

North West Leicestershire Priority Neighbourhood Profile

Greenhill

March 2008

Produced by the Research and Information Team, Chief Executive's Department, County Hall, Leicestershire County Council for
North West Leicestershire Local Strategic Partnership

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CONTENTS

- 4 Executive Summary
- 5 Purpose of Report
- 6 Aerial View

Chapter 1 - Demographics

- 7 Demographic Profile
- 9 Ethnicity and Religion

Chapter 2 - Deprivation

- 10 Indices of Multiple Deprivation

Chapter 3 - Stronger Communities

- 14 Access to Services - Education and Health
- 15 Access to Services - Services and Amenities

Chapter 4 - Safer Communities

- 16 Crime
- 19 Domestic Violence

Chapter 5 - Healthier Communities

- 20 Synthetic Estimates of Healthy Lifestyle Behaviours

Chapter 6 - Older People

- 23 Benefits take up and Older People

Chapter 7 - Economic Development

- 24 Employment
- 25 Unemployment and Benefits

Chapter 8 - Cleaner and Greener

- 27 Travel to Work

Chapter 9 - Children and Young People

- 29 Attainment Levels
- 30 School Exclusions
- 31 Children in Care
- 31 Teenage Pregnancies

This report was produced by the Research and Information Team at Leicestershire County Council during February and March 2008.

Whilst every effort has been made to ensure the accuracy of the data contained in this report, the County Council can accept no responsibility for any errors or omissions.

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EXECUTIVE SUMMARY

- The population of the Greenhill monitoring area is 5,710 (2004 Population Estimates)
- Population proportions by age group do not differ greatly from county and national ratios
- 23% of the population in the monitoring area were estimated to be of retirement age (23% compared to 19% in the county and nationally)
- The overall Black Minority Ethnic (BME) origin population is 3.7% which is half district and county proportions
- The largest Black Minority Ethnic group was Asian or Asian British Indian
- 75.3% of the population are Christian
- The area experiences high deprivation relating to education skills and training, employment, and health.
- Income deprivation is the most prominent form of deprivation in the area.
- Health deprivation may be exacerbated by unhealthy lifestyles caused by income and employment deprivation.
- The area is poorly equipped in terms of access to health and educational facilities and services
- The intervention area is lacking in terms of access to a range of convenience and leisure services
- The overall crime rate is marginally higher in the Greenhill monitoring area (82 per 1,000 population) than for the district as a whole
- Criminal damage and violence against the person accounts for almost half of all recorded crime in Greenhill
- Between 2005/06 and 2006/07 the number of recorded offences has fallen by approximately 10%
- Crime in the Greenhill monitoring area accounts for 7% of all crime in North West Leicestershire District in 2006/07
- Rates of Domestic Violence are nearly three times higher in the Greenhill monitoring area than in the district or county
- Approximately a quarter of the population in Greenhill Ward are estimated to be obese and/ or smoke
- Levels of binge drinking in Greenhill Ward are estimated to be the lowest in the district
- A minority of children and adults eat the recommended daily allowance of fruit and vegetables
- The largest proportion of older people are in the 65 to 74 age range (38%)
- There are 3913 people (68% of the population) of working age living in the Greenhill monitoring area
- 63% of the working age population are economically active compared to 71% in the county
- Average Annual Income is considerably lower than in the district or the county
- Numbers of women claiming income support in the monitoring area are generally equal to the District levels (63%)
- Greenhill Ward has one of the lowest proportions of persons working from home in the district
- Out of all the wards in the district, Coalville Ward has one of the largest proportions of people who live and work within the district and within the ward, and the smallest proportion of people who work outside North West Leicestershire.
- Greenhill Ward has the third lowest net inflow in the district (-1,599 people)
- At KS2 attainment in English and Maths is below the district and county, and county floor targets for 2006
- Only 39% of children achieve A* to C grades at GCSE which is significantly lower than achievement in the district or the county (both 58%)
- 5% of pupils living in the Greenhill monitoring area were excluded from school during 2005/06
- Rates of teenage pregnancies in Greenhill Ward are relatively high but the area is not considered a “hotspot” for under 18 conceptions.

PURPOSE OF REPORT

North West Leicestershire District Council are currently in the process of implementing neighbourhood management processes to be delivered in seven priority neighbourhoods in North West Leicestershire. These priority neighbourhoods were identified as areas experiencing particular deprivation using the Poverty and Social Exclusion Index 2001 (PSE 2001). The Greenhill area was identified as an area for intervention as the Output areas within the zone were amongst the 10% poorest in the County (PSE 2001). For further information about the PSE (2001) and how intervention areas were identified please visit:

http://www.leicestershiretogether.org/suggested_neighbourhoodmanagement_boudaries.pdf

The purpose of this report is to review the existing knowledge and information available about the Greenhill area as a means of supporting the evidence base to help those residents, community representatives and service providers who will be discussing how the area and local services can be improved.

Data

The data sources used to compile this report are

- Census of Population (2001) (ODPM)
- Indices of Multiple Deprivation (2004) (ODPM)
- Office for National Statistics (ONS) mid-year population estimates
- Leicestershire Constabulary Monthly Incidents 2006
- The Annual Business Enquiry (2005)
- Leicestershire Health Informatics (2001-2004)
- Department for Work and Pensions (DWP) claimant data
- Local Education Authority (LEA) data on exclusions (2005-2006)
- PointX National Points of Interest database (2006)
- Children's Social Care data (2006)
- Teenage Pregnancy Unit data on conceptions (2001-2003).

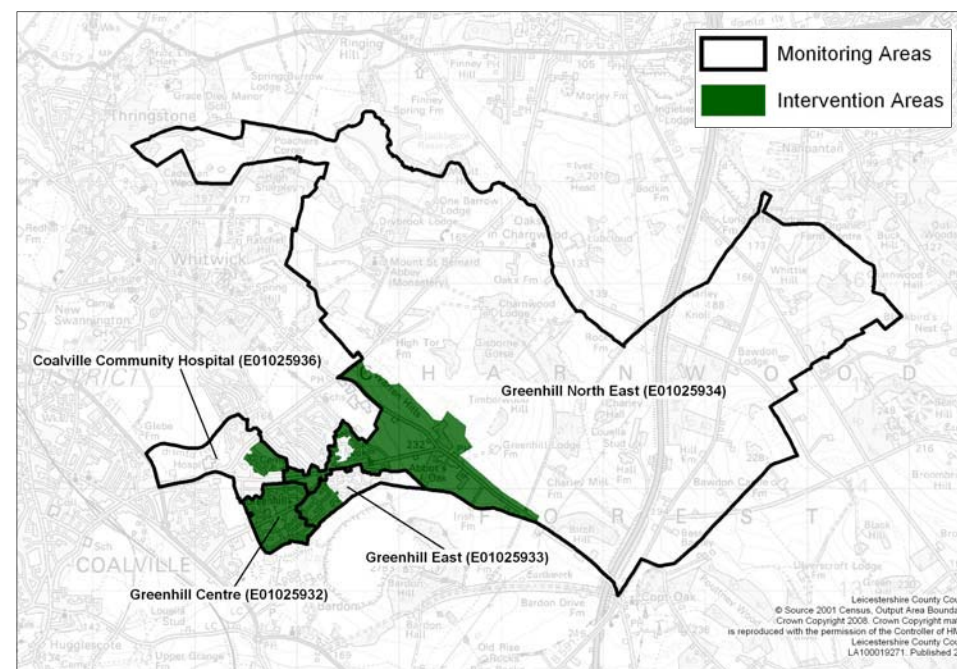
The report will include data at Lower Super Output Area (LSOA) level, thus allowing the examination of statistics at a very low geographical level (areas each containing approximately 1500 people). In instances where data is not available at such a low level, data is examined at ward level. Specifically four LSOAs shall be examined as detailed in Table 0.1. The intervention area sits within these LSOAs.

Table 0.1: Geographical Areas in and Around the Greenhill Priority Neighbourhood

District	Ward	Lower Super Output Area
North West Leicestershire	Greenhill	Coalville Community Hospital
		Greenhill Centre
		Greenhill East
		Greenhill North East

The map below depicts the monitoring and intervention (priority neighbourhood) areas for Greenhill.

Map 0.1: Greenhill Priority Neighbourhood



Aerial View

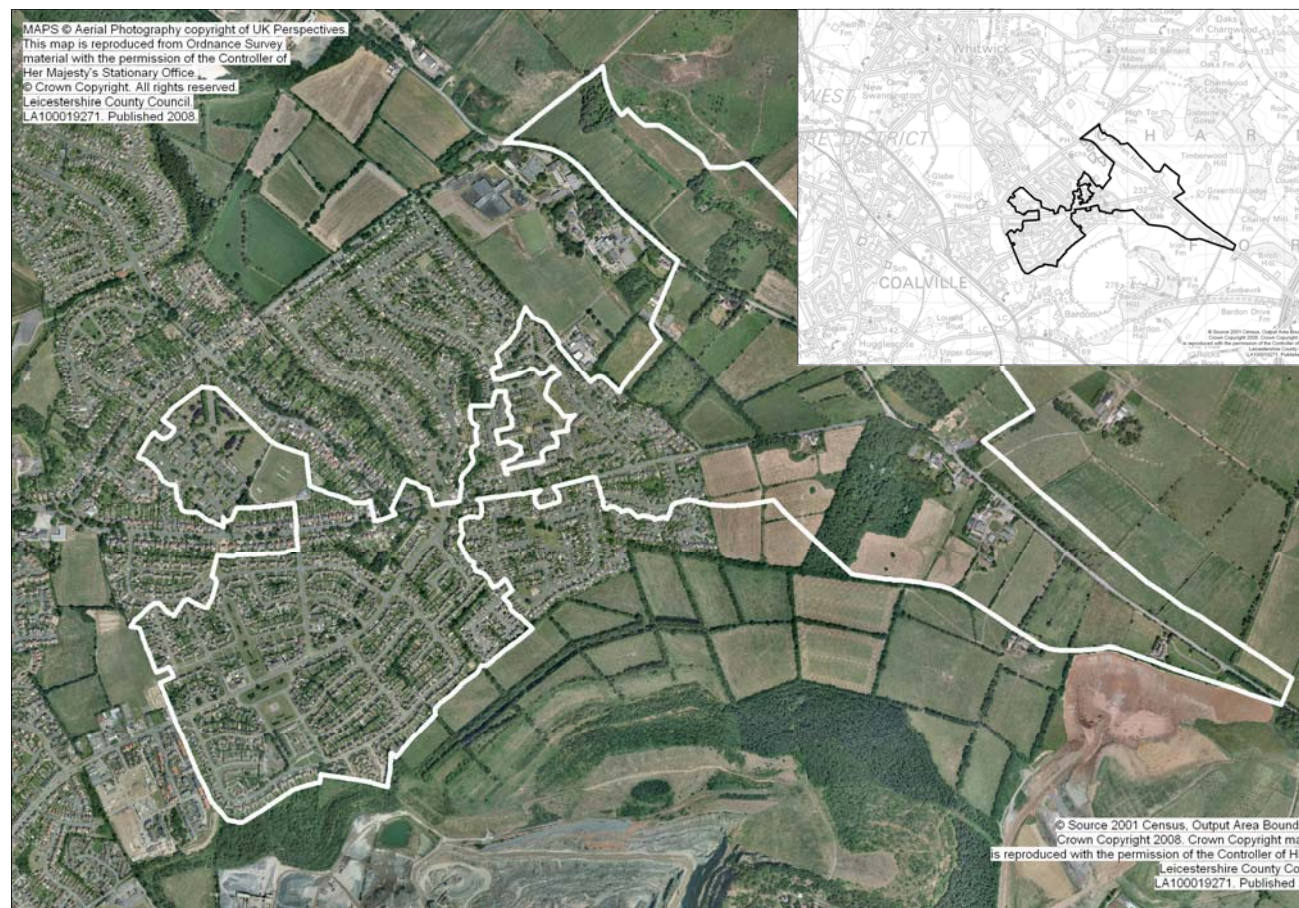
The Greenhill priority area consists of a roughly even mix of urban and more rural areas. The eastern part of the priority neighbourhood is made up of considerable areas of countryside and farmland along either side of Warren Hills Road (running north-west to south-east).

Moving west towards Coalville, the built-up area is characterised by large housing estates, mainly semi-detached housing, with significant areas of open space interwoven.

There appears to be very little in the area by way of service provision, other than a small number of shops, a pub and a children's play area within the open space.

Close by to the area, to the south is located Bardon Quarry and adjoining the western boundary of the priority area is a new housing development.

Map 0.2: Aerial Photograph of the Greenhill Intervention Areas



I: DEMOGRAPHICS

Summary

- **The population of the Greenhill monitoring area is 5,710 (2004 Population Estimates)**
- **Population proportions by age group do not differ greatly from county and national ratios**
- **A slightly higher proportion of the population in the monitoring area were estimated to be of retirement age (23% compared to 19% in the county and nationally)**

Housing

According to Leicestershire County Council yearly household estimates (2004) there are 2,235 households in Enderby Centre LSOA. There has been no projected change in the estimated number of households in the area between 2001 and 2004. When compared with changes to population the average occupancy of households has remained relatively consistent. The average household size in 2004 was estimated to be 2.5 persons per dwelling.

Population

The following population estimates have been produced by the Research and Information Team at Leicestershire County Council. The estimates were calculated using net dwelling stock change added to base data from the 2001 Census. The results have been adjusted to ONS 2004 mid-year local authority district estimates for consistency.

According to the 2001 Census actual total population in the Greenhill monitoring area was 5,702 persons. In 2004 the population was estimated to be approximately 5,710 persons indicating a small population increase (Leicestershire County Council controlled population estimates). There has been little fluctuation in population in the Greenhill monitoring area between 2001 and 2004. The total population has increased by a net of 8 persons during the four year period.

Notes:

Figures on the following pages are estimates based on the method described and should not be regarded as precise to the exact figure quoted

No liability is accepted by ONS or Leicestershire County Council for the consequences of the use of these statistics

Whilst every measure has been taken to ensure the accuracy of the data contained within this report the County Council cannot take any responsibility for any errors or omissions

Source: ONS Population Estimates (Aug 2004)

Age Structure

The National Statistics experimental small area population estimates provide a broad age breakdown at Lower Super Output Area level. The age structure of the Greenhill monitoring area is depicted in Graph I.1. Population proportions do not differ greatly from county and national ratios. In 2004 just over a fifth of the population (22%) in the Greenhill monitoring area were estimated to be aged under 16 and therefore still at school and dependents. This is only slightly higher than county and national proportions which are both 19% for this age category. The proportion of the population in the monitoring area who were estimated to be of retirement age was in line with county and national proportions (all 19%).

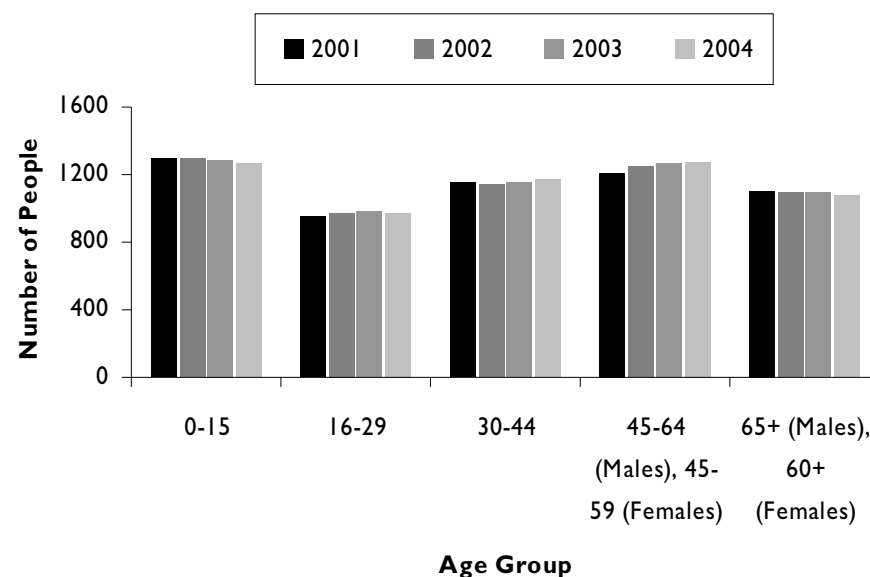
Similarly to County and National proportions the 16-29 age group was estimated to contain the lowest population. Being the main child-bearing age this may have implications for younger age groups in future years. Graph I.1 shows age groups to have remained relatively stable during the four year period.

Births and deaths by ward

Table I.1 shows the number of births in Greenhill Ward during 2005 (ONS, 2005), data is available at ward level only. It is apparent that there was a majority of female births (54%) over male births (46%) in the area.

The number of deaths per ward is shown in Table I.2. In 2005 the number of deaths in Greenhill Ward were split equally between males and females. Mortality rates may be related to healthy lifestyles, as discussed on pages 20-22.

Graph I.1: Age Structure: Greenhill monitoring area



Source: ONS experimental yearly population estimates (broad age breakdown)

Table I.1: Number of Live Births by Ward (2005)

Ward	Males	Females	Total Births
Greenhill	46	53	99

Table I.2: Number of Deaths by Ward (2005)

Ward	Males	Females	Total Deaths
Greenhill	37	37	74

Source: ONS General Release

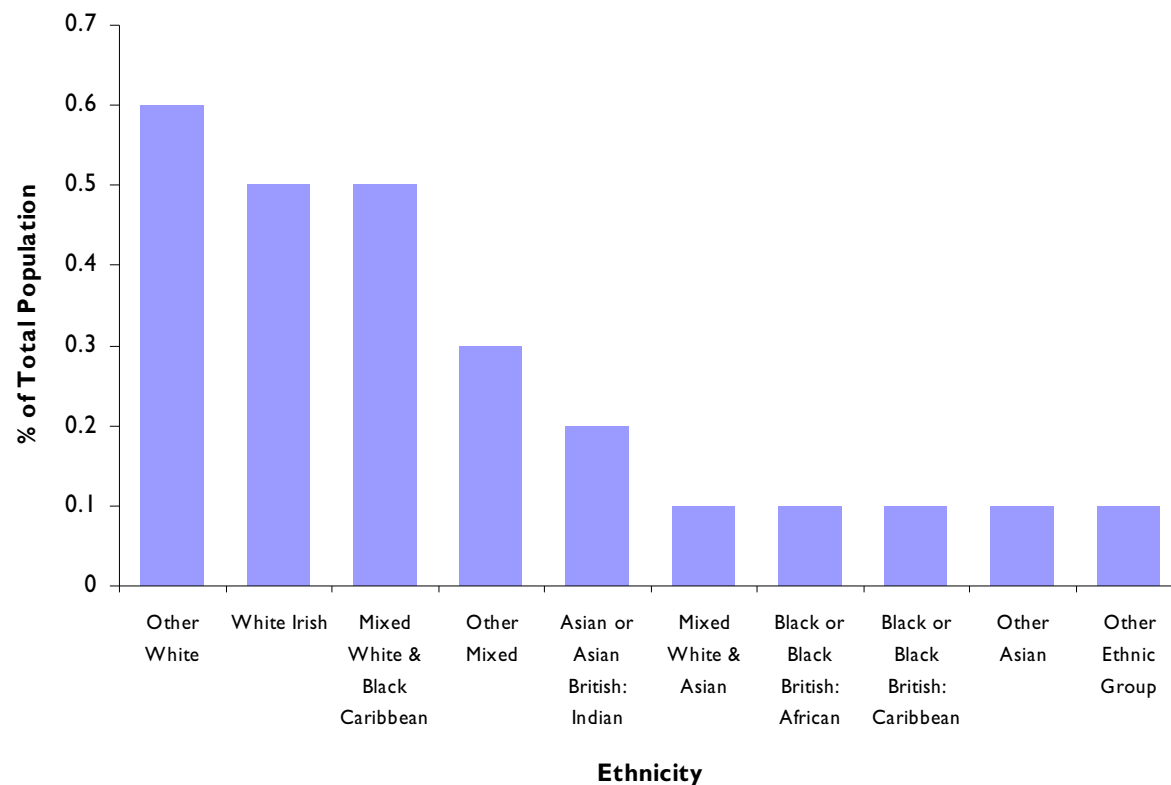
ETHNICITY AND RELIGION

Summary

- The overall **Black Minority Ethnic (BME)** origin population is **3.7%** which is half district and county proportions
- The largest **Black Minority Ethnic** group was **Asian or Asian British Indian**
- **75.3%** of the population are **Christian**

Ethnicity

Graph 1.2: BME population



The 2001 Census of Population was used to provide a breakdown of ethnic groups in the Greenhill monitoring area. An overwhelming majority of persons (96.3%) were White British. The overall Black and Minority Ethnic (BME) origin population (all people other than White British) was 3.7%. Comparatively this is lower than the North West Leicestershire proportion of 7.2% and the Leicestershire County proportion of 7.3%. The largest BME group is Asian or Asian British Indian. A breakdown of BME groups in the Greenhill area is depicted in Graph 1.2.

Religion

A voluntary question was asked in the 2001 census about religion. The majority of the population identified their religion as being Christian (75.3%). A notable proportion of the population also recorded their religion as being Hindu. Other religions recorded in the area were Muslim and Sikh, whilst 378 persons (6.6%) chose not to state their religion.

Source: Census of population 2001

2: INDICES OF DEPRIVATION

Summary

- The area experiences high deprivation relating to education skills and training, employment, and health.
- Income deprivation is the most prominent form of deprivation in the area.
- Health deprivation may be exacerbated by unhealthy lifestyles caused by income and employment deprivation.

The Indices of Multiple Deprivation 2004 (IMD 2004) were produced by the then Office of the Deputy Prime Minister (ODPM) and are a comprehensive and up to date way of measuring relative deprivation affecting small areas in England. The IMD combines different aspects of deprivation (including income, employment, health and education) into a single deprivation score which can then be ranked nationally and locally.

The IMD are also produced at Lower Super Output Area (LSOA). The IMD (2004) combines indicators across seven domains into a single deprivation score and rank for each LSOA. The Domains are shown below:

- Income Deprivation
- Living Environment Deprivation
- Crime
- Barriers to Housing and Services
- Health Deprivation and Disability
- Employment Deprivation
- Education, Skills and Training Deprivation

This section examines the Greenhill monitoring area (the LSOAs covering the priority neighbourhood). There are 32,482 LSOAs in England which are ranked from 1 to 32,482, where 1 = most deprived, and a rank of 32,482 = least deprived. It is important to note that by ranking areas locally, some areas will invariably be ranked either high or low, even though they may be 'average' when ranked nationally. Therefore, to obtain a true reflection, district rankings must be looked at in relation to both the county and national picture.

Index of Multiple Deprivation

Table 2.1: IMD LSOA rankings for the Greenhill Monitoring Area

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Rank (1 to 32482)	IMD Score
Greenhill North East	1	2	3594	43.69
Greenhill Centre	2	3	4037	41.96
Greenhill East	14	45	13750	20.16
Coalville Community Hospital	21	70	16828	16.35

The Greenhill monitoring area experiences a high level of deprivation, with two LSOAs falling within the 5% most deprived in North West Leicestershire and all four falling within the 20% most deprived in Leicestershire. The rankings at district, county and national level can be seen in Table 2.1.

Highest score = least deprived
 Source: IMD 2004

Income Deprivation

This domain measures the proportion of the population in receipt of income support or other means tested benefits. LSOAs within the Greenhill area do not exhibit significant income deprivation and only fall generally amongst the 50% most deprived at the district, county and national level.

Table 2.2: Income Deprivation in the Greenhill Monitoring Area

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Rank (1 to 32482)	Income Score
Greenhill North East	20	89	16441	0.10
Greenhill Centre	21	102	17497	0.09
Greenhill East	22	103	17725	0.09
Coalville Community Hospital	24	108	18026	0.09

Income Deprivation Affecting Children

Income deprivation affecting children (IDAC) is measured as the proportion of children aged under 16 years living in income deprived households (e.g. households in receipt of income support and other means tested benefits). All four LSOAs within the Greenhill monitoring area are ranked in the 25% most deprived in the district for this domain indicating a relatively high number of children living in income deprived households.

However the area fairs better nationally, only ranking amongst the 50% most deprived LSOAs for this domain. In the Greenhill monitoring area overall there are 458 children living in income deprived households, which is 36% of the population of children aged under 16 years. Table 2.3 shows respective rankings and the number of income deprived children living in each LSOA.

Table 2.3: Income deprivation affecting children

LSOA	District Rank (Ranked 1 to 57)	County Rank (Ranked 1 to 396)	National Rank (Ranked 1 to 32482)	Population under 16 (census 2001)	Estimated no of children living in income deprived households
Greenhill North East	1	1	1564	352	192
Greenhill Centre	2	3	3533	359	159
Coalville Community Hospital	11	44	11934	234	49
Greenhill East	14	61	14286	339	58
				1,284	458

Income Deprivation Affecting Older People

Table 2.4 shows Income deprivation affecting older people, that is, the proportion of people aged over 60 years in each area who live in income deprived households. Greenhill Centre LSOA ranks within the 10% most deprived in North West Leicestershire and amongst the 15% most deprived for this domain in the County. Using the 2001 Census of population as a denominator the percentage of older persons living in income deprived households was calculated.

Approximately 15% of the population aged 60 or over who are resident in the Greenhill monitoring area live in income deprived households (185 persons out of a population of 1242).

Table 2.4: Income deprivation affecting older people

LSOA	District Rank (Ranked 1 to 57)	County Rank (Ranked 1 to 396)	National Rank (Ranked 1 to 32482)	Population < 60 (census 2001)	Estimated no of old people living in income deprived households
Greenhill Centre	4	48	12464	332	56
Coalville Community Hospital	10	73	14067	430	66
Greenhill North East	16	94	15734	283	39
Greenhill East	20	129	17589	197	25
Total				1242	185

Source: IMD 2004

Barriers to Housing and Services

Overall there is little deprivation in the Greenhill monitoring area in terms of Barriers to Services. This domain measures the barriers which the local population face to accessing key local services such as post offices, doctors surgeries, primary schools, and convenience stores. In this respect, Greenhill North East is the only area with noticeable deprivation, ranking 2nd in the district and 26th in Leicestershire. All other LSOAs generally fall within the bottom 50% least deprived in North West Leicestershire and England.

Education

The Indices of Multiple Deprivation 2004 show that the Greenhill monitoring area experiences high levels of deprivation in education, skills, and training. Greenhill Centre especially is ranked highest in the district and county, and is placed in the 3% most deprived in the country. Greenhill North East and Greenhill East are also placed in the 10 most deprived in North West Leicestershire and 5% most deprived in Leicestershire. A deficit of education, skills and training can also exacerbate deprivation in other areas, such as income and employment deprivation.

Table 2.6: Education and Skills Deprivation

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Rank (1 to 32482)	Education, Skills and Training Score
Greenhill Centre	1	1	263	83.16
Greenhill North East	3	13	4672	42.17
Greenhill East	6	20	5342	39.26
Coalville Community Hospital	20	72	9776	26.51

Crime

This domain focuses on deprivation with respect to four major crime themes - burglary, theft, criminal damage and violence. This aspect of deprivation is moderate within the monitoring area. Greenhill East LSOA ranks within the 10% most deprived in the District, the 3% most deprived in the County and the 15% most deprived in the Country.

Table 2.7: Crime Deprivation

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Rank (1 to 32482)	Crime Score
Greenhill East	5	9	4668	0.91
Greenhill Centre	11	16	6093	0.77
Greenhill North East	23	48	12035	0.30
Coalville Community Hospital	34	86	15357	0.06

Source: IMD 2004

Employment

Analysis of employment rankings show the Greenhill monitoring area to experience significant deprivation in terms of employment. Greenhill East and Greenhill North East LSOAs ranks first and second within the district and the top 1% most deprived in the County. Nationally, the LSOAs are placed within the top 15% most deprived. All four LSOAs are placed within the top 45% within the district and top 25% most deprived in the county.

Table 2.8: Employment Deprivation

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Rank (1 to 32482)	Employment Score
Greenhill East	1	2	2535	0.22
Greenhill North East	2	4	4748	0.18
Greenhill Centre	16	48	13936	0.09
Coalville Community Hospital	26	91	17090	0.08

Health Deprivation and Disability

This domain identifies areas with relatively high rates of people who die prematurely or whose quality of life is impaired by poor health or who are disabled. Greenhill Centre and Greenhill East are ranked first and second respectively within North West Leicestershire and second and third respectively within the county, indicating a significant level of deprivation. The two remaining LSOAs fair somewhat better, but are still placed within the top 45% within the district and top 15% within Leicestershire.

Table 2.9: Health Deprivation and Disability

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Rank (1 to 32482)	Health Deprivation and Disability Score
Greenhill Centre	1	2	5822	0.84
Greenhill East	2	3	6291	0.79
Greenhill North East	21	38	15126	0.06
Coalville Community Hospital	24	52	16758	-0.05

Living Environment

This Domain focuses on deprivation with respect to the characteristics of the living environment. It comprises two sub-domains: the 'indoors' living environment which measures the quality of housing and the 'outdoors' living environment which contains two measures about air quality and road traffic accidents. At district level, the Greenhill monitoring area experiences moderate deprivation, falling around the middle of ranks. Within Leicestershire, the monitoring areas fall within the bottom 60%. On a national level the area is placed around the lower end of the rankings, suggesting that deprivation in this domain is not as severe when examined at a wider level.

Table 2.10: Living Environment Deprivation

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Rank (1 to 32482)	Living Environment Score
Greenhill Centre	23	158	20466	12.12
Coalville Community Hospital	24	178	21239	11.37
Greenhill North East	25	181	21379	11.23
Greenhill East	43	277	26997	6.36

Source: IMD 2004

3: STRONGER COMMUNITIES

Summary

- The area is poorly equipped in terms of access to health and educational facilities and services
- The intervention area is lacking in terms of access to a range of convenience and leisure services

Access to Services

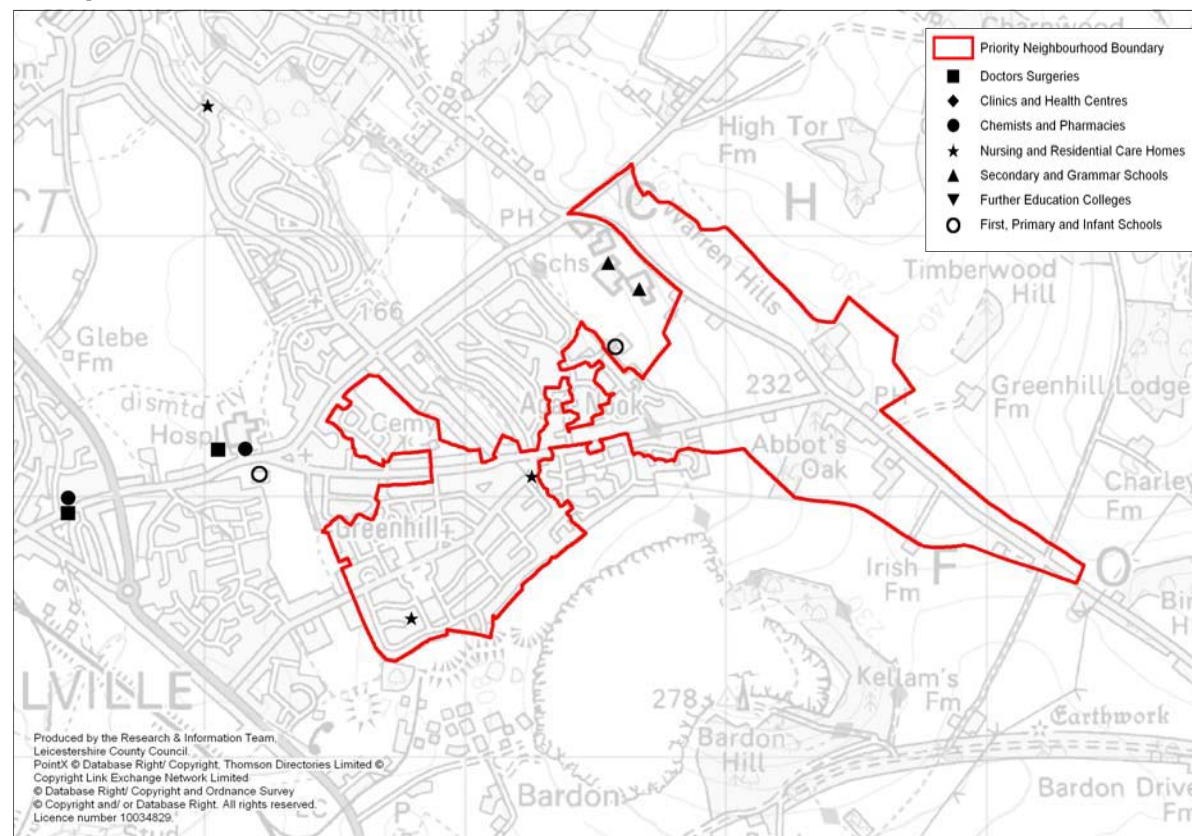
The Greenhill priority neighbourhood covers an area of approximately 163 hectares and consists of 10 output areas. The location of various amenities within and around the priority neighbourhoods are mapped on the following two pages. Points were mapped using the PointX National Points of Interest database.

Education and Health Facilities

Map 3.1 (right) depicts Education and Health facilities in and around the Greenhill Priority Neighbourhood.

The area is poorly equipped in terms of access to education and health facilities. The only services within the boundary of the priority neighbourhood are two nursing homes. Whilst there are three schools just outside the priority area to the north, in order to access additional services such as doctor's surgeries and chemists, the residents of the Greenhill area have to travel towards Coalville centre. For people living towards the eastern end of the area, along Warren Hills Road, this may involve using public or private transport.

Map 3.1: Education and Health Facilities



Access to Services

Map 3.2 depicts the location of public convenience services in and around the Greenhill Priority Neighbourhood. Facilities that are mapped include sports centres, libraries, supermarkets, convenience stores, swimming pools and post offices.

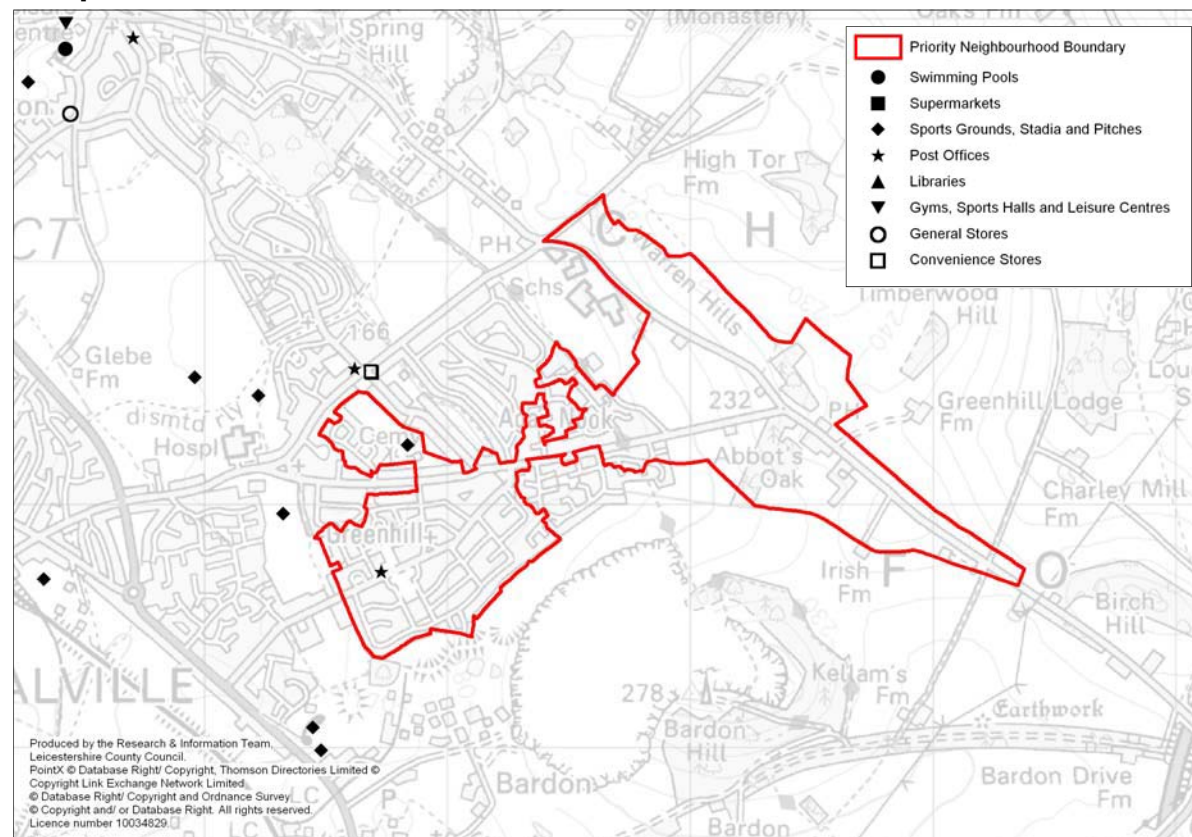
Services and Amenities

As the map illustrates, there are few of the services and amenities mapped lying within the actual boundary of the priority neighbourhood. There are no services within the eastern part of the area, around Warren Hills Road and only a sports ground and a post office within the western part of the priority neighbourhood, around central Greenhill.

Outside the boundary of the priority area, whist there are a number of sports ground and pitches, there is little by way of additional services. There is one convenience store and an additional post office to the north of Greenhill, along Meadow Lane.

For other services and amenities, such as supermarkets, libraries, gyms and leisure centres, residents will have to travel further a field into Coalville, Whitwick and Thringstone. In many cases, this will involve the use of either public transport, or private car.

Map 3.2: Services and Amenities

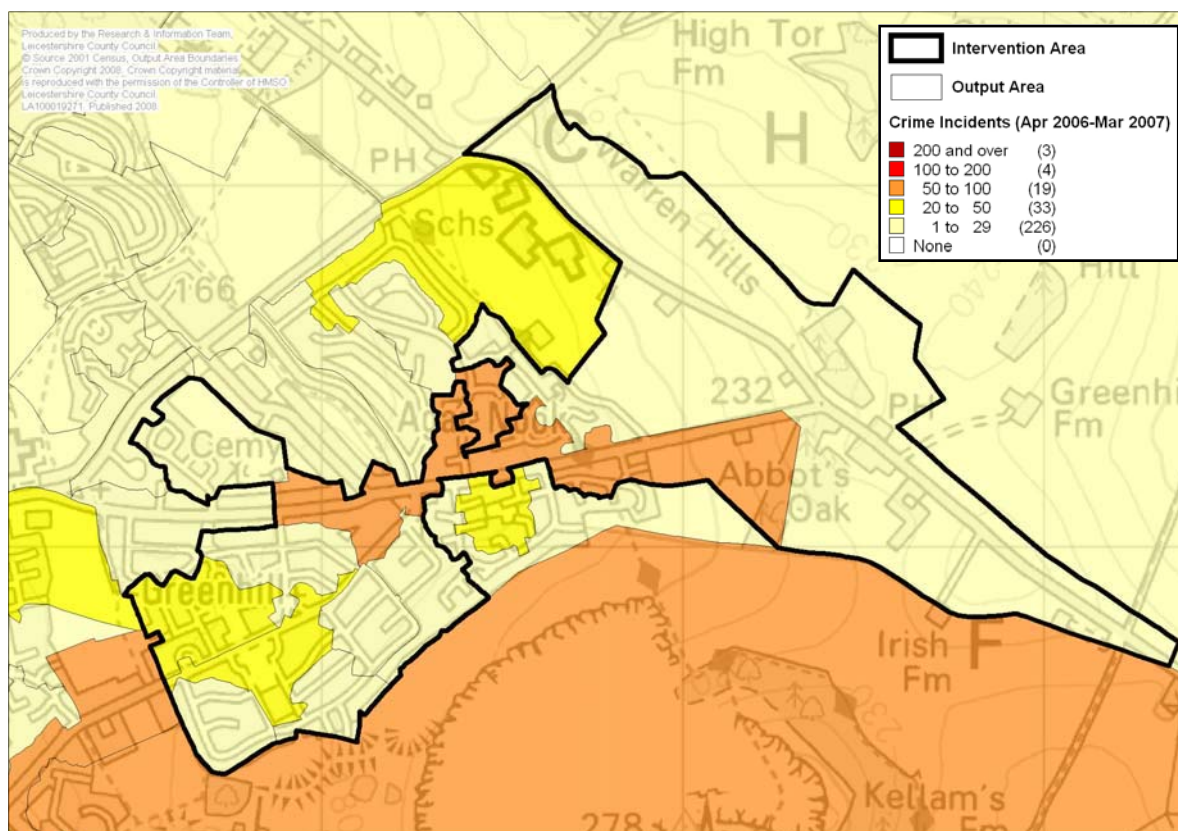


4: SAFER COMMUNITIES

Summary

- The overall crime rate is marginally higher in the Greenhill monitoring area (82 per 1,000 population) than for the district as a whole (81.2 per 1,000 population)
- Criminal damage and violence against the person accounts for almost half of all recorded crime in Greenhill
- Between 2005/06 and 2006/07 the number of recorded offences has fallen by approximately 10%
- Crime in the Greenhill monitoring area accounts for 7% of all crime in North West Leicestershire District in 2006/07

Map 4.1 : Greenhill Crime Hotspots



Map 4.1 (left) shows the hotspot areas for all crime in and around the centre of Greenhill, along with the boundaries of the Greenhill monitoring area.

There were a total of 82 recorded offences in the Greenhill monitoring area in 2006/07, up by 5% compared to 2005/06.

The map highlights a higher number of offences around the centre of the monitoring area (shaded in orange), which contains Greenhill Road and Cropston Drive.

Note: Figures in brackets are the number of Output Areas falling in each range for the whole of North West Leicestershire

Table 4.1 (right) shows crimes recorded in the Greenhill monitoring area and in North West Leicestershire District as a whole for 2006/07, broken down into crime categories. The table is ranked according to the volume of crime recorded within in the monitoring area in each category - highest at the top.

The level of recorded crime is relatively high, with total recorded offences within the Greenhill monitoring area accounting for 7% of all recorded crime within North West Leicestershire District during 2006/07.

Violence against the person and criminal damage account for almost half of the offences recorded in the monitoring area, compared to 35% of all offences recorded within North West Leicestershire District.

Table 4.1 shows that the overall crime rate is almost equal in the Greenhill monitoring area (82 per 1,000 population) than for the district as a whole (81.2 per 1,000 population).

The crime rates for criminal damage and burglary from a dwelling within the monitoring area are almost double the comparable rate for the whole of the district.

Rates of theft, theft from a motor vehicle and 'burglary other' are lower than the corresponding rates for the district as a whole.

Table 4.1 : Recorded crime in North West Leicestershire District compared to the Greenhill monitoring area (2006/07)

	North West Leicestershire District		Greenhill Monitoring Area		% in monitoring area
	no. of crimes	rate per 1,000	no. of crimes	rate per 1,000	
all crime	7172	81.2	468	82.0	7%
criminal damage	1030	11.7	116	20.3	11%
violence against the person	1445	16.4	114	20.0	8%
burglary dwelling*	414	4.7	49	8.6	12%
theft	1072	12.1	47	8.2	4%
damage to motor vehicle	627	7.1	40	7.0	6%
theft from motor vehicle	776	8.8	30	5.3	4%
burglary other	428	4.8	19	3.3	4%
drugs	177	2.0	13	2.3	7%
indecentcy	79	0.9	9	1.6	11%
theft of cycle	83	0.9	9	1.6	11%
theft of motor vehicle	243	2.8	9	1.6	4%
theft from stores	181	2.0	5	0.9	3%
fraud and forgery	345	3.9	4	0.7	1%
theft from person	160	1.8	2	0.4	1%
miscellaneous	33	0.4	1	0.2	3%
robbery	40	0.5	1	0.2	3%
public order	39	0.4	0	0.0	0%

Source: Crime Data : Leicestershire Constabulary, CIS.
Denominator data : Leicestershire County Council Mid-Year Estimates 2004

All rates are expressed per thousand population with the exception of burglary dwelling* which is a rate per thousand households

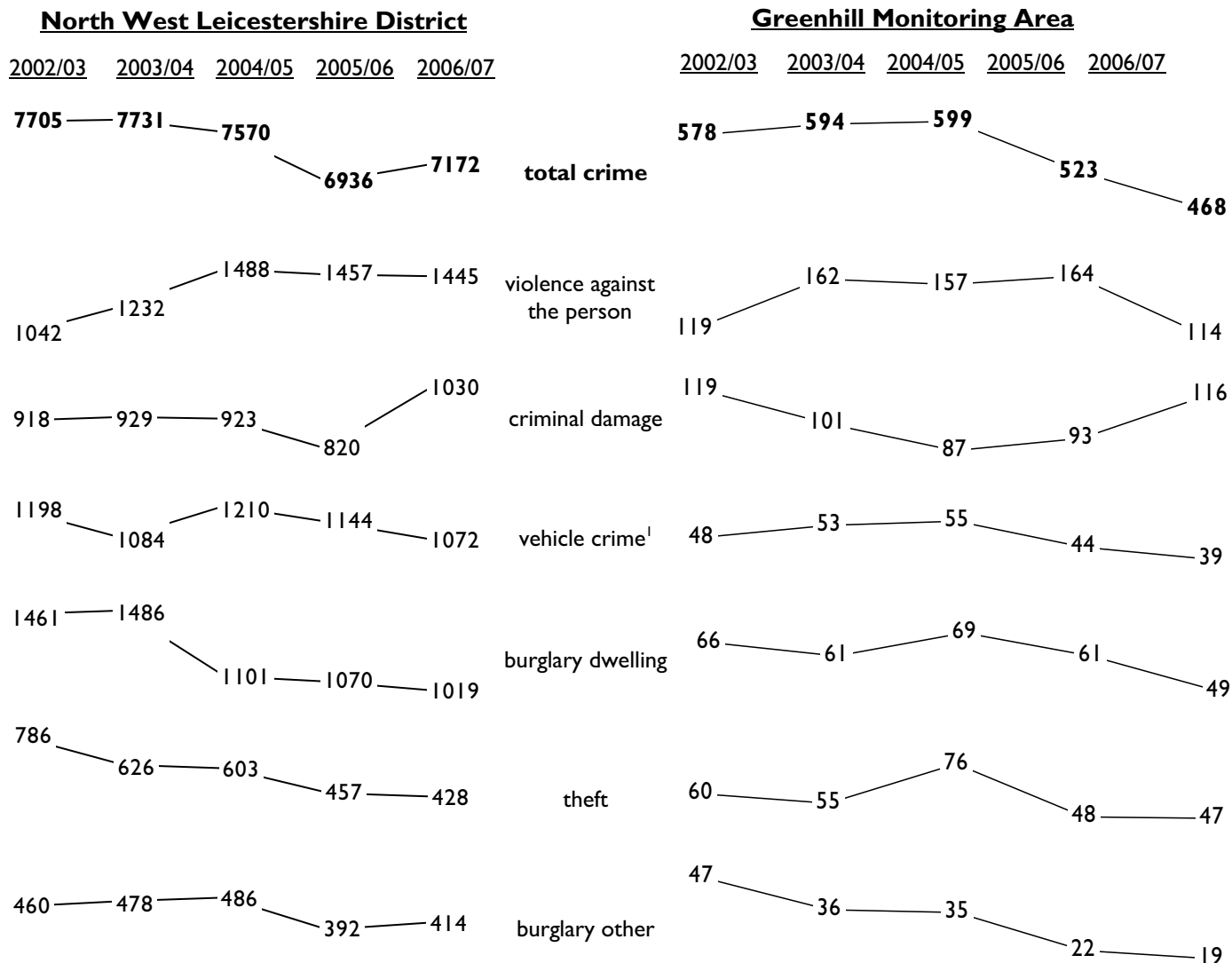
Graph 4.1 (right) shows the crime trends over the last five years in North West Leicestershire District and in the Greenhill monitoring area for total recorded crime and for selected crime categories.

The number of recorded offences within the monitoring area are fairly low, so three or four offences can have a big impact on the trend for each crime type.

Overall, the number of recorded offences in North West Leicestershire District decreased by 7% in the last five years. This is lower than the overall decrease of 19% in the Greenhill monitoring area in the same time period.

The total number of recorded offences in the monitoring area peaked slightly in 2004/05, partly due to increases in violence against the person in previous years. Within the Greenhill monitoring area, the number of criminal damage offences have increased since 2004-05, where other offences included opposite have generally seen a decrease.

Graph 4.1 : Recorded crime trends over the last five years in North West Leicestershire District and in Greenhill Monitoring Area



Source: Crime Data : Leicestershire Constabulary, CIS

¹ Vehicle crime includes theft of, and theft from motor vehicle

Domestic Violence

Summary

- Rates of Domestic Violence are nearly three times higher in the Greenhill monitoring area than in the district or county

Data relating to domestic violence (DV) are recorded by Leicestershire Constabulary on a quarterly basis. DV incidents are those perceived by the attending Police Officers to be of a domestic nature, whether on home premises or elsewhere. DV incidents may not be recorded as crime.

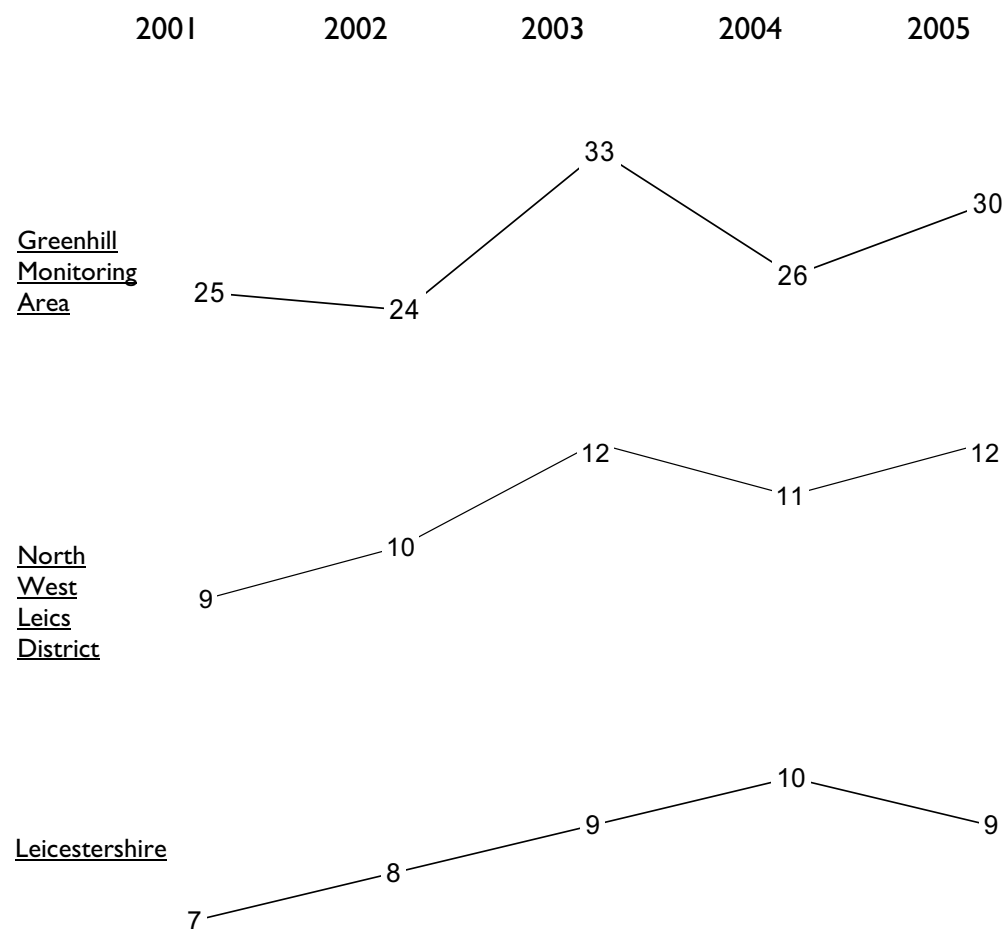
Rates of DV were measured at LSOA level. In general the Greenhill monitoring area was found to have significantly higher rates of DV in comparison to North West Leicestershire as a whole and Leicestershire County, in all cases, over twice the corresponding rates.

Rates peaked in 2003 but have fluctuated slightly throughout the period, within a nine point range. North West Leicestershire District and Leicestershire County, by comparison have varied between a smaller range (both 3 points). Rates rose in the Greenhill monitoring area for 2005, and were over 18 points higher than the district as a whole and 21 points higher than the county.

When analysing DV data it is not possible to determine whether changes in rates are related to changes in the number of incidents actually occurring or changes in awareness and reporting of DV. Therefore it is necessary to employ an element of caution when interpreting findings.

Graph 4.2 depicts trends of recorded DV over a five year period (2001-2005) for the Greenhill monitoring area, North West Leicestershire District and Leicestershire.

Graph 4.2: Recorded DV trends (2001—2005)



Source: Leicestershire Constabulary, CIS

5: HEALTHIER COMMUNITIES

Summary

- **Approximately a quarter of the population in Greenhill Ward are estimated to be obese and/ or smoke**
- **Levels of binge drinking in Greenhill Ward are estimated to be the lowest in the district**
- **A minority of children and adults eat the recommended daily allowance of fruit and vegetables**

ESTIMATES OF HEALTHY LIFESTYLE BEHAVIOURS

The Department of Health and Social Care Informatics (2001-2004) commissioned a variety of model-based prevalence estimates and confidence intervals to indicate a range of healthy lifestyle variables at ward level. The outcome measure was generated by combining individual level data collected in the Health Survey for England (HSfE), the 2001 Census and administrative data sets to provide information on the following:

- Smoking for adults (aged 16 years or more)
- Binge drinking for adults (aged 16 years or more)
- Obesity for adults (aged 16 years or more)
- Consumption of five or more fruit and vegetables a day for adults (aged 16 years or more)
- Consumption of three or more fruit and vegetables a day for children (aged 5 to 15 years inclusive)

The synthetic estimates are the expected prevalence of any behaviour for any ward. As information is recorded at ward level it may not always reflect the situation in the priority neighbourhood.

Smoking

Within Greenhill Ward it is estimated that a over a quarter (28.8%) of the adult population within this ward are current smokers. This estimate is the second highest within North West Leicestershire District. However the confidence intervals are relatively disparate indicating that 95% of the time the expected prevalence of smoking will fall between 17.8% and 42.9%. The estimated prevalence for smoking in Greenhill Ward overlaps with the confidence intervals for national estimates providing a rough indication that the number of current smokers is similar to national estimates for current smokers.

Table 5.1: Synthetic Estimates of Smoking

Ward	Estimated Smoking Percentage of Persons	Estimated Smoking Lower Confidence Interval	Estimated Smoking Upper Confidence Interval
Greenhill	28.8%	17.8%	42.9%

Source: EMPHO

Binge Drinking

Binge drinking is defined as an adult who had, in the previous week, on their heaviest drinking day, reported to have drunk 8 or more units of alcohol (for men) or 6 or more units of alcohol (for women).

Table 5.2 shows estimates of binge drinking in Greenhill Ward. Levels of binge drinking in this ward are the lowest within the district indicating relatively healthy lifestyles in this respect. The estimated prevalence for binge drinking overlaps with confidence intervals for national estimates indicating that the prevalence of binge drinking is similar to national estimates.

Obesity

Obesity in adults is defined as adults whom in response to the HSfE recorded their BMI as being 30 or above. Synthetic estimates for obesity indicate that just over a quarter (27.2%) of persons in Greenhill Ward are estimated to be obese. This estimate places Greenhill Ward in the top 5 wards within North West Leicestershire District. National prevalence of obesity was calculated as a direct estimate from the 2000-2003 HSfE Survey and is therefore not a synthetic estimate.

Adult Fruit and Vegetable Consumption

Synthetic estimates of fruit and vegetable consumption was measured by the prevalence of adult respondents to the HSfE who had eaten 5 or more fruit and vegetables on the previous day. Adult fruit and vegetable consumption in Greenhill Ward is low compared to other wards in the district (placed in the bottom 25%). As a result, roughly four in five adults may not be consuming the recommended daily allowance of fruit and vegetables.

Table 5.2: Synthetic Estimates of Binge Drinking

Ward	Estimated Binge Drinking - Percentage of Persons	Estimated Binge Drinking - Lower Confidence Interval	Estimated Binge Drinking - Upper Confidence Interval
Greenhill	12.6%	6.5%	22.9%

Table 5.3: Synthetic Estimates of Obesity

Ward	Estimated Obesity - Percentage of Persons	Estimated Obesity - Lower Confidence Interval	Estimated Obesity - Upper Confidence Interval
Greenhill	27.2%	19.4%	36.4%

Table 5.4: Synthetic Estimates of Adult Fruit and Vegetable Consumption

Ward	Estimated Adult Consumption of Fruit and Veg - % of Persons	Estimated Adult Consumption of Fruit and Veg - Lower Confidence Interval	Estimated Adult Consumption of Fruit and Veg - Upper Confidence Interval
Greenhill	19.7%	11.0%	32.6%

Source: EMPHO

Child Fruit and Vegetable Consumption

Synthetic estimates of child fruit and vegetable consumption were measured by the prevalence of child respondents to the HSfE who had eaten 3 or more fruit and vegetables on the previous day. Child fruit and vegetable consumption is around the average compared to other wards in North West Leicestershire District, just over a third of children in Greenhill Ward are estimated to eat the recommended amount of fruit and vegetables per day (35.4%).

Confidence intervals overlap with national confidence intervals for this measure therefore we might expect prevalence of child fruit and vegetable consumption to be similar to national estimates.

Table 5.5: Synthetic Estimates of Child Fruit and Vegetable Consumption

Ward	Estimated Child Consumption of Fruit and Veg - % of Persons	Estimated Child Consumption of Fruit and Veg - Lower Confidence Interval	Estimated Child Consumption of Fruit and Veg - Upper Confidence Interval
Greenhill	35.4%	18.8%	56.2%

Source: EMPHO

6: OLDER PEOPLE

Summary

- Older people represent 22% of the population compared to 20% in the district as a whole (2001 Census of population)
- The largest proportion of older people are in the 65 to 74 age range (38%)

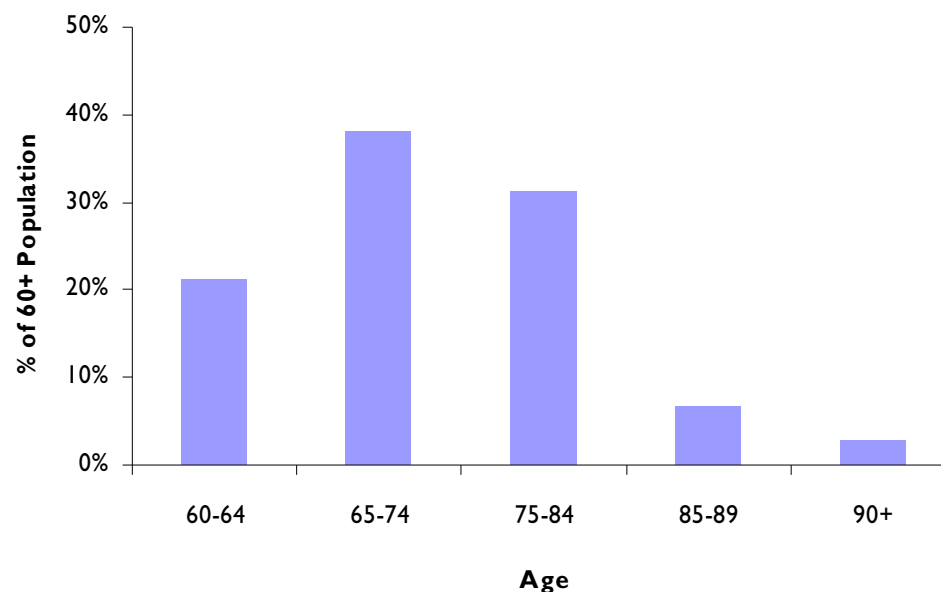
The age structure of older people living in the Greenhill monitoring area was examined using the 2001 Census of Population data. In 2001 there were a total of 1,236 persons over the age of 60 living in Greenhill LSOAs. This represents 22% of the population which is higher than district proportions (20%). The largest proportion of older people were aged 65 to 74 (38%) or 75 to 84 (31%). A minority (9%) were aged 85 or over. The age structure of older people in the monitoring area is depicted in Graph 6.1.

Data on Pensions Credit and State Pension were downloaded from the DWP website. Data is currently only available for August 2006 in anticipation of a full complement of back-dated time series of quarterly data for these benefits. Persons claiming a state pension in the monitoring area (330 people) account for a significant proportion (9%) of claimants in the whole of North West Leicestershire. Unsurprisingly the percentage of female claimants (64%) outweighs male claimants, this will in part be attributable to women having a longer life expectancy.

Disability living allowance is a tax-free benefit allocated to adults who need help with personal care or have walking difficulties because they are physically or mentally disabled. In August 2006 31% of persons claiming disability living allowance in the Greenhill monitoring area were aged 60 or over. Approximately 10% of persons over the age of 60 and living in the monitoring area were also recorded as claiming incapacity benefit/severe disablement allowance.

Source: Department for Work and Pensions

Graph 6.1: Age structure of older people living in Greenhill Centre monitoring area (2001)



Source : Census of Population 2001

7: ECONOMIC DEVELOPMENT

Summary

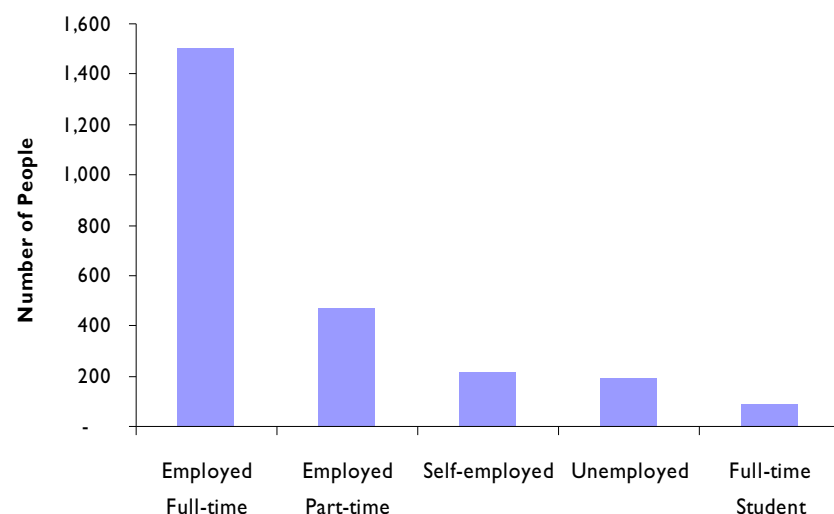
- There are 3913 people (68% of the population) of working age living in the Greenhill monitoring area
- 63% of the working age population are economically active compared to 71% in the county
- Numbers of women claiming income support in the monitoring area are generally equal to the District levels (63%)

Employment

CACI data no longer available

According to the 2001 Census of Population the majority (68%) of people living in the Greenhill monitoring area are of employment age (16-74). Of these the largest proportion of people are economically active (63%). This is defined as persons who are earning in some sort of way, either through full or part time work, self employed or unemployed but seeking work. A smaller proportion of people are economically active than in the County (71%). Graph 7.1 shows that the majority of economically active people are employed full time.

Graph 7.1: Economic Activity — Residents aged 16-74



Results of the Annual Business Inquiry (2005) were analysed to identify industries of employment within the Greenhill monitoring area. Public administration, education and health dominates the market; an overwhelming majority of persons (51.2%) are employed within this sector. Other industries of employment in the monitoring area are distribution, hotels and restaurants (19.5%), banking, finance and insurance (7.7%) and construction (5.2%).

Results of the 2001 Census of Population showed the largest occupation sectors of actual residents in the Greenhill monitoring area to be elementary occupations (18%), process plant and machine operatives (16%) and skill trade occupations (14%). This indicates that many residents may work outside of the monitoring area.

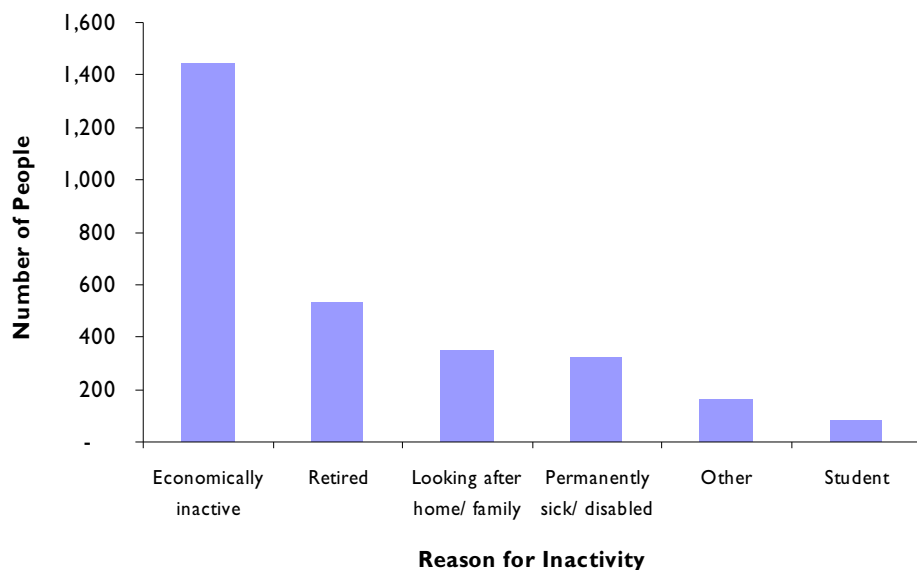
Source: Census of Population 2001

Source: Census of Population 2001

Unemployment and Benefits

The 2001 Census of population showed that over a third (37%) of people of employment age (16-74) living in the Greenhill monitoring area are economically inactive. This is defined by people who are not looking for, or not available for work. Graph 7.2 shows the main reason for economic inactivity to be retirement, just over a third (37%) of the economically inactive population in the area can be classed under this heading.

Graph 7.2: Economically Inactive– number of working age residents aged 16-74



Source: Census of Population 2001

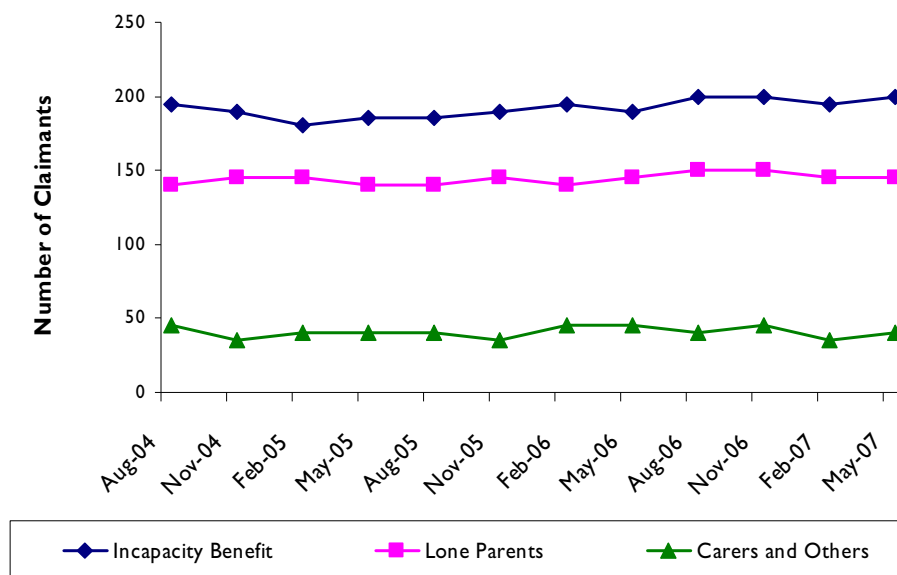
Income support

Income support (IS) is a non-contributory benefit paid to people who have low incomes and who are not required to be available for employment.

The main types of people receiving IS are pensioners, lone parents, the long and short-term sick, people with disabilities and other special groups.

The Department for Work and Pensions (DWP) provide a snapshot of benefit claimants at particular points in time. Compared to other LSOAs in the district there are a high number of income support claimants living in the Greenhill monitoring area, Greenhill North East and Greenhill Centre having the two highest average number of claimants over the period examined. The distribution of income support benefit within the monitoring area is depicted in Graph 7.3. During August 2005 to May 2007 incapacity benefit accounted for the majority of income support claimants in the area, whilst lone parents benefit also represented a relatively large proportion of claims made. Carers or other claims made up a significantly smaller proportion in the area.

Graph 7.3: Income support claims made in the Greenhill monitoring area (May 2004 - Feb 2007)



Source: Nomisweb National Statistics 2006

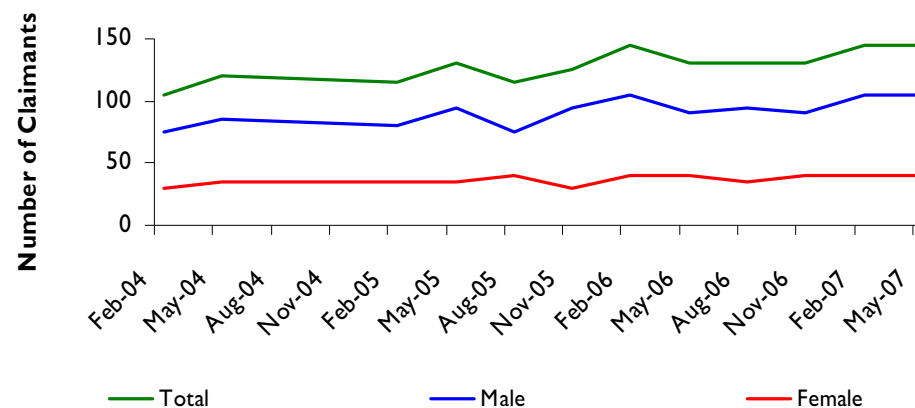
Benefit Claimants

It is possible to analyse the demographics of IS claimants in the Greenhill monitoring area using data provided by the DWP. Female IS claimants make up two thirds of total benefit claimants which is slightly higher than District proportions (63%). This is probably attributable to a greater number of women taking on the role of lone parent or carer. Analysis of IS by age shows that the largest proportion of claimants are in the 25-49 age group (approximately 64%).

Job Seekers Allowance Claimants

Job Seekers Allowance (JSA) is payable to people under pensionable age who are available for, and actively seeking, work of at least 40 hours per week. Graph 7.4 shows a time-series analysis of the numbers of people claiming job seekers allowance in the Greenhill monitoring area throughout the period May 2004 to February 2007. Persons claiming JSA represent 3.3% of the working age population in the Greenhill monitoring area. This is over three times higher than claimant rates for the whole of North West Leicestershire District (1%). The difference between rates of male and female JSA claims remained constant until February 2005 and August 2005, when the rate experienced steep rises, whilst female claims remained relatively stable or actually fell (as was evident between August and November 2005).

Graph 7.4: Change in numbers of JSA claimants in the Greenhill monitoring area (May 2004—February 2007)



Source: Department of Work and Pensions 2006

8: CLEANER AND GREENER

Summary

- **Greenhill Ward has one of the lowest proportions of persons working from home in the district**
- **Out of all the wards in the district, Coalville Ward has one of the largest proportions of people who live and work within the district and within the ward, and the smallest proportion of people who work outside North West Leicestershire.**
- **Greenhill Ward has the third lowest net inflow in the district (-1,599 people)**

Travel to work

The following information provides travel to work data for people between the ages of 16 to 74 in employment who live in North West Leicestershire (resident population) as well as those that work inside the district (workplace population). Travel to work data was recorded in the 2001 Census of Population and provides a great opportunity to find out and understand more about where and how the economically active population go to work. This data is only available at Ward level (and in some instances district level) therefore it is only possible to apply the data to the Greenhill intervention area in general terms based on findings from the data for the ward.

Table 8.1: Travel to work mode for resident populations

Ward	Residents in employment aged		% Home Working	% Public Transport	% Bicycle	% On foot		% Other
	16-74	% Car or Van						
Greenhill	2,766	73	9	7	2	6	2	
North West Leicestershire	41,928	75	10	3	2	8	2	

Table 8.2: Travel to work mode for workplace populations

Ward	Residents in employment aged		% Home Working	% Public Transport	% Bicycle	% On foot		% Other
	16-74	% Car or Van						
Greenhill	1,226	58	20	4	0	10	2	
North West Leicestershire	45,075	71	9	4	0	8	2	

Travel to work by mode

The various modes of transport used by the resident population to get to work were compared to those used by the workplace population to get to work in Greenhill Ward. The most popular mode of transport for both resident and workplace populations is private car or van (73% and 58% respectively). The second most utilised method of travelling to work for the resident population is public transport. Greenhill Ward has the highest proportion of resident population travelling to work on public transport (7%) in the district.

Comparatively, the next most utilised method of travelling to work for the workplace population is 'on foot'. Greenhill Ward also has one of the smallest proportions of workplace population working from home in the whole district (9%). Tables 8.1 and 8.2 show the method of travel to work for resident and workplace populations in Greenhill Ward.

*Source: Census Workplace Table 2001
Information on this page is taken from the
'2001 Census Travel to Work Data,
North West Leicestershire District Profile'
published February 2006*

Destination of North West Leicestershire Resident Population

The most popular workplace destination of the resident population living in North West Leicestershire working outside the district is Charnwood, accounting for 19.3% of work travel outflow. There is a higher proportion (41%) of people that commute from outside North West Leicestershire employed in managerial and professional occupations than those that live and work within the district (25%). The majority of North West Leicestershire residents working within the district are employed in routine and manual occupational groups (47%). A higher proportion of those that travel outside the district to work are employed in managerial and professional occupations (51%).

Ward Commuting Balance

Table 8.3 shows the balance of commuting in Greenhill ward. Greenhill is one of the smallest employment wards in the District which is mainly attributable to the largely rural nature of parts of the ward with a large edge-of-centre residential area. The area has a small amount of people travelling into of the ward to work and a negative net inflow of 1,599 people.

Self Containment of Wards

Table 8.4 shows the self containment within wards and the district as a whole. Self containment is defined as the proportion of people who live and work within the same area. The ward with the highest proportion of residents employed in the district is Coalville ward (69%), most likely due in part to the ward's central location within the district. The ward with the greatest proportion of people who live and work within the same ward is Castle Donington ward with 45%. This is most likely influenced by the location of the majority of East Midland's Airport within the ward.

Information on this page is taken from the '2001 Census Travel to Work Data, North West Leicestershire Borough Profile' published February 2006.

Table 8.3: Commuting balance in Greenhill ward

Ward	Number of People Travelling into Ward	Number of People Travelling out of Ward	Net Flow
Greenhill	714	2,313	-1,599

Table 8.4: Self containment of North West Leics wards

Ward	Employed Residents	% Work in NWL	% Work in ward	% Work outside of NWL
Coalville	2,087	69	39	31
Ashby Ivanhoe	2,111	65	22	35
Ibstock and Heather	3,242	65	33	35
Snibston	2,443	65	18	35
Greenhill	2,832	61	18	39
Thringstone	2,221	61	17	39
Whitwick	3,217	61	19	39
Ashby Holywell	2,479	60	37	40
Hugglescote	2,166	60	24	40
Raventone and Packington	1,177	60	20	40
Valley	2,082	59	27	41
Measham	2,425	57	28	43
Castle Donington	3,413	54	45	46
Breedon	1,151	53	30	47
Oakthorpe and Donisthorpe	1,131	53	18	47
Appleby	1,007	52	28	48
Ashby Castle	1,365	50	19	50
Bardon	1,319	49	14	51
Moira	2,235	49	8	51
Kegworth and Whatton	2,315	39	27	61

Source: Census Workplace Table 2001

9: CHILDREN AND YOUNG PEOPLE

Summary

- **At KS2 attainment in English and Maths is below the district and county, and county floor targets for 2006**
- **Only 39% of children achieve A* to C grades at GCSE which is significantly lower than achievement in the district or the county (both 58%)**

Attainment Levels

In the Greenhill monitoring area there are currently 191 pupils attending a Leicestershire maintained school (Local Education Authority 2006). During a child's school career there are four 'Key Stages' (KS) set by the government which a child must achieve. The percentage of children achieving the headline level for each of the core subjects is recorded by the LEA and is described in the tables to the right in terms of attainment within the Enderby Centre monitoring area for KS2 to KS4. Data is provided for the school year 2005 –2006 and relates to children attending a Leicestershire maintained school.

Leicestershire's floor targets for 2006 were:

- **KS2 English** 83% achieve level 4 or above
- **KS2 Mathematics** 81% achieve level 4 or above
- **KS3 English** 82% achieve level 5 or above
- **KS3 Mathematics** 83% achieve level 5 or above
- **KS3 Science** 83% achieve level 5 or above
- **KS4 GCSE** 62% achieve 5 or more grades A*- C

At KS2 achievement in the Greenhill monitoring area is relatively low in English and Maths compared to in the district, county, and the County Targets set for 2006. At KS2 achievement in the district is approximately 20% above the monitoring area for English and Maths. Attainment in these subjects in the monitoring area improves upon entering secondary education whilst achievement in Science falls slightly. At KS3 attainment is generally just below that in the district or county and the county targets set for 2006. This is depicted in the tables to the right.

Table 9.3 depicts the percentage of children achieving five or more A* to C grades at GCSE, or A to G grades at GCSE. Whilst 78% of pupils achieve 5 or more A* to G grades, only 39% of pupils achieve 5 or more A* to C grades; a significantly lower proportion than the county target of 62% and district and county figures (57% and 58% respectively).

Table 9.1: Key Stage 2 - % attaining 4+ (2005/06)

Area	English	Maths	Science
Greenhill Monitoring Area	70%	65%	77%
North West Leicestershire	90%	91%	94%
Leicestershire	82%	76%	89%

Table 9.2: Key Stage 3 - % attaining 5+ (2005/06)

Area	English	Maths	Science
Greenhill Monitoring Area	72%	79%	74%
North West Leicestershire	78%	80%	81%
Leicestershire	83%	85%	83%

Table 9.3: Key Stage 4 - % attaining GCSE & Equivalent (2005/06)

Area	5+ A*-C	5+ A*-G
Greenhill Monitoring Area	39%	78%
North West Leicestershire	58%	90%
Leicestershire	58%	91%

Source: LCC Children and Young People's Service (2006)

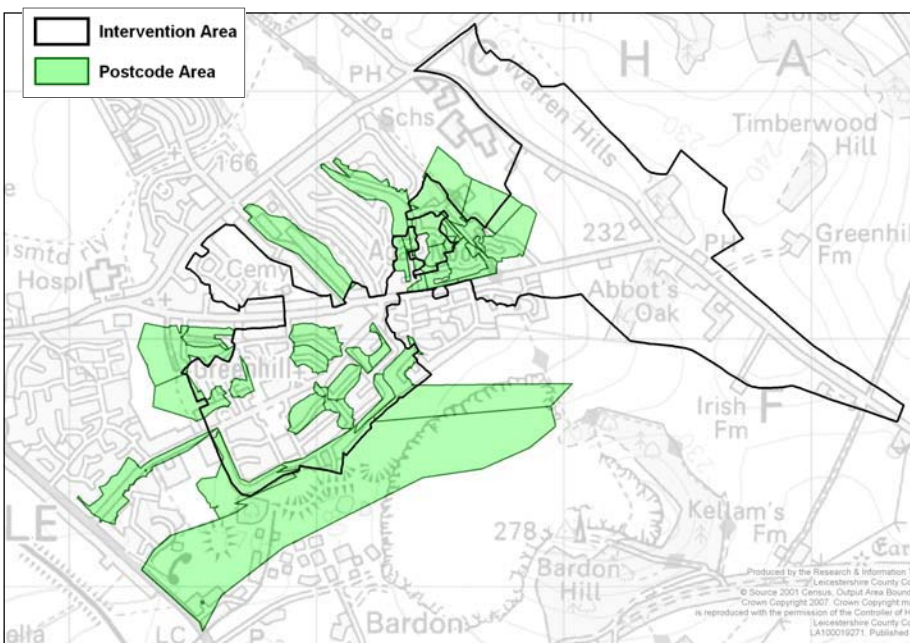
School Exclusions

Summary

- **5% of pupils living in the Greenhill monitoring area were excluded from school during 2005/06 which represents a higher exclusion rate than that of the District or the County**

Numbers of pupils living in the Greenhill monitoring area who had been excluded from Local Education Authority (LEA) controlled schools during April 2005-April 2006 were recorded and compared with district and county percentages. In total 52 Pupils (5% of the LEA school population in the Greenhill monitoring area) were excluded from school for an amount of time during this period. This is higher than pupil exclusion rates for North West Leicestershire District (3.9%) and Leicestershire (2.7%). Of those who were excluded the majority were male (81%). The majority of the excluded pupils in the Greenhill monitoring area were White British (96%).

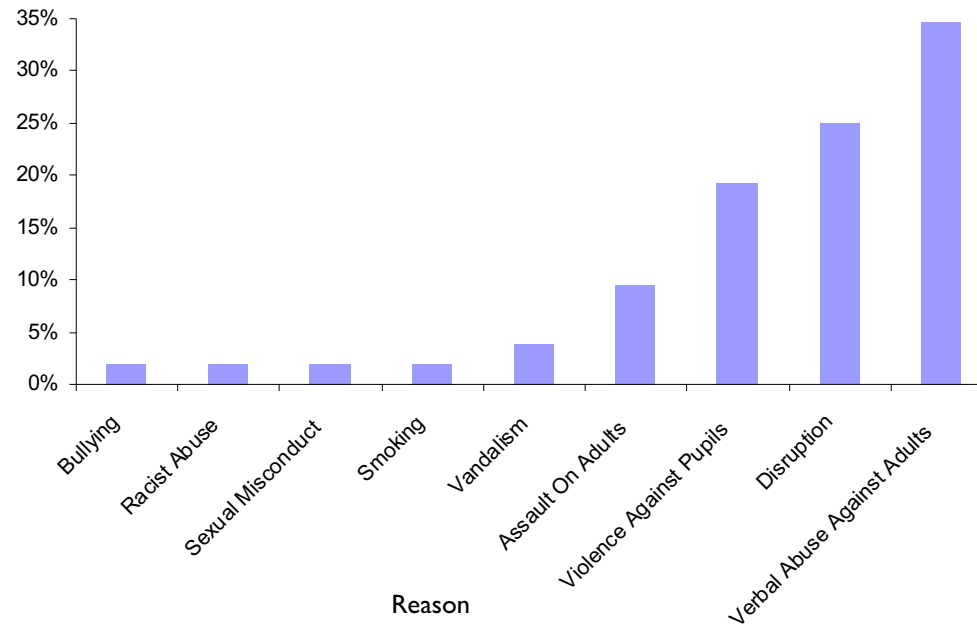
Map 9.1: Postcode areas containing a pupil expulsion



Source: LEA School Exclusions

The predominant reason for pupils being excluded from schools in the Greenhill monitoring area was verbal abuse against adults (35%), other reasons are shown in Graph 9.1. Average number of days out of school as a consequence of being excluded was calculated to be approximately 5 (per excluded pupil) for the previous term. Postcode areas which contain a pupil expulsion are depicted to the left and were mapped using codepoint. The map does not represent individual cases. Postcode areas identified wholly or partly lie within the Greenhill monitoring area.

Graph 9.1: Reasons for school exclusions in postcode areas wholly or partly lying in the Greenhill monitoring area



Source: LEA School Exclusions

Summary

- **Within the whole of North West Leicestershire 588 children were referred to Children's Social Care between April and October 2006, a significant proportion (21%) of these were living in the Greenhill monitoring area at the time of referral.**
- **Rates of teenage pregnancies in Greenhill Ward are relatively high but the area is not considered a "hotspot" for under 18 conceptions.**

Children in Care

Details on Looked After Children (children in care) are recorded by Children's Social Care (CSC). Looked after children can be referred to CSC by a variety of sources e.g. the police, health professionals, the LEA, Connexions, Sure Start, parents, carers, relatives, friends or the child themselves. Children are referred for reasons pertaining to their personal well being i.e. family dysfunction, disability (of child or parent), abuse or neglect, parental illness, or absent parenting.

Within North West Leicestershire District as a whole there were 588 children referred to CSC between April and October (2006). 123 (21%) of these referrals were in the Greenhill monitoring area when they were referred. The majority of these children were referred by the Police (18.7%), a health professional (15.4%) or a parent (13.8%).

Teenage Pregnancy Rates

Under 18 conception rates are recorded at ward level by the Teenage Pregnancy Unit at Leicestershire County Council and are recorded per 1000 females aged 15-17. Wards are considered to be 'hotspots' if they have a rate of 54.5 conceptions and above. Rates for Greenhill Ward are 50.5 (per 1000 females aged 15-17) indicating that although the area experiences a relatively high number of under 18 conceptions compared to other wards in Leicestershire, the area is not considered a "hotspot" for teenage pregnancies.

Source: Leicestershire County Council

GLOSSARY

ABI	Annual Business Inquiry
BME	Black and Minority Ethnic
CSC	Children's Social Care
DV	Domestic Violence
DWP	Department for Work and Pensions
HPI	Health Poverty Index
HSfE	Health Survey for England
ID2004	Indices of Deprivation 2004
IDAC	Income Deprivation Affecting Children
IDAOP	Income Deprivation Affecting Older People
IMD	Indices of Multiple Deprivation
JSA	Job Seekers Allowance

KS2	Key Stage 2
KS3	Key Stage 3
KS4	Key Stage 4
LCC	Leicestershire County Council
LEA	Local Education Authority
LSORA	Leicestershire Online Research Atlas
OA	Output Area
ODPM	Office of the Deputy Prime Minister
ONS	Office for National Statistics
PCT	Primary Care Trust
SSD	Social Services Department
LSOA	Lower Super Output Area

REFERENCES**EMPHO**

Leicestershire Statistics and Research Online
 Communities and Local Government (formerly ODPM)
 Office for National Statistics
 Department for Work and Pensions

www.empho.org.uk
www.lsr-online.org
www.communities.gov.uk
www.ons.gov.uk
www.dwp.gov.uk

OTHER RELATED / USEFUL INFORMATION

Census profiles (ward, parish and district)
 Leicestershire Statistics and Research Online
 Indices of Deprivation 2004 (district level)

www.leics.gov.uk/statistics
www.lsr-online.org
www.leics.gov.uk/statistics

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Further details available on the web:
www.leics.gov.uk/statistics