf Club redevelopment	Community Council, South Ayrshire Council	Volunteers, Health Services	Golf Course, Swimming pool, Volunteers	Health, Alcohol & Drugs, Safety, Economic Development
Priority 3: Bigger supermarket and more shops	• Discuss with major supermarket chains • Explore issue of rents/rates with local shop owners • Planning issues to be progressed	Community Council, South Ayrshire Council	Shopkeepers, Community		Economic Development, Community Safety, Sustainability
Priority 4: Activities for young people	• Increased awareness of existing youth activities	Community Council, South Ayrshire Council, Carrick Centre	Youth groups	Community Wing, Carrick Centre, Youth Cub, Schools, Town Hall, Volunteers, Green Space, Pool	Community Safety, Health, Alcohol and Drugs
Priority 5: High Street regeneration	• Continuation of improvement actions • Better communication of what's already being done	Community Council, Shopkeepers	Community	Shops, Community spirit	Economic Development, Sustainability, Health

Priority 6: Better/increased parking	• Linked to action plan for development of a By-pass (Priority Action 1)	To be agreed	Local people	Local people	Economic Development, Community Safety, Sustainability
Priority 7: Litter bins and removal	• Awareness raising 'pride in the community' campaign • Review of litter bin placement • Community litter picking	South Ayrshire Council, Community Council	Community, Shopkeepers	Community spirit, Volunteers, Parks and green spaces	Community Safety, Sustainability
Priority 8: Redevelop disused buildings	• Identification of priority buildings • Plans for regeneration of buildings to be developed	South Ayrshire Council, Community Council	Community	Disused buildings	Economic Development, Community Safety
Priority 9: Improvements to roads and pavements	• Community Council to discuss plan of action	Community Council	South Ayrshire council	Existing Council resources	Economic Development
Priority 10: More restaurants and cafes	• To be agreed	To be agreed	To be agreed	To be agreed	Health, Economic Development