

About this profile

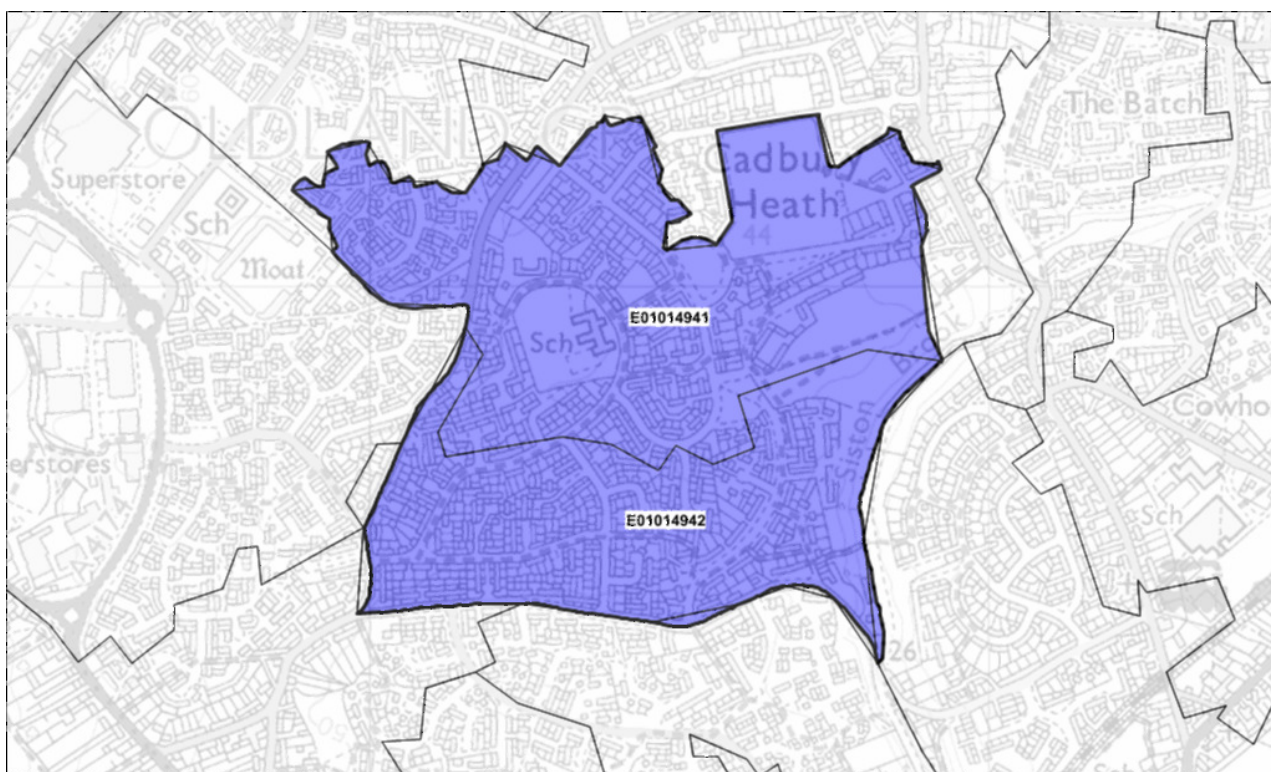
This profile presents a range of proxy indicators of deprivation for the Cadbury Heath Priority Neighbourhood. For each indicator, comparisons are made between the priority neighbourhood and the relevant South Gloucestershire and, where possible, national averages.

Data availability and definitional differences makes reporting indicators at priority neighbourhood level difficult. The data presented in this report is the most up to date available information at the time of publication. To enable comparison over-time, data is presented from a 2008 baseline where possible.

Care should be taken when interpreting the data at priority neighbourhood level due to the fact that small numbers are often involved.

The Cadbury Heath Priority Neighbourhood

The Cadbury Heath Priority Neighbourhood is the smallest of South Gloucestershire's six priority neighbourhoods, comprising two Lower Super Output Areas (LSOAs)*:

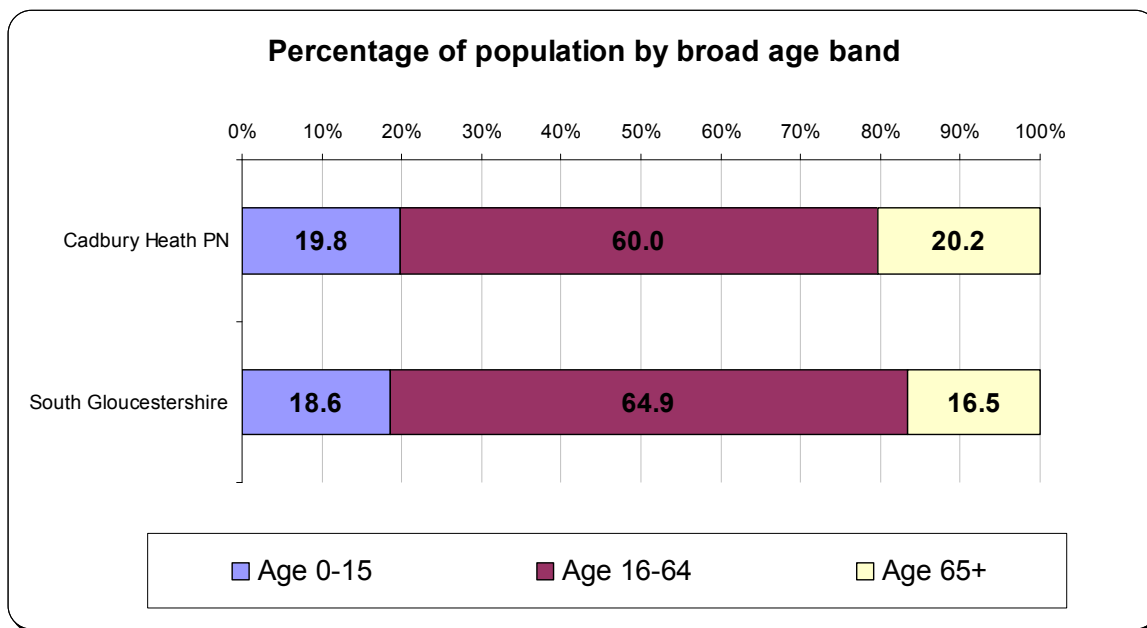


LSOA code	LSOA name
E01014941	South of Coronation park / Parkwall primary school area, <i>Parkwall Ward</i>
E01014942	North of California road / Long Handstones Road area, <i>Parkwall (78%) / Oldland Common (22%) Wards</i>

***LSOA – Lower Super Output Area** – a small geographical area with an average resident population of 1,500. South Gloucestershire is divided into 162 LSOAs.

Population and Households

The population of the priority neighbourhood is estimated to be 3,000 (mid-year 2010). The area has both a higher proportion of older residents (20.2%) and a higher proportion of children (19.8%) than the South Gloucestershire average. According to the Valuation Office Agency, in March 2011 there were 1,300 households within the priority neighbourhood.



Source: Population - ONS SAPE mid-year 2010. Households – Valuation Office, 2001 2011 (via ONS Ness)

Part 1: Employment and Income

Jobseeker's Allowance (JSA) Claimant Count

About this indicator: The monthly claimant count is not the official unemployment rate, but it provides the most detailed and regularly updated source of unemployment data at local level.

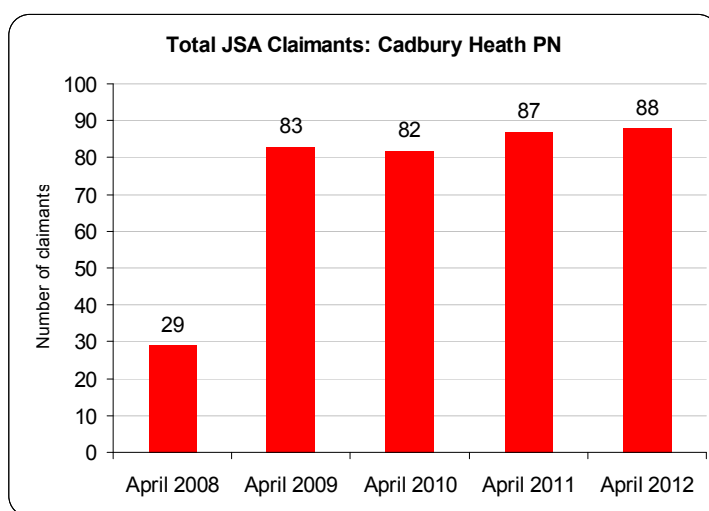
To enable comparison between geographical areas it is necessary to use 'rates'. However, as rates are not published at LSOA level they have been calculated from the rounded data using the relevant base population (derived from the relevant ONS mid-year population estimate). The rates shown in the following section therefore are not *official* figures but provide an indication of direction of travel.

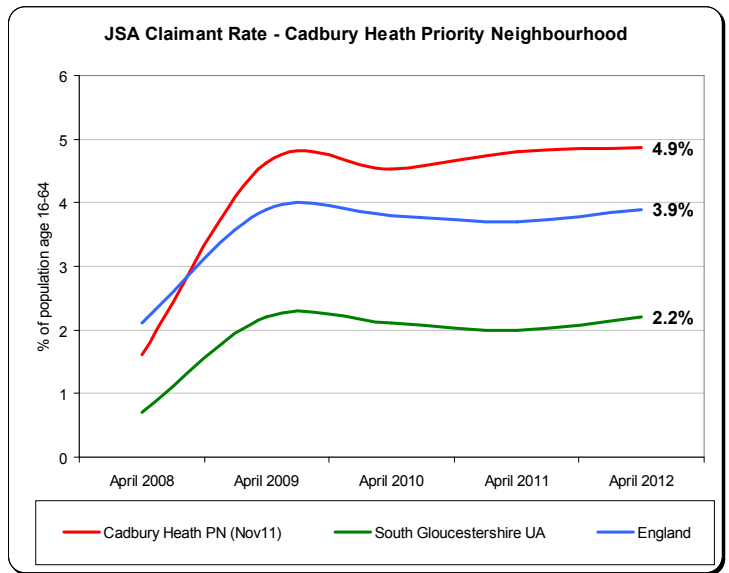
Total Jobseeker's Allowance Claimants

In April 2012, 88 people living within the Cadbury Heath Priority Neighbourhood were claiming Job Seekers Allowance (JSA), which equates to 4.9% of the working age population. The line graph shows that in April 2012, the claimant rate in the Cadbury Heath Priority Neighbourhood was above both the South Gloucestershire and national averages (2.2% and 3.9% respectively).

Between April 2008 and April 2012 the number of residents claiming JSA increased by 59. This equates to a 203% increase which is a higher rate of increase than has been experienced nationally (+91%), and similar to the rate of increase experienced at the district level (+206%).

In April 2012 the two LSOAs in Cadbury Heath had a similar number of JSA claimants.





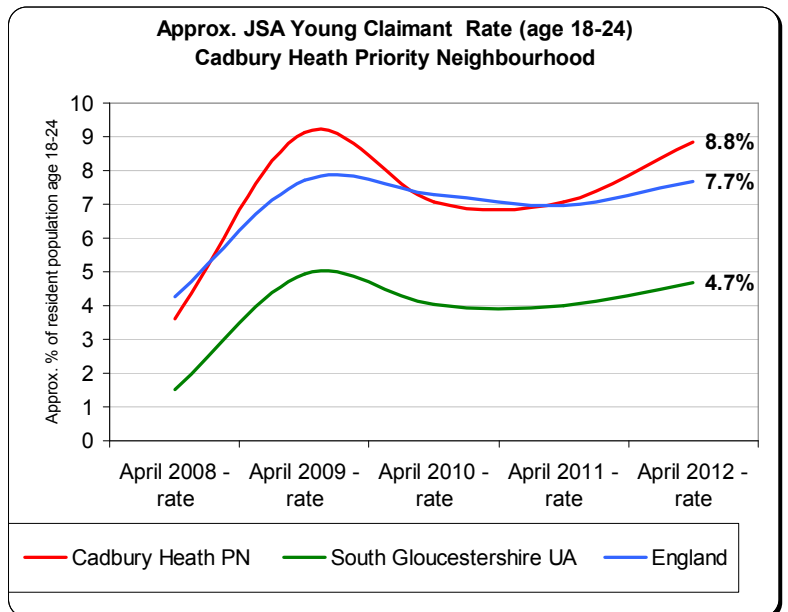
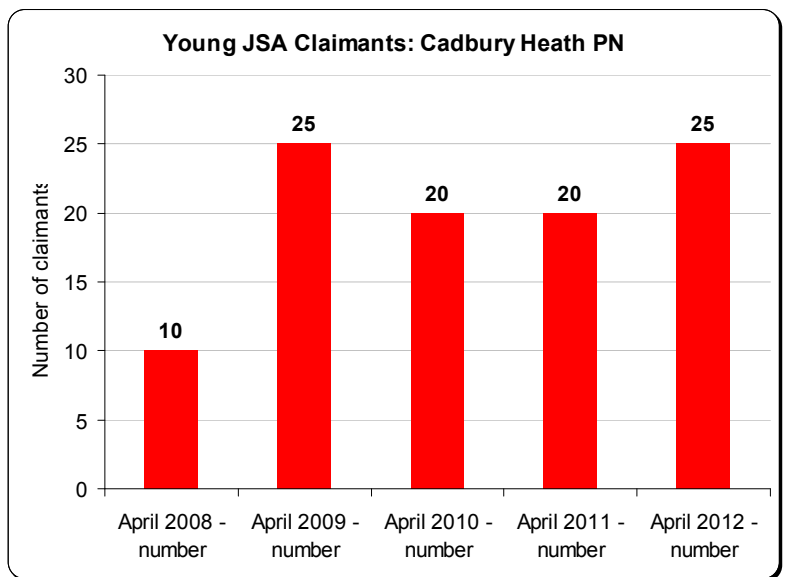
Young JSA Claimants (aged 18-24)

This dataset is rounded (to the nearest 5) at source, therefore it is not possible to derive actual counts from the data.

In April 2012, there were approximately 25 'young' JSA claimants living in the priority neighbourhood (aged 18-24). Between April 2008 and April 2012 the number of 'young claimants' increased by 15. This equates to a 150% increase which is a higher rate of increase than has been experienced nationally (+83%), but a lower rate of increase than has been experienced at the district level (+216%).

In April 2012, approximately 9% of the priority neighbourhood's resident population aged 18-24 claimed JSA. This is higher than both the district and national averages (5% and 8% respectively).

Caveat: To prevent the disclosure of confidential information this dataset is rounded the nearest 5, at source. Therefore, when these figures are aggregated to calculate the priority neighbourhood total they may over or under represent the true value.



Long Term JSA Claimants (residents claiming for over one year)

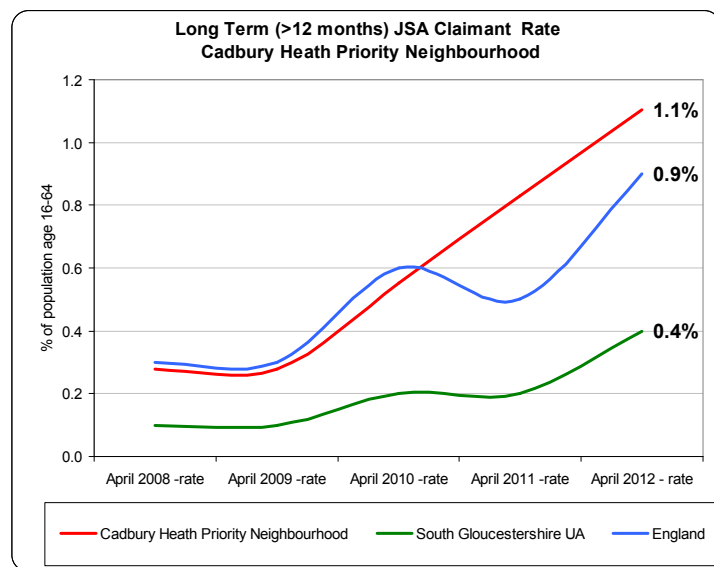
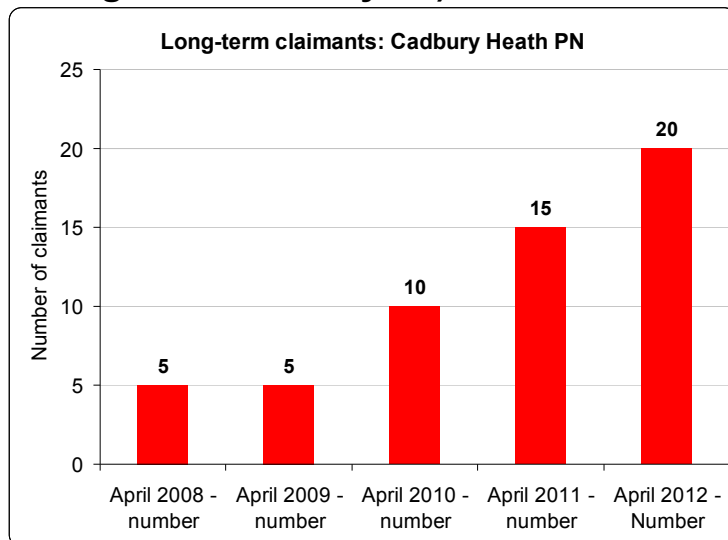
This dataset is rounded (to the nearest 5) at source, therefore it is not possible to derive actual counts from the data.

The bar graph shows that in April 2012 there were approximately 20 long-term JSA claimants living in the priority neighbourhood, the highest number recorded to date.

Approximately 1.1% of the working age population are long-term claimants which is marginally higher than the national rate (0.9%) and more than twice the South Gloucestershire average (0.4%).

Since April 2008 the number of long-term claimants has increased by approximately 15. This equates to a 300% increase, which is a higher rate of increase than has been experienced nationally (235%) but a lower rate of increase than has been experienced at the district level (628%).

Caveat: It is important to note that to prevent the disclosure of confidential information this dataset is rounded at source. Therefore when rounded data is aggregated to calculate the priority neighbourhood total, the aggregated counts may over or under represent the true value.



Source: JSA Claimant Count (www.nomisweb.co.uk) © Crown Copyright 2012

Number of businesses and employees within the priority neighbourhood

About this indicator: The Office for National Statistics' Inter Departmental Business Register (IDBR) is a comprehensive business register which contains information on all businesses in the UK which are VAT registered or operating a PAYE scheme.

According to the 2011 IDBR, there were about 20 businesses operating within the Cadbury Heath Priority Neighbourhood. These businesses employ around 300 staff, about 200 of whom are employed in the 'Human Health and Social Work Activity Sector (SIC 2007). The largest single employer is Parkwall Primary School.

Source: Inter-Departmental Business Register 2011 (Office for National Statistics). Data is rounded in accordance with ONS copyright..
SIC = Standard Industrial Classification

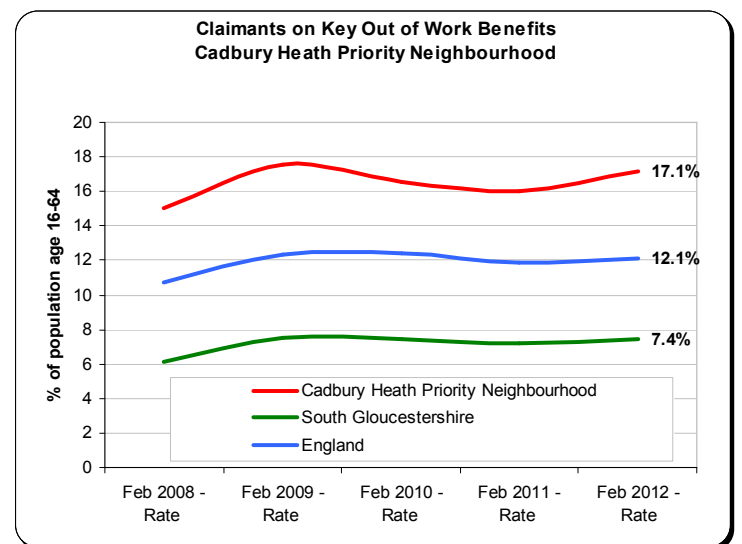
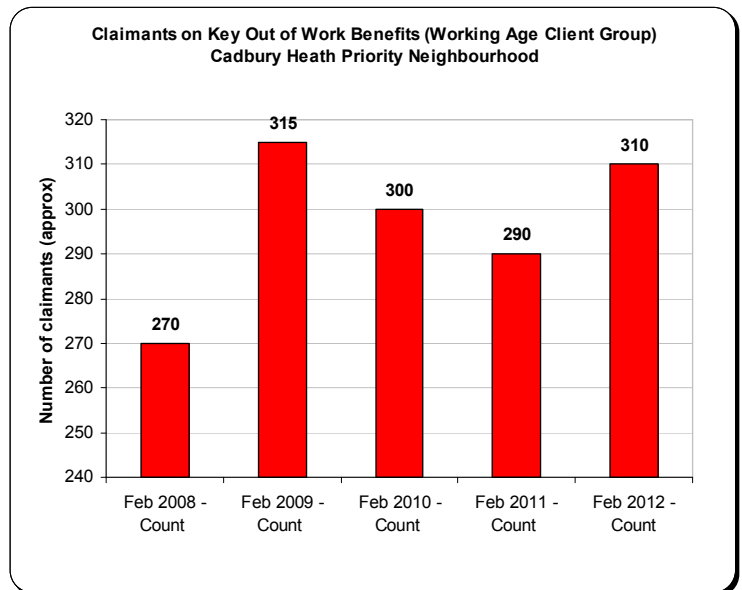
Claimants of key out-of-work benefits

About this indicator: The key benefits which comprise this 'client group' indicator are: Carer's Allowance; Disability Living Allowance; Incapacity Benefit/Severe Disablement Allowance; Income Support; Jobseeker's Allowance; Pension Credit; and Widow's Benefit. The main advantage of using this client group dataset is that the double counting of claimants of multiple benefits has been removed which provides a more accurate picture of benefit claiming and worklessness at a small area level.

In February 2012, 310 residents in the Cadbury Heath Priority Neighbourhood were claiming key out-of-work benefits. This is higher than the number recorded in the previous year (290) and in the 2008 baseline year (270).

The line graph shows that in February 2012, 17.1% of the working age population were claiming key out-of-work benefits, which is above both the district (7.4%) and national (12.1%) averages.

Caveat: To prevent the disclosure of confidential information this dataset is rounded the nearest 5, at source. Therefore when rounded data is aggregated to calculate the priority neighbourhood total, the aggregated counts may over or under represent the true value.



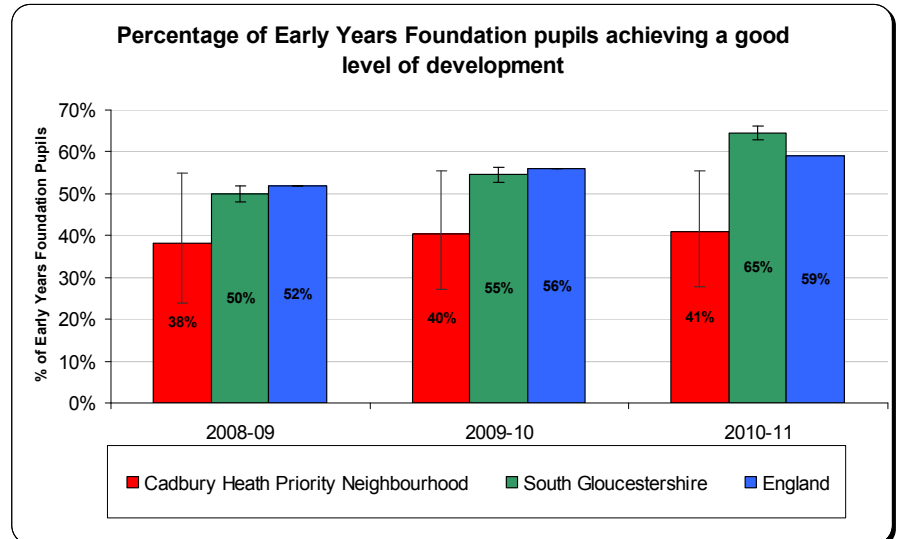
Source: benefit claimants - working age client group (via Nomis)

Part 2: Educational attainment and training (resident pupils)

Early Years Foundation Stage Profile: Pupils achieving a good level of development.

About this indicator: The Early Years Foundation Stage Profile (EYFSP) is the statutory assessment requirement for children who are reaching the end of the Foundation Stage – typically 5 year old pupils. A 'good' level of development is defined as pupils scoring 6 or more points across all 7 assessment scales of Personal, Social and Emotional development (PSE) and Communication, Language and Literacy areas of learning (CLL) and scoring 78 or more points across all scales of the EYFSP.

In 2010/11, 41% of early year foundation pupils living in the priority neighbourhood achieved a 'good' level of development. This is marginally higher than the rate achieved in previous years, however the changes are not statistically significant and the achievement rate of children living in the priority neighbourhood remains significantly lower than both the district and national averages (65% and 59% respectively).

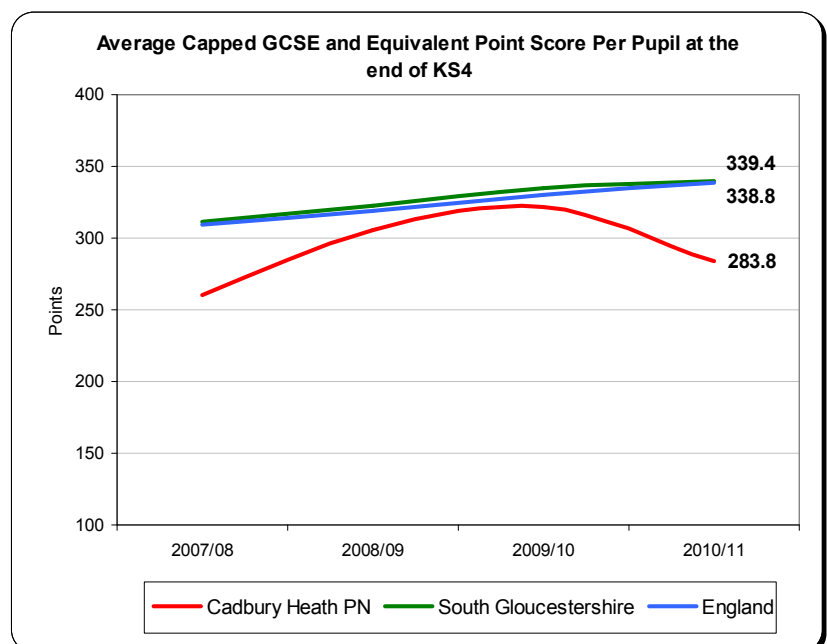


Source: Early Years Foundation Stage Profile by Gender in England (Referenced by Location of Pupil Residence), Office for National Statistics, Neighbourhood Statistics

GCSE and equivalent results for Young People: Average capped GCSE and equivalent point score per pupil at the end of Key Stage 4

About this dataset: It measures the attainment of Key Stage 4 pupils resident within the priority neighbourhood. The output measure for each pupil is capped at the pupil's best eight GCSE (and equivalent) qualifications.

In 2011, the average capped GCSE and equivalent point at the end of Key Stage 4 for pupils living in the priority neighbourhood was 283.8 points, which is lower than the district and national averages (339.4 and 338.8 points respectively). The graph illustrates that pupil attainment in the priority neighbourhood declined last year.

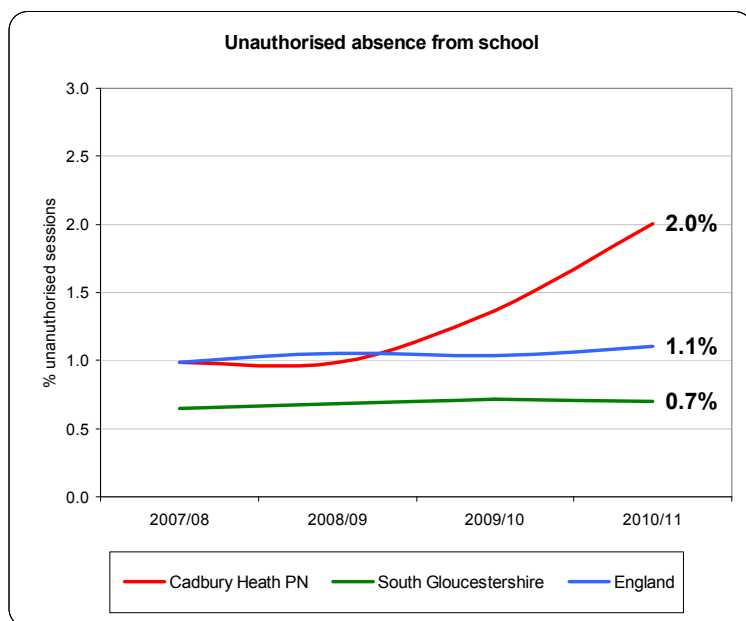


Source: GCSE and Equivalent Results for Young People by Gender in England (Referenced by Location of Pupil Residence), ONS Neighbourhood Statistics

Unauthorised absence from school

About this dataset: It provides information about the absence of day pupils of compulsory school age (5-15 at the start of the school year) in maintained primary schools, maintained secondary schools, City Technology Colleges, Academies and maintained and non-maintained special schools. A pupil session covers either a morning or afternoon session when a pupil can be in school. Each of the sessions is initiated by the calling of an attendance register.

In the academic year 2010-11, the unauthorised absence rate for pupils living in the priority neighbourhood was 2.0% (of all possible pupil sessions) this is much higher than both the district and national averages (0.7% and 1.1% respectively). The graph illustrates that the unauthorised absence rate within the priority neighbourhood has increased from the 2007/08 baseline - whilst the district average has remained largely static.



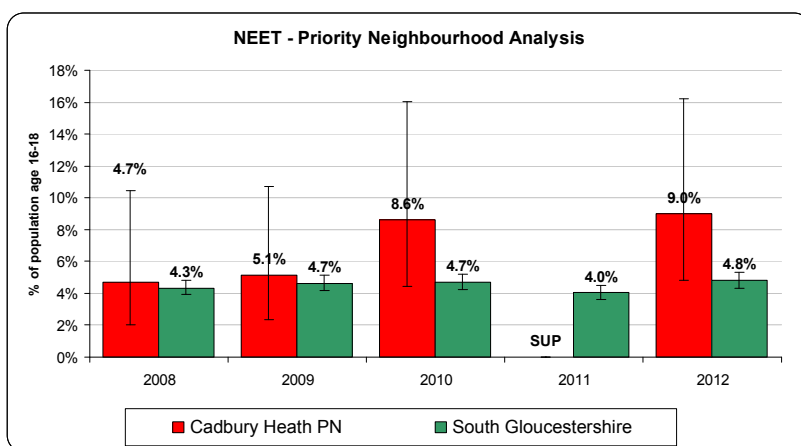
Source: Pupil Absence in Schools by Ethnic Group, Referenced by Location of Pupil Residence, Office for National Statistics Via Neighbourhood Statistics.

Not in Employment, Education or Training (NEET)

About the Indicator: It represents the percentage of post-compulsory education aged 16 to 18 year olds resident in South Gloucestershire not in employment, education or training.

In March 2012, 9% of the relevant resident population of the priority neighbourhood were NEET, which is higher than the South Gloucestershire average (4.8%).

The graph suggests that the proportion of NEET residents in the priority neighbourhood has increased year on year since the 2008 baseline – however due to particularly low numbers the data for 2011 has been suppressed. The wide confidence intervals associated with this data at priority neighbourhood level mean that apparent changes are not statistically significant.



Source: Connexions and South Gloucestershire Councils Children and Young People Department

Note: The figures in this indicator may differ from the official figures published elsewhere because different denominators, definitions and reporting periods are used.

Part 3: Crime

Data in this section are derived from individual crime records held on the Avon and Somerset Police ASPIRE information-sharing database. The raw data are submitted to the ASPIRE system on a monthly basis and act as a 'snapshot' of crime for that month; unlike the main crime database they are not reviewed and will not reflect subsequent changes to an offence's designation. They are also depersonalised, so do not identify where an offence has occurred down to household level.

Classifications of crime have been selected for inclusion which closely match the classifications used in the Indices of Deprivation. This methodology enables comparison at the priority neighbourhood level, but district and force level figures may not be consistent with officially published rates.

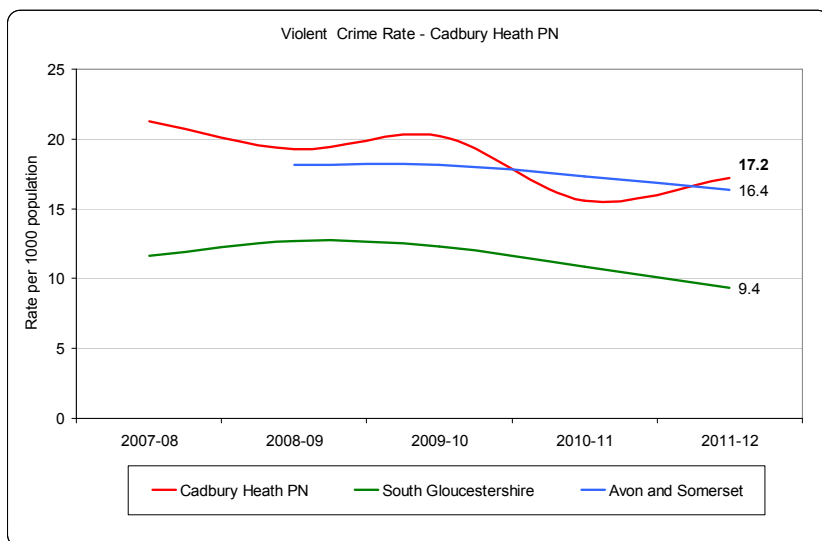
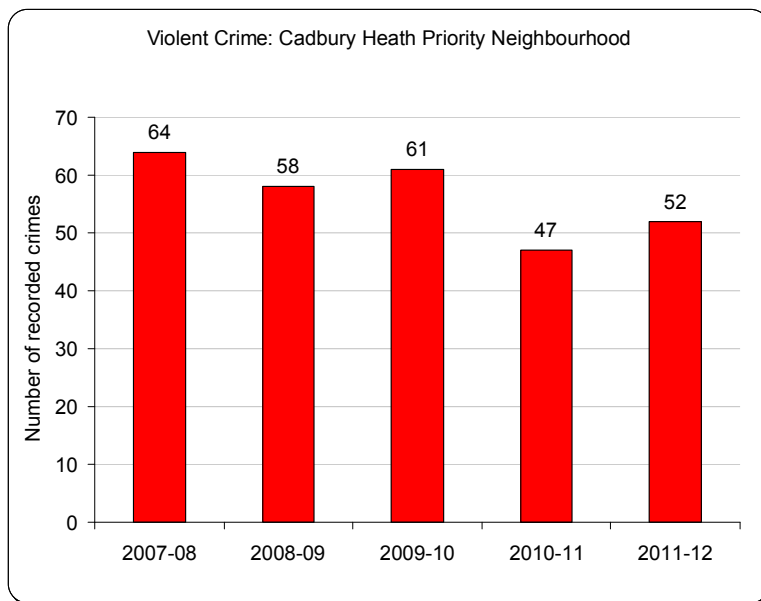
Violent crime

In the year to April 2012, there were 52 recorded incidents of violent crime in the Cadbury Heath Priority Neighbourhood. Marginally higher than the number recorded in the previous year, but below the number recorded in the 2007/08 baseline year.

To enable comparison between geographical areas it is necessary to calculate rates (number of violent crimes per 1,000 residents). The line graph shows that in 2011/12 the violent crime rate for the priority neighbourhood was 17.2 per 1,000 residents, which is higher than both the South Gloucestershire and Avon and Somerset Police force area averages (9.4 and 16.4 crimes per 1,000 residents respectively).

The data suggests that, since the 2007/08 baseline, violent crime in the priority neighbourhood has fallen by slightly more than it has at the district level.

Analysis of violent crime data for the two LSOAs that make up the priority neighbourhood shows that since 2007/08 - E01014941- the area South of Coronation park has consistently had the highest violent crime rate.



Source: Avon and Somerset ASPIRE database. The categories of crime that make up this indicator are Home Office Codes 8 and 34 (all violence offences and robbery of person and business property offences). Rates are calculated using ONS Small Area mid-year population estimates for the relevant year (via Neighbourhood Statistics, ONS).

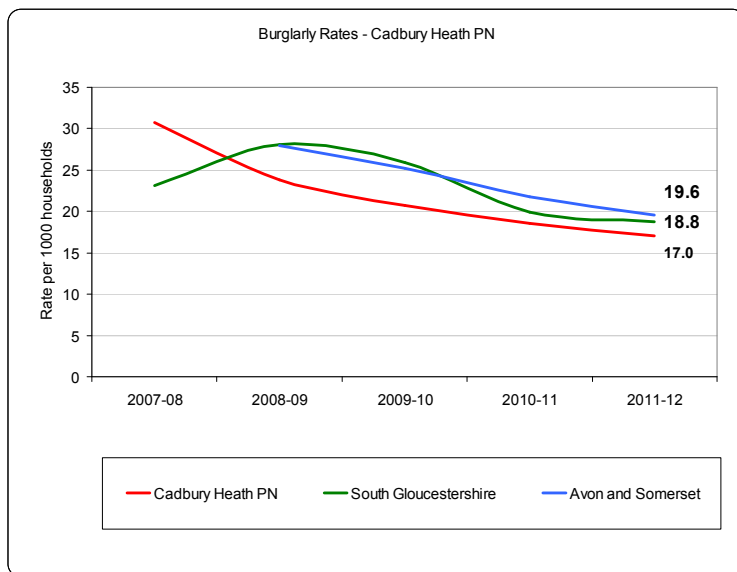
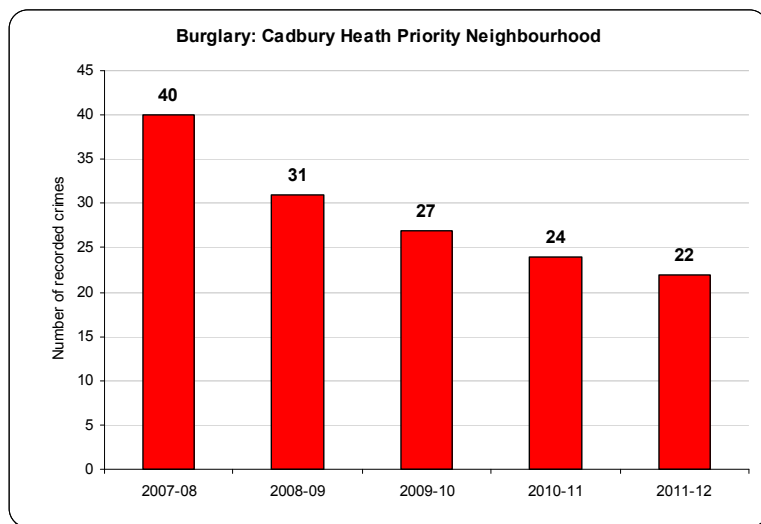
Burglary

In the year to April 2012 there were 22 recorded burglaries in the Cadbury Heath Priority Neighbourhood – the bar graph shows that the recorded number of burglaries has fallen year on year since the 2007/08 baseline.

To enable comparison between geographical areas it is necessary to calculate rates (number of burglaries per 1,000 households). The line graph shows that in 2011/12 the burglary rate for the priority neighbourhood was 17.0 per 1,000 households, which is lower than both the South Gloucestershire and Avon and Somerset Police force area averages (18.8 per 1,000 households and 19.6 crimes per 1,000 households respectively).

The data suggests that, since the 2007/08 baseline, the burglary rate in the priority neighbourhood has fallen by more than it has at the district level.

Within the priority neighbourhood there has been considerable variation in the burglary rate at LSOA level between years.



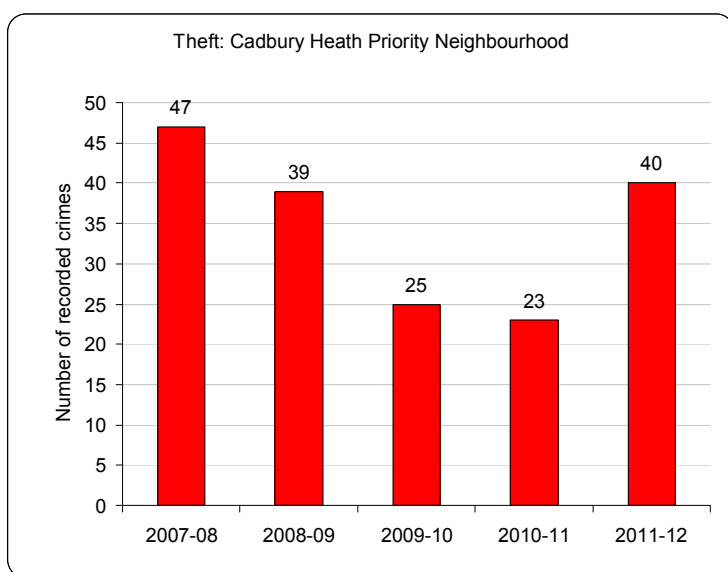
Source: Avon and Somerset ASPIRE database. The categories of crime that make up this indicator are Home Office Codes 28 and 30 (all dwelling and non-dwelling burglary offences, including aggravated). Rates are calculated using Valuation Office Agency data for the relevant year (Neighbourhood Statistics, ONS).

Theft

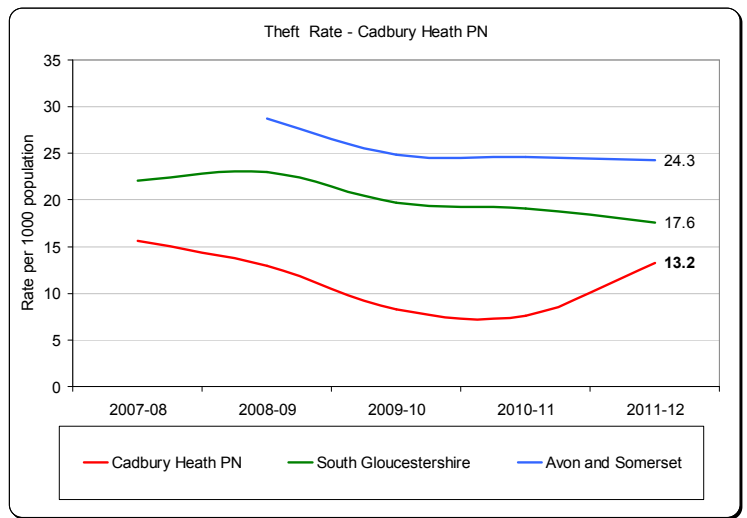
In the year to April 2012 there were 40 recorded incidents of theft in the Cadbury Heath Priority Neighbourhood. This is considerably higher than the number recorded in the previous two years, but similar to the number recorded in 2007/08.

To enable comparison between geographical areas it is necessary to calculate rates (number of thefts per 1,000 residents). The line graph shows that in 2011/12 the theft rate for the priority neighbourhood was 13.2 crimes per 1,000 residents, which is lower than both the South Gloucestershire and Avon and Somerset Police force area averages (17.6 and 24.3 crimes per 1,000 residents respectively).

The data suggests that, since the 2007/08 baseline, theft in the priority neighbourhood has fallen by less than it has at the district level.



Analysis of theft data for the two LSOAs that make up the priority neighbourhood shows that since 2007/08 - E01014941- South of Coronation park area has consistently had the highest theft rate.



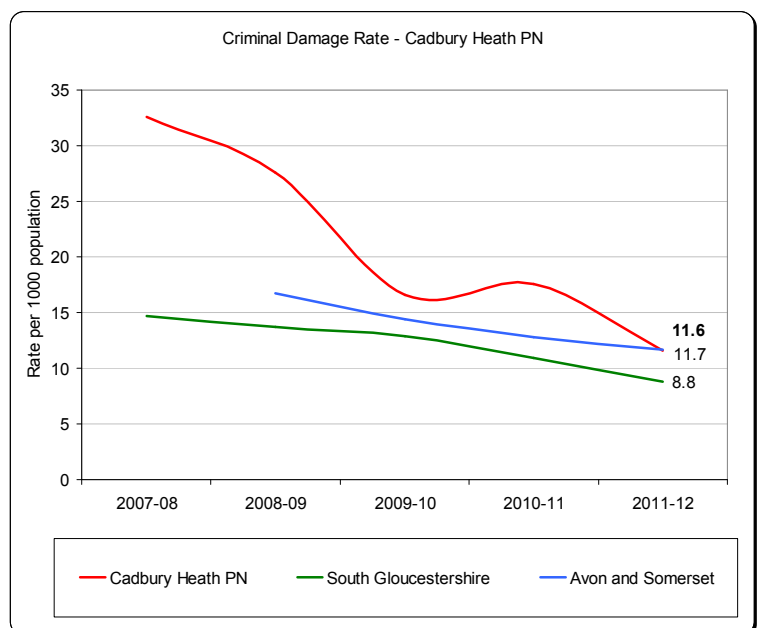
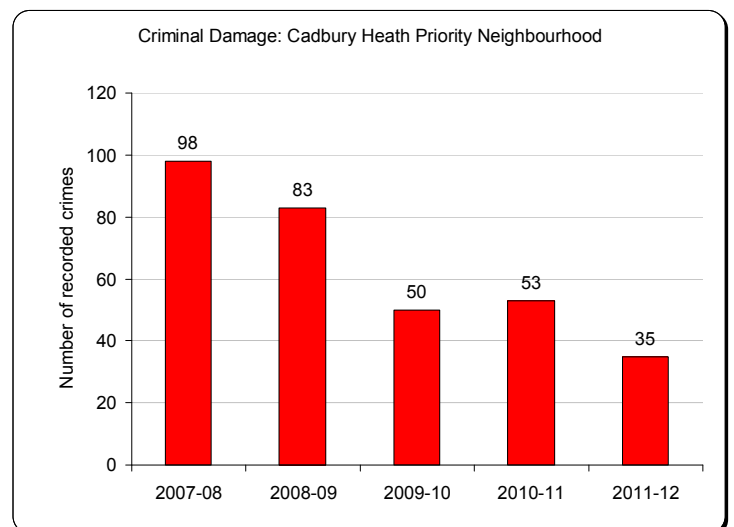
Source: Avon and Somerset ASPIRE database. The category of crime that make up this indicator are Home Office codes 45, 48 and 49 (all theft of a motor, theft from a motor and theft from the person offences). Rates are calculated using ONS Small Area mid-year population estimates for the relevant year (via Neighbourhood Statistics, ONS).

Criminal damage

In the year to April 2012 there were 35 recorded incidents of criminal damage within the priority neighbourhood – the lowest number in recent years.

To enable comparison between geographical areas it is necessary to calculate rates (number of crimes per 1,000 residents). The line graph shows that in 2011/12 the criminal damage rate for the priority neighbourhood was 11.6 per 1,000 residents, which is higher than the South Gloucestershire (8.8) and on-a-par with the Avon and Somerset Police force area averages (11.7 crimes per 1,000 residents).

The data suggests that, since the 2007/08 baseline, criminal damage in the priority neighbourhood has fallen by considerably more than it has at the district level.

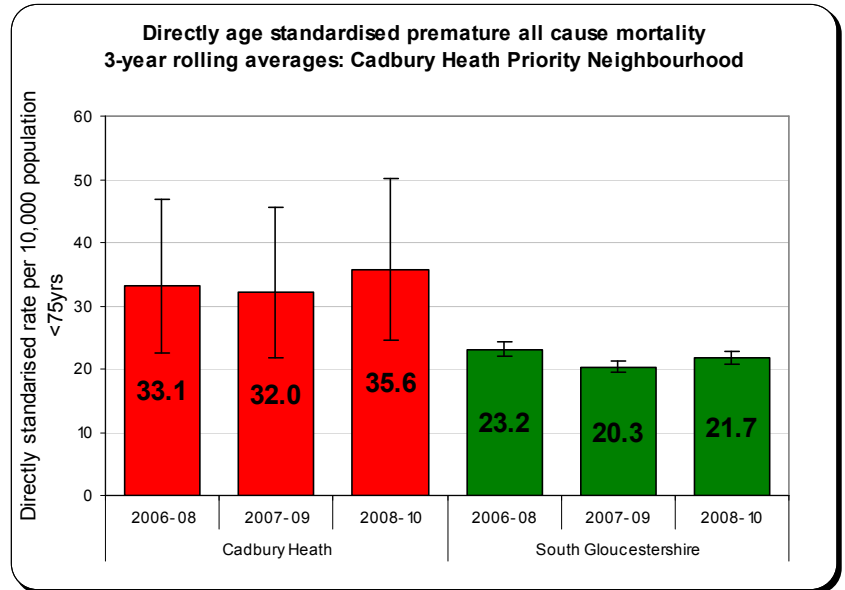


Source: Avon and Somerset ASPIRE database. The category of crime that makes up this indicator is Home Office Code 58 (all criminal damage offences, including threats). Rates are calculated using ONS Small Area mid-year population estimates for the relevant year (via Neighbourhood Statistics, ONS).

Part 4: Health

Premature all cause mortality

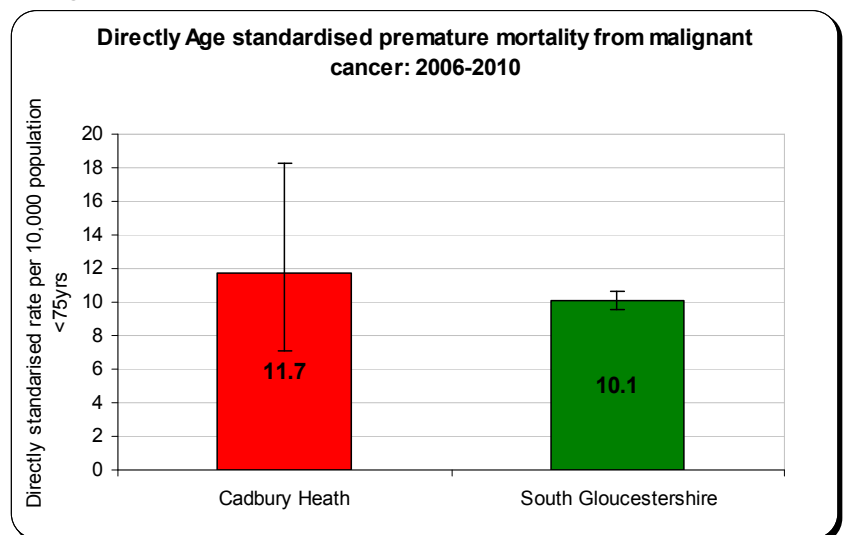
This indicator measures the level of deaths of those under the age of 75yrs from all causes. Analysis of the data over a three-year rolling period (2006-08, 2007-09, 2008-10) shows that the premature mortality rate in this priority neighbourhood is significantly higher than the district average. The latest data (for 2008-10) suggests that the directly standardised rate is higher than the 2006-08 baseline but these changes are not statistically significant (illustrated by the wide confidence intervals on the graph).



Source: ONS mortality database & 2006-2010 ONS mid year population quinary estimates by LSOA

Premature Malignant Cancer Mortality

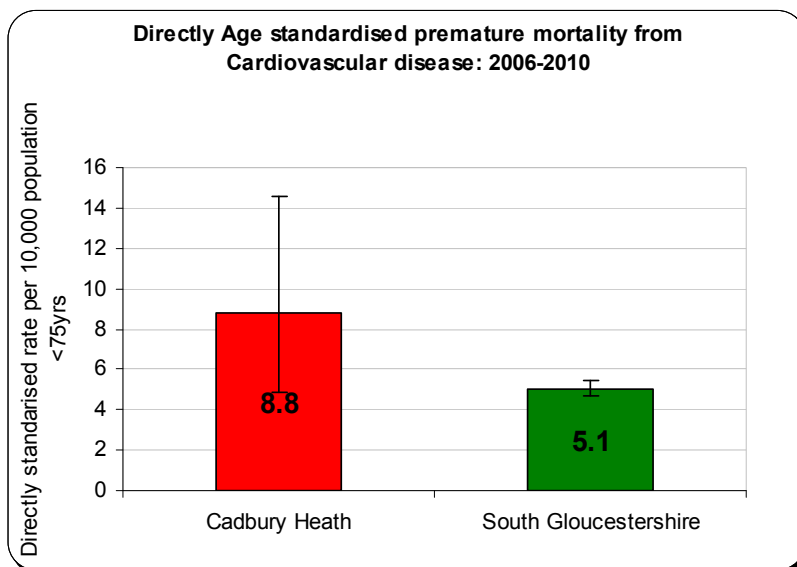
Cancer remains the greatest cause of premature death in South Gloucestershire. The graph shows that for the period 2006-10, the premature mortality rate from cancer in the Cadbury Heath Priority Neighbourhood (11.7 deaths per 10,000 population) was higher than the South Gloucestershire average (10.1 deaths per 10,000 population), however this difference is not statistically significant.



Source: ONS mortality database, ICD10 C00-C97 & 2006-2010 ONS mid year population quinary estimates by LSOA

Premature Circulatory Disease Mortality

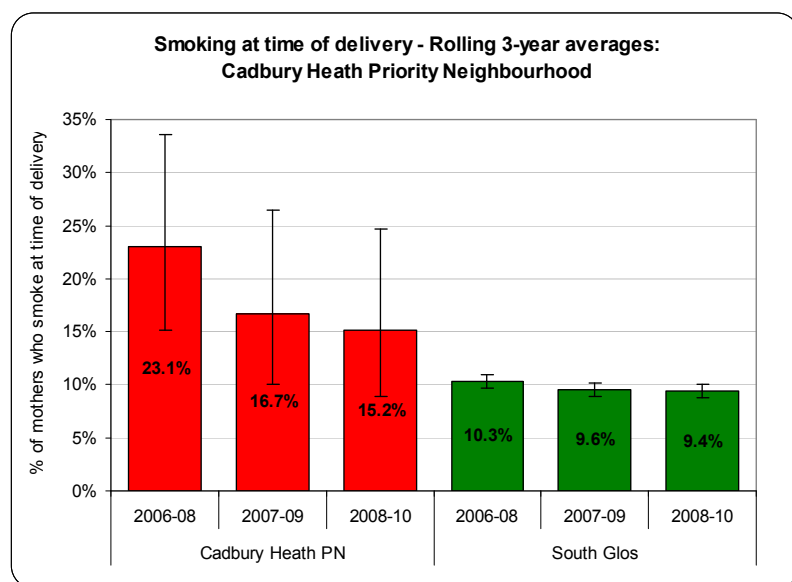
Circulatory diseases, which include coronary heart disease and stroke are the second greatest cause of premature death in South Gloucestershire. The graph shows that for the period 2006-10 the premature mortality rate from cardiovascular disease in the Cadbury Heath Priority Neighbourhood (8.8 deaths per 10,000 population) was higher than the South Gloucestershire average (5.1 per 10,000 population), however this difference is not statistically significant.



Source: ONS mortality database, ICD10 I00-I99 & 2006-2010 ONS mid year population quinary estimates by LSOA

Smoking at Time of Delivery

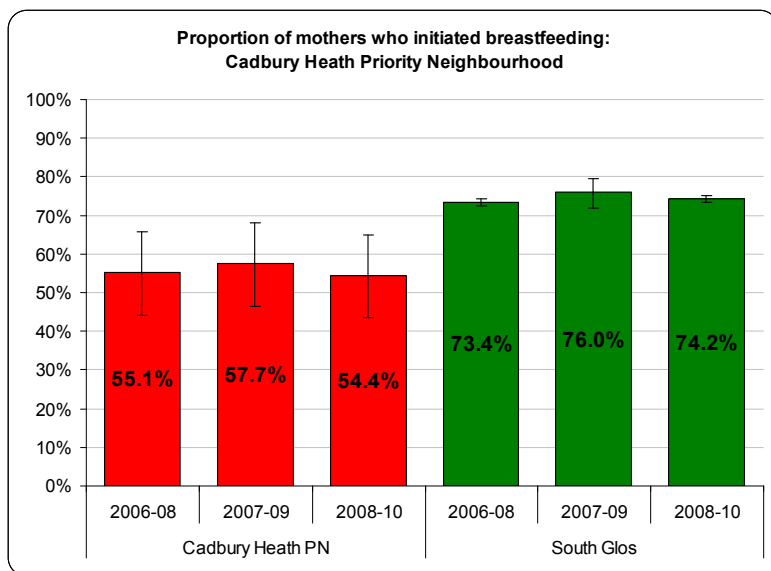
In the three year period Jan 2008-Dec 2010, 15.2% of new mothers living in the Cadbury Heath Priority Neighbourhood smoked at the time of delivery. This higher than the (9.4%) but the differences are not statistically significant. The graph suggests that the proportion of mothers who smoked at the time of delivery has fallen since 2006, but these changes are not statistically significant.



Source: STORK Database extract, all deliveries in UHBT & NBT hospitals 01/01/2006 - 31/12/2010

Breastfeeding initiation

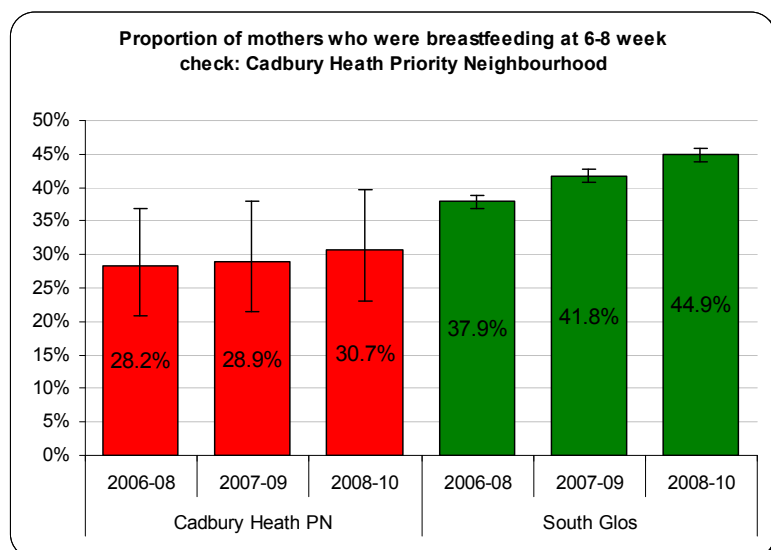
In the three year period Jan 2008-Dec 2010, 54.4% of new mothers living in the Cadbury Heath Priority Neighbourhood initiated breastfeeding at birth. This is significantly lower than the South Gloucestershire average for the same period (74.2%). The graph suggests that the proportion of mothers who initiated breastfeeding has decreased marginally since 2006-8, but this difference is not statistically significant.



Source: STORK Database extract, all deliveries in UHBT & NBT hospitals 01/01/2006 - 31/12/2010

Breastfeeding at 6-8 weeks

In the three year period Jan 2008-Dec 2010, 30.7% of new mothers living in the Cadbury Heath Priority Neighbourhood were breastfeeding at their 6-8 week check. This is significantly lower than the South Gloucestershire average for the same period (44.9%). The graph suggests that the proportion of mothers who were breastfeeding at 6-8 weeks has increased marginally since 2006-8, but this increase is not statistically significant.



Source: Child Health Database, all children born 01/01/2006 - 31/12/2010

Caveats

To demonstrate the differences which exist within the Priority Neighbourhood, where possible, data is presented for the highest and lowest 'performing' LSOAs within the Priority Neighbourhood. However, care should be taken when interpreting the data at this geographical level due to the small numbers often associated LSOA level data.

Disclaimer: This report has been prepared by South Gloucestershire Council's Corporate Research and Consultation Team, with all reasonable skill, care and diligence. We accept no responsibility of any nature to any third parties to whom this profile, or any part thereof is made known. Any such party relies on the report at their own risk.

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