

#### About this profile

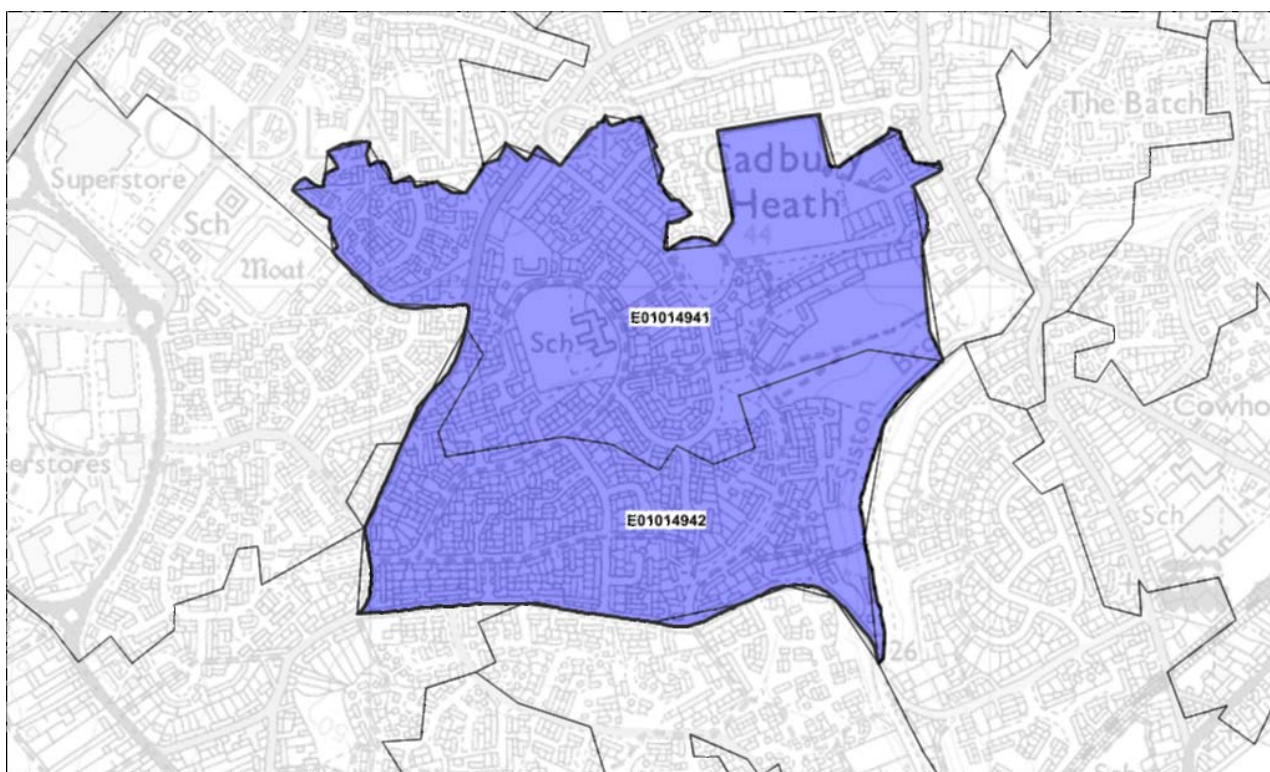
This profile presents a range of proxy indicators of deprivation for the Cadbury Heath Priority Neighbourhood. For each indicator, comparisons are made between the priority neighbourhood and the relevant South Gloucestershire and, where possible, national averages.

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)\*:

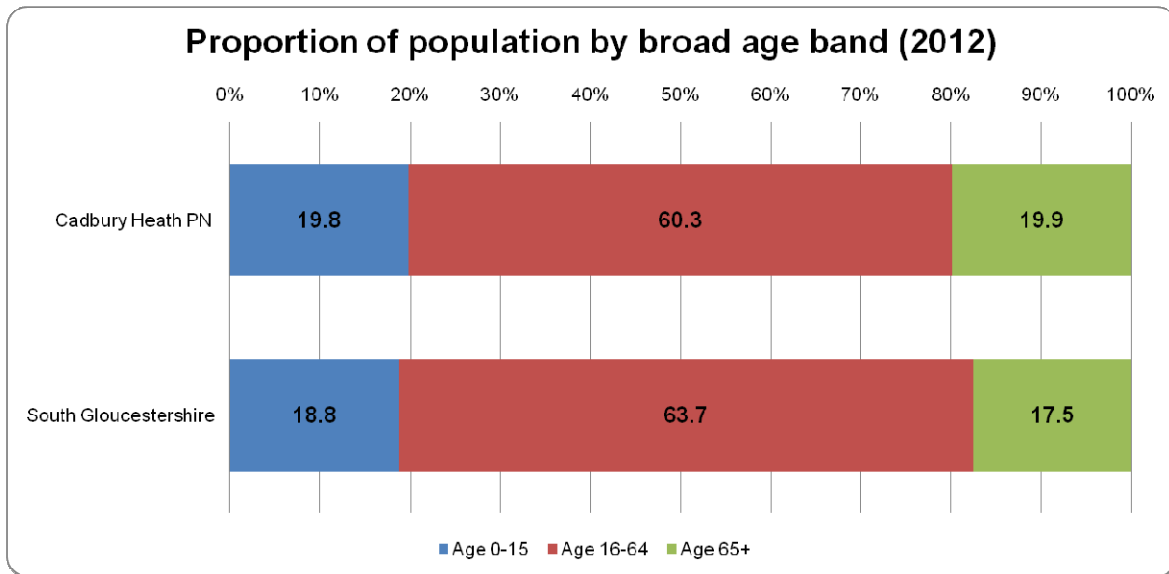


LSOA code	LSOA name
E01014941	South of Coronation park / Parkwall primary school area, <i>Parkwall Ward</i>
E01014942	North of California road / Long Handstones Road area, <i>Parkwall (78%) / Oldland Common (22%) Wards</i>

\***LSOA – Lower Super Output Area** – a small geographical area with an average resident population of 1,500. South Gloucestershire is divided into 165 LSOAs.

## Population and Households

The population of the priority neighbourhood is estimated to be 3,100 (mid-year 2012). The area has both a higher proportion of older residents (19.9%) and a higher proportion of children (19.8%) than the South Gloucestershire average. According to the 2011 Census, in March 2011, there were 1,300 dwellings within the priority neighbourhood.



Source: Population - ONS SAPE mid-year 2012. Dwellings – 2011 Census.

## 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.

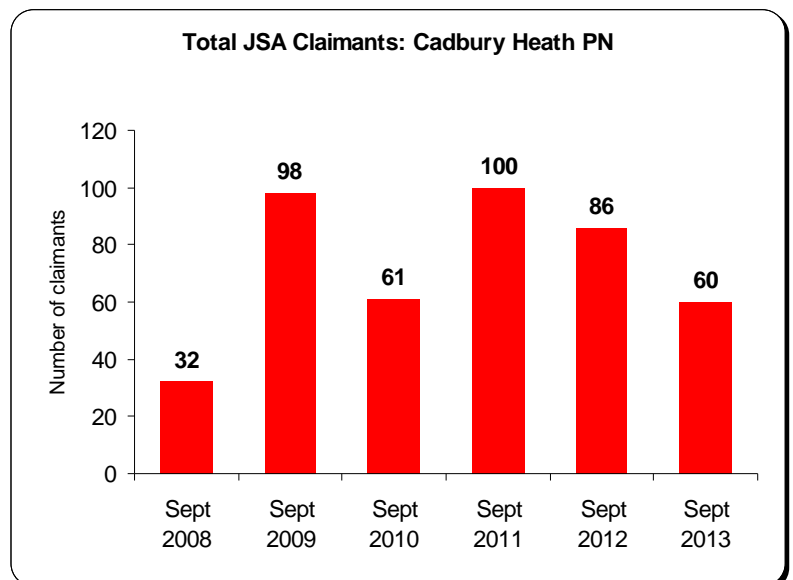
To enable comparison between geographical areas it is necessary to use 'rates'. However, as rates are not published at LSOA level they have been calculated from the rounded data using the relevant base population (derived from the relevant ONS mid-year population estimate – revised to take account of the 2011 Census). The rates shown in the following section therefore are not *official* figures but provide an indication of direction of travel.

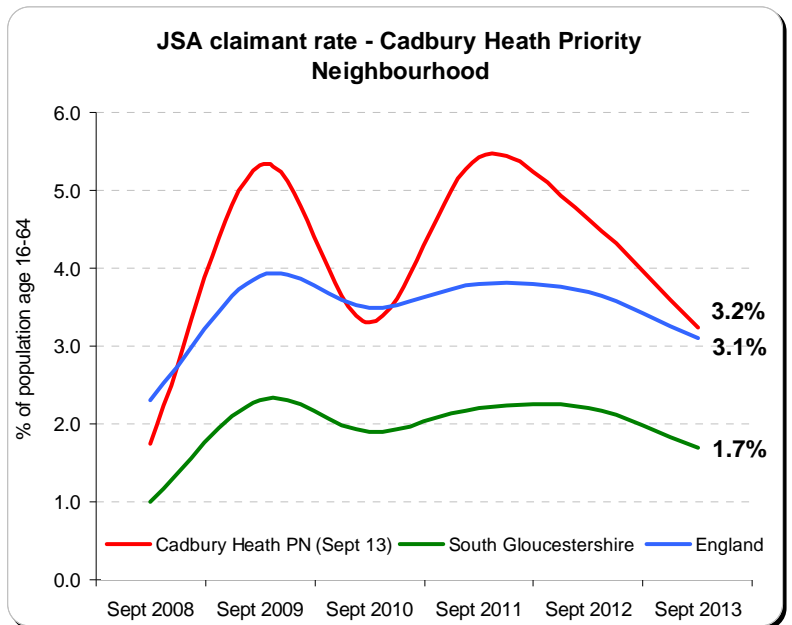
### Total Jobseeker's Allowance Claimants

In September 2013, 60 people living within the Cadbury Heath Priority Neighbourhood were claiming Job Seeker's Allowance (JSA), which equates to 3.2% of the working age population. The line graph shows that in September 2013, the claimant rate in the Cadbury Heath Priority Neighbourhood was above the South Gloucestershire and just slightly above the national average (1.7% and 3.1% respectively).

Between September 2008 and September 2013, the number of residents claiming JSA has fluctuated. However, since the baseline, there has been an overall increase of 28 claimants. This equates to an 88% increase, which is a larger increase than has been experienced at both the district (+72%) and national (+37%) levels.

However, over the last year (Sept 2012 to Sept 2013), there has been a 30% fall in the number of JSA claimants in the Cadbury Heath priority neighbourhood. This trend has also been experienced nationally (-15%) and at the district level (-21%).



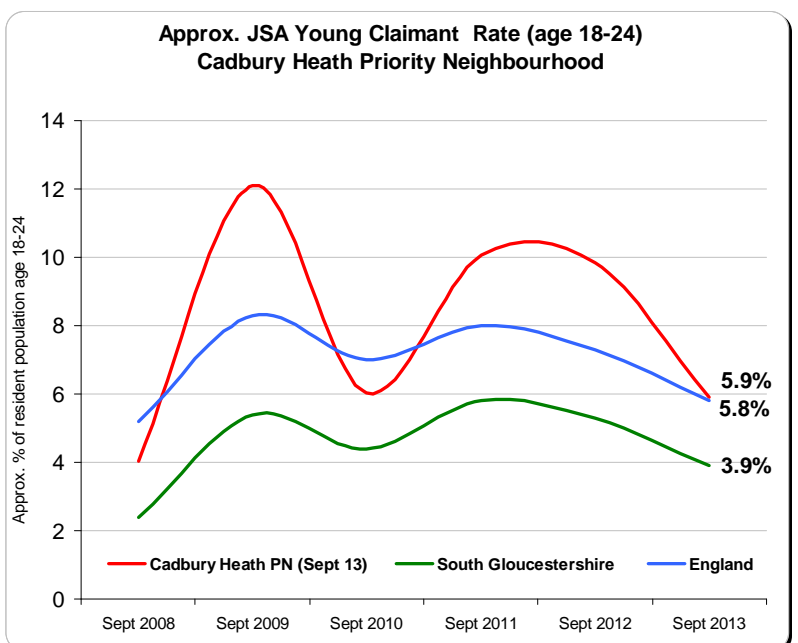
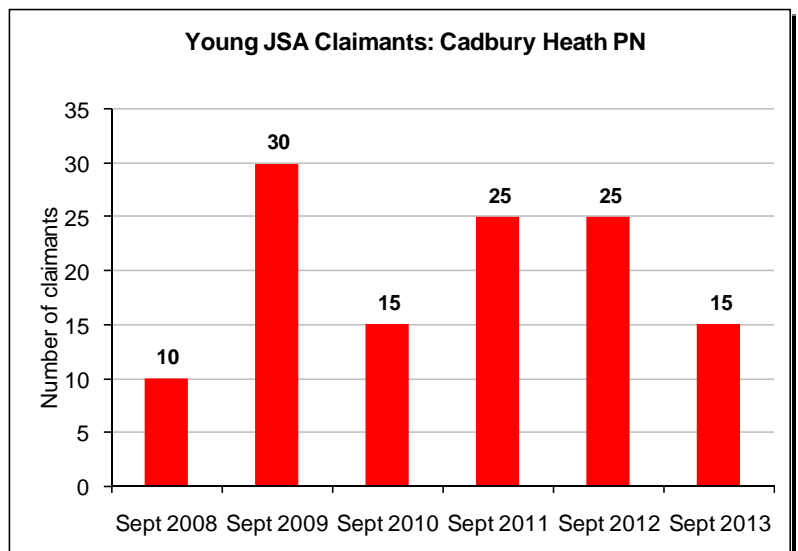


## Young JSA Claimants (aged 18-24)

In September 2013, there were approximately 15 'young' JSA claimants living in the priority neighbourhood (aged 18-24) which equates to 5.9% of the relevant resident population (i.e. those aged 18-24). The claimant rate for young people in the priority neighbourhood is higher than the district average (3.9%) and on a par with the national rate (5.8%).

In September 2013, the number of young claimants was broadly in line with the number in 2008. However since the baseline, the number of claimants has fluctuated, reaching a peak in Sept 2009. Over the last year (since Sept. 2012) the number of young claimants has fallen by about 10, which equates to a 40% reduction. This is a greater fall than has been experienced at both the national (-21%) and district (-26%) levels. However, care should be taken when interpreting the data at priority neighbourhood level due to the fact that small numbers are often involved which can distort rates of change; an apparent increase or decrease over time might not be as considerable as it might appear.

*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.*



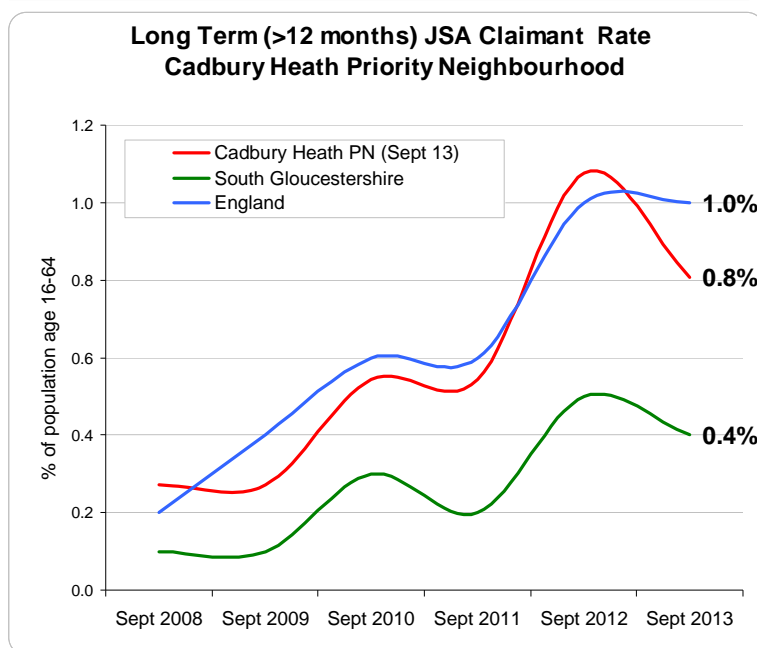
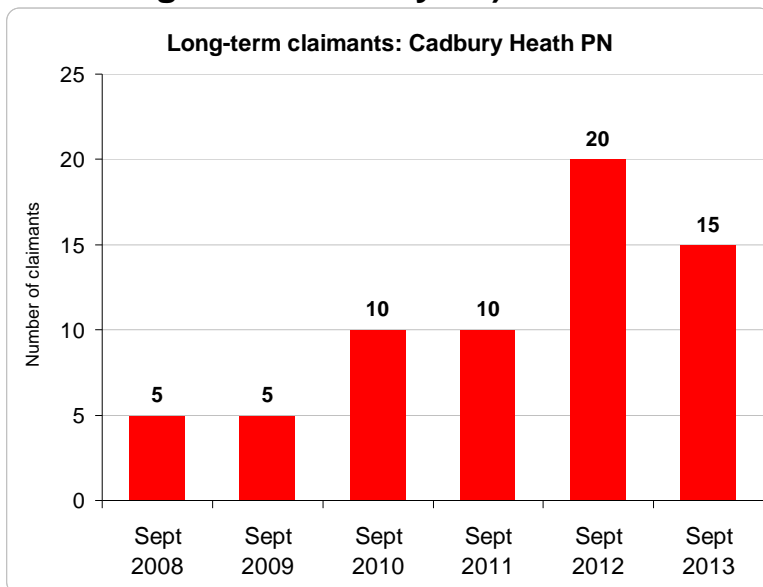
## Long Term JSA Claimants (residents claiming for over one year)

The bar graph shows that in September 2013 there were approximately 15 long-term JSA claimants living in the priority neighbourhood.

Approximately 0.8% of the working age population are long-term claimants which is below national rate (1.0%) and but twice the South Gloucestershire average (0.4%).

Since September 2008, the number of long-term claimants has increased by approximately 10. This equates to a 200% increase which is below the rate of increase experienced nationally (296%) and at the district level (676%). However, care should be taken when interpreting the data at priority neighbourhood level due to the fact that small numbers are often involved which can distort rates of change; an apparent increase or decrease over time might not be as considerable as it might appear.

*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.*



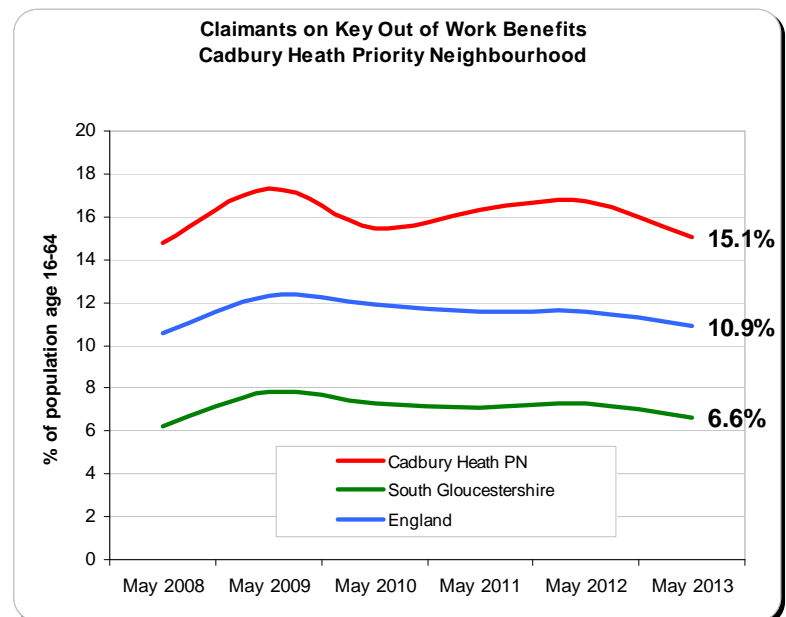
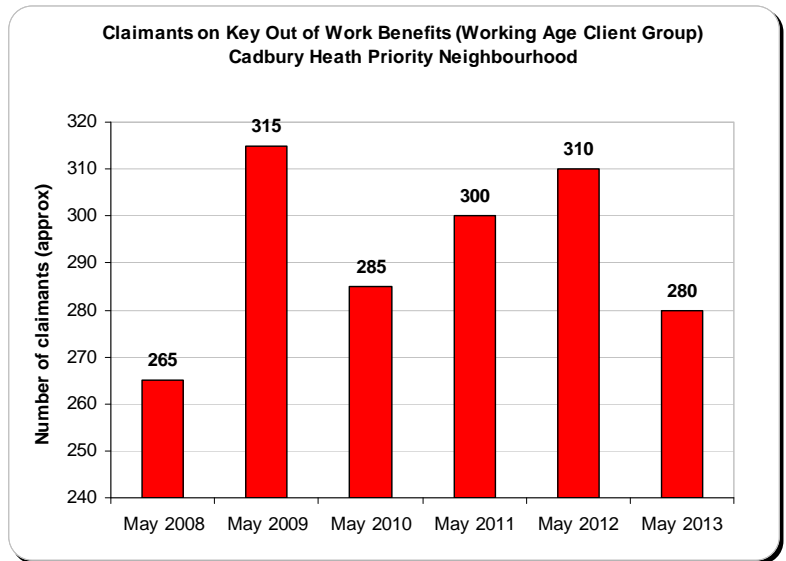
## Claimants of key out-of-work benefits

**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 May 2013, 280 residents in the Cadbury Heath Priority Neighbourhood were claiming key out-of-work benefits. This is lower than the number recorded in the previous year (310) but above that recorded in the 2008 baseline year (265).

The line graph shows that in May 2013, 15.1% of the working age population were claiming key out-of-work benefits, which is above both the district (6.6%) and national (10.9%) averages.

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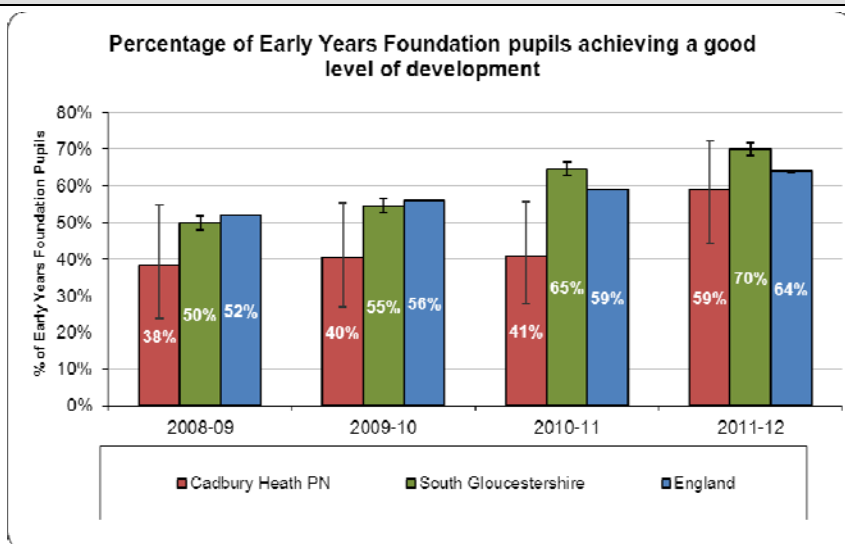
Source: benefit claimants - working age client group (via Nomis)

## 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 2011/12, 59% of Early Years Foundation Stage Profile (EYFSP) pupils living in the Cadbury Heath Priority Neighbourhood achieved a 'good' level of development. This is substantially higher than the rate achieved in previous years, although not (statistically) significantly so. The achievement rate of children living in the PN remains lower than both the local authority and national averages (70% and 64% respectively), although there are no statistically significant differences between the PN rate and these local or national rates.

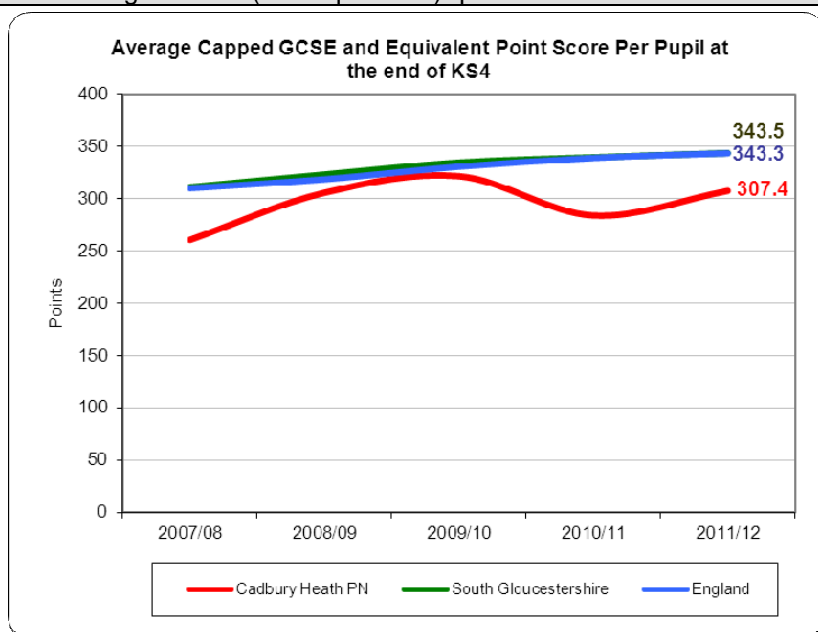


**Source:** Early Years Foundation Stage Profile by Gender in England (Referenced by Location of Pupil Residence), Office for National Statistics, Neighbourhood Statistics: <http://www.neighbourhood.statistics.gov.uk/dissemination/>

### 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 2011/12, the average capped GCSE and equivalent points at the end of Key Stage 4 for pupils living in the Cadbury Heath Priority Neighbourhood was 307.4 points, which is substantially lower than the local and national averages (343.5 and 343.3 points respectively). The graph illustrates that the level of overall attainment for residents in the PN improved in 2011/12 compared to 2010/11. However, there remains a substantial gap in the overall level of attainment for resident pupils in the Cadbury Heath PN compared to overall local and national performance. Cadbury Heath PN also displayed the lowest overall performance at Key Stage 4 compared to the other five PN areas in 2010/11 and 2011/12.



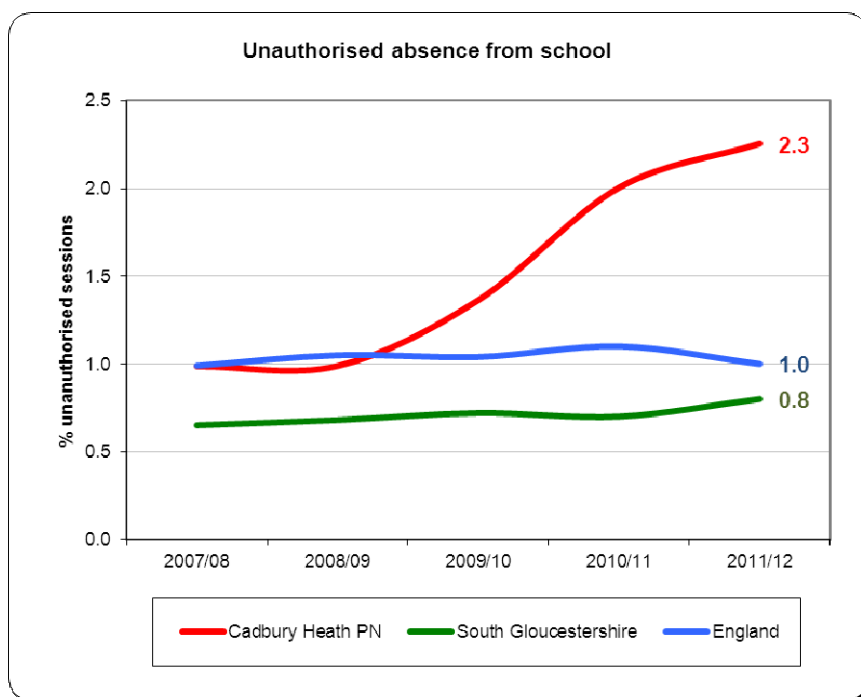
**Source:** GCSE and Equivalent Results for Young People by Gender in England (Referenced by Location of Pupil Residence), ONS Neighbourhood Statistics: <http://www.neighbourhood.statistics.gov.uk/dissemination/>



## 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.

During the academic year 2011/12, the average unauthorised absence rate for pupils living in the Cadbury Heath Priority Neighbourhood area was 2.3% - substantially higher than both the comparable local authority and national average rates (0.8% and 1.0% respectively). The graph illustrates that the unauthorised absence rate for the PN has increased substantially from the 2007/08 baseline, whilst the overall local and national rates of unauthorised absence have remained broadly level.



**Source:** Pupil Absence in Schools by Ethnic Group, Referenced by Location of Pupil Residence, Office for National Statistics via Neighbourhood Statistics. Percentages relate to the combined weighted average of LSOA rates of unauthorised absence.

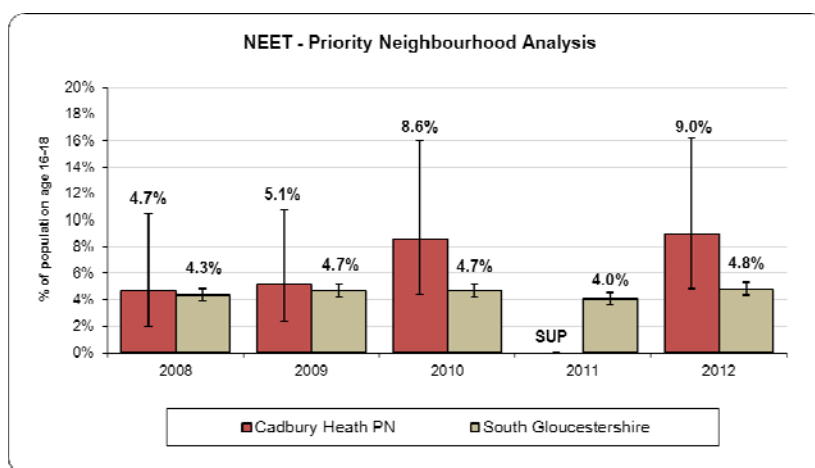
## Not in Employment, Education or Training (NEET)

**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.

Unfortunately, we are unable to provide updated figures for NEET in South Gloucestershire due to the impact of the transfer of both this function and data from Learning Partnership West (LPW) to the Council from April 2013. A new database is currently being developed and reports will follow as soon as possible. The following position was reported last year:

*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

Unfortunately we are currently unable to provide an update on crime levels in the Priority Neighbourhoods. The previous analysis was carried out using data provided on the 'ASPIRE' data repository system; however due to technical difficulties data is no longer available via this route. An alternative solution for providing the data is being sought but has not yet been found, therefore we will continue to be unable to provide any updated information until further notice.

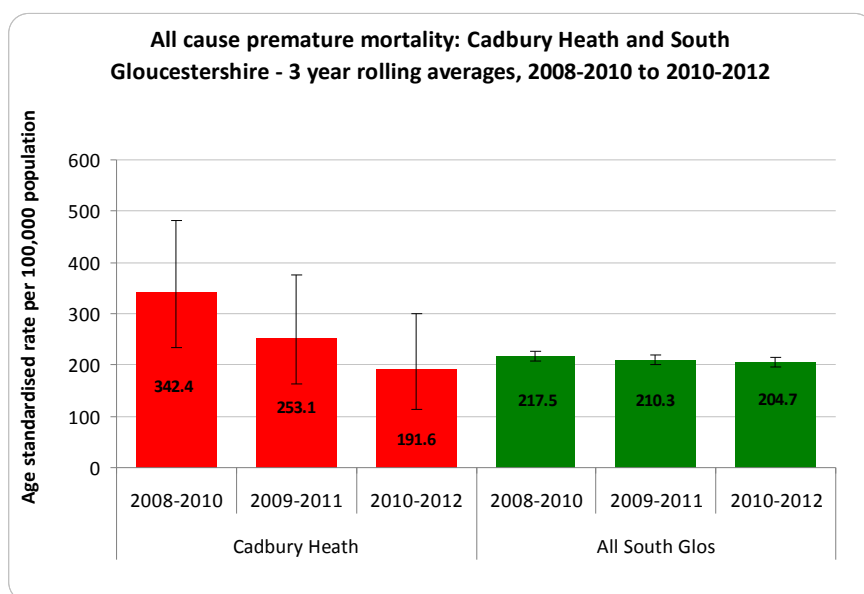
## Part 4: Health

### Premature all cause mortality

This indicator measures the level of deaths of those under the age of 75yrs from all causes, whilst taking the different age structures of the areas into account. Analysis of the data over the most recent three-year rolling period (2010-12) shows that the premature mortality rate in this priority neighbourhood is lower than the district average. However, Cadbury Heath is a small area and the number of premature deaths is very low, as such this difference is not statistically significant.

There has been a decline in the premature all cause mortality rate from the period 2008-2010 to 2010-2012, however this reduction is not significant due to the small numbers involved

The most recently available data for this indicator at the national (England) level covers the period 2008-10, where the premature all cause mortality rate for England was 280.7 deaths per 100,000 population. However, as the national figure uses pre census population estimates – which are known to be inaccurate – it is not possible to directly compare them with the rates produced for this report and therefore, the national rates should be treated as an indicative comparative guide only.



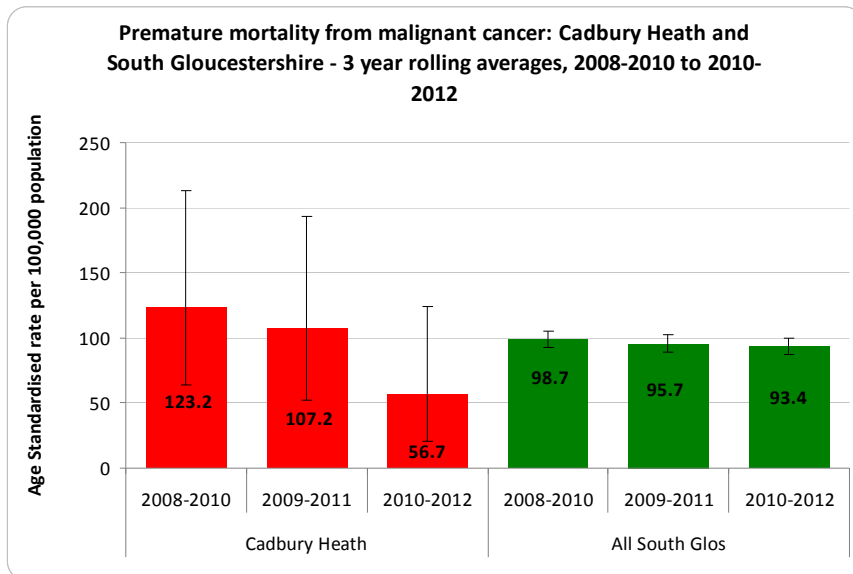
Source: ONS and PCMD mortality databases and ONS mid year population quinary estimates by LSOA (2008 to 2012). For the national figure - Health and Social Care Information Centre (HSCIC)



## Premature Malignant Cancer Mortality

Cancer remains the greatest cause of premature death in South Gloucestershire. The graph shows that for the period 2010-12, the premature mortality rate from cancer in the Cadbury Heath Priority Neighbourhood (56.7 deaths per 100,000 population) was lower than the South Gloucestershire average (93.4 deaths per 100,000 population). The graph suggests that the rate of premature cancer mortality in Cadbury Heath has fallen during the monitoring period; however these apparent changes are not statistically significant.

The most recently available data for this indicator at the national (England) level covers the period 2009-11, where the premature mortality rate from cancer was 108.1 deaths per 100,000 population. However, as the national figure uses pre census population estimates – which are known to be inaccurate – it is not possible to directly compare them with the rates produced for this report and therefore, the national rates should be treated as an indicative comparative guide only.

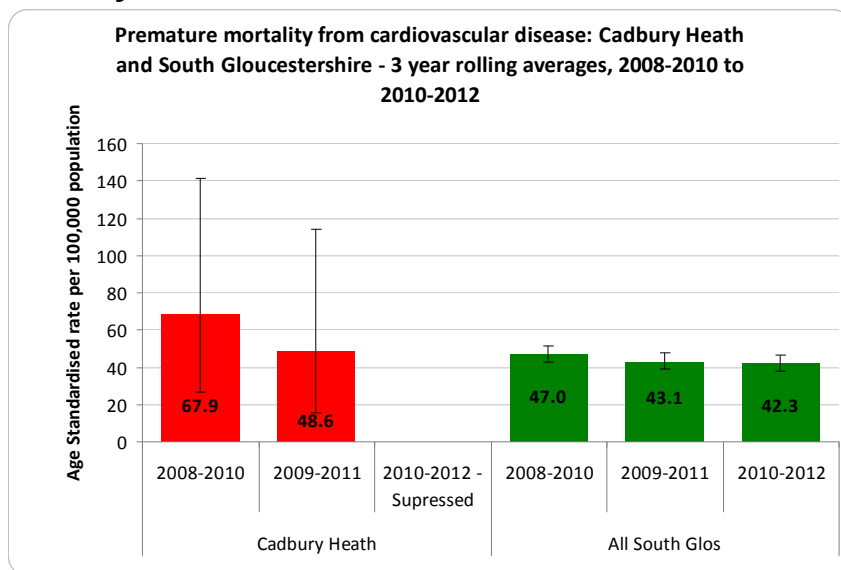


Source: ONS and PCMD mortality databases and ONS mid year population quinary estimates by LSOA (2008 to 2012). For the national figure – Public Health Outcomes Framework: Public Health England

## 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 number of premature deaths from cardiovascular disease in Cadbury Heath during the period of 2010 to 2012 was too low (<5) to allow for analysis to be undertaken as it could unintentionally reveal the identity of the deceased. The figures have therefore been suppressed.

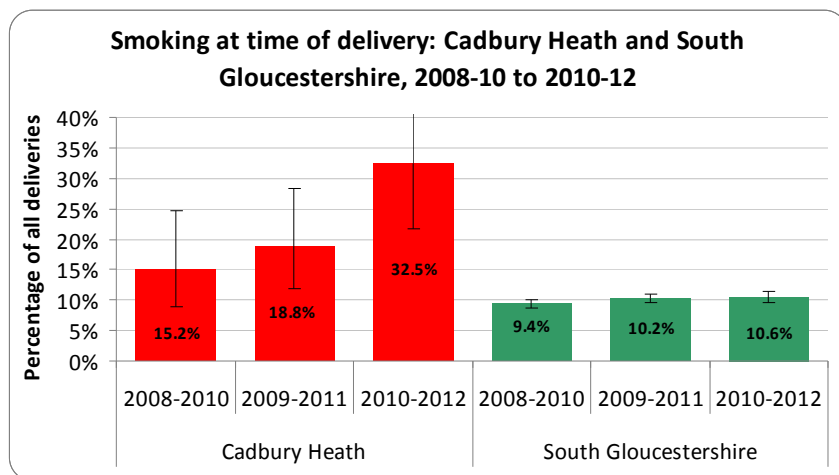


Source: ONS and PCMD mortality databases and ONS mid year population quinary estimates by LSOA (2008 to 2012)

## Smoking at Time of Delivery

In the three year period Jan 2010-Dec 2012, 32.5% of new mothers living in the Cadbury Heath Priority Neighbourhood smoked at the time of delivery. This is significantly higher than the district average (10.6%). The graph suggests that the proportion of mothers who smoked at the time of delivery has increased since 2008. However, these apparent changes are not statistically significant. It is also worth noting that the coverage of recording smoking status has increased in South Gloucestershire during this time with fewer unknowns to mitigate the smoking rate.

The available data for the national (England) average covers the period 2011-12, where 13.2% of mothers smoked at the time of delivery. However, as this data is drawn from different time frames it is not directly comparable and therefore, this comparison should be treated as an indicative guide only.

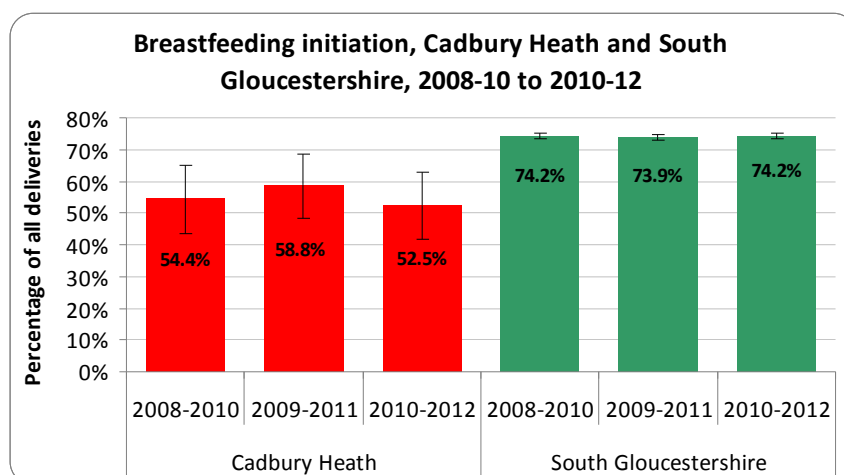


Source: STORK / Euroking Database extract, all deliveries in UHBT & NBT hospitals 01/01/2008 - 31/12/2012 - and for the national figure – Public Health Outcomes Framework: Public Health England

## Breastfeeding initiation

In the three year period Jan 2010-Dec 2012, 52.5% 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 2008-10. However, Cadbury Heath is a small area and the number of births per year is very low, as such these changes are not statistically significant.

The available data for the national (England) average covers the period 2011-12, where 74.0% of new mothers initiated breastfeeding at birth. However, as this data is drawn from different time frames it is not directly comparable and therefore, this comparison should be treated as an indicative guide only.

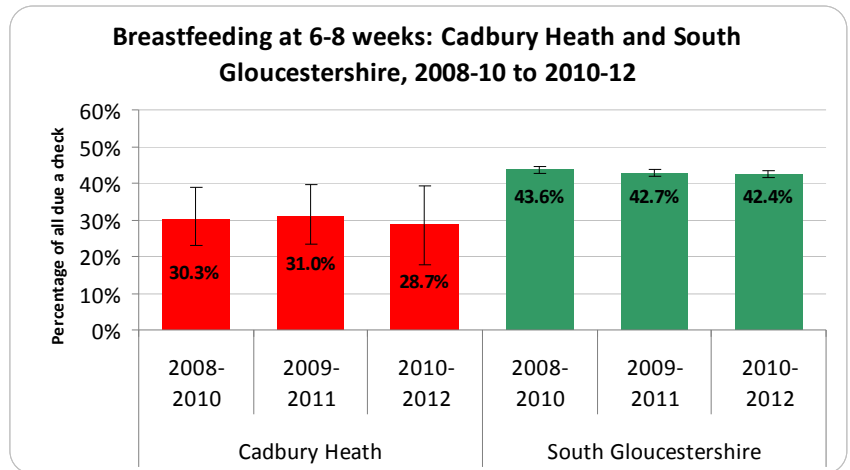


Source: STORK / Euroking Database extract, all deliveries in UHBT & NBT hospitals 01/01/2008 - 31/12/2012 - and for the national figure – Public Health Outcomes Framework: Public Health England

## Breastfeeding at 6-8 weeks

In the three year period Jan 2010-Dec 2012, 28.7% 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 (42.4%). The graph suggests that the proportion of mothers who were breastfeeding at 6-8 weeks has decreased marginally since 2008-10, but this decrease is not statistically significant.

The available data for the national (England) average covers the period 2011-12, where 47.2% of new mothers were breastfeeding at their 6-8 week check. However, as this data is drawn from different time frames it is not directly comparable and therefore, this comparison should be treated as an indicative guide only.



Source: Child Health Database, all children born 01/01/2008 - 31/12/2012 - and for the national figure – Public Health Outcomes Framework: Public Health England

### 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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