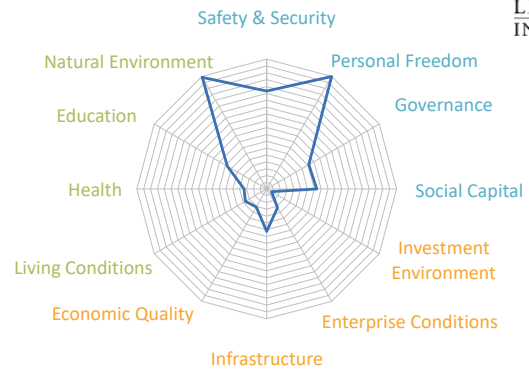
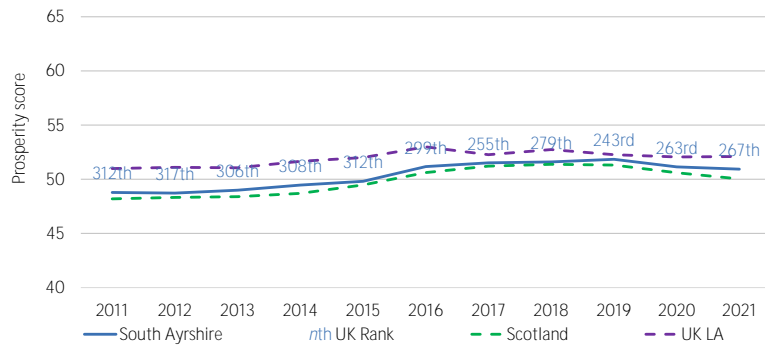


South Ayrshire: Prosperity score 50.9 (267th)
















































































Prosperity over time



Breakdown of performance

	2011	Score 10-year trend	2021	Rank - UK LA (1 to 379) 2021	10-year rank change	Rank - Scotland (1 to 32) 2021
Prosperity score	48.8		50.9	267	▲ 45	14
Inclusive Societies	55.9		57.8	93	▲ 113	11
🛡️ Safety & Security	66.7		68.9	94	▲ 112	18
👤 Personal Freedom	62.9		68.5	1	▲ 7	1
🏛️ Governance	45.9		48.4	238	▲ 52	10
👥 Social Capital	48.0		45.5	234	▲ 7	18
Open Economies	38.8		40.7	353	▼ 4	18
🌱 Investment Environment	33.8		29.8	364	▲ 1	19
💡 Enterprise Conditions	47.5		37.0	317	▼ 82	23
🏗️ Infrastructure	32.8		53.4	256	▲ 51	15
👤 Economic Quality	41.0		42.8	319	▲ 4	25
Empowered People	51.7		54.3	232	▼ 4	16
🏠 Living Conditions	56.0		55.2	308	▼ 79	24
👤 Health	48.3		43.3	314	▲ 50	27
🎓 Education	47.4		54.1	247	▼ 9	6
🌿 Natural Environment	55.3		64.4	4	▲ 2	4

South Ayrshire (267th): Pillar and element scores

Pillar		2011 Prosperity score 10-yr trend 2021		2021 UK LA Rank 10-yr rank change		Scotland Rank 2021		Pillar		2011 Prosperity score 10-yr trend 2021		2021 UK LA Rank 10-yr rank change		Scotland Rank 2021	
	Safety & Security	66.7		68.9	94	▲ 112	18		Personal Freedom	62.9		68.5	1	▲ 7	1
	Violent Crime 50%	65.1		63.1	120	▲ 114	17		Social Tolerance 60%	57.5		67.4	1	▲ 7	1
	Property Crime 30%	65.0		71.7	86	▲ 21	20		Agency 10%	71.0		71.7	1	-	1
	Civil Disorder 15%	64.3		72.5	163	▲ 136	18		Freedom of Assembly and Association 10%	78.9		80.9	1	-	1
	Terrorism 5%	100.0		100.0	1	-	1		Freedom of Speech and Access to Information 10%	78.4		72.6	1	-	1
									Absence of Legal Discrimination 10%	55.4		55.1	1	-	1
	Governance	45.9		48.4	238	▲ 52	10		Social Capital	48.0		45.5	234	▲ 7	18
	Quality of Local Democracy 35%	51.2		52.5	48	▲ 73	16		Personal Support 10%	56.4		47.8	221	▼ 209	1
	Government Integrity 30%	22.7		22.7	350	-	8		Family Relationships 30%	46.3		47.8	262	▲ 41	14
	Government Effectiveness 35%	60.6		66.4	184	▲ 2	5		Social Networks 15%	58.1		38.9	240	▼ 234	20
									Institutional Trust 20%	38.5		36.2	330	▲ 40	18
									Civic and Social Participation 25%	48.2		53.2	122	▲ 63	6
	Investment Environment	33.8		29.8	364	▲ 1	19		Enterprise Conditions	47.5		37.0	317	▼ 82	23
	Financing Services 20%	39.3		28.8	320	▼ 1	24		Domestic Market Contestability 30%	46.6		39.8	321	▼ 144	24
	Investment Demand 30%	32.8		21.6	304	▼ 83	20		Business Environment 40%	40.3		33.6	275	▲ 60	23
	Capital Supply 50%	32.1		35.0	308	▲ 39	8		Labour Market Flexibility 30%	57.9		38.5	200	▼ 118	18
	Infrastructure	32.8		53.4	256	▲ 51	15		Economic Quality	41.0		42.8	319	▲ 4	25
	Communications 40%	5.5		59.2	251	▲ 103	15		Labour Force Engagement 20%	44.4		52.5	270	▲ 13	26
	Electricity & Gas 10%	63.3		56.2	162	▲ 52	17		Dynamism 20%	35.2		20.3	310	▼ 231	19
	Water 5%	26.5		26.5	344	-	1		Productivity and Competitiveness 30%	40.3		50.8	299	▲ 30	26
	Transport 45%	51.1		50.7	191	▼ 40	13		Fiscal Sustainability 20%	39.1		37.3	211	▲ 90	17
									Macroeconomic Stability 10%	51.3		55.5	298	▲ 51	8
	Living Conditions	56.0		55.2	308	▼ 79	24		Health	48.3		43.3	314	▲ 50	27
	Material Resources 30%	67.7		69.8	149	▲ 24	20		Behavioural and Physiological Risk Factors 15%	35.6		32.6	364	▼ 1	28
	Shelter 25%	60.0		63.9	218	▲ 53	22		Preventative Interventions 15%	69.6		67.0	222	▼ 88	15
	Digital Connectedness 15%	35.1		32.2	379	▼ 26	32		Care Systems 15%	68.8		55.2	7	▲ 16	6
	Access to Local Amenities 15%	52.7		51.8	211	▲ 9	10		Mental Health 15%	51.8		36.5	339	▲ 9	27
	Protection from Harm 15%	50.0		37.9	359	▼ 69	24		Physical Health 20%	36.9		32.7	238	▲ 137	31
									Longevity 20%	35.3		40.0	332	▲ 9	22
	Education	47.4		54.1	247	▼ 9	6		Natural Environment	55.3		64.4	4	▲ 2	4
	Pre-primary education 10%	71.3		69.6	22	▲ 307	3		Emissions 30%	43.9		58.4	183	▼ 55	14
	Primary education 30%	45.8		53.9	163	▲ 186	7		Exposure to Air Pollution 25%	75.2		83.2	22	▼ 3	13
	Secondary education 30%	43.4		44.7	340	▼ 242	14		Forest, Land and Soil 20%	54.5		61.2	5	▲ 28	1
	Tertiary education provision 10%	54.4		53.9	67	▼ 13	12		Flooding and Water Management 10%	53.8		49.9	358	▼ 17	29
	Adult skills 20%	40.2		60.9	165	▲ 13	14		Waste Management 15%	47.0		59.1	79	▲ 42	7



Italics: Indicator contains imputed values

				Value		UK LA Rank						Value		UK LA Rank			
				2011	10-yr trend	2021	2011	2021					2011	10-yr trend	2021	2011	2021
Financing Services (320th)				20%		39.3	319	320	Investment Demand (304th)				30%		32.8	221	304
Perceptions of the banking sector	BVA	percentage	1.0	46.2		52.6	372	366	New process investment	BEIS	percentage	1.0	13.9		1.7	145	273
Business banking experience	BVA	percentage	1.0	81.3		82.0	256	224	New product investment	BEIS	percentage	1.0	13.9		1.7	201	240
Future finance confidence	BVA	percentage	2.0	71.4		58.6	161	269	Real risk capital share	BEIS	percentage	1.0	20.4		18.9	213	191
									Investment for overseas expansion (existing markets)	BVA	percentage	0.5	2.9		6.8	281	76
									Investment for overseas expansion (new markets)	BVA	percentage	0.5	2.9		0.0	198	371
Capital Supply (308th)				50%		32.1	347	308									
Loan supply	UKF	£ per capita	1.0	5530		5870	146	93									
Venture capital invested	BVCA	£ per capita	1.0	32.3		49.6	241	294									
Delayed projects	BEIS	percentage	0.5	20.3		5.2	255	275									
Cancelled projects	BEIS	percentage	0.5	18.0		13.7	232	347									
Equity finance success	BEIS	percentage	1.0	0.0		0.0	131	180									
Finance obtained	BEIS	score, 1-14	1.0	4.5		3.1	183	155									



Italics: Indicator contains imputed values

Communications (251st)				Value		UK LA Rank		Electricity & Gas (162nd)				Value		UK LA Rank	
Source	Unit	Weight	2011	10-yr trend	2021	2011	2021	Source	Unit	Weight	2011	10-yr trend	2021	2011	2021
		40%	5.5		59.2	354	251			10%	63.3		56.2	214	162
Download speed	OFC Mbps	1.0	6.4		60.1	285	237	Properties not connected to gas network	BEIS percentage	1.0	11.6		9.4	173	147
Upload speed	OFC Mbps	0.5	1.9		10.2	351	309	Annual electricity cost	BEIS £ / year	0.5	522.1		618.9	337	348
Superfast broadband availability	OFC percentage	1.0	0.0		93.7	341	263	Annual gas cost	BEIS £ / year	0.5	601.0		575.1	12	1
Water (344th)				Value		UK LA Rank		Transport (191st)				Value		UK LA Rank	
Source	Unit	Weight	2011	10-yr trend	2021	2011	2021	Source	Unit	Weight	2011	10-yr trend	2021	2011	2021
		5%	26.5		26.5	344	344			45%	51.1		50.7	151	191
Water leakage	DW NIW SWater litres / property	1.0	178.5		178.5	289	348	Principal road condition	DTT percentage	0.5	3.4		3.4	92	217
Water costs	DW NIW SWater £	1.0	396.4		402.6	331	348	Non-principal road condition	DTT percentage	0.5	4.9		4.9	37	169
Loss of water supply	DW seconds / property	1.0	277.4		277.4	294	288	Journey delay	DTT seconds / vehicle mile	0.5	11.8		11.8	7	7
								Urban congestion	INRIX hours / year	0.5	10.4		14.0	17	18
								Connectedness index	ORS number / national average	1.5	0.1		0.1	354	354
								Passengers using rail stations	DTT NIDI passenger journeys per capita	1.0	15.0		13.5	101	138
								Proximity to nearest major rail station	DTT minutes	0.5	65.8		65.8	234	234
								Proximity to nearest airport	DTT minutes	0.5	103.1		103.1	199	199
								Electric car charging	DTT number / 100,000 population	0.5	36.4		40.0	70	81



Italics: Indicator contains imputed values

		Source	Unit	Weight	2011	Value 10-yr trend	2021	UK LA Rank 2011	2021			Source	Unit	Weight	2011	Value 10-yr trend	2021	UK LA Rank 2011	2021
Pre-primary education (22nd)				10%	71.3		69.6	329	22	Primary education (163rd)				30%	45.8		53.9	349	163
Pre-primary enrolment rate	gov.uk NISRA: g.s SW	percentage	0.5	107.3		100.2	7	9	Primary attendance	gov.uk NISRA: g.s SW	percentage	1.0	95.1		94.5	259	360		
Attainment aged 7 (Literacy)	gov.uk: g.s SW	percentage	1.0	76.2		78.3	340	73	Primary attainment (Literacy)	gov.uk: g.s SW	percentage	1.0	71.5		78.5	353	129		
Attainment aged 7 (Numeracy)	gov.uk: g.s SW	percentage	1.0	84.7		82.5	336	25	Primary attainment (Numeracy)	gov.uk: g.s SW	percentage	1.0	79.6		80.6	334	78		
									Low-income primary attainment (Literacy)	gov.uk: g.s SW	percentage	1.0	55.2		61.3	344	105		
									Low-income primary attainment (Numeracy)	gov.uk: g.s SW	percentage	1.0	61.2		67.4	252	68		
Secondary education (340th)				30%	43.4		44.7	98	340	Tertiary education provision (67th)				10%	54.4		53.9	54	67
Secondary attendance	gov.uk NISRA: g.s SW	percentage	1.0	91.0		90.1	356	370	Further education	gov.uk: DoE: g.s CW	percentage	1.0	29.5		29.7	346	341		
Secondary attainment	gov.uk: DoE: g.s SW	percentage	2.0	64.2		68.6	28	287	Apprenticeships	gov.uk: DoE: g.s CW	percentage	0.5	4.0		1.5	323	368		
Low-income secondary attainment	gov.uk: DoE: g.s SW	percentage	2.0	37.7		37.7	47	235	Higher education	gov.uk: DoE: g.s CW	percentage	2.0	39.2		40.6	37	36		
Adult skills (165th)				20%	40.2		60.9	178	165										
Adult population with some qualifications	ONS	percentage	1.0	86.7		91.3	241	258											
Adult population with at least level 2 qualifications	ONS	percentage	1.0	69.2		78.0	125	148											
Adult population with at least level 4 qualifications	ONS	percentage	1.0	31.4		45.4	135	90											

Source Code	Source Name
BEIS	Department for Business, Energy & Industrial Strategy
BES	British Election Study
BVA	BVA Group
BVCA	British Venture Capital Association
CS: NIDO: g.s	Crime Survey: Northern Ireland Department of Justice: Scottish Government
DEFRA	Department for Environment, Food & Rural Affairs
DFE: g.s: SW	Department for Education: Scottish Government: Statistics for Wales
DW	Discover Water
DW: NIW: SWater	Discover Water: Northern Ireland Water: Scotland Water
DfE	Department for Education
DfT	Department for Transport
DfT: NISRA: g.s: SW	Department for Transport: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales
EA	Environment Agency
EC: EONI	Electoral Commission: Electoral Office for Northern Ireland
EEA	European Environment Agency
FCA	Financial Conduct Authority
FH	Freedom House
FR	Forest Research
GSI	Global Slavery Index
GTD	Global Terrorism Database
Gallup	Gallup Dailies
HCL	House of Commons Library
HMRC	Her Majesty's Revenue and Customs
HOFF	Home Office
HSE	Health and Safety Executive
INRIX	INRIX Global Traffic Scorecard
IPO	Intellectual Property Office
Kell	Kellogg's
LG: RQIA: SW	Local Government Association: The Regulation and Quality Improvement Authority: Statistics for Wales
LGA	Local Government Association
LGA: g.s: g.w	Local Government Association: Scottish Government: Welsh Government
MHCLG	Ministry of Housing, Communities & Local Government
MHCLG: DfI: g.s: g.w	Ministry of Housing, Communities & Local Government: Department for Infrastructure (Northern Ireland): Scottish Government: Welsh Government
MHCLG: NIAO: g.s: AW	Ministry of Housing, Communities & Local Government: Northern Ireland Audit Office: Scottish Government: Audit Wales
MHCLG: NIHE: NRS: SW	Ministry of Housing, Communities & Local Government: Northern Ireland Housing Executive: National Records Scotland: Statistics for Wales
MHCLG: NIHE: SW	Ministry of Housing, Communities & Local Government: Northern Ireland Housing Executive: Statistics for Wales
MHCLG: NISRA: g.s: SW	Ministry of Housing, Communities & Local Government: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales
MHCLG: NRS: SW	Ministry of Housing, Communities & Local Government: National Records Scotland: Statistics for Wales
MHCLG: g.s: g.w	Ministry of Housing, Communities & Local Government: Scottish Government: Welsh Government
NHS: H-ni: PHS: SW	National Health Service: Department of Health (NI): Public Health Scotland: Statistics for Wales
NHS: H-ni: SW: PHS	National Health Service: Department of Health (NI): Statistics for Wales: Public Health Scotland
NHS: NISRA: PHS: PHW	National Health Service: Northern Ireland Statistics and Research Agency: Public Health Scotland: Public Health Wales
NHS: PHS	National Health Service: Public Health Scotland
OCd	Open Council Data
OfCOM	Ofcom
ONS	Office for National Statistics
ONS: NISRA	Office for National Statistics: Northern Ireland Statistics and Research Agency
ONS: NISRA: NRS	Office for National Statistics: Northern Ireland Statistics and Research Agency: National Records Scotland
ONS: NISRA: g.s	Office for National Statistics: Northern Ireland Statistics and Research Agency: Scottish Government
ONS: NISRA: g.s: SW	Office for National Statistics: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales
ONS: NRS	Office for National Statistics: National Records Scotland
ONS: g.s	Office for National Statistics: Scottish Government
ORS	Open Route Service
PHE	Public Health England
PHOF: NISRA: PHS: SW	Public Health Outcomes Framework: Northern Ireland Statistics and Research Agency: Scottish Public Health Observatory: Statistics for Wales
PHOF: NISRA: SPHO: PHW	Public Health Outcomes Framework: Northern Ireland Statistics and Research Agency: Public Health Scotland: Public Health Wales
PHOF: NISRA: g.s	Public Health Outcomes Framework: Northern Ireland Statistics and Research Agency: Scottish Government
PHOF: NISRA: g.s: SW	Public Health Outcomes Framework: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales
PHOF: PHS: SW	Public Health Outcomes Framework: Scottish Public Health Observatory: Statistics for Wales
PRC	Pew Research Center
PWLB	Public Works Loans Board
RF	Resolution Foundation
Rsf	Reporters Without Borders
SE	Sport England
SMC	Social Metrics Commission
TEC: NIE	The Elections Centre: Northern Ireland Elections
UKF	UK Finance
US	Understanding Society
VDEM	Varieties of Democracy
WJP	World Justice Project (Rule of Law Index)
gov.uk: DoE: SW	gov.uk: Department of Education (Northern Ireland): Statistics for Wales
gov.uk: DoE: g.s: CW	gov.uk: Department of Education (Northern Ireland): Scottish Government: Careers Wales
gov.uk: DoE: g.s: SW	gov.uk: Department of Education (Northern Ireland): Scottish Government: Statistics for Wales
gov.uk: NISRA: g.s: SW	gov.uk: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales
gov.uk: g.s: SW	gov.uk: Scottish Government: Statistics for Wales