

About this profile

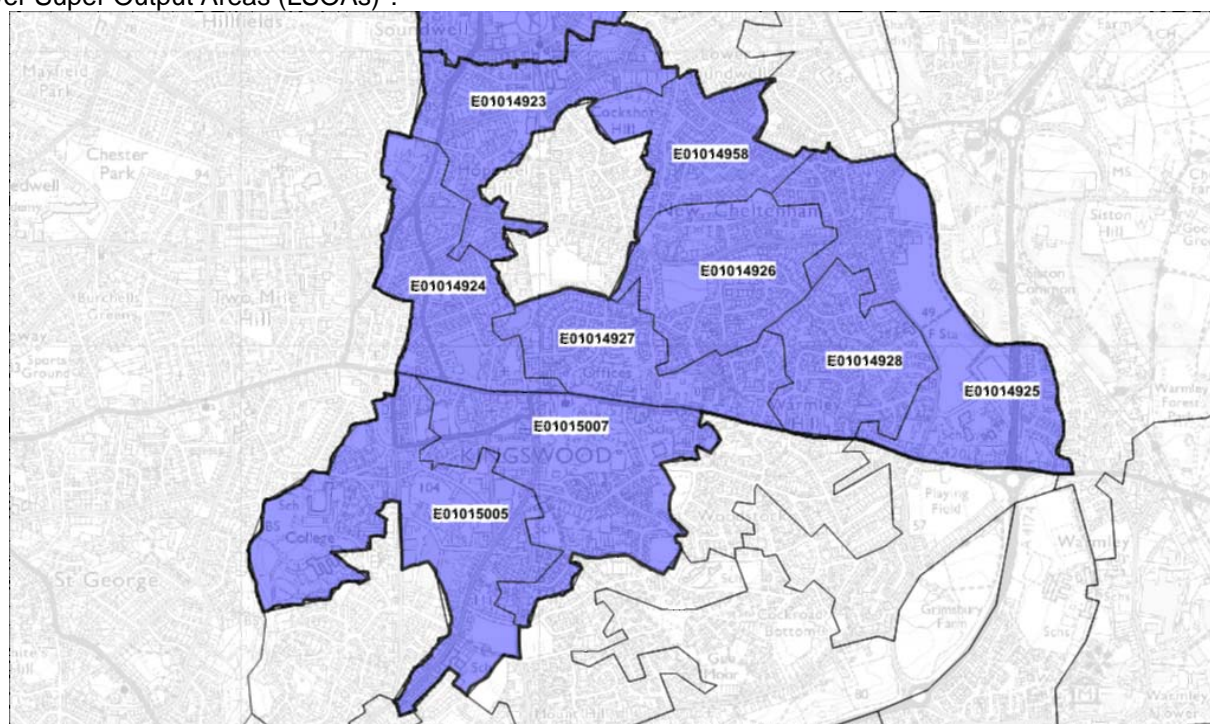
This profile presents a range of proxy indicators of deprivation for the Kingswood Priority Neighbourhood. For each indicator, comparisons are made between the priority neighbourhood and the relevant South Gloucestershire and, where possible, national averages.

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 Kingswood Priority Neighbourhood

The Kingswood Priority Neighbourhood is the largest of South Gloucestershire's six priority neighbourhoods, comprising nine Lower Super Output Areas (LSOAs)*:



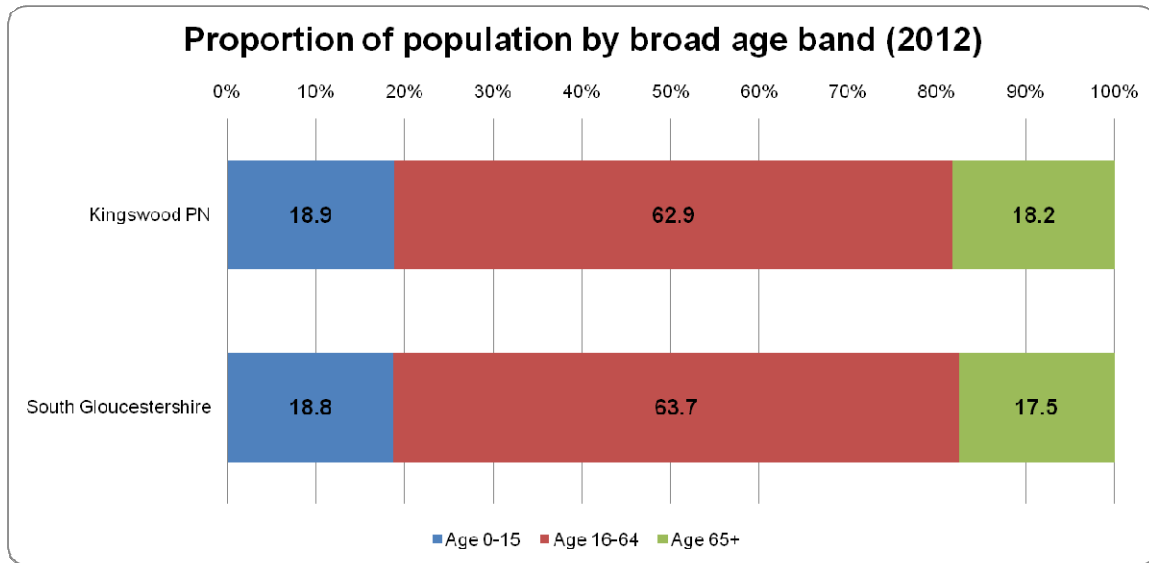
LSOA code	LSOA name
E01015007	Holy Trinity Church / Orchard Road / Cecil Road area, Woodstock Ward
E01015005	Potterswood- Blackhorse Road / Britannia Road, Woodstock Ward
E01014958	New Cheltenham - Lees Hill / Frys Hill / High View Road area, Rodway (68%) / Kings Chase (32%) Wards
E01014928	Grace Drive / Walnut Crescent area, Kings Chase Ward
E01014927	Area north of High Street around the Council Offices, Kings Chase Ward
E01014926	New Cheltenham Road area, Kings Chase Ward
E01014925	Area around Kingsfield School, Kings Chase Ward
E01014924	Downend Road / Worcester Road / Kingsholme Road area, Kings Chase Ward
E01014923	Hopewell Hill - Landsdown Road, Kings Chase Ward

***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 14,800 (mid-year 2012). The area has a higher proportion of older residents (18.2%) and a lower proportion of working age people (62.9%) than the South Gloucestershire average.

According to the 2011 Census, in March 2011, there were 6,562 dwellings in the priority neighbourhood.



Source: Population - ONS SAPE mid-year 2012. Households – Valuation Office, 2001-2011 (via ONS Ness)

Part 1: Employment and Income

Jobseeker's Allowance (JSA) Claimant Count

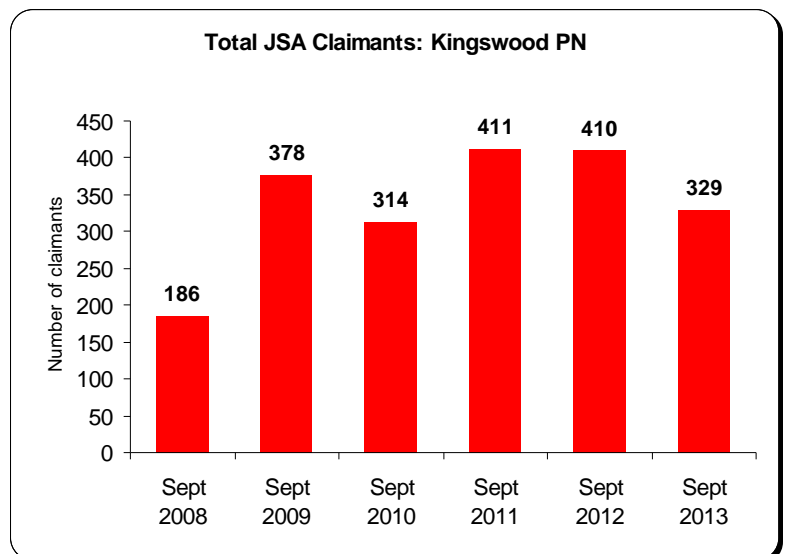
About this indicator: The monthly claimant count is not the official unemployment rate, but it provides the most detailed and regularly updated source of unemployment data at local level.

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 – revised in light 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, 329 people living within the Kingswood Priority Neighbourhood were claiming Jobseeker's Allowance (JSA), which equates to 3.5% of the working age population. The line graph shows that in September 2013, the claimant rate in the Kingswood Priority Neighbourhood was above both the South Gloucestershire and national averages (1.7% and 3.1% respectively).

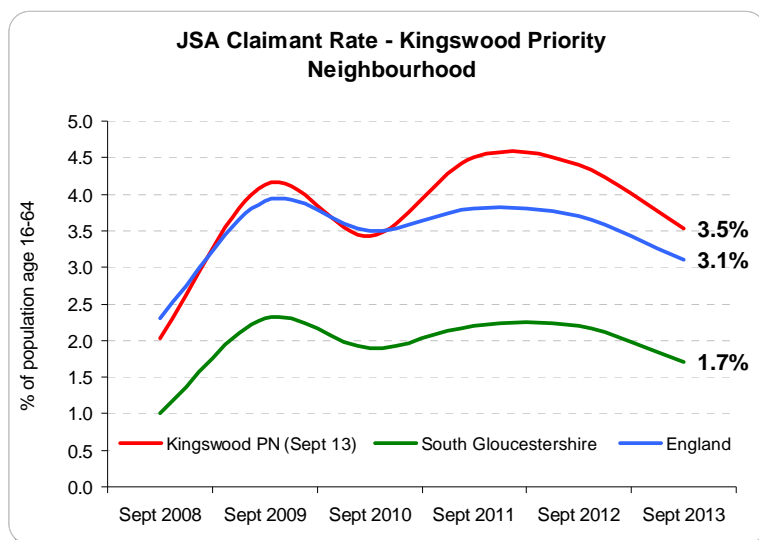
Between September 2008 and September 2013, the number of residents claiming JSA has fluctuated. However, since the baseline, there has been an overall increase of 143 claimants. This equates to a 77% increase, which is considerably higher than the increase experienced nationally (+37%) and marginally above the increase experienced at the district level (+72%). However, over the last year (Sept 2012 to Sept 2013) there has been a 20% fall



in the number of JSA claimants within the Kingswood PN. This trend has also been experienced nationally (-15%) and at the district level (-21%).

The Kingswood Priority Neighbourhood comprises nine LSOAs. Analysis of the JSA data at this geographical level shows considerable variation, but in September 2013, all nine LSOAs in the Priority Neighbourhood had a JSA claimant rate above the district average (1.7%):

- E01014927 (Area north of High Street) (4.9%) and E01014924 (Downend Road / Worcester Road area) (4.8%) had the highest claimant rates in the priority neighbourhood - almost three times the district average
- E01014925 (Area around Kingsfield School) had the lowest claimant rate (2.4% - 22 claimants)



Young JSA Claimants (aged 18-24)

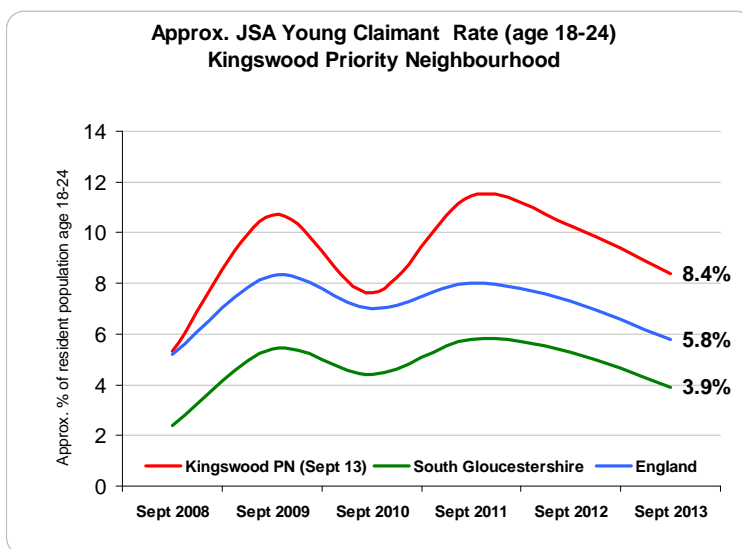
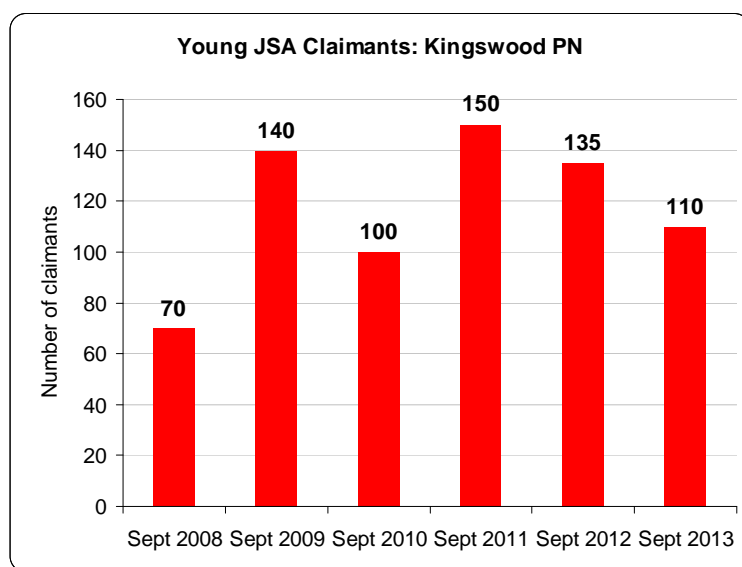
In September 2013, there were approximately 110 'young' JSA claimants living in the priority neighbourhood (aged 18-24) which equates to approximately 8.4% of relevant resident population (i.e. those aged 18-24). The Claimant rate for young people in the priority neighbourhood is considerably higher than both the national (5.8%) and district (3.9%) averages.

In Sept. 2013, the number of young claimants (110) was about 40 higher (+57%) than it was in Sept 2008 (70). This is a higher rate of increase than was experienced nationally (+15%) but it is broadly consistent with the rate of increase experienced at the district level (+62%).

Since the 2008 baseline, the number of claimants within the PN has fluctuated, reaching a peak in Sept. 2011 (150), before falling again. Over the past year (Sept. 2012-Sept 2013), the number of young claimants within the PN has fallen by about 19%. This is lower than the reduction experienced at the district level (-26%) and on a par with the national rate of change (-21%).

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.

With approximately 25 claimants (16.6%) E01014927 (Area north of High Street) and with approximately 20 claimants E01014924 (Downend Road / Worcester Road area) (12.5%) - these LSOAs had the highest rates of 18-24 year old JSA claimants in the whole of the district.



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.

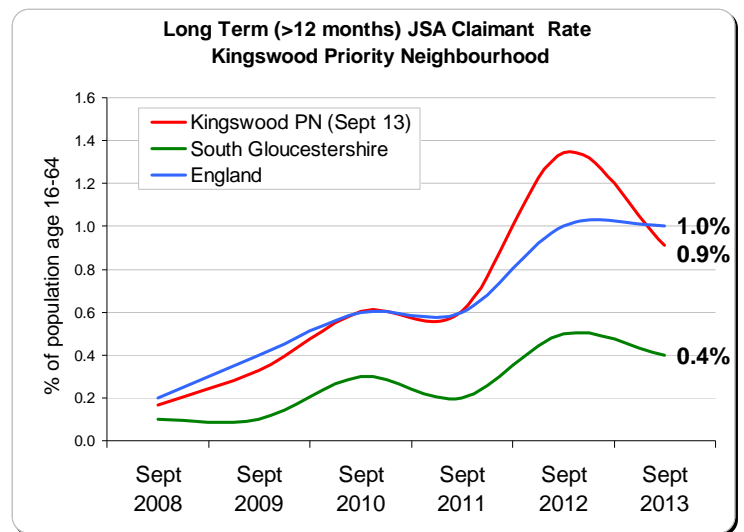
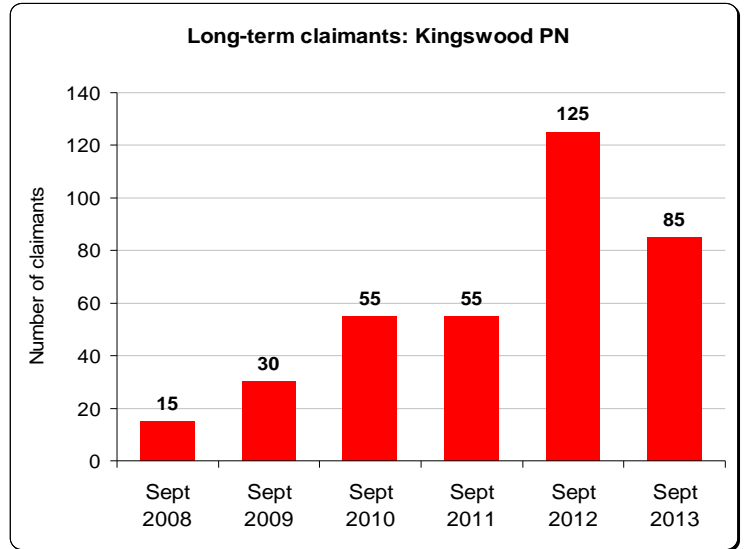
Long Term JSA Claimants (residents claiming for over one year)

The bar graph shows that in September 2013, there were approximately 85 long-term JSA claimants living in the priority neighbourhood.

At approximately 0.9% of the working age population, the long-term claimant rate in Kingswood was marginally lower than the national rate (1.0%) and more than twice the South Gloucestershire average (0.4%).

Since September 2008, the long term claimant rate has fluctuated. Since the Sept 2008 baseline the number of claimants has increased by 467%, which is higher than the rate experienced nationally (+296%), but lower than the increase experienced at the district level (+677%). 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.



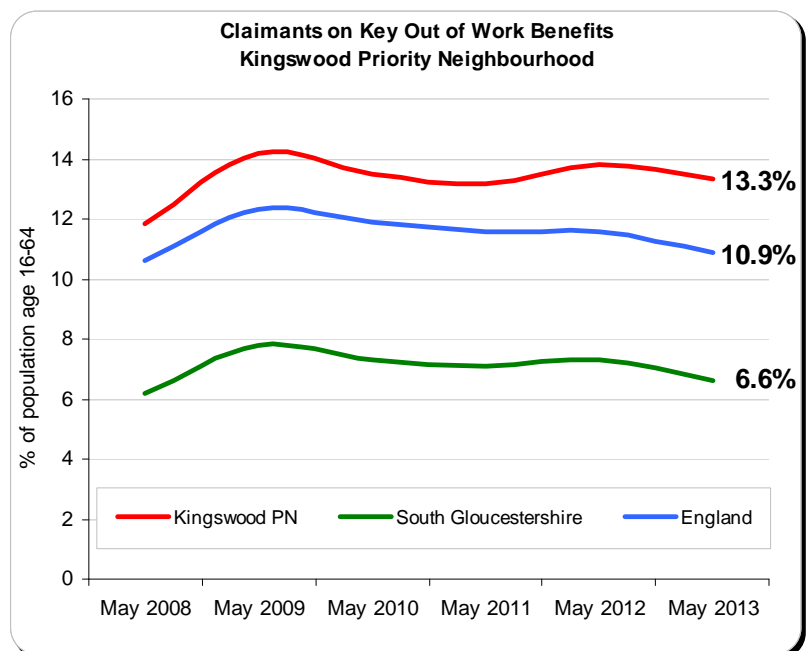
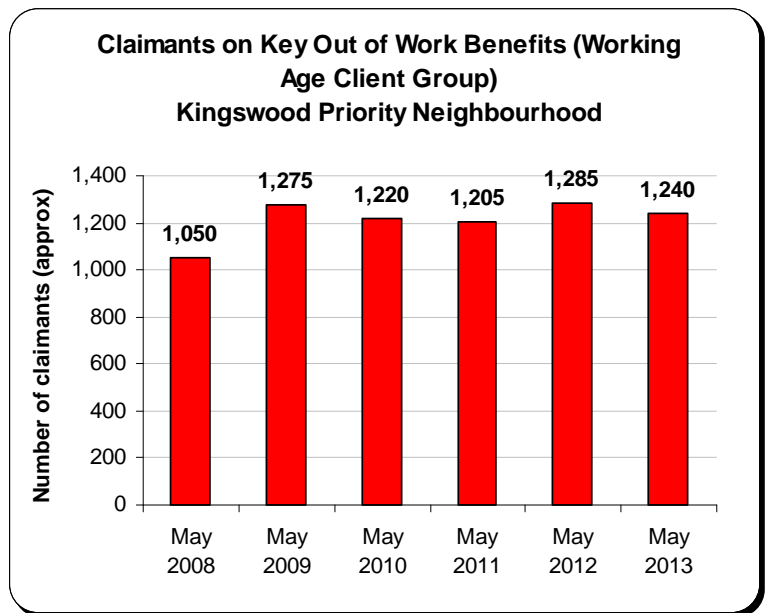
Claimants of key out-of-work benefits

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, 1,240 residents in the Kingswood Priority Neighbourhood were claiming key out-of-work benefits. This is lower than the number recorded in the previous year (1,285) but above that recorded in the 2008 baseline year (1,050). However, over the last year there has been a reduction in the number of claimants on these benefits (-6.0%).

The line graph shows that in May 2013, 13.3% of the working age population were claiming key out-of-work benefits, which was above both the district (6.6%) and national (10.9%) 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.



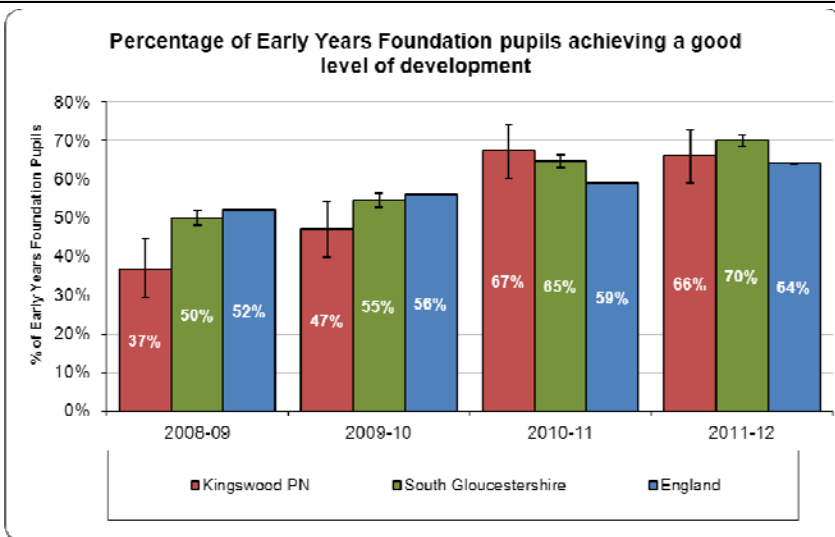
Source: benefit claimants - working age client group (via Nomis)

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 2011/12, 66% of Early Years Foundation Stage Profile (EYFSP) pupils living in the Kingswood Priority Neighbourhood achieved a 'good' level of development. This is very slightly down on the rate achieved in previous year, although not (statistically) significantly so. The achievement rate of children living in the PN is lower than the local authority average (70%), but slightly higher than the comparable national average (64%). However, the PN rate is not statistically different to the overall comparable local or national rates.

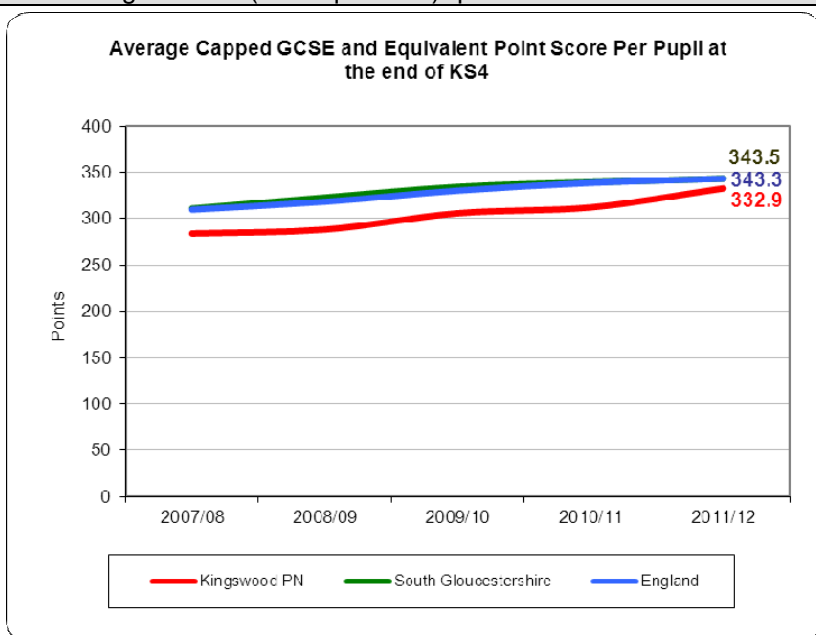


Source: Early Years Foundation Stage Profile by Gender in England (Referenced by Location of Pupil Residence), Office for National Statistics, Neighbourhood Statistics: <http://www.neighbourhood.statistics.gov.uk/dissemination/>

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 Kingswood Priority Neighbourhood was 332.9 points, which is slightly 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 has seen a sustained improvement between 2007/08 and 2011/12, with a particularly strong improvement over the last year shown, i.e. between 2010/11 and 2011/12.

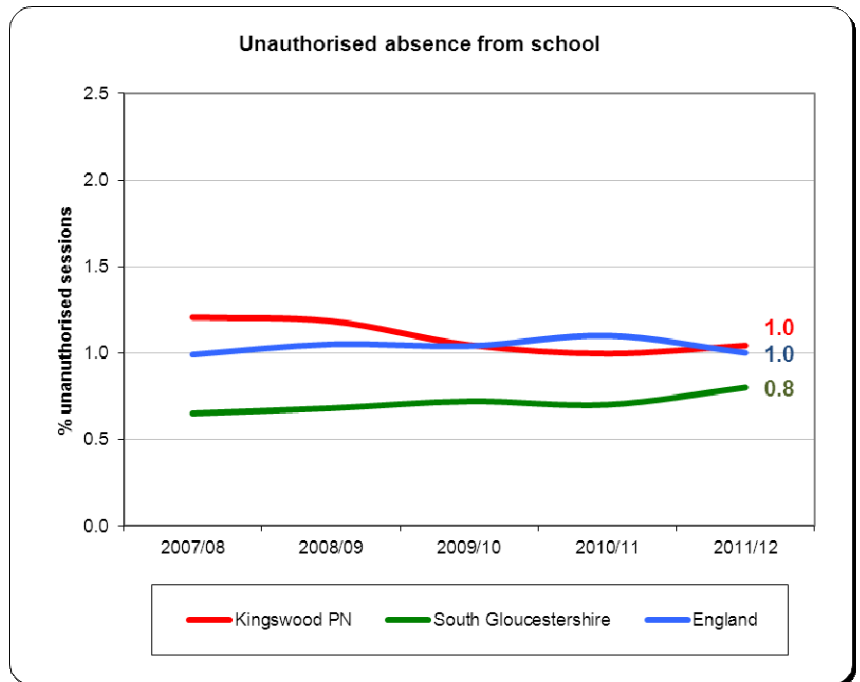


Source: GCSE and Equivalent Results for Young People by Gender in England (Referenced by Location of Pupil Residence), ONS Neighbourhood Statistics: <http://www.neighbourhood.statistics.gov.uk/dissemination/>

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 Kingswood Priority Neighbourhood area was 1.0% - the same as the comparable national rate and slightly higher than the comparable local authority rate (0.8%). The graph illustrates that the unauthorised absence rate for the PN has fallen slightly since the baseline in 2007/08, whilst the comparable local and national rates 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.

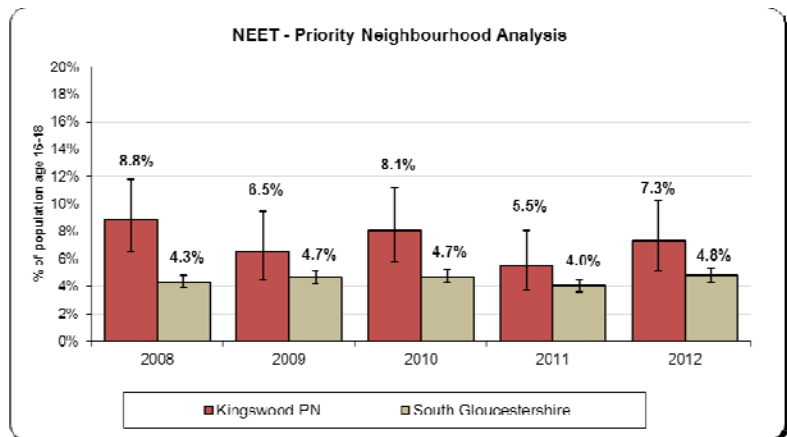
Not in Employment, Education or Training (NEET)

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, 7.3% of the relevant resident population of the priority neighbourhood were NEET, which is higher than the South Gloucestershire average (4.8%).

The proportion of NEETs has fluctuated in recent years. The graph suggests that the proportion of NEET residents in the priority neighbourhood has decreased from the 2008 baseline, in comparison to an increase at the district level. However, there are wide confidence intervals associated with this data at priority neighbourhood level therefore the 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

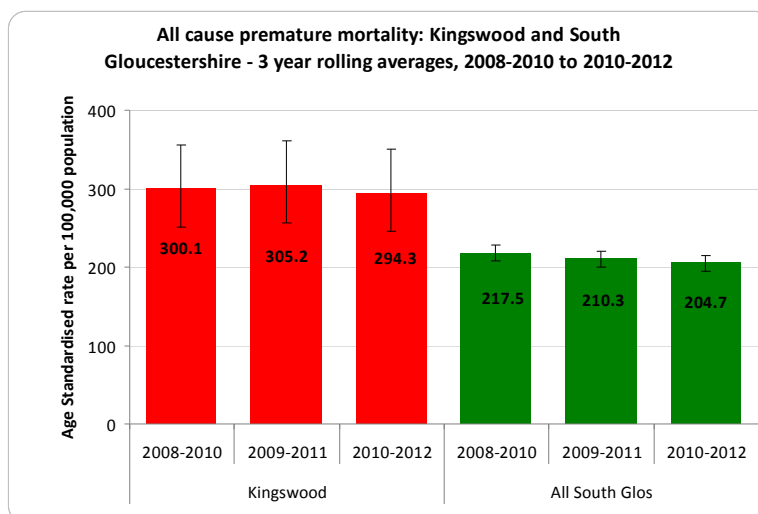
Unfortunately we are currently unable to provide an update on crime levels in the Priority Neighbourhoods. The previous analysis was carried out using data provided on the 'ASPIRE' data repository system; however due to technical difficulties data is no longer available via this route. An alternative 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 significantly higher than the district average. This has remained so for the last three time periods of investigation.

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.

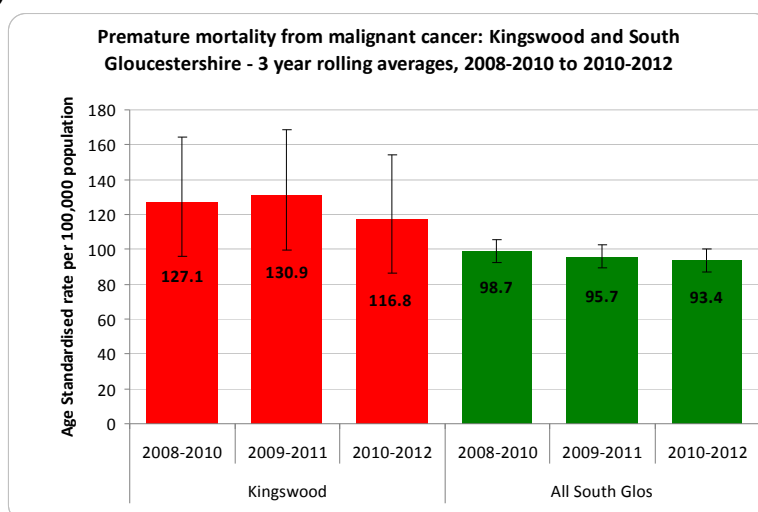


Source: ONS and PCMD mortality databases and ONS mid year population quinary estimates by LSOA (2008 to 2012) For the national figure - Health and Social Care Information Centre (HSCIC)

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 Kingswood Priority Neighbourhood (116.8 deaths per 100,000 population) was higher than the South Gloucestershire average (93.4 deaths per 100,000 population), however this difference is not statistically significant. The rate has fluctuated over the time periods shown but has remained higher than the district average, however this not significant due to the small numbers involved

The most recently available data for this indicator at the national (England) level covers the period 2009-11, where the premature mortality rate for cancer in England 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 graph shows that for the period 2010-12 the premature mortality rate from cardiovascular disease in the Kingswood Priority Neighbourhood (65.2 deaths per 100,000 population) was higher than the South Gloucestershire average (42.3 per 100,000 population). Although the rate of premature mortality due to cardiovascular diseases in Kingswood is higher than the district average, it has shown declines in the most recent time periods shown so that it is no longer significantly higher.

The most recently available data for this indicator at the national (England) level covers the period 2009-11, where the premature mortality rate from cardiovascular disease in England was 40.6 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.

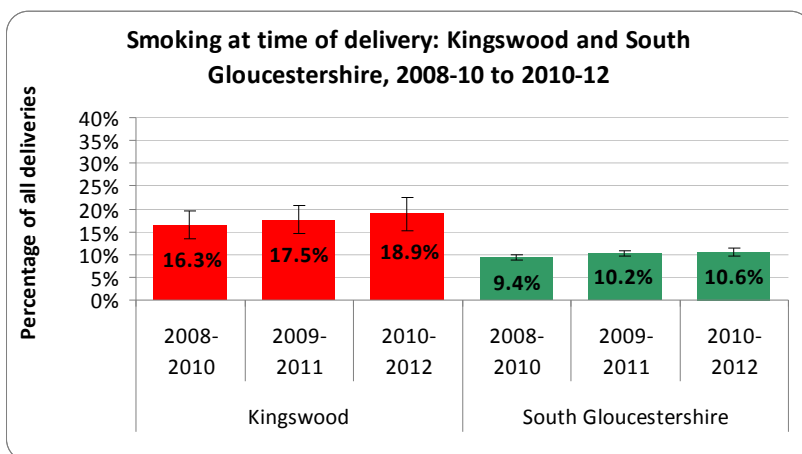
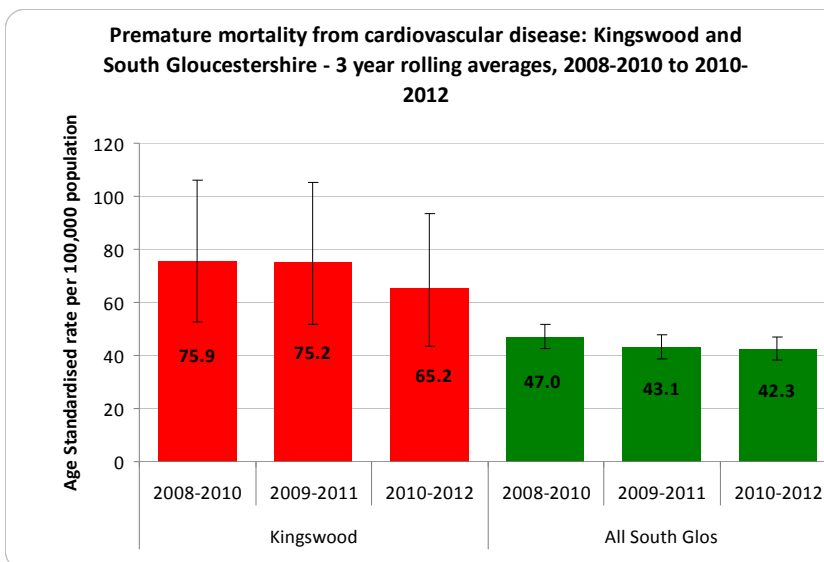
Source: ONS and PCMD mortality databases and ONS mid year population quinary estimates by LSOA (2008 to 2012). For the national figure – Public Health Outcomes Framework: Public Health England

Smoking at Time of Delivery

In the three year period Jan 2010-Dec 2012, 18.9% of new mothers living in the Kingswood Priority Neighbourhood smoked at the time of delivery. This is significantly above the South Gloucestershire average for the same period (10.6%). The graph suggests that the proportion of mothers who smoked at the time of delivery has increased since 2008-10, but these 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.

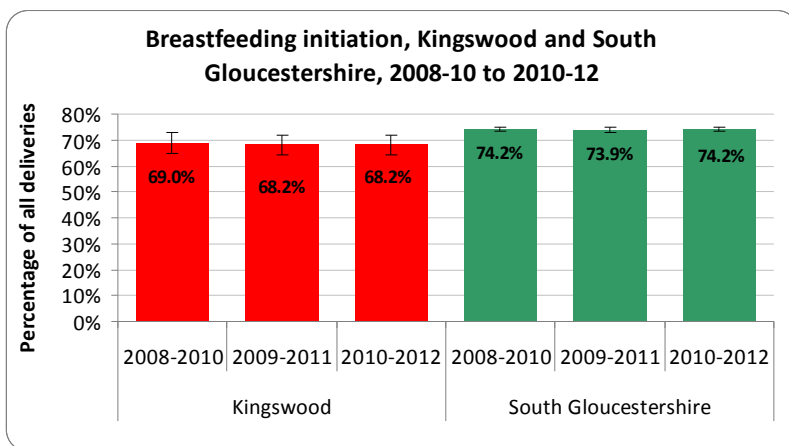
Source: STORK / Euroking Database extract, all deliveries in UHBT & NBT hospitals 01/01/2008 - 31/12/2012 - and for the national figure – Public Health Outcomes Framework: Public Health England



Breastfeeding initiation

In the three year period Jan 2010-Dec 2012, 68.2% of new mothers living in the Kingswood 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 since 2008-10, but this change is 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.

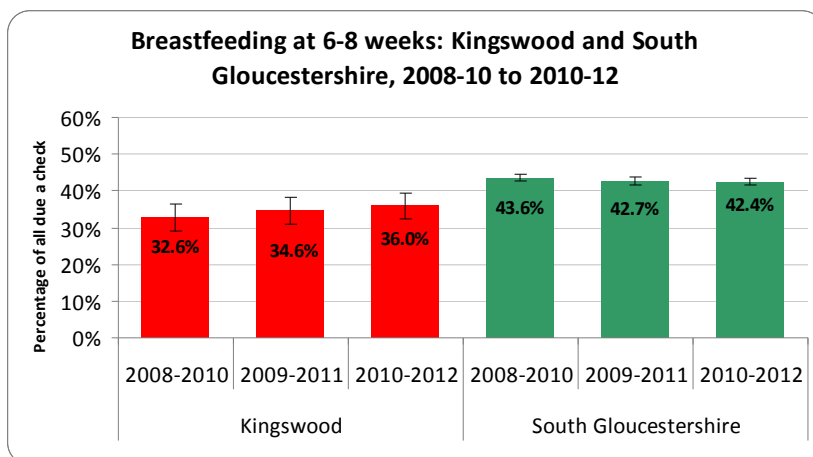


Source: STORK / Euroking Database extract, all deliveries in UHBT & NBT hospitals 01/01/2008 - 31/12/2012 - and for the national figure – Public Health Outcomes Framework: Public Health England

Breastfeeding at 6-8 weeks

In the three year period Jan 2010-Dec 2012, 36.0% of new mothers living in the Kingswood 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 increased gradually since 2008-10, but this increase 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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