

North West Leicestershire Priority Neighbourhood Profile

Moira

January 2008

Produced by the Research and Information Team, Chief Executive's Department, County Hall, Leicestershire County Council

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CONTENTS

Executive Summary.....	4	5 Healthier Communities	
Purpose of Report.....	5	Synthetic Estimates of Healthy Lifestyle Behaviours.....	21
1 Demographics		6 Older People	
Demographic Profile.....	8	Benefits take up and Older People.....	24
Ethnicity and Religion.....	10	7 Economic Development	
2 Deprivation		Employment.....	25
Indices of Multiple Deprivation.....	11	Unemployment and Benefits.....	26
3 Stronger Communities		8 Cleaner and Greener	
Access to Services - Education and Health.....	15	Travel to Work.....	28
Access to Services - Services and Amenities.....	16	9 Children and Young People	
4 Safer Communities		Attainment Levels.....	30
Crime.....	17	School Exclusions.....	31
Domestic Violence.....	20	Children in Care.....	32
		Teenage Pregnancy Rate.....	32

This report was produced by the Research and Information Team at Leicestershire County Council during January 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 Moira Monitoring Area is 1,551 (2001 Census of Population)
- A smaller proportion of the population are aged 16 to 29 than County or National proportions
- The BME population of the Moira Monitoring area is 2.4% of the population which is the same as District proportions
- The majority (73.1%) of the population are Christian
- The area experiences a fairly high level of overall deprivation
- There is a high level of deprivation affecting children, approximately 30% of children <16 live in income deprived households
- There are pockets of deprivation relating to income, education skills and training, employment, and health
- The intervention area is limited in terms of education and health facilities and there are no services and amenities
- The only provision within the intervention area is Moira Infant school
- Violence against the person and criminal damage account for more than half of crime in the Moira monitoring area
- Between 2005/06 and 2006/07 the number of offences has increased by 11% in the Moira monitoring area
- Rates of Domestic Violence are generally slightly higher in the Moira monitoring area than in the District or County
- Over a quarter of the population in Moira Ward are estimated to be obese
- Levels of binge drinking in Moira Ward are estimated to be amongst the highest in the District
- A minority of children and adults eat the recommended daily allowance of fruit and vegetables
- In 2001 older people represented a larger proportion of the population (25%) compared to the District as a whole (21%)
- The largest proportion of older people are in the 65 to 74 age range
- There are 1085 people (70% of the population) of working age living in the Moira monitoring area
- 62% of the working age population are economically active
- The percentage of economic inactivity is much higher in the Moira monitoring area than for the County as a whole (38% compared to 29% respectively)
- The majority of persons who are economically inactive are retired
- Moira has the smallest proportion of people who live and work within the same ward
- Approximately half (51%) of residents commute to other Districts to work
- Attainment at KS2 is considerably lower than District and County figures for English and Maths
- Achievement in the monitoring area is lowest upon entering Secondary education at KS3
- 5% of pupils living in the Moira monitoring area were excluded from school during 2005/06 which represents a higher rate of exclusions than that in the District or the County (3.9% and 2.7% respectively)
- Moira ward has a relatively high number of teenage conceptions but is not considered a 'hotspot' for teenage pregnancies

PURPOSE OF REPORT

North West Leicestershire Local Strategic Partnership are currently in the process of implementing neighbourhood management processes to be delivered in seven key Neighbourhood Management Zones (Intervention Areas). These priority neighbourhoods were identified as urban areas experiencing particular deprivation using the Poverty and Social Exclusion Index 2001 (PSE 2001). The Moira 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 Moira area as a means of supporting the evidence base for the implementation of Neighbourhood Management processes.

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).

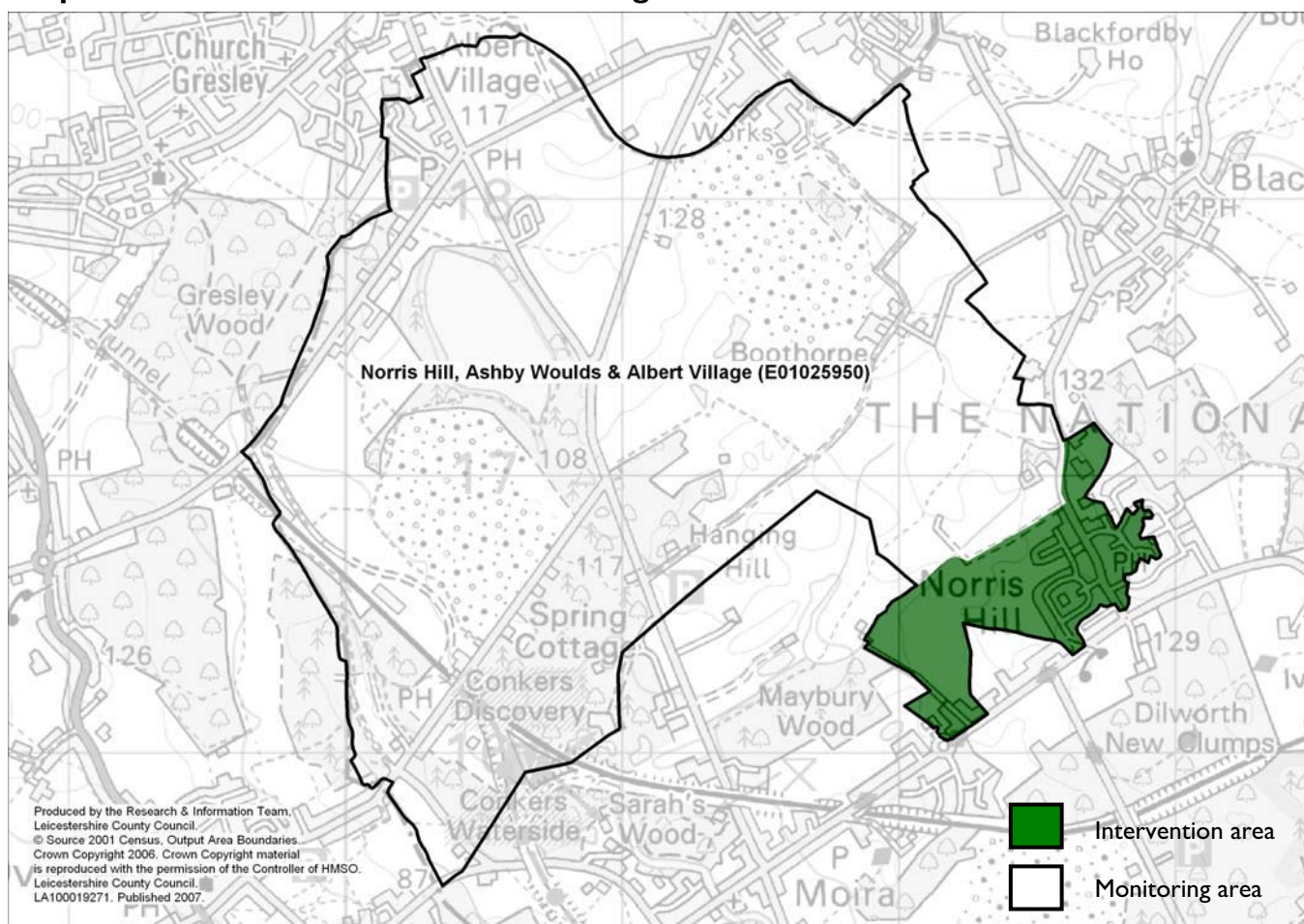
The report will include data at Lower Super Output Area (LSOA) level, thus allowing the examination of statistics at a very low geographical level (small areas each containing approximately 1500 people). In instances where data is not available at such a low level, data is examined at ward level. Specifically 1 LSOA in and around the Moira Neighbourhood management zone shall be examined as detailed in the table below.

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

District	Ward	Super Output Area
North West Leicestershire	Moira	Norris Hill, Ashby Woulds & Albert Village

The map below depicts the monitoring area (outlined by the dark black border) and the intervention area (depicted by the small area shaded in green) for Moira. As the monitoring area is much larger than the intervention area this report will not always pick up all the issues of the priority neighbourhood itself as information will be diluted.

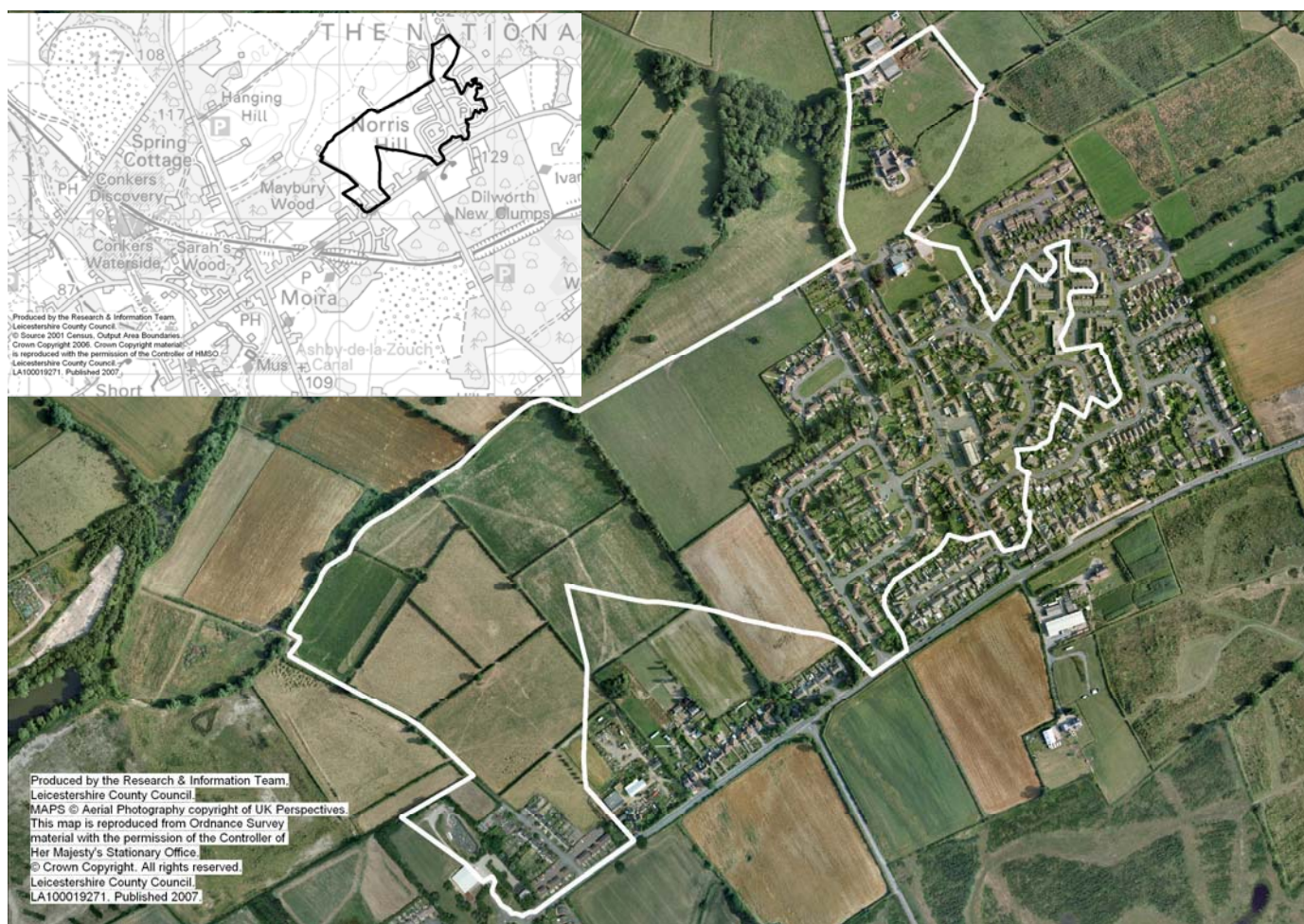
Map 0.1: Moira Intervention and Monitoring areas



Aerial View

The Moira priority neighbourhood is approximately half agricultural land and half residential developments. The residential area makes up roughly two-thirds of Norris Hill village and is predominantly semi-detached dwellings with some sheltered housing.

Map 0.2: Aerial Photograph of the Moira neighbourhood intervention area



I: DEMOGRAPHICS

Summary

- **The population of the Moira Monitoring Area is 1,551 (2001 Census of Population)**
- **A smaller proportion of the population are aged 16 to 29 than County or National proportions**

Housing

According to Leicestershire County Council yearly household estimates (2004) there are 730 households in the Moira monitoring area. There has been a small increase in the estimated number of households in the area between 2001 and 2004. In 2004 there were an estimated 40 new households. When compared with estimated changes to population the average occupancy of households has remained relatively unchanged. 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 LSOAs in and around the Moira Priority Neighbourhood was 1,551 persons. The population in 2004 was estimated to be approximately 1,640 persons indicating a small population increase (Leicestershire County Council controlled population estimates). The population is estimated to have increased during 2003 and 2004 by approximately 89 persons.

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

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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 Moira monitoring area is depicted in Graph I.1. In 2004 a fifth of the population (22%) in the Moira monitoring area were estimated to be aged under 16 and therefore still at school and dependents, 20% were estimated to be of retirement age which is similar to County and National proportions (approximately 19%).

The 16-29 age group contains the lowest population (14%) and is less than County and National proportions (16% and 18% respectively). Being the main child-bearing age this may have implications for younger age groups in future years. Except for a gradual increase in the 0-15 age group population proportions have remained relatively consistent throughout the four year period as seen in Graph I.1.

Births and deaths by ward

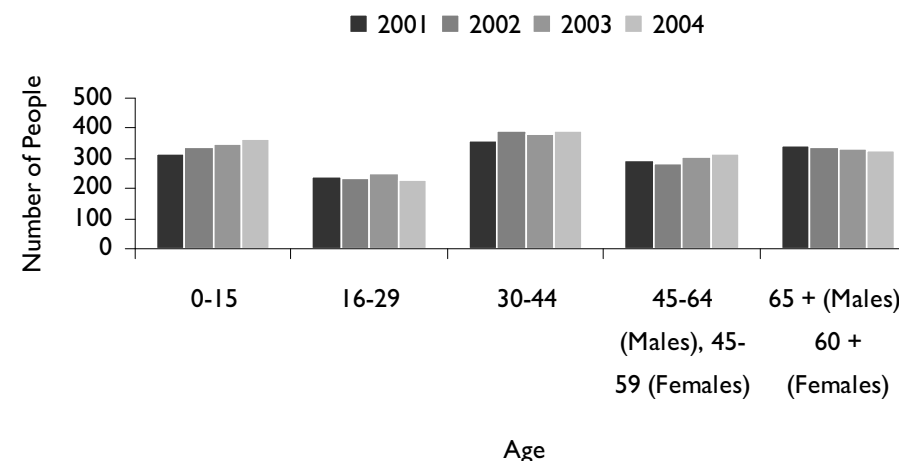
Table I.1 shows the number of births in Moira ward during 2005 (ONS, 2005), data is available at a ward level only. From the table it is apparent that there was a slight majority of male births (56%) over female births (44%) in the area. A similar proportion of male to female deaths were also recorded in the area. Number of births and deaths are shown in the tables below.

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

Ward	Males	Females	Total Births
Moira	25	20	45

Source: ONS General Release

Graph I.1: Age Structure: Moira Monitoring Area



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

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

Ward	Males	Females	Total Deaths
Moira	30	23	53

Source: ONS General Release

ETHNICITY AND RELIGION

Summary

- The BME population of the Moira Monitoring area is 2.4% of the population which is the same as District proportions
- The largest Black Minority Ethnic groups are White Other, Asian or Asian British Indian and Mixed White and Black Caribbean
- The majority (73.1%) of the population are Christian

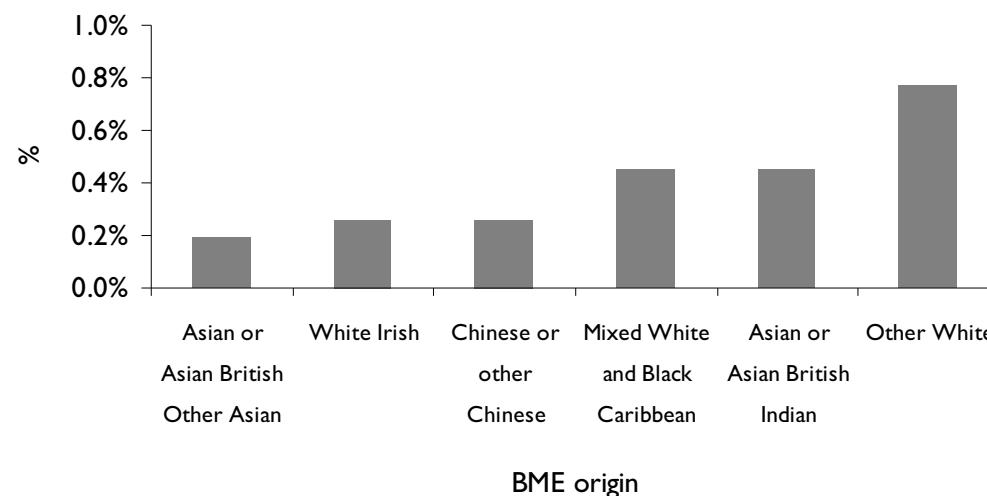
Ethnicity

The 2001 Census of Population was used to provide a breakdown of ethnic groups in the Moira Monitoring area. An overwhelming majority of persons (97.6%) were White British. The overall Black and Minority Ethnic (BME) origin population (all people other than White British) was 2.4%. Comparatively this is the same proportion as in North West Leicestershire but noticeably lower than the Leicestershire County proportion of 7.3%. The largest BME groups were White Other, Asian or Asian British Indian and Mixed White and Black Caribbean.

Religion

A voluntary question was asked in the 2001 census about religion, 73.1% of the population in the Moira monitoring area identified themselves as being Christian. A minority (0.8%) identified their religion as being Hindu, Jewish, Other or Sikh and 138 persons chose not to state their religion.

Graph I.2: BME population



Source: Census of population 2001

2: INDICES OF DEPRIVATION

Summary

- The area experiences a fairly high level of overall deprivation
- There is a high level of deprivation affecting children, approximately 30% of children <16 live in income deprived households
- The area experiences high deprivation relating to income, education skills and training, employment, and health

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 LSOA within the Moira monitoring area, Norris Hill, Ashby Woulds and Albert Village . 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

The Moira monitoring area experiences a high level of deprivation within the District. The single LSOA covering the priority neighbourhood ranks in the top 10% most deprived in North West Leicestershire District. This can be seen in Table 2.1.

Table 2.1: IMD LSOA rankings for the Moira Monitoring Area

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	IMD Score
Norris Hill, Ashby Woulds & Albert Village	5	13	9196	27.66

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. The LSOA in the Moira monitoring area ranks amongst the 10% most deprived in North West Leicestershire and within the 30% most deprived nationally in terms of income deprivation.

Table 2.2: Income Deprivation in the Moira Monitoring Area

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	Income Score
Norris Hill, Ashby Woulds & Albert Village	4	21	8597	0.19

Income Deprivation Affecting Children

Income deprivation affecting children 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). The LSOA in the Moira monitoring area is placed in the 10% most deprived in the District for this domain indicating a relatively high number of children living in income deprived households.

At the county level the area is ranked within the top 5% most deprived, indicating a considerably high level of deprivation. In the Moira monitoring area overall there are 96 children living in income deprived households out of 316, which is 30% 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
Norris Hill, Ashby Woulds & Albert Village	3	17	7825	316	96

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. The LSOA covering the Moira priority neighbourhood ranks in the top 15% most deprived in the District, and in the top 20% in North West Leicestershire. 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 Moira monitoring area live in income deprived households (60 out of a population of 384).

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
Norris Hill, Ashby Woulds & Albert Village	8	70	13684	384	60

Source: IMD 2004

Barriers to Services

Overall there is little deprivation in the Moira 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, the LSOA covering the Moira neighbourhood is ranked in the 25% most deprived within the District and within the 20% most deprived in the County.

Table 2.5: Barriers to Services

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Rank (1 to 32482)	Barriers to Housing and Services Score
Norris Hill, Ashby Woulds & Albert Village	13	64	11587	24.71

Education

The Indices of Multiple Deprivation 2004 show that the Moira monitoring area experiences high levels of deprivation in education, skills, and training. The single LSOA ranks within the 10% most deprived in the District, the 5% most deprived in the County and the 15% most deprived in England.

Table 2.6: Education and Skills Deprivation in the Moira monitoring area

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	EDUCATION SKILLS AND TRAINING SCORE
Norris Hill, Ashby Woulds & Albert Village	4	16	4925	41.10

Crime

This domain focuses on deprivation with respect to four major crime themes - burglary, theft, criminal damage and violence. This aspect of deprivation is relatively high within the area. The single LSOA is ranked within the 35% most deprived in the District but within the 15% most deprived in the County. Rankings for the LSOA in the area can be seen in Table 2.7 below.

Table 2.7: Crime Deprivation in the Moira monitoring area

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	Crime Score
Norris Hill, Ashby Woulds & Albert Village	22	46	11438	0.34

Source: IMD 2004

Employment

Analysis of employment rankings show the Moira monitoring area to experience high deprivation in terms of employment. The single LSOA in the area ranks within the 15% most deprived in North West Leicestershire and the 25% most deprived in the County.

Table 2.8: Employment Deprivation

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	Employment Score
Norris Hill, Ashby Woulds & Albert Village	7	21	9921	0.12

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. The Moira priority neighbourhood is particularly deprived in this domain which may be a consequence of the pronounced income and employment deprivation in the area. The single LSOA covering the neighbourhood ranks in the 10% most deprived in the District and in the 5% most deprived in the County.

Table 2.9: Health Deprivation and Disability

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	Health Deprivation and Disability Score
Norris Hill, Ashby Woulds & Albert Village	5	10	10368	0.42

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 Moira monitoring area experiences moderate deprivation in terms of living environment, being placed in the 20% most deprived. At a County level, the area is ranked in the top 25% most deprived, but on a National level, the area only falls within the 50% most deprived. This indicates that although the area is placed poorly at a local level, levels of living environment deprivation are not as severe to compared many of the 32,482 LSOAs in the Country as a whole.

Table 2.10: Living Environment Deprivation

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	Living Environment Score
Norris Hill, Ashby Woulds & Albert Village	11	84	15650	17.58

Source: IMD 2004

3: STRONGER COMMUNITIES

Summary

- The intervention area is limited in terms of education and health facilities and there are no services and amenities
- The only provision within the intervention area is Moira Infant School

Access to Services

The Moira priority neighbourhood covers an area of approximately 42 hectares and consists of three 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.

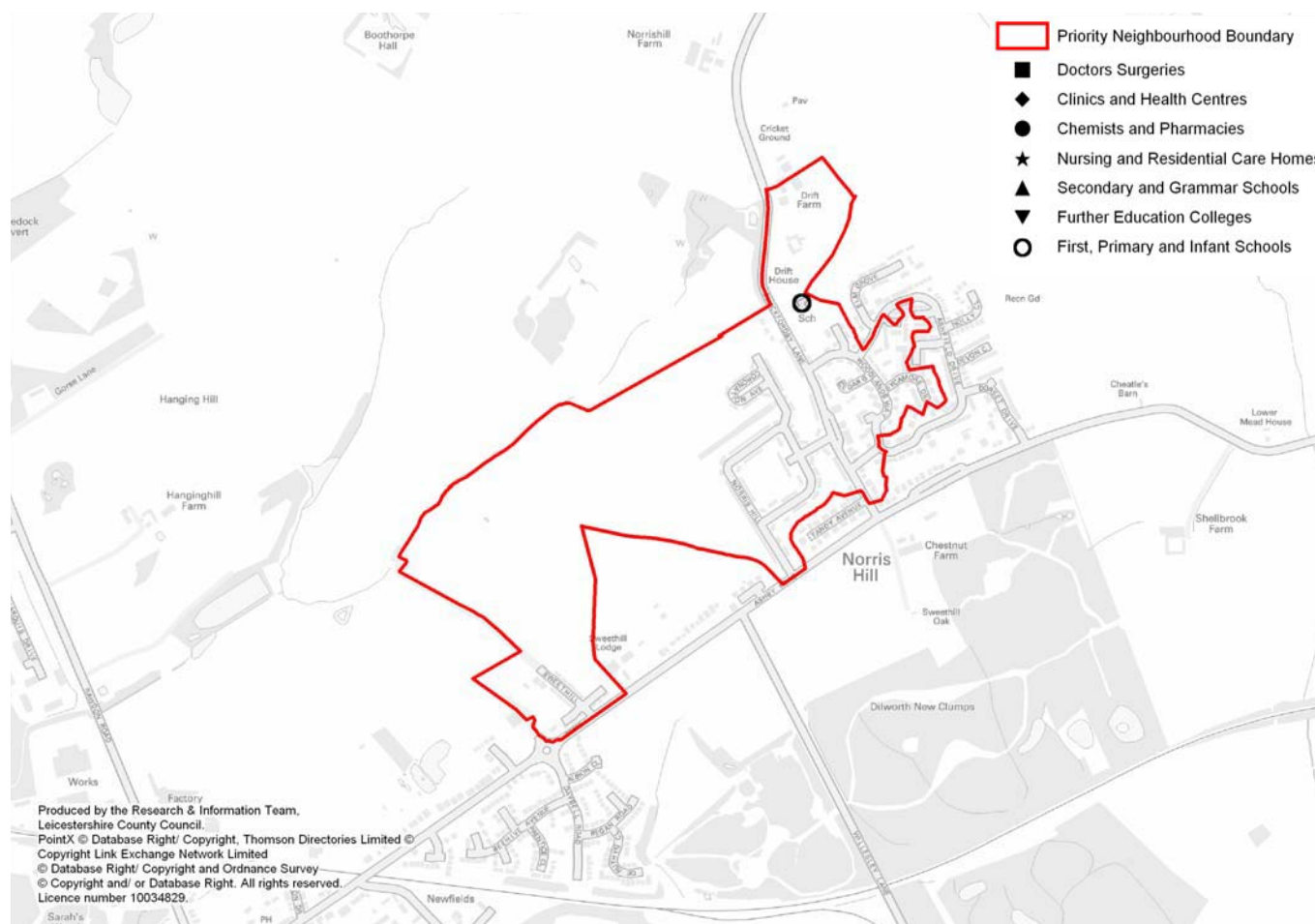
Education and Health Facilities

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

The only provision within the boundaries of the priority neighbourhood and within the surrounding area is Moira Infant School.

There are no health facilities, secondary schools, or further education establishments within the vicinity showing the area to be limited in terms of education and health facilities. Residents would need to travel to one of the surrounding villages or nearby Ashby de la Zouch or Measham to access health and education facilities.

Map 3.1: Education and Health Facilities in the Moira Priority Neighbourhood



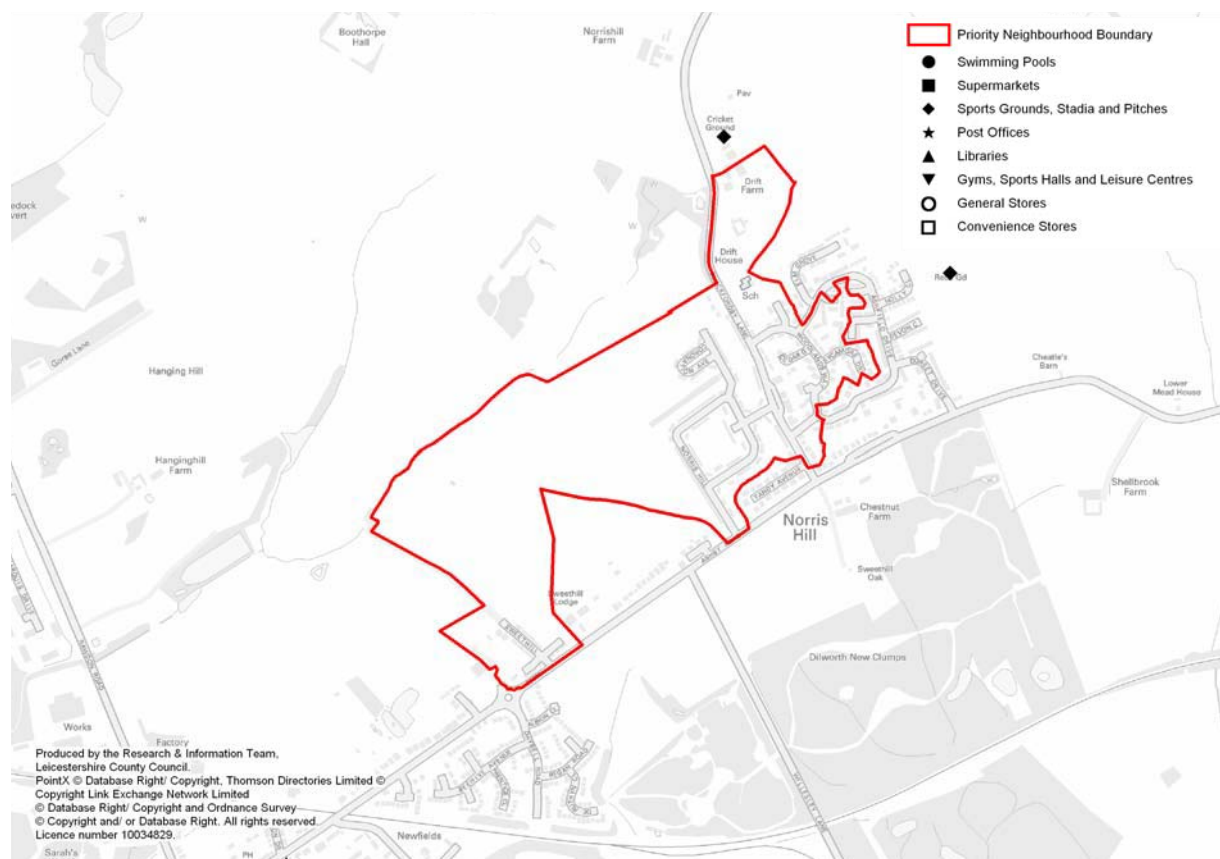
Access to Services

Map 3.2 depicts the location of public convenience services in and around the Moira Priority Neighbourhood.

Services and Amenities

As the map illustrates, the area has few amenities. The only services in the area are two Sports Grounds on the outskirts of the priority neighbourhood. To access any other day to day conveniences such as supermarkets, convenience stores, libraries and post offices, or, leisure facilities, i.e. gyms sports halls and swimming pools residents would need to access some form of public or private transport.

Map 3.2: Public Convenience Services in and around the Moira Priority Neighbourhood

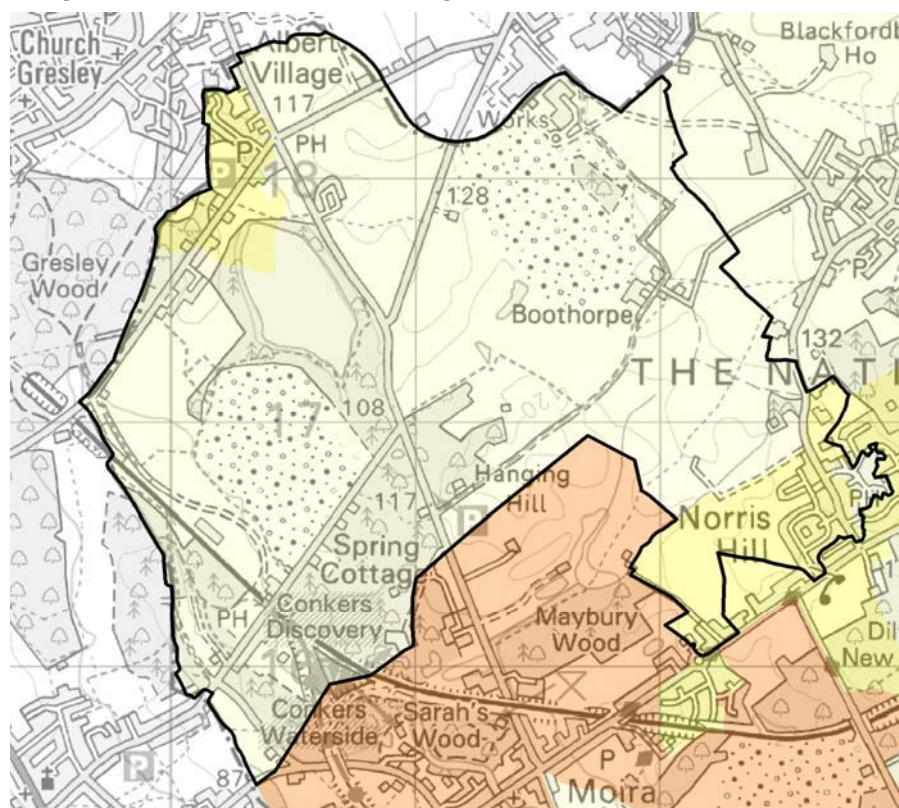


4: SAFER COMMUNITIES

Summary

- Violence against the person and criminal damage account for more than half of crime in the Moira monitoring area
- Between 2005/06 and 2006/07 the number of offences increased by 11% in the Moira monitoring area
- Crime in the Moira monitoring area accounts for 1% of all crime in North West Leicestershire District

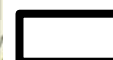
Map 4.1 : Moira Crime Hotspots



Total recorded crime 2006/07
By Output Area

Dark Red	189 to 461	(4)
Red	63 to 189	(15)
Orange	30 to 63	(39)
Light Yellow	14 to 30	(101)
Very Light Yellow	1 to 14	(126)

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

 Moira monitoring area

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

There was a total of 81 recorded offences in the Moira monitoring area in 2006/07, up by 11% compared to 2005/06.

The map highlights that the concentration of recorded crime within the monitoring area is relatively low (shaded yellow) compared to North West Leicestershire District as a whole.

The number of offences is higher in the area adjacent to the monitoring area (Moira Village Centre).

Table 4.1 (right) shows crimes recorded in the Moira 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.

Violence against the person and criminal damage offences account for more than half (57%) of offences in the monitoring area, compared to only one-third of all offences recorded in the whole of North West Leicestershire.

Table 4.1 shows that the overall crime rate is considerably lower in the Moira monitoring area (49.4 per 1,000 population) compared to the crime rates for the District as a whole (81.2 per 1,000).

On the whole the crime rates for each crime type are lower in the monitoring area than for the whole District, with the exception of violence against the person offences which is slightly higher in the monitoring area.

Table 4.1 also shows that 1% of all recorded crime in North West Leicestershire takes place in the Moira monitoring area.

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

	North West Leicestershire		Moira Monitoring Area		% in monitoring area
	no.of crimes	rate per 1,000	no.of crimes	rate per 1,000	
all crime	7,172	81.2	81	49.4	1%
violence against the person	1,445	16.4	30	18.3	2%
criminal damage	1,030	11.7	16	9.8	2%
damage to motor vehicle	627	7.1	6	3.7	1%
theft	1,072	12.1	6	3.7	1%
theft from motor vehicle	776	8.8	6	3.7	1%
burglary dwelling*	414	11.3	5	6.8	1%
burglary other	428	4.8	3	1.8	1%
indecenty	79	0.9	3	1.8	4%
drugs	177	2.0	2	1.2	1%
public order	39	0.4	2	1.2	5%
miscellaneous	33	0.4	1	0.6	3%
theft of motor vehicle	243	2.8	1	0.6	0%
fraud and forgery	345	3.9		0.0	0%
theft from stores	181	2.0		0.0	0%
theft from person	160	1.8		0.0	0%
theft of cycle	83	0.9		0.0	0%
robbery	40	0.5		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 Moira monitoring area for total recorded crime and for selected crime categories.

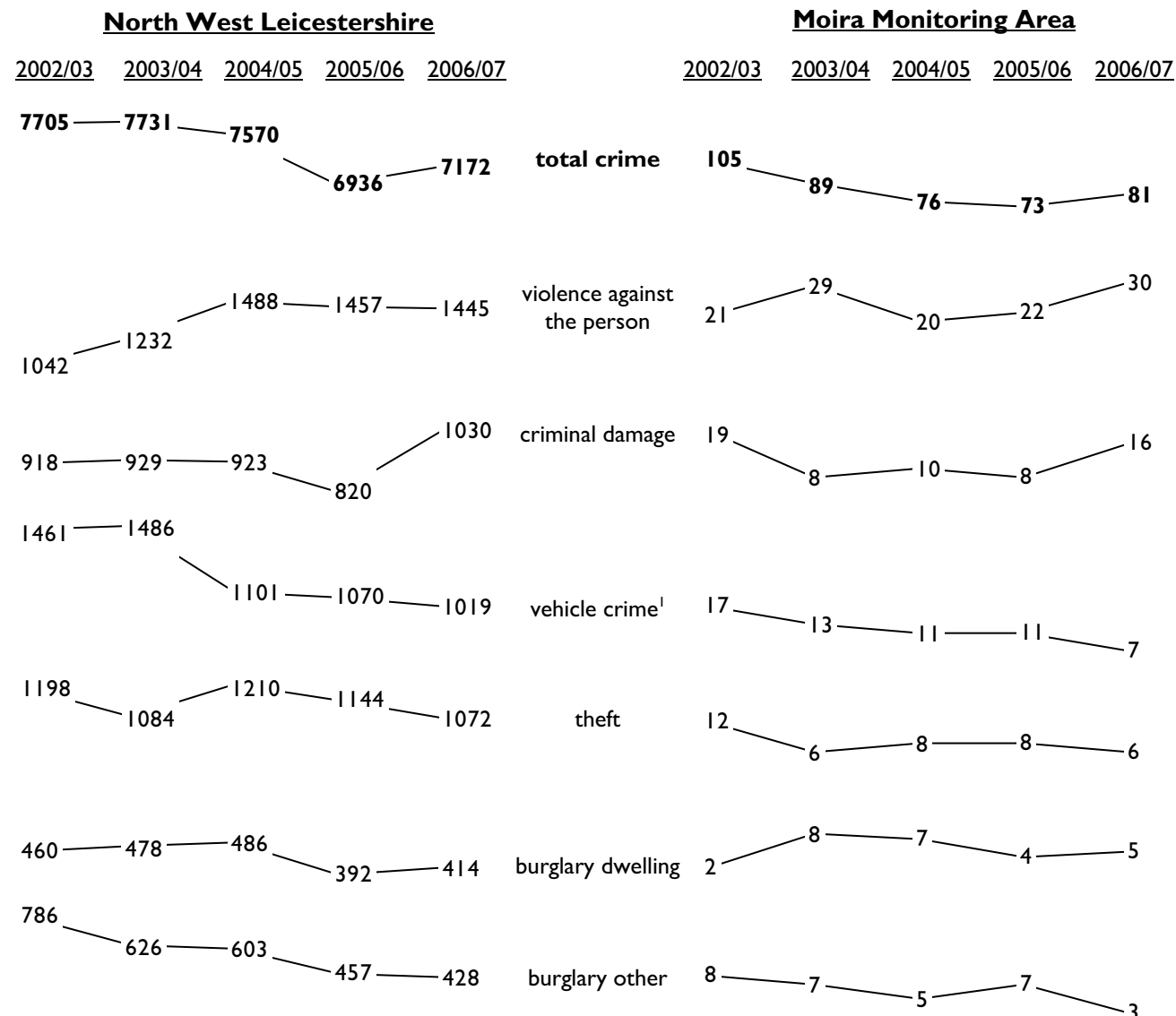
Over the last five years the number of recorded offences within North West Leicestershire District has decreased by 7% to 2006/07, though it increased slightly in the last year, (up by 3%).

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 downward trend in recorded crime in North West Leicestershire is reflected in the Moira monitoring area. However, recorded crime in the Moira monitoring area increased by 11% in the last year to the end of 2006/07.

The increase in recorded crime in the last year in the monitoring area is largely due to the increases in the number of both violence against the person and criminal damage offences.

Graph 4.1: Recorded crime trends over the last five years in North West Leicestershire and in Moira Monitoring Zone



Source: Crime Data : Leicestershire Constabulary, CIS

Domestic Violence

Summary

- Rates of Domestic Violence are generally slightly higher in the Moira monitoring area than in the District or County

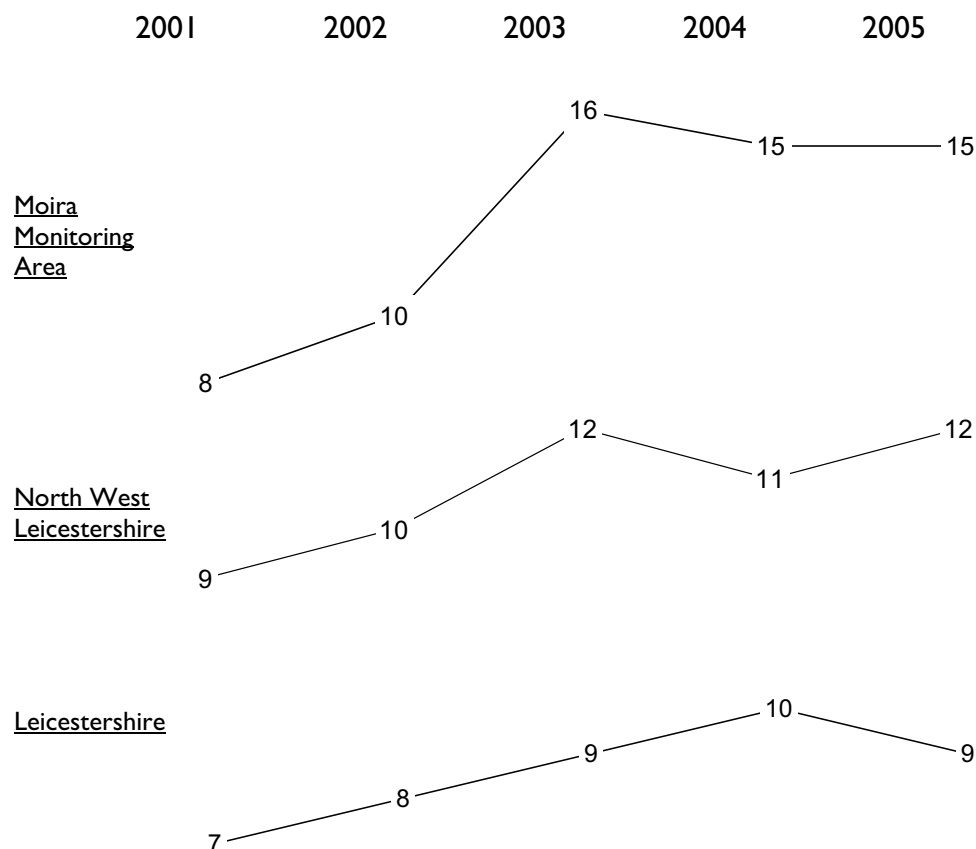
Data relating to domestic violence (DV) are recorded by Leicestershire Constabulary on a quarterly basis. DV incidents are those perceived by the attending Police Officers to be of a domestic nature, whether on home premises or elsewhere. DV incidents may not be recorded as crime.

Rates of DV were measured at LSOA level. In general the Moira monitoring area was found to have higher rates of DV in comparison to North West Leicestershire as a whole and Leicestershire County. For 2001-02, rates were generally at or around those for the District and County, however rates rose sharply in 2003, and have since plateaued. Although District rates have also risen during this period, the rise in the Moira monitoring area has been more pronounced.

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 Moira monitoring area, North West Leicestershire and Leicestershire.

Graph 4.2: Recorded DV trends (2001—2005)



Source: Leicestershire Constabulary, CIS

5: HEALTHIER COMMUNITIES

Summary

- **Over a quarter of the population in Moira Ward are estimated to be obese**
- **Levels of binge drinking in Moira Ward are estimated to be amongst the highest 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 Moira Ward it is estimated that just under a quarter (23%) of the adult population within this ward are current smokers. This estimate is mid-placed with regards to the wards in North West Leicestershire (ranked 11th highest out of 20). However the confidence intervals are relatively disparate indicating that 95% of the time the expected prevalence of smoking will fall between 13.8% and 35.7%. The estimated prevalence of smoking in Moira 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

	Estimated Smoking - % of People	Estimated Smoking - Lower Confidence Interval	Estimated Smoking - Upper Confidence Interval
Moira	23.0	13.8	35.7

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 Moira Ward. Levels of binge drinking in this ward are estimated to be amongst the highest in the District (ranked 7th out of 20) indicating relatively unhealthy lifestyles. 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 (28.7%) of persons in Moira Ward are estimated to be obese. This estimate is high compared to estimates of obesity for other wards within North West Leicestershire (ranked 2nd out of 20).

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 Moira Ward is relatively low. This indicates that few adults living in the area may be consuming the recommended daily allowance of fruit and vegetables.

Table 5.2: Synthetic Estimates of Binge Drinking

	Estimated Binge Drinking - % of People	Estimated Binge Drinking - Lower Confidence Interval	Estimated Binge Drinking - Upper Confidence Interval
Moira	16.9	8.9	29.4

Table 5.3: Synthetic Estimates of Obesity

	Estimated Obesity - % of People	Estimated Obesity - Lower Confidence Interval	Estimated Obesity - Upper Confidence Interval
Moira	28.7	20.7	38.3

Table 5.4: Synthetic Estimates of Adult Fruit and Vegetable Consumption

	Estimated Fruit & Vegetable Consumption - % of People	Estimated Fruit & Vegetable Consumption - Lower Confidence Interval	Estimated Fruit & Vegetable Consumption - Upper Confidence Interval
Moira	19.9	11.2	32.8

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 relatively low compared to other wards in North West Leicestershire. Moira ranks 17th out of the 20 wards in the District, just over a quarter of children are estimated to eat the recommended amount of fruit and vegetables per day. 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

	Estimated Child Fruit & Vegetable Consumption- % of People	Estimated Child Fruit & Vegetable Consumption - Lower Confidence Interval	Estimated Child Fruit & Vegetable Consumption - Upper Confidence Interval
Moirra	27.4	13.8	47.1

Source: EMPHO

6: OLDER PEOPLE

Summary

- **In 2001 older people represented a larger proportion of the population (25%) compared to the District as a whole (21%)**
- **The largest proportion of older people are in the 65 to 74 age range**

The age structure of older people living in the Moira monitoring area can be examined using the 2001 Census of Population data. In 2001 there were a total of 384 persons over the age of 60 living in the LSOAs in the monitoring area. This represents 25% of the population which is higher than District proportions (21%). In 2001 the largest proportion of older people were aged 65 to 74 (42%) or 75 to 84 (29%). A minority (9%) were aged 85 or over. The age structure of older people living in the Moira monitoring area in 2001 is depicted in Graph 6.1.

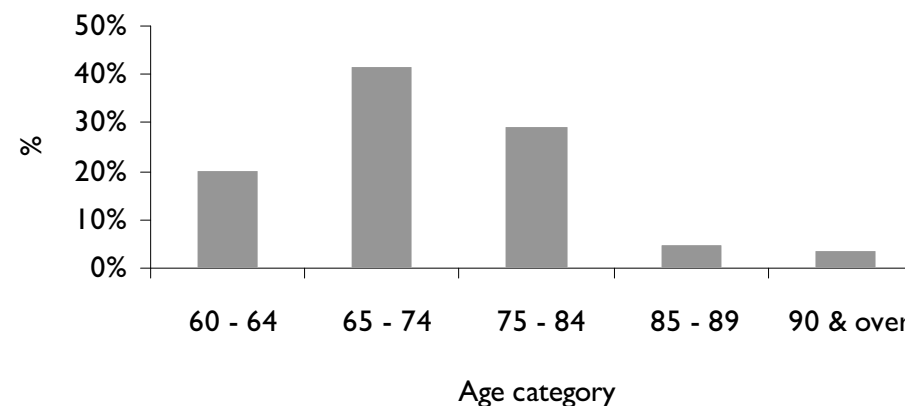
Data on Pensions Credit and State Pension was downloaded from the DWP website. Data is currently only available for August 2006 in anticipation of a full complement of back-dated time series of quarterly data for these benefits. Persons claiming a state pension in the Moira monitoring area account for a minority (1.9%) of claimants in the whole of North West Leicestershire. Unsurprisingly the percentage of female claimants (63%) outweighs male claimants, this will in part be attributable to women having a longer life expectancy.

Pensions credit is a benefit allocated to persons over the age of 60 to ensure that they receive a minimum weekly allowance. In August 2006 a total of 120 persons were receiving this benefit in the Moira monitoring area. The majority of claimants (67%) were female.

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 over a third (38%) of persons claiming disability living allowance in the Moira monitoring area were aged 60 or over. This amounts to 10% of the population of older

people. This indicates that there are a fairly high number of older people in the area experiencing personal care and mobility difficulties.

Graph 6.1: Age structure of older people living in Moira (2001)



Source: Census of Population 2001

7: ECONOMIC DEVELOPMENT

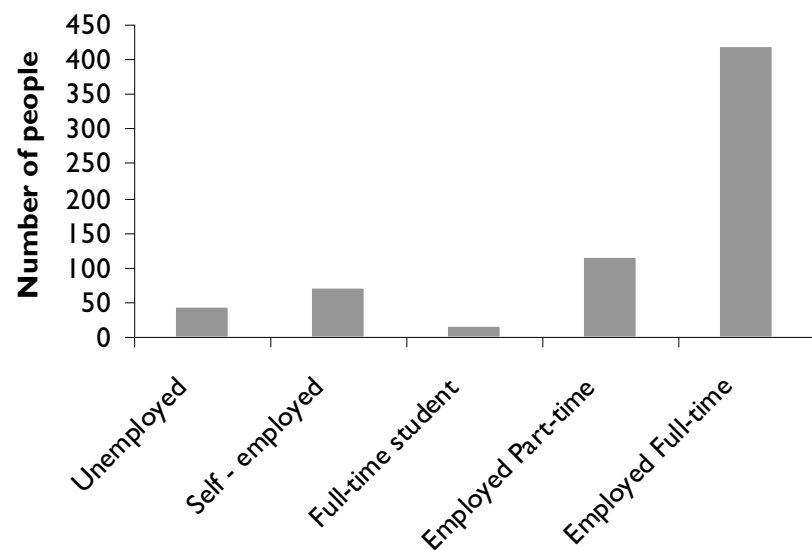
- There are 1,085 people (70% of the population) of working age living in the Moira monitoring area
- 62% of the working age population are economically active
- The percentage of economic inactivity is much higher in the Moira monitoring area than for the County as a whole (38% compared to 29% respectively)
- The majority of persons who are economically inactive are retired

Employment

According to the 2001 Census of Population the majority (70%) of people living in the Moira monitoring area are of employment age (16-74). Of these the largest proportion of people are economically active (62%). 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. Graph 7.1 shows that the majority of economically active people are employed full time.

CAFI data no longer available

Graph 7.1: Economic Activity—Working age residents



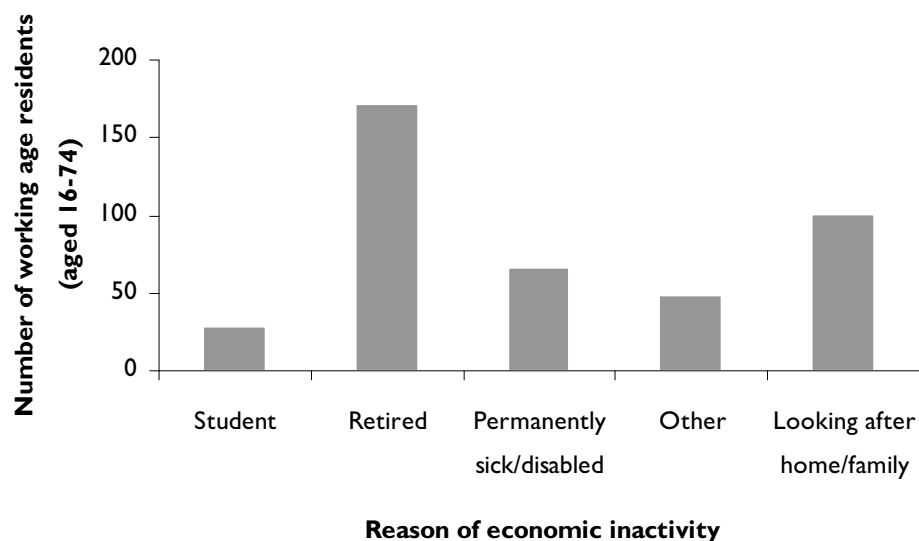
Results of the Annual Business Inquiry (2005) were analysed to identify industries of employment within the Moira monitoring area. Distribution, hotels and restaurants dominate the market, nearly a third (33%) of workplaces in the area can be classed under this heading. Other large employment sectors in the monitoring area are public administration, education and health (30%) and Transport and Communications (14%).

Results of the 2001 Census of Population showed the largest occupation sectors of actual residents in the Moira monitoring area to be Process Plant and Machine Operatives (22%) and elementary occupations (16%), indicating that many residents may work within the monitoring area.

Unemployment and Benefits

The 2001 Census of population showed that rates of economic inactivity for people aged 16—74 are slightly higher in the Moira monitoring area than for the County as a whole (38% compared to 29% respectively). Economic inactivity 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.

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



Source: Census of Population 2001

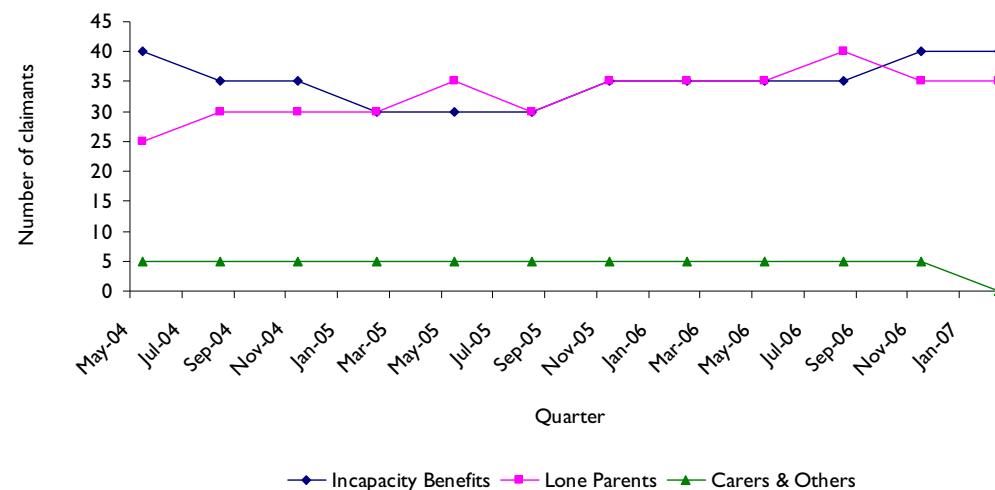
Income support

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. High concentrations of income support claimants live in the Moira monitoring area in comparison to elsewhere in the District. Approximately 7% of the working age population in the monitoring area claim some form of income support. The distribution of income support benefit within the monitoring area is depicted in Graph 7.3. Of all benefit claims made in the area the graph shows there to be a slight majority of Incapacity benefit claimants living in the monitoring area.

Graph 7.3: Income support claims made in the Moira monitoring area by quarter (April 2004 - March 2007)



Source: Nomisweb National Statistics 2006

Benefit Claimants

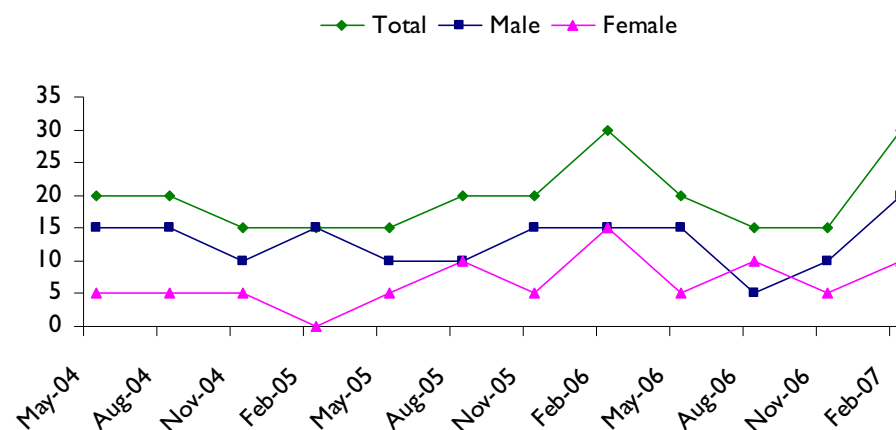
It is possible to analyse the demographics of IS claimants in the Moira monitoring area using data provided by the DWP. Female IS claimants make up nearly two thirds of total benefit claimants (60%). This is probably attributable to a greater number of women taking on the role of lone parent or carer. Analysis of income support claimants by age shows that the largest proportion of claimants are in the 25-49 age group (67%).

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 LSOAs within the Moira monitoring area throughout the period May 2004 to February 2007. In February 2007 persons claiming JSA represented 5.5% of the working age population in the Moira monitoring area. There are a higher number of male JSA claimants in the Moira monitoring area than women. This is partly because only one partner, normally the man, claims income-based JSA on behalf of couples.

There has been a degree of fluctuation over the three year period. JSA claimant rates reached a high in February 2006 and February 2007.

Graph 7.4: Change in numbers of JSA claimants in the Moira monitoring area (April 2005 - March 2007)



Source: Department of Work and Pensions 2006

8: CLEANER AND GREENER

Summary

- **Moirā has the smallest proportion of people who live and work within the same ward**
- **Approximately half (51%) of residents commute to other Districts to work**

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 Moirā monitoring area in general terms based on findings from Moirā ward. Data does not always reflect the situation in the priority neighbourhood.

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 Moirā ward. The most popular mode of transport for both resident and workplace populations is private car or van (81% and 65% respectively). Moirā ward has the second highest usage of car or van to get to work in the whole of North West Leicestershire District. A larger proportion of the resident population travel to work by car or van compared to the workplace population. This is probably because a greater number of the resident population will have to commute to urban areas to work to access employment opportunities. Conversely many of the workplace population are likely to live locally due to the area's rural location. A relatively large percentage of both resident and workplace populations work from home whilst the second most utilised method of getting to work for both is 'on foot' (4% and 5% respectively).

Table 8.1: Travel to work mode for resident populations by ward

	Residents in employment 16-74	% Car or van	% Home working	% Public transport	% Bicycle	% On foot	% Other
Moirā	2,216	81	9	3	1	4	2
North West Leicestershire	41,928	75	10	3	2	8	2

Table 8.2: Travel to work mode for workplace populations by ward

	Workplace population 16-74	% Car or van	% Home working	% Public transport	% Bicycle	% On foot	% Other
Moirā	1,199	65	16	1	0	5	4
North West Leicestershire	45,075	71	9	4	0	8	2

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 and 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

The below table shows the balance of commuting in Moira ward. The ward has a relatively large net outflow of 1,825 people, which is amongst the largest outflows in the District. The majority of people commute out of the area to work. This is likely to be attributable to the area's rural locality meaning that the majority of employment opportunities are in other areas.

Table 8.3: Commuting balance in Moira ward

Ward	No. of people travelling into ward	No. of people travelling out of ward	Net flow
Moirā	745	1,825	-1,080

Source: Census Workplace Table 2001

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. Moira ward has the smallest proportion of residents employed within the same ward in which they live in the whole of North West Leicestershire. Table 8.4 also shows that out of all the wards in North West Leicestershire Moira has the second highest proportion of residents employed in other Districts. Approximately half (51%) of residents commute to other Districts to work which will in part be attributable to Moira's peripheral location within the District.

Table 8.4: Self containment of North West Leicestershire 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 Donnington	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
Moirā	2,235	49	8	51
Kegworth and Whatton	2,315	39	27	61

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.

9: CHILDREN AND YOUNG PEOPLE

Summary

- **Attainment at KS2 is considerably lower than District and County figures for English and Maths**
- **Achievement in the monitoring area is lowest upon entering Secondary education at KS3**

Attainment Levels

In the Moira monitoring area there are currently 278 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 Moira 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 Moira monitoring area is relatively low compared to in the District, County, and the County Targets set for 2006. Attainment is considerably lower than District and County figures for English and Maths but closer for Science. This difference increases upon entering secondary education. At KS3 attainment in Maths is 51 points below that of North West Leicestershire District, with English 35 points below. North West Leicestershire attainment rates are also lower than the county rates, making the picture even worse. The figures can be seen in the charts on 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. Despite the significantly lower figures for Key Stage 3, at Key Stage 4, figures for the Moira monitoring area are either at or around the figures for both the District and County. For Grades A* to C especially, the figures are four points higher than the county average.

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

Area	English	Maths	Science
Moira	74%	65%	91%
North West Leicestershire District	90%	91%	94%
Leicestershire	82%	76%	89%

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

Area	English	Maths	Science
Moira	43%	29%	50%
North West Leicestershire District	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
Moira	62%	90%
North West Leicestershire District	58%	90%
Leicestershire	58%	91%

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

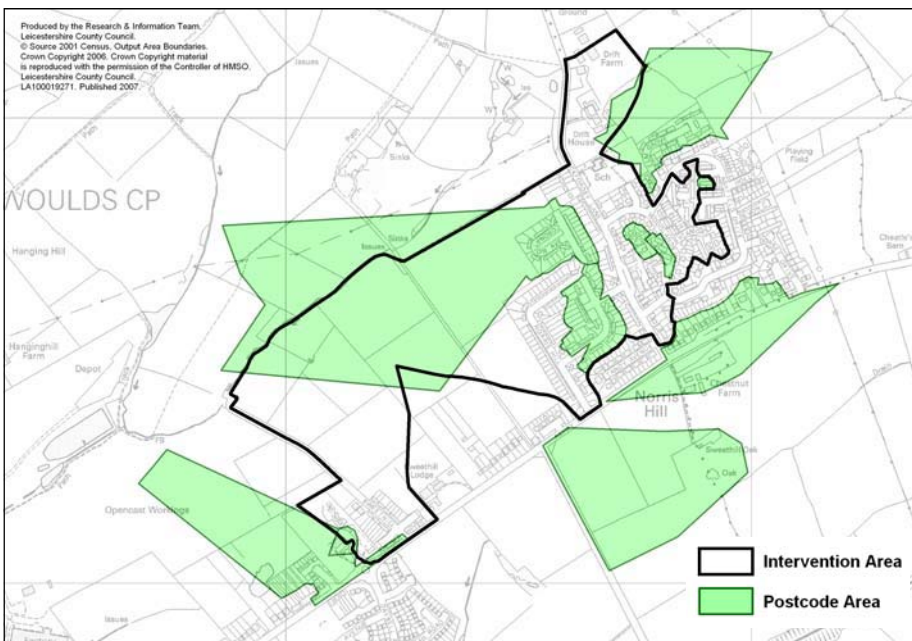
School Exclusions

Summary

- **5% of pupils living in the Moira monitoring area were excluded from school during 2005/06 which represents a higher rate of exclusions than that in the District or the County (3.9% and 2.7% respectively)**

Numbers of pupils living in the Moira 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 15 Pupils (5% of the LEA school population in the Moira 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 (87%). All the excluded pupils in the Moira monitoring area were White British.

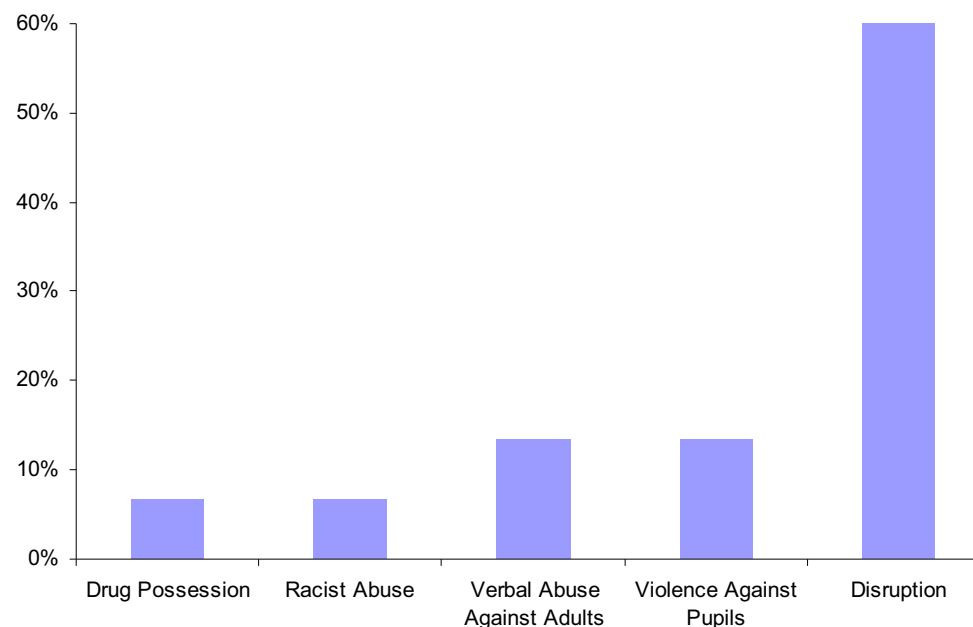
Map 9.1: Postcode areas containing a pupil expulsion



Source: LEA School Exclusions

The predominant reason for pupils being excluded from schools in the Moira monitoring area was disruption (60%), 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 Moira monitoring area.

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



Source: LEA School Exclusions

Reason

Summary

- **A minority of children referred to Children's Social Care in North West Leicestershire between April and October 2006 were living in the Moira monitoring area at the time of referral**
- **Moirra ward has a relatively high number of teenage conceptions but is not considered a 'hotspot' for teenage pregnancies**

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 as a whole there were 588 children referred to CSC between April and October (2006), a minority of these children were living within the Moira monitoring area when they were referred. The majority of children were referred by an unknown source (25%), the police (20%), or the probation or prison service (20%).

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 Moira ward are 38.6 (per 1000 females aged 15-17) indicating that although conceptions for females below the age of 18 are relatively high and the area is not considered a "hotspot" for teenage pregnancies.

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
 Office of the Deputy Prime Minister
 Office for National Statistics
 Department for Work and Pensions

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

OTHER RELATED / USEFUL INFORMATION

Census profiles (ward, parish and District)
 Economic Information
 Leicestershire Statistics and Research Online
 Crime Audits (District level)
 Indices of Deprivation 2004 (District level)

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

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