

About this profile

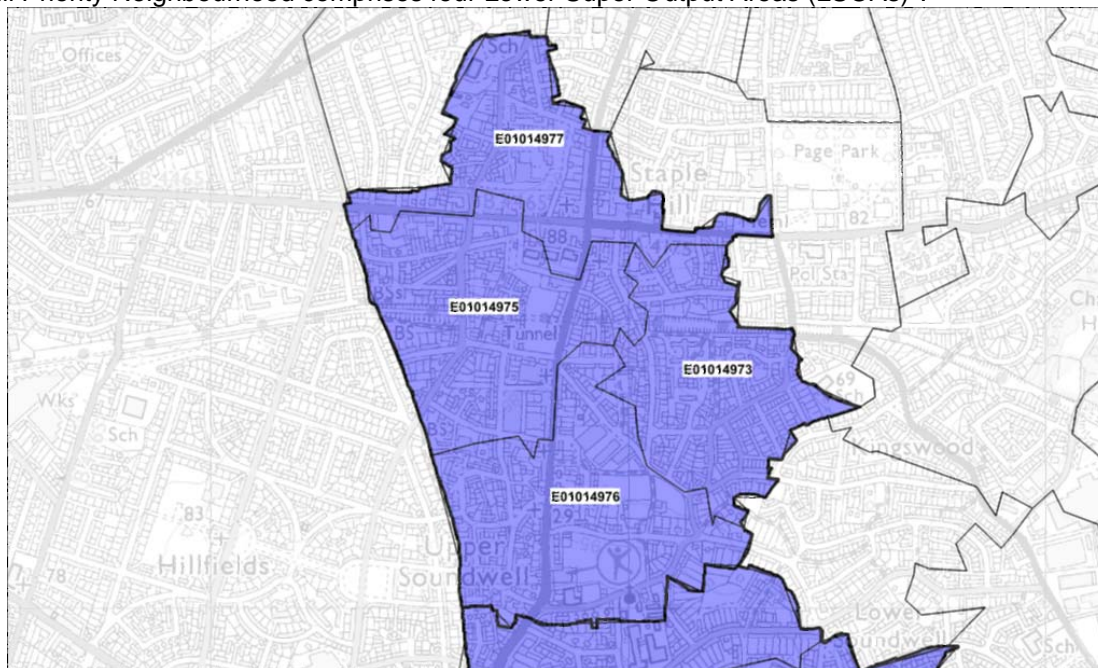
This profile presents a range of proxy indicators of deprivation for the Staple Hill Priority Neighbourhood. For each indicator, comparisons are made between the priority neighbourhood, the relevant South Gloucestershire average and, where possible, national averages.

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 Staple Hill Priority Neighbourhood

The Staple Hill Priority Neighbourhood comprises four Lower Super Output Areas (LSOAs)*:



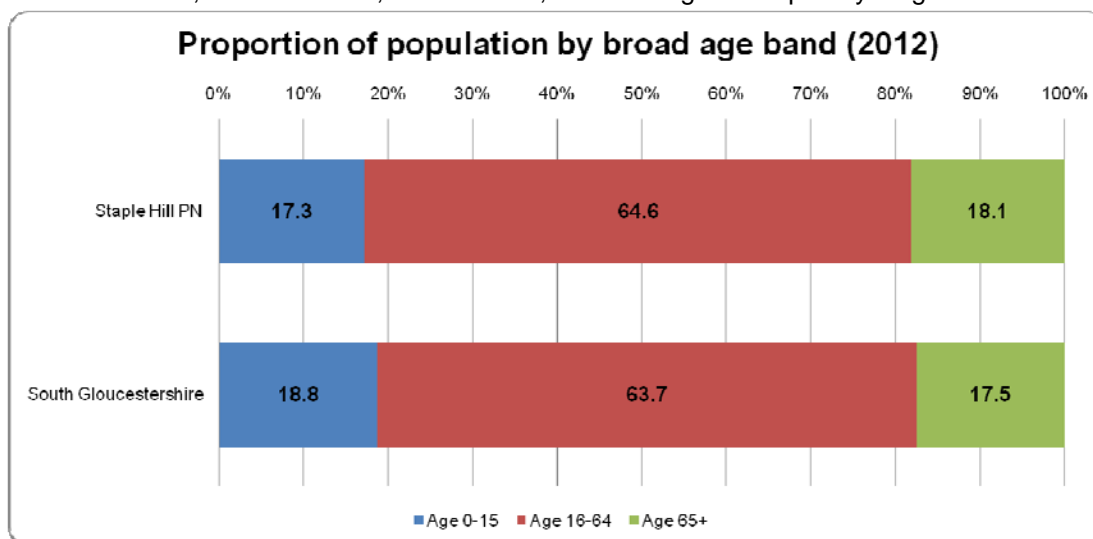
LSOA code	LSOA name
E01014973	Narrow Lane / Gloucester Road / Teewell Avenue area, <i>Staple Hill Ward</i>
E01014975	Arcacia / Midland Road area, <i>Staple Hill Ward</i>
E01014976	Upper Soundwell -Kingswood Leisure centre area, <i>Staple Hill Ward</i>
E01014977	Pendennis Road area, <i>Staple Hill Ward</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 6,000 (mid-year 2012). The area has a higher proportion of working aged residents (64.6%) and a lower proportion of children (17.3%) than the South Gloucestershire average.

According to the 2011 Census, in March 2011, there were 2,809 dwellings in the priority neighbourhood.



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

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.

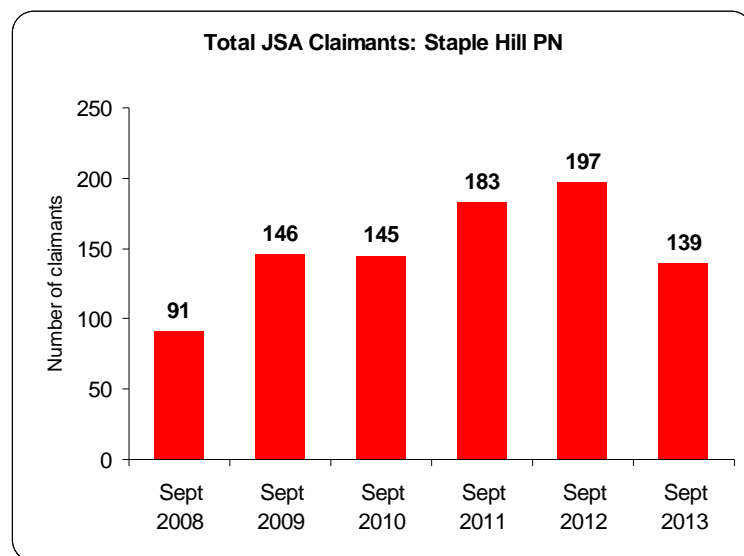
Total Jobseeker's Allowance Claimants

In September 2013, 139 people living within the Staple Hill Priority Neighbourhood were claiming Jobseeker's Allowance (JSA), which equates to 3.6% of the working age population. The line graph shows that in September 2013, the claimant rate in the priority neighbourhood was considerably higher than the South Gloucestershire rate (1.7%) and also higher than the national average (3.1%).

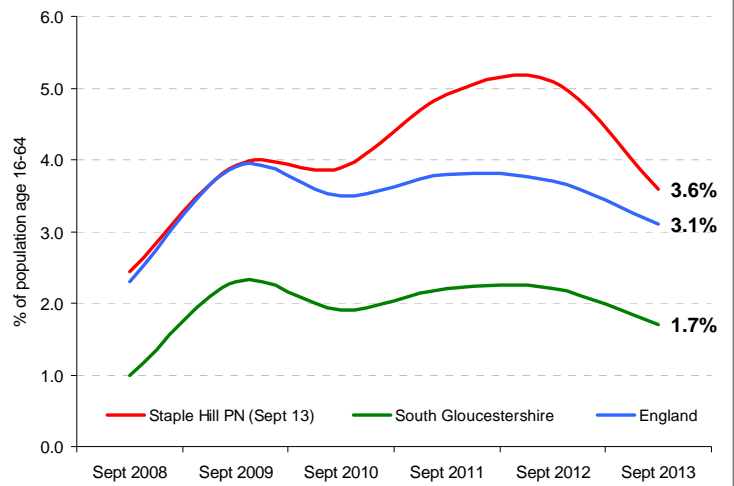
Between September 2008 and September 2013, the number of residents claiming JSA has fluctuated. However, since the 2008 baseline, there has been an overall increase of 48 claimants. This equates to a 53% increase; a higher rate of increase than that experienced nationally (+37%) but lower than the rate of increase experienced at the district level (+72%).

However, over the last year (Sept 2012 to Sept 2013), there has been a 29% fall in the number of JSA claimants in Staple Hill PN. This trend has also been experienced nationally (-15%) and at the district level (-21%).

In September 2013, at 6.1%, E01014977 – the Pendennis Road area had the highest JSA claimant rate – over three times the district average.



JSA Claimant Rate - Staple Hill Priority Neighbourhood



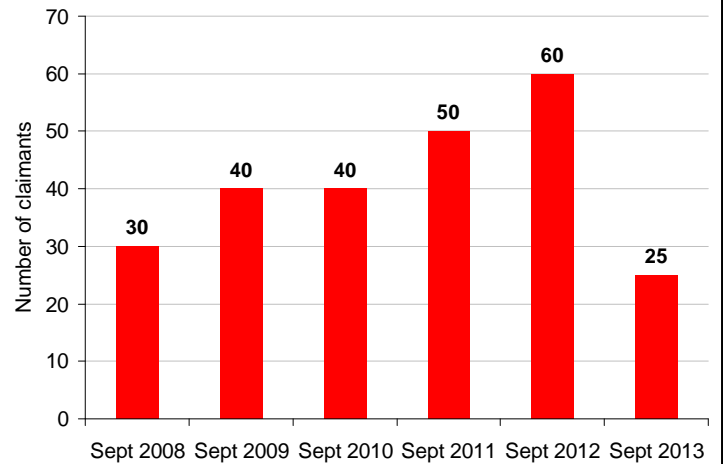
Young JSA Claimants (aged 18-24)

In September 2013, there were approximately 25 'young' JSA claimants living in the priority neighbourhood (aged 18-24) which equates to approximately 4.7% of 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%) but lower than the national average (5.8%).

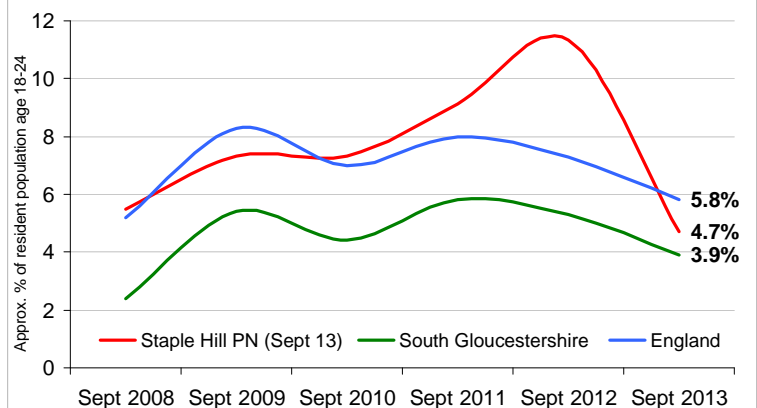
In Sept. 2013, the number of young claimants was broadly in line with the number claiming in Sept. 2008. However since the baseline, the number of claimants has increased, reaching a peak in Sept. 2012, before falling by 58% over the last year (from Sept. 2012 to Sept 2013). This rate of decrease is considerably greater than has been experienced at both the district (-26%) and national (-21%) 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, the aggregated counts may over or under represent the true value.

Young JSA Claimants: Staple Hill PN



Approx. JSA Young Claimant Rate (age 18-24) Staple Hill Priority Neighbourhood



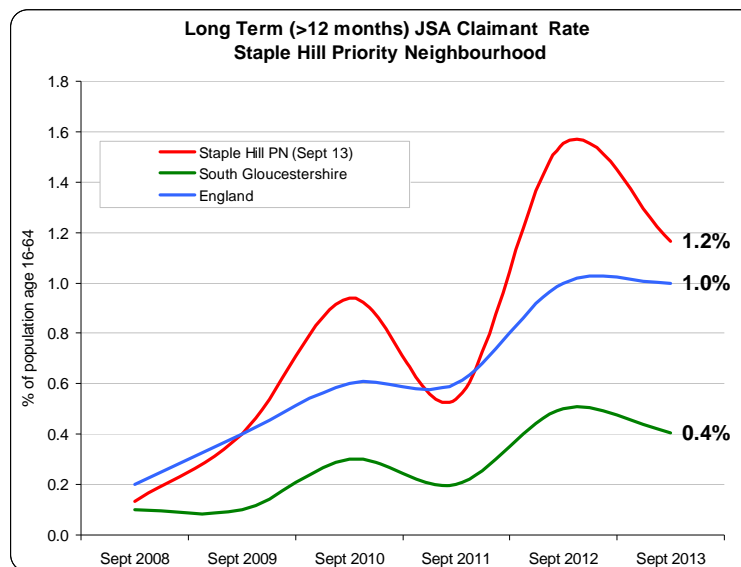
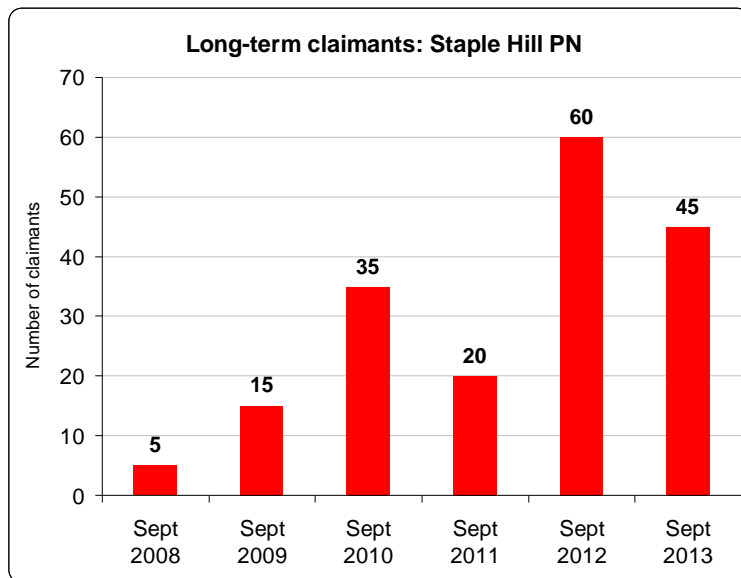
Long Term JSA Claimants (residents claiming for over one year)

The bar graph shows that in September 2013 there were approximately 45 long-term JSA claimants living in the priority neighbourhood.

Approximately 1.2% of the working age population are long-term claimants which is marginally higher than the national rate (1.0%) and three times higher than the South Gloucestershire average (0.4%).

Since September 2008, the number of long-term claimants has increased by approximately 40. This equates to an 800% increase, which is higher than the rate of increase experienced at both the district (+676%) and national level (+296%). 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.

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Claimants of key out-of-work benefits

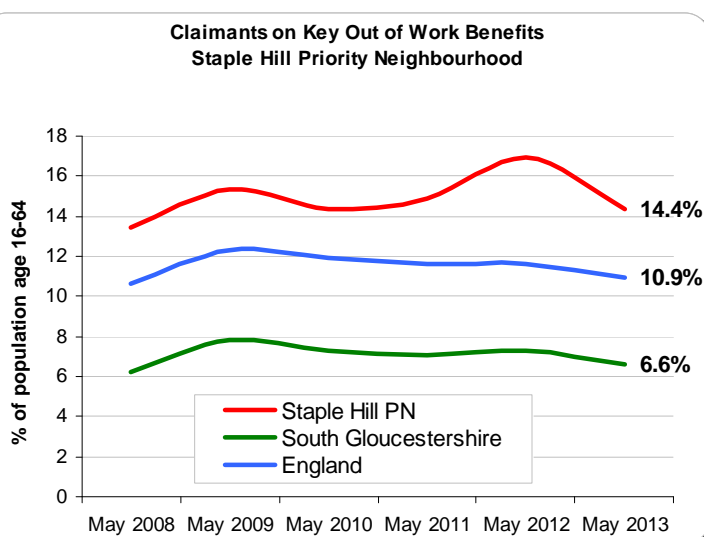
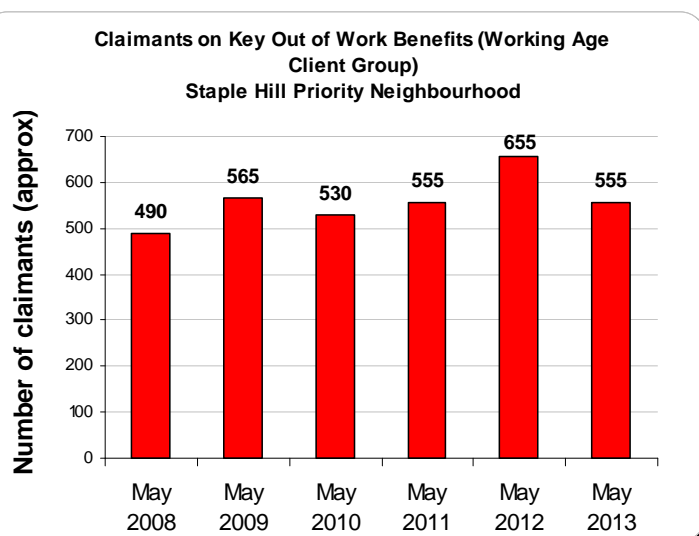
About this indicator: The key benefits which comprise this 'client group' indicator are: Carer's Allowance; Disability Living Allowance; Incapacity Benefit/Severe Disablement Allowance; Income Support; Jobseeker's Allowance; Pension Credit; and Widow's Benefit. The main advantage of using this client 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, 555 residents in the Staple Hill Priority Neighbourhood were claiming key out-of-work benefits. This is lower than the number recorded in the previous year (655) but above that recorded at the baseline (May 2008) (490).

The line graph shows that in May 2013, 14.4% of the working age population were claiming key benefits, which is above both the district (6.6%) and national (10.9%) averages.

At 23.2%, E01014977 – the Pendennis Road area - has the highest out-of-work benefit claimant rate out of all the LOSAs in South Gloucestershire and is over three times the district average.

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, the aggregated counts may over or under represent the true value.



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

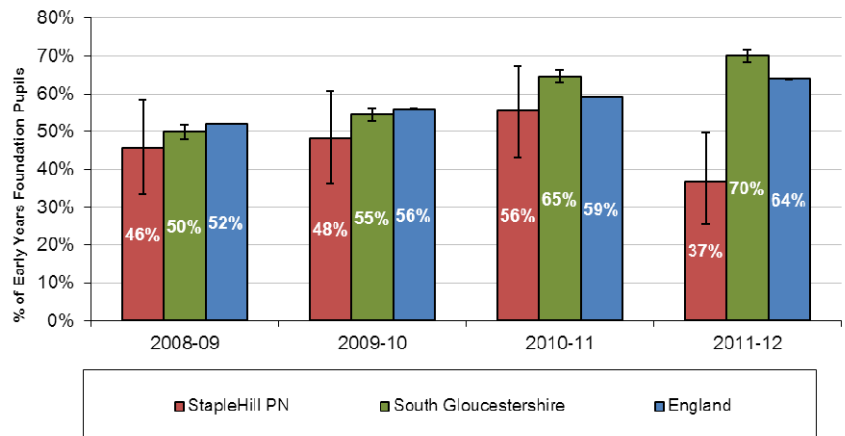
Part 2: Educational attainment and training (resident pupils)

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, 37% of Early Years Foundation Stage Profile (EYFSP) pupils living in the Staple Hill Priority Neighbourhood achieved a 'good' level of development. This is substantially lower than the rate achieved in previous years, although not (statistically) significantly so. Staple Hill PN's performance is also the lowest compared to the other five priority neighbourhoods in 2011/12. The achievement rate of children living in the PN remains lower than both the local authority and national averages (70% and 64% respectively), and for the first time since 2008/09 is significantly so (in terms of statistical significance).

Percentage of Early Years Foundation pupils achieving a good level of development



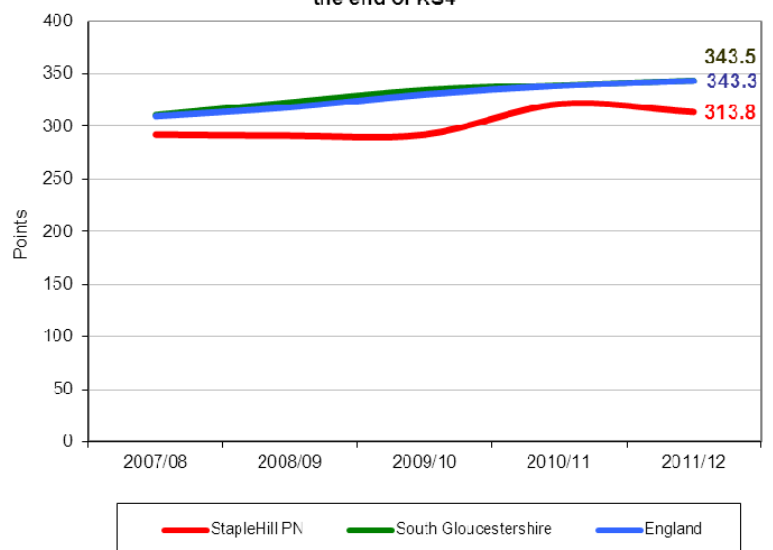
Source: Early Years Foundation Stage Profile by Gender in England (Referenced by Location of Pupil Residence), Office for National Statistics, Neighbourhood Statistics: <http://www.neighbourhood.statistics.gov.uk/dissemination/>

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 Staple Hill Priority Neighbourhood was 313.8 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 has fallen between 2010/11 and 2011/12 – the only PN in South Gloucestershire that has witnessed a drop in the overall level of performance at Key Stage 4 during this period.

Average Capped GCSE and Equivalent Point Score Per Pupil at the end of KS4

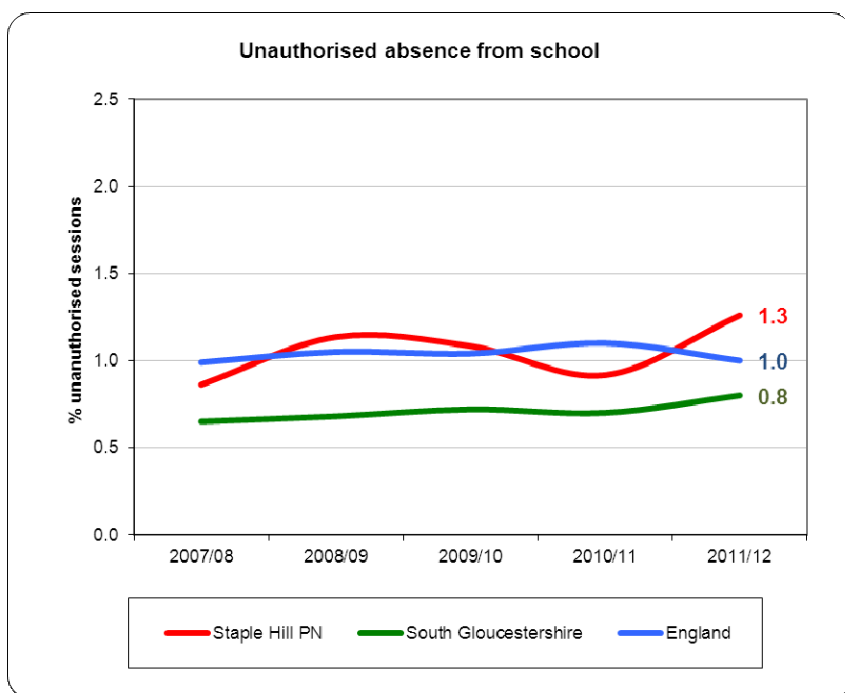


Source: GCSE and Equivalent Results for Young People by Gender in England (Referenced by Location of Pupil Residence), ONS Neighbourhood Statistics: <http://www.neighbourhood.statistics.gov.uk/dissemination/>

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 Staple Hill Priority Neighbourhood area was 1.3% - slightly 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 from the previous year's figure of 0.9%. The overall 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.

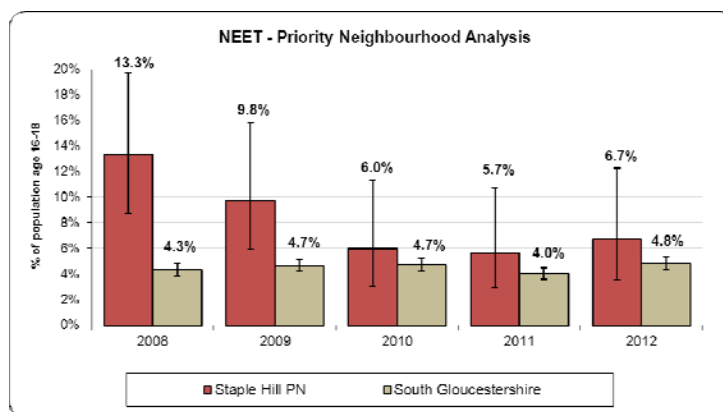
Not in Employment, Education or Training (NEET)

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:

March 2012, 6.7% of the relevant resident population of the priority neighbourhood were NEET, which is higher than the South Gloucestershire average (4.8%) – but the differences are not statistically significant.

The graph shows the proportion of NEET residents in the priority neighbourhood has fallen since the 2008 baseline, however, 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.

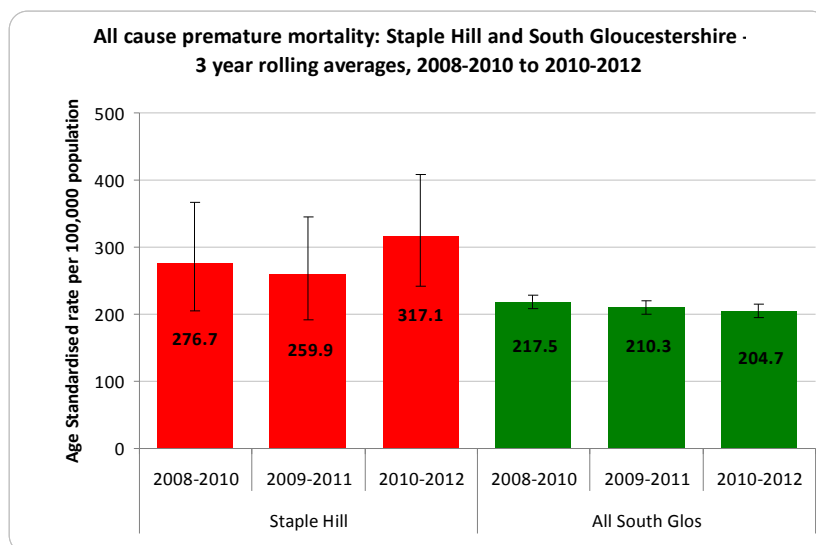
Part 4: Health

Premature all cause mortality

This indicator measures the level of deaths of those under the age of 75 years 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) suggests that the premature mortality rate in this priority neighbourhood is higher than the district average and the difference is statistically significant.

The rate of premature all cause mortality has fluctuated over the three time periods and has been consistently higher than the district average, but the difference is only statistically significant in the latest period.

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.



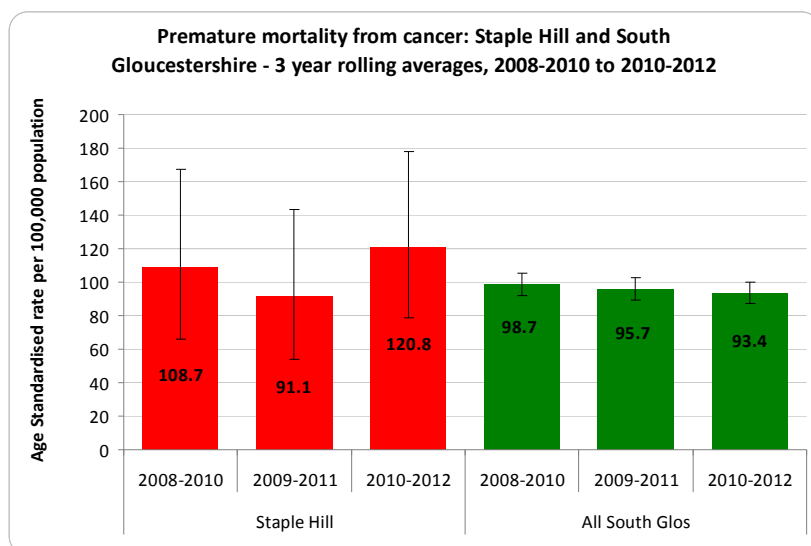
Source: ONS and PCMD mortality databases and ONS mid year population quinary estimates by LSOA (2008 to 2012). For the national figure - Health and Social Care Information Centre (HSCIC)

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 Staple Hill Priority Neighbourhood (120.8 deaths per 100,000 population) was higher than the South Gloucestershire average (93.4 deaths per 100,000 population) but this difference is not statistically significant.

The premature mortality from cancer in Staple Hill has fluctuated over the three time periods, but differences are not statistically 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.



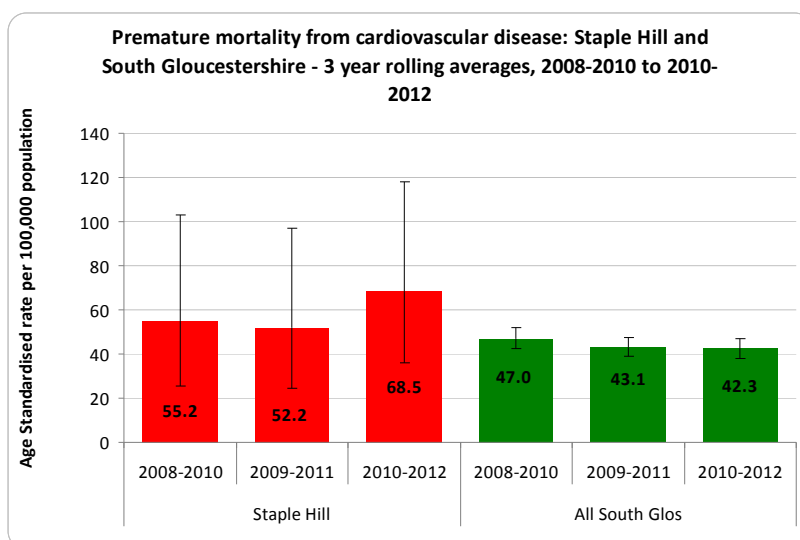
Source: ONS and PCMD mortality databases and ONS mid year population quinary estimates by LSOA (2008 to 2012). For the national figure – Public Health Outcomes Framework: Public Health England

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 Staple Hill Priority Neighbourhood (68.5 deaths per 100,000 population) was higher than the South Gloucestershire average (42.3 per 100,000 population), however, this difference is not statistically significant.

The rate of premature mortality due to cardiovascular diseases in Staple Hill has fluctuated over the monitoring period; however any observed 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 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.

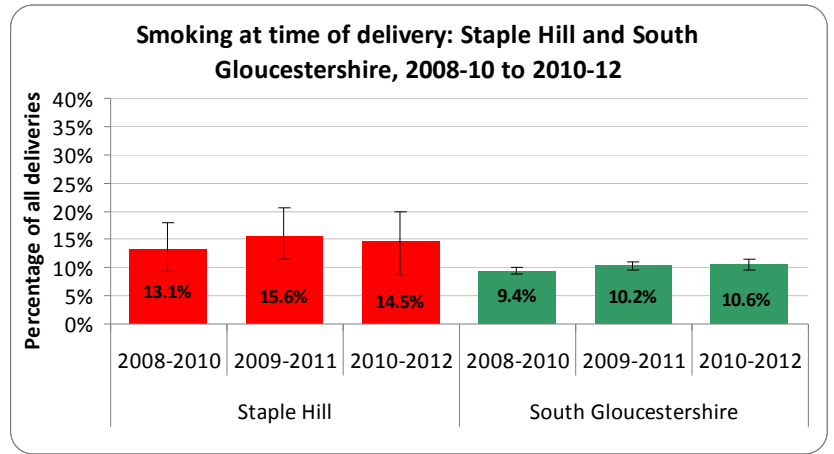


Source: ONS and PCMD mortality databases ONS mid year population quinary estimates by LSOA (2008 to 2012). For the national figure – Public Health Outcomes Framework: Public Health England

Smoking at Time of Delivery

In the three year period Jan 2010-Dec 2012, 14.5% of new mothers living in the Staple Hill Priority Neighbourhood smoked at the time of delivery. This is above the South Gloucestershire average for the same period (10.6%) but the difference is not statistically significant. 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.

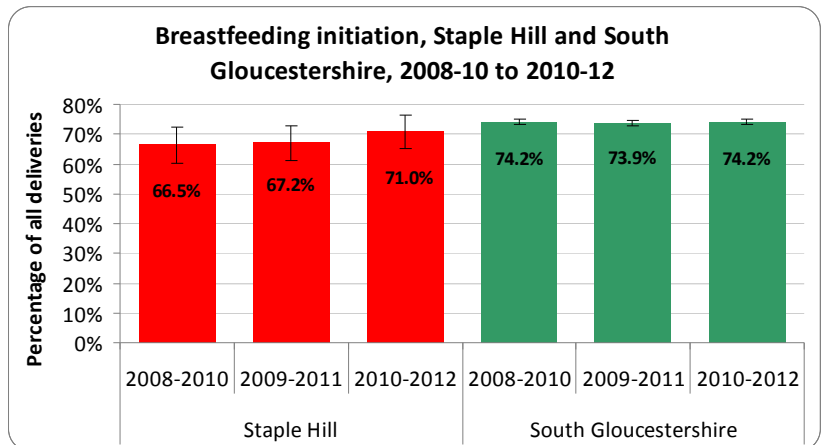


Source: STORK / Euroking Database extract, all deliveries in UHBT & NBT hospitals 01/01/2008 - 31/12/2012

Breastfeeding initiation

In the three year period Jan 2010-Dec 2012, 71.0% of new mothers living in the Staple Hill Priority Neighbourhood initiated breastfeeding at birth. This is lower than the South Gloucestershire average for the same period (74.2%) but this difference is not statistically significant. The graph suggests that the proportion of mothers who initiated breastfeeding has increased since 2008-10 but 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 breast feeding 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.

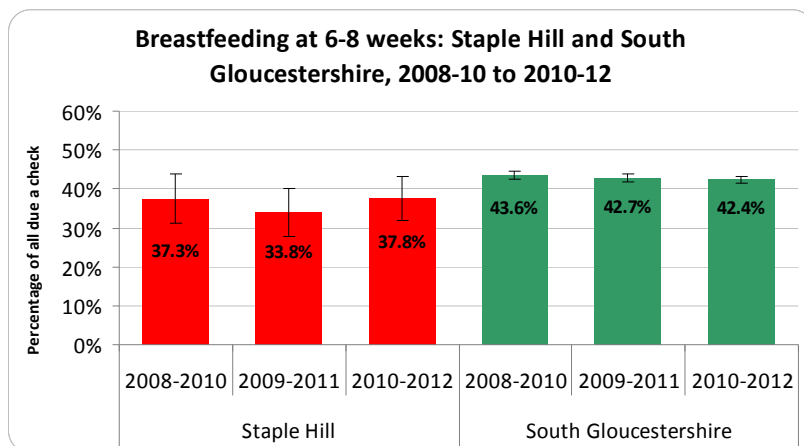


Source: STORK / Euroking Database extract, all deliveries in UHBT & NBT hospitals 01/01/2008 - 31/12/2012

Breastfeeding at 6-8 weeks

In the three year period Jan 2010-Dec 2012, 37.8% of new mothers living in the Staple Hill Priority Neighbourhood were breastfeeding at their 6-8 week check. This is lower than the South Gloucestershire average for the same period (42.4%) – but the difference is not statistically significant. The graph suggests that the proportion of mothers who were breastfeeding at 6-8 weeks has increased marginally 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

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.

**For further information contact:
The Corporate Research and Consultation Team:
01454 863990 / 01454 863862, email
research@southglos.gov.uk**