

North West Leicestershire Priority Neighbourhood Profile

Ashby
December 2007

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

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This report was produced by the Research and Information Team at Leicestershire County Council during December 2007.

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 Ashby Monitoring Area is 4,442 persons (2001 Census of Population)
- There are a slightly higher percentage of persons aged 65 or over (males) or 60 or over (females) in the area than in the county (22% compared with 19%)
- The 45 to 64 (males) and 45 to 59 age category (females) contains the largest population proportion in the area
- In 2004 there were an estimated 1840 households in the Ashby monitoring area with an average household occupancy of 2.4 persons
- 3% of the population are of Black, Minority or Ethnic origin
- In terms of combined deprivation Ashby Holywell Centre ranks as the most deprived LSOA within the monitoring area
- The area experiences high income deprivation, employment deprivation and health and disability deprivation
- 20% of persons aged under 16 and 14% of persons over the age of 60 are estimated to be living in income deprived households
- Combined, violence against the person and criminal damage account for over 40% of recorded crime in the Ashby monitoring area
- Between 2005/06 and 2006/07 the number of offences has increased by 11% in the Ashby monitoring area
- Crime in the Ashby monitoring area accounts for 4% of all crime in North West Leicestershire District
- Rates of Domestic Violence are higher in the Ashby monitoring area than in the District or County
- Ashby Holywell ward is estimated to have the second highest percentage of binge drinking out of all the wards in North West Leicestershire
- Approximately a quarter of persons in Ashby Holywell and Ashby Ivanhoe are estimated to be obese and a fifth are estimated to be current smokers
- Estimated child consumption of fruit and vegetables is relatively high in comparison with estimated child fruit and vegetable consumption in other wards in the district
- There are 3083 people (69% of the population) of working age living in the Ashby monitoring area
- 70% of the working age population are economically active
- Two thirds of persons claiming income support are female
- The largest proportion of income support claimants are in the 25-49 age group
- The most popular mode of transport used to get to work by both resident and workplace populations is private car or van
- Ashby Holywell ward has the largest proportion of resident population travelling to work by foot in the whole of the Borough
- 18% of the population in Ashby Ivanhoe work from home
- Ashby Holywell ward has the second largest inflow of persons commuting into the area to work in the District
- There are 707 pupils attending a Leicestershire maintained school in the Ashby monitoring area
- Educational achievement in the Ashby monitoring area is good in comparison to the District and County
- 6% of pupils living in the Ashby monitoring area were excluded from school during 2005/06 which represents a higher rate of exclusions than for the District or the County
- A tenth of children in North West Leicestershire who were referred to Children's Social Care between April and October 2006 were living in the Ashby monitoring area at the time of referral

PURPOSE OF REPORT

North West Leicestershire Borough Council are currently in the process of implementing neighbourhood management processes to be delivered in seven key Neighbourhood Management zones in North West Leicestershire. These priority neighbourhoods were identified as urban areas experiencing particular deprivation using the Poverty and Social Exclusion Index 2001 (PSE 2001). The Ashby 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 Ashby 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).

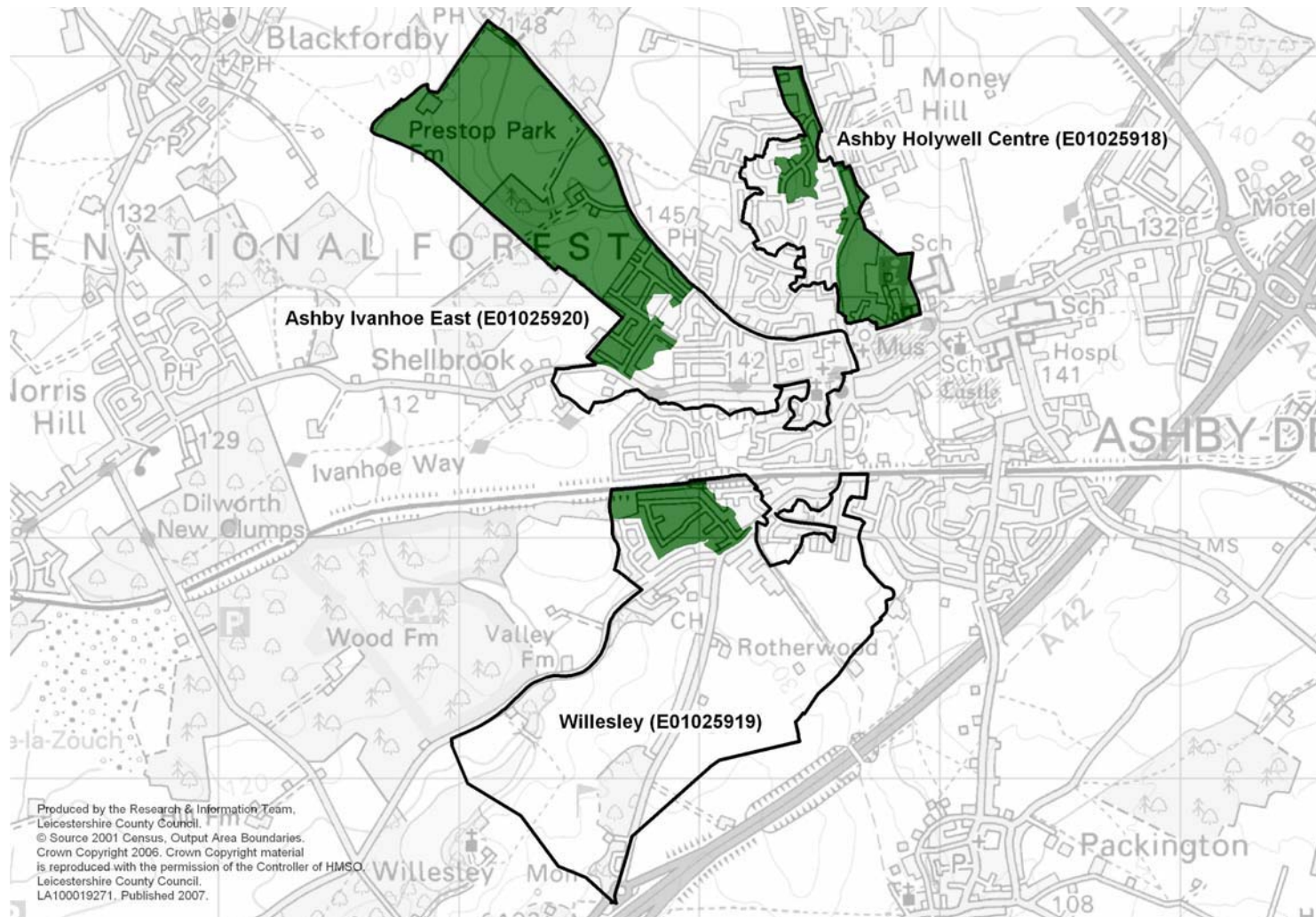
The report will include data at Lower Super Output Area (LSOA) level, thus allowing the examination of statistics at a very low geographical level (small areas each containing approximately 1500 people). In instances where data is not available at such a low level, data is examined at ward level. Specifically 3 LSOAs in and around the Ashby neighbourhood management zone shall be examined as detailed in the table to the below.

Table 1: Geographical Areas in and Around the Ashby Priority Neighbourhood

District	Ward	Super Output Area
North West Leicestershire	Ashby Holywell	Ashby Holywell Centre
North West Leicestershire	Ashby Ivanhoe	Willesley
North West Leicestershire	Ashby Ivanhoe	Ashby Ivanhoe East

The map below depicts the monitoring and intervention areas for Ashby. Monitoring areas are outlined on the map with dark black borders. The intervention area is depicted by the small area shaded in green. As the monitoring area is larger than the intervention area this report will not always pick up all the issues of the intervention area itself as information may be diluted.

Map I: Ashby Priority Neighbourhoods



Aerial View

The image to the right provides an aerial photograph of the Ashby priority neighbourhood. The Ashby priority area comprises of four areas around the edge of Ashby town centre. The two areas to the north and north-east comprise of the fringes of the town centre, these are largely light industry and distribution warehouses and a variety of housing, including terraced and semi-detached properties.

The north western part of the intervention area is made up of a large housing estate consisting of mainly semi-detached properties and a large expanse of agricultural land.

The southern area is bordered to the north by a railway line and consists of mainly semi-detached properties, with some terraced housing closer to the railway line.

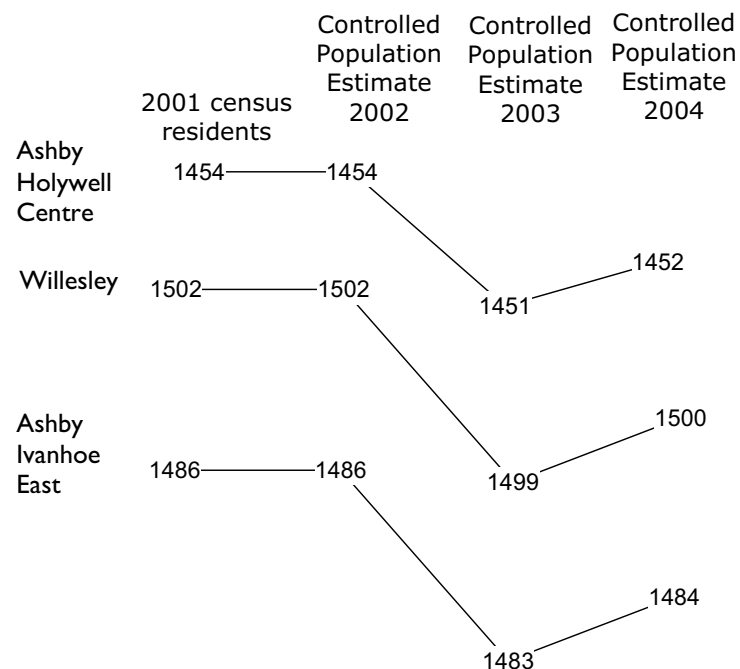
Map 2: Aerial Photograph of the Ashby neighbourhood intervention area



DEMOGRAPHICS

Summary

- The population of the Ashby Monitoring Area is 4,442 persons (2001 Census of Population)
- There are a slightly higher percentage of persons aged 65 or over (males) or 60 or over (females) in the area than in the county (22% compared with 19%)
- The 45 to 64 (males) and 45 to 59 age category (females) contains the largest population proportion in the area



The following total 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 Ashby monitoring area was 4,442 persons. The population in 2004 was estimated to be approximately 4,436 persons indicating a small population decrease (Leicestershire County Council controlled population estimates). The estimated population change for the LSOAs in the Ashby monitoring area is depicted to the left. There has been a degree of fluctuation in population in the LSOAs between 2001 and 2004. The total population in the Ashby Monitoring area has decreased by a net of approximately 6 persons during the four year period.

Graph I: Estimated population change in the Ashby monitoring area (2001 –2004)

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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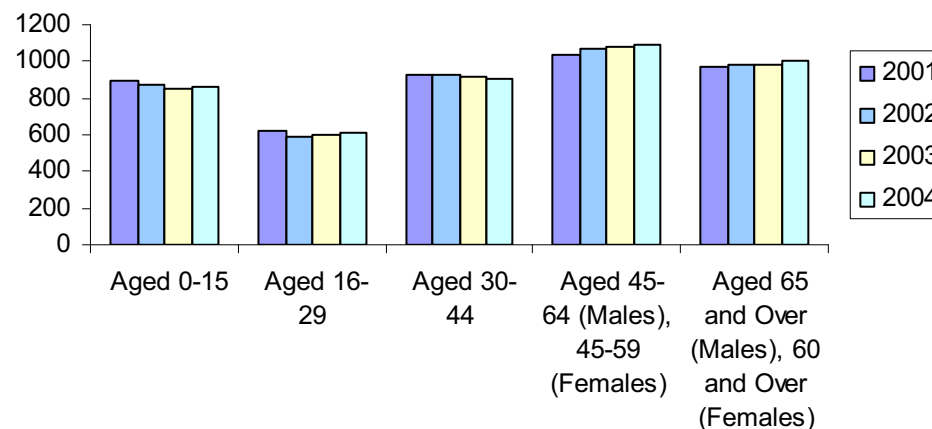
Age Structure

The National Statistics experimental small area population estimates provide a broad age breakdown at lower Super Output Area level.

The age structure of the Ashby monitoring area was examined using the ONS yearly population estimates and is depicted in Graph 2. Population proportions do not differ greatly from County ratios.

According to 2004 figures there are a slightly higher percentage of persons aged 65 or over (males) or 60 or over (females) in the area than in the county (22% compared with 19%). The 45 to 64 (males) and 45 to 59 age category (females) contains the largest population proportion in the area. Those aged 16 to 29 represent the smallest aged group in the area, with only a seventh of people sitting within this category. Population proportions have remained relatively consistent throughout the four year period with only slight fluctuations, the most notable of these is an increase in the 45-64 (males) and 45 to 59 (females) age band.

Graph 2: Age Structure: Ashby Monitoring Area



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

Births and deaths by ward

Table 2 shows the number of births in the wards in and around the Ashby monitoring area during 2005 (ONS, 2005), data is available at a ward level only. From Table 2 it is apparent that there was a majority of female births over male births in the area. The number of deaths per ward is shown in Table 3 indicating a much higher female death rate than male for 2005.

Table 2: Number of Live Births by Ward (2005)

Ward	Males	Females	Total Births
Ashby Holywell	24	19	43
Ashby Ivanhoe	14	23	37
Total	38	42	80

Source: ONS General Release

Table 3: Number of Deaths by Ward (2005)

Ward	Males	Females	Total Deaths
Ashby Holywell	15	19	34
Ashby Ivanhoe	29	59	88
Total	44	78	122

Source: ONS General Release

Housing

According to Leicestershire County Council yearly household estimates there are 1840 households in the Ashby monitoring area. The number of households in the area has remained unchanged over the four year period and estimates show that there has been no change in the average occupancy of households. The average household size in 2004 was estimated to be 2.4 persons per household.

ETHNICITY AND RELIGION

Summary

- **The BME population in the Ashby monitoring area is relatively small (3%) compared to the County (7.3%)**
- **Ethnic groups living in the Ashby monitoring area are Asian or Asian British Indian, White Other and White Irish**
- **77.9% of the population are Christian. The largest non-Christian religious group is Hindu (0.5%)**

Ethnicity

The 2001 Census of Population was used to provide a breakdown of ethnic groups in the Ashby monitoring area. An overwhelming majority of persons (97%) were White British. The overall Black and Minority ethnic origin population (all people other than White British) was 95, or 3%. Comparatively this is similar to the North West Leicestershire proportion of 2% but much lower than the Leicestershire County proportion of 7.3%. The largest BME groups were Asian or Asian British Indian, White Irish and White Other.

Religion

A voluntary question was asked in the 2001 census about religion, 77.9% of the population in the Ashby monitoring area identified themselves as being Christian. A minority identified their religion as being Hindu (0.5%), Muslim (0.2%), Buddhist (0.1%), or Jewish (0.1%). A small number of persons (7.4%) chose not to state their religion.

INDICES OF DEPRIVATION

Summary

- In terms of combined deprivation Ashby Holywell Centre ranks as the most deprived LSOA within the monitoring area
- The area experiences high income deprivation, employment deprivation and deprivation in terms of health and disability
- 20% of persons aged under 16 and 14% of persons over the age of 60 are estimated to be living in income deprived households

The Indices of Deprivation 2004 (ID2004) 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 Index of Multiple Deprivation 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 Indices of Deprivation are also produced at Lower Super Output Area (LSOA). Index of Multiple Deprivation 2004 (IMD2004) combines indicators across seven domains into a single deprivation score and rank for each Lower Super Output Area. The Domains are shown below:

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

This section examines the LSOAs within the Ashby monitoring area including: Ashby Holywell Centre, Willesley and Ashby Ivanhoe East. 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 4: IMD LSOA rankings

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	IMD SCORE
Ashby Holywell Centre	18	53	14667	18.93
Ashby Ivanhoe East	20	57	14957	18.56
Willesley	25	94	18616	14.54

The Ashby monitoring area experiences a moderate level of deprivation. Ashby Holywell Centre and Ashby Ivanhoe East rank within the 20% most deprived LSOAs in the District and the 50% most deprived LSOAs nationally. Ashby Holywell Centre is identified as the most deprived LSOA in the monitoring area as whole. Respective rankings for all of the LSOAs in the Ashby monitoring area can be seen in Table 4.

Highest score = least deprived

Income Deprivation

This domain measures the proportion of the population in receipt of income support or other means tested benefits. There is a significant amount of income deprivation in Ashby Holywell Centre and Ashby Ivanhoe East located to the north of the monitoring area. These two LSOAs rank within the 15% most deprived in the District and County and the 40% most deprived in the County. Willesley LSOA fares slightly better in terms of income deprivation.

Table 5: Income Deprivation

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	INCOME DEPRIVATION SCORE
Ashby Holywell Centre	6	31	10300	0.16
Ashby Ivanhoe East	8	42	11925	0.14
Willesley	23	106	17781	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). Within the monitoring area, Ashby Holywell Centre and Ashby Ivanhoe East fair the worst in this respect, this is probably reflective of the general level of income deprivation present in the area. In Ashby Holywell Centre alone 82 children are estimated to be living in income deprived households. In the monitoring area as a whole 176 children were estimated to be living in income deprived households, this is a fifth (20%) of the population under the age of 16. Table 6 shows respective rankings and the number of income deprived children living in all the LSOAs in the Ashby monitoring area.

Table 6: 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
Ashby Holywell Centre	6	28	9722	310	82
Ashby Ivanhoe East	8	36	10735	269	63
Willesley	25	144	20145	317	31
TOTAL				896	176

Income Deprivation Affecting Older People

Income deprivation affecting older people (IDAOP), is measured as the proportion of people aged over 60 years in each area who live in income deprived households. Similarly to IDAC, IDAOP is relatively high within the Ashby monitoring area. Ashby Holywell Centre is again the most deprived LSOA in this domain within the area and Willesley LSOA ranks second. Both Willesley and Ashby Holywell Centre sit within the 20% most deprived LSOAs in the District and County and the 50% most deprived LSOAs nationally. Using the census of population as a denominator the percentage of older persons living in income deprived households was calculated. Approximately 14% of the population of older people aged 60 or over who are resident in the Ashby monitoring area are estimated to live in an income deprived household (151 persons out of a population of 1071).

Table 7: 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
Ashby Holywell Centre	6	59	13036	280	45
Willesley	11	83	14775	394	58
Ashby Ivanhoe East	21	134	17944	397	48
TOTAL				1071	151

Barriers to Services

Overall there is little deprivation in the Ashby 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. All the LSOAs rank within the 50% least deprived nationally in this respect. Respective rankings can be seen in Table 8.

Table 8: Barriers to Housing and Services

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	BARRIERS TO HOUSING AND SERVICES SCORE
Willesley	29	131	17728	18.97
Ashby Holywell Centre	37	167	21061	16.16
Ashby Ivanhoe East	54	311	29540	8.06

Education

The Indices of Multiple Deprivation 2004 show that the Ashby monitoring area experiences moderate levels of deprivation in education, skills and training. All the LSOAs sit just within the 50% most deprived when ranked both locally and nationally. Respective rankings for deprivation in education, skills and training are shown in Table 9.

Table 9: Education and Skills Deprivation

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	EDUCATION SKILLS AND TRAINING SCORE
Ashby Ivanhoe East	26	90	11251	23.61
Ashby Holywell Centre	34	164	15787	16.64
Willesley	35	168	15888	16.53

Crime

This domain focuses on deprivation with respect to four major crime themes - burglary, theft, criminal damage and violence. Within the Ashby monitoring area there is a moderate level of deprivation in terms of crime. Ashby Ivanhoe East is the most deprived LSOA in the area ranking in the 50% most deprived in the District, the 15% most deprived in the County and the 40% most deprived nationally.

Table 10: Crime Deprivation

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	CRIME SCORE
Ashby Ivanhoe East	24	54	12343	0.28
Willesley	37	97	16398	-0.01
Ashby Holywell Centre	44	111	17352	-0.08

Employment

This domain measures employment deprivation conceptualised as involuntary exclusion of the working age population from the world of work. The indices of deprivation show that the Ashby monitoring area experiences a high level of deprivation for this domain. High employment deprivation in this area is likely to be conducive of the high income deprivation also present. Many unemployed people will be claiming Job Seekers Allowance or other means tested benefits. Within the monitoring area the LSOAs all rank within the 40% most deprived in the District, the 25% most deprived in the County and the 50% most deprived nationally for this domain.

Table 11: Employment Deprivation

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	EMPLOYMENT SCORE
Ashby Holywell Centre	10	30	11504	0.11
Ashby Ivanhoe East	17	50	13967	0.09
Willesley	23	82	16285	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. Both of the LSOAs toward the north of the priority neighbourhood (Ashby Holywell Centre and Ashby Ivanhoe East) experience relatively high levels of deprivation in terms of health and disability. Respective rankings for all the LSOAs in the area can be seen in Table 12. It is likely that the low level of employment, income deprivation and health deprivation in the LSOAs may all be interlinked.

Table 12: 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
Ashby Holywell Centre	7	14	11084	0.36
Ashby Ivanhoe East	10	20	12272	0.27
Willesley	17	32	13500	0.18

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.

Overall the Ashby monitoring area experiences little deprivation in this domain. District, County and National ranks are shown in Table 13.

Table 13: Living Environment

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	LIVING ENVIRONMENT SCORE
Ashby Ivanhoe East	28	188	22123	10.52
Willesley	41	272	26760	6.55
Ashby Holywell Centre	49	338	29721	4.01

Note: The IMD 2007 are now available., A report will be available in 2008.

SAFER COMMUNITIES

Summary

- The Ashby monitoring area has a moderate level of education and health facilities dispersed across a relatively large area
- There are few services and amenities within the boundaries of the Ashby Priority neighbourhoods or in the vicinity, the majority of services and amenities are concentrated around Ashby town centre located to the east of the area

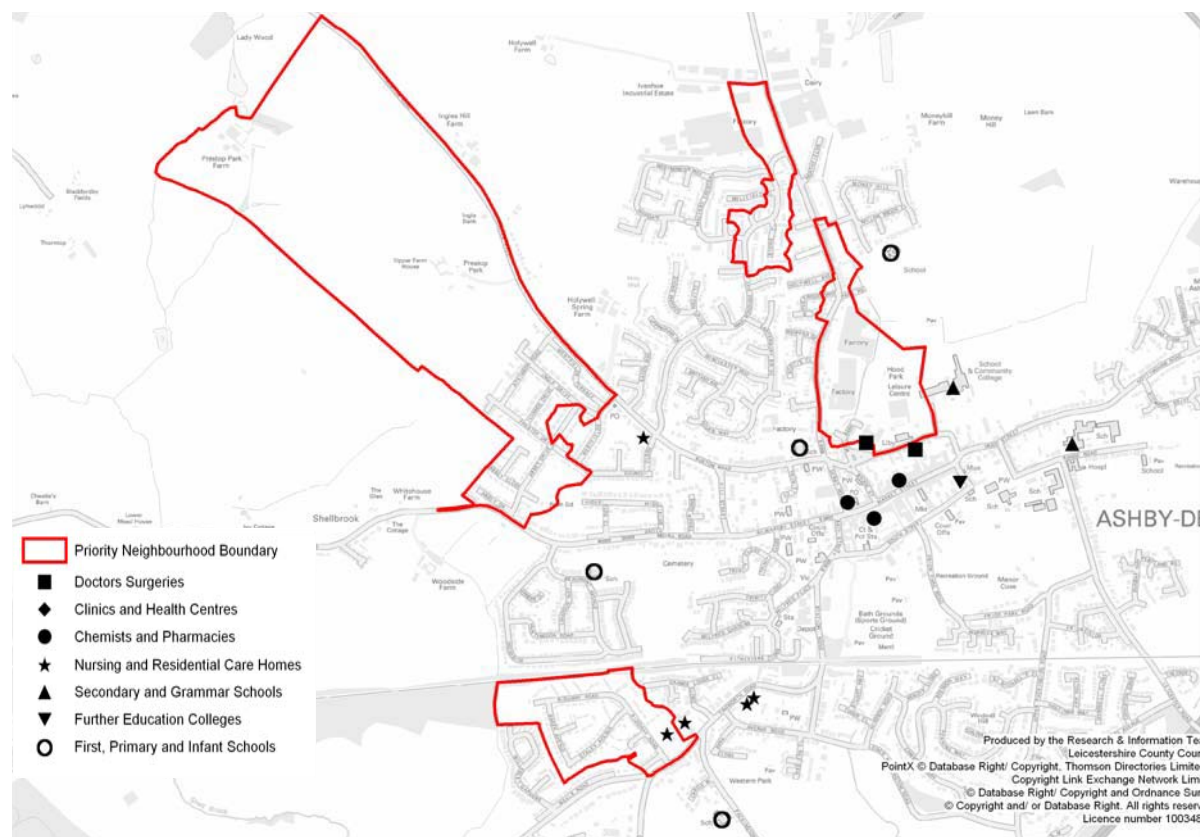
Access to Services

The Ashby priority neighbourhood covers an area of approximately 100 hectares and consists of 6 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 depicts Education and Health facilities in and around the Ashby priority neighbourhood.

The Ashby monitoring area has a moderate level of education and health facilities dispersed across a relatively large area. The two areas of Ashby priority neighbourhood furthest away from Ashby town centre still suffer from relative under provision and only one doctor's surgery is located within the boundary of the priority area. However, located in or around Ashby town centre are three chemists, two secondary schools, three primary schools and a number of nursing homes, as well as a higher education college.



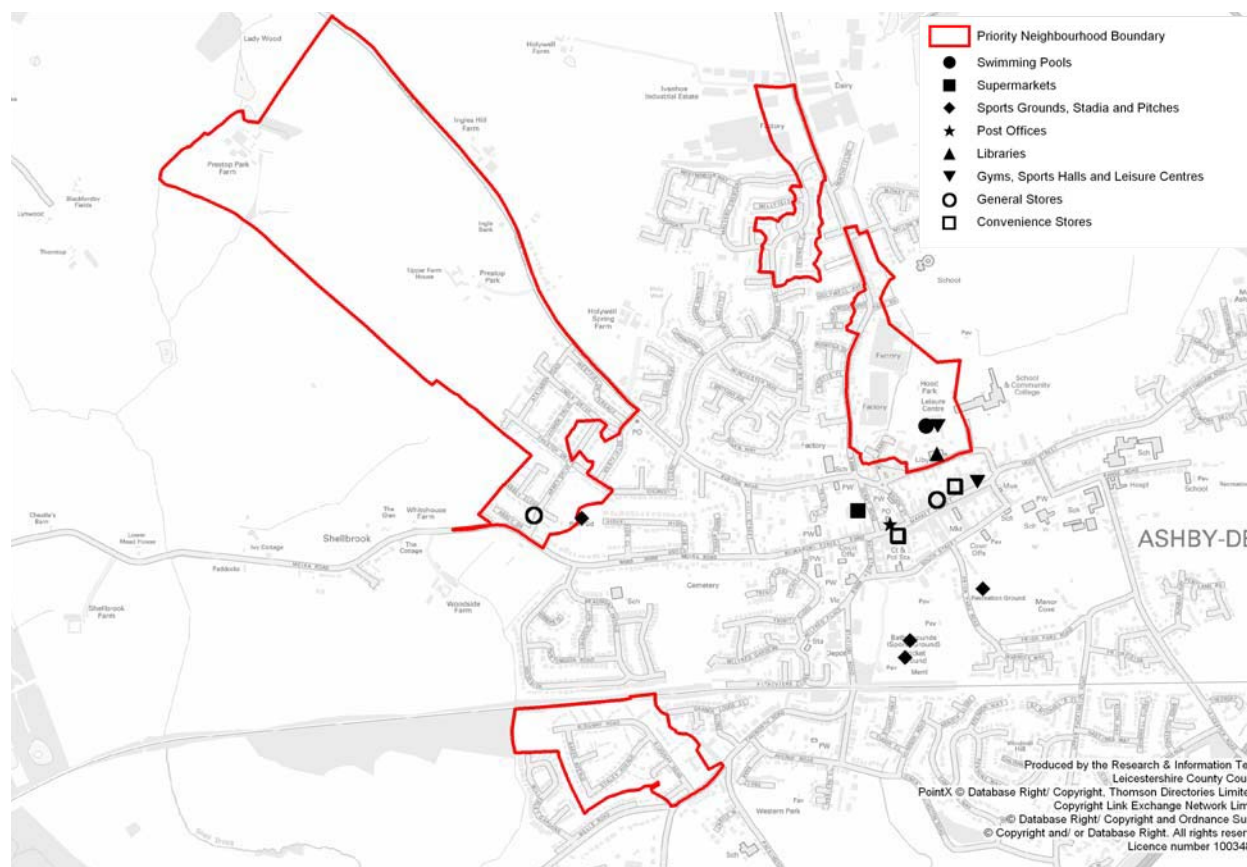
Map 3: Education and Health Facilities

Access to Services

Map 4 depicts the location of public convenience services in and around the Ashby Priority Neighbourhood. Facilities that are mapped include sports centres, libraries, supermarkets, convenience stores, swimming pools and post offices.

Services and Amenities

The Ashby priority area has little in the way of amenities within the actual boundary of the area, instead, relying on the close proximity of Ashby town centre for service provision. Within the priority area are located a general store, sports ground, library and gymnasium. Within a relatively short distance are located two convenience stores, a post office, a general store, gymnasium and a number of sports grounds. However, given the geographic dispersal of the areas which make up the Ashby priority neighbourhood, some parts are significantly further away from this service provision than others.



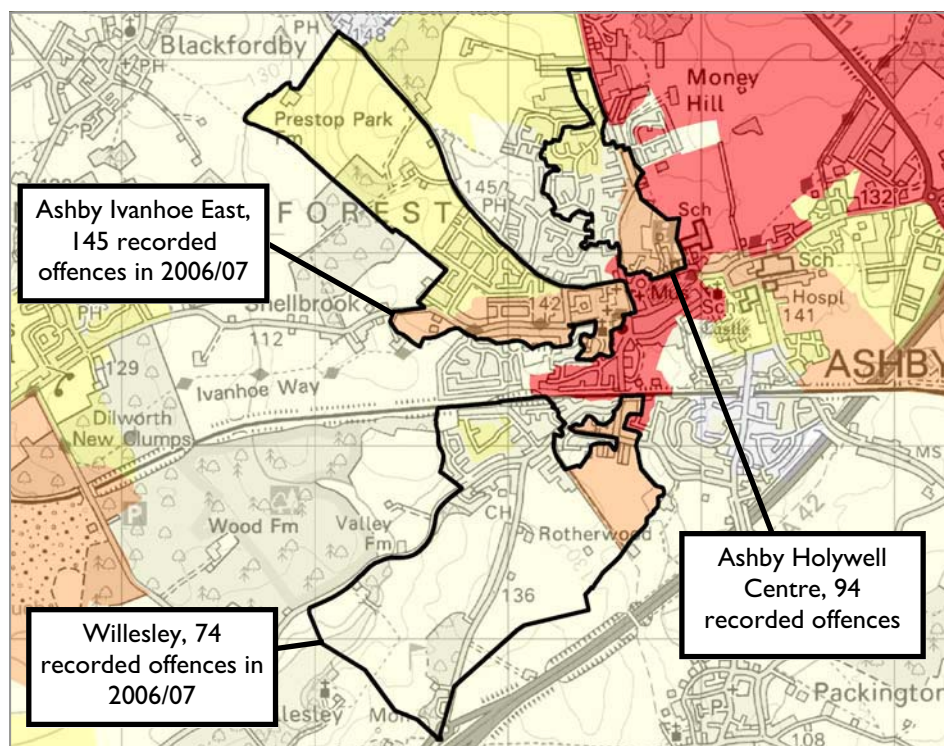
Map 4: Public Convenience Services in the Ashby Priority Neighbourhoods

SAFER COMMUNITIES

Summary

- Combined, violence against the person and criminal damage account for over 40% of recorded crime in the Ashby monitoring area
- Between 2005/06 and 2006/07 the number of offences has increased by 11% in the Ashby monitoring area
- Crime in the Ashby monitoring area accounts for 4% of all crime in North West Leicestershire District

Map 5: Ashby Crime Hotspots



Total recorded crime 2006/07 By Output Area

	189 to 461	(4)
	63 to 189	(15)
	30 to 63	(39)
	14 to 30	(101)
	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.

Map 5 (left) shows the hotspot areas for all crime in and around Ashby, along with the boundaries of the Ashby monitoring area.

There was a total of 313 recorded offences in the Ashby monitoring area in 2006/07, up by 11% compared to 2005/06.

The map highlights that the three areas that make up the monitoring area border the town centre of Ashby which has relatively high levels of recorded crime compared to the rest of North West Leicestershire District.

The levels of crime are highest within the monitoring area where the area is adjacent to the town centre (shaded orange).

Ashby monitoring area

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Table 14 (right) shows crimes recorded in the Ashby 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 is the highest volume crime in both North West Leicestershire and in the Ashby monitoring area, accounting for 21% of all recorded crime in the Ashby monitoring area, in 2006/07. Criminal damage also accounts for 21% of all recorded crime in the Ashby monitoring area in 2006/07.

Table 14 shows that the overall crime rate in the Ashby monitoring area (70.7. per 1,000 population) is slightly lower than for the District as a whole (81.2 per 1,000).

Table 14 also shows that the number of recorded offences in the Ashby monitoring area account for 4% of all recorded crime in North West Leicestershire.

Table 14: Recorded crime in North West Leicestershire District compared to Ashby monitoring area (2006/07)

	North West Leicestershire		Ashby 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	313	70.7	4%
violence against the person	1,445	16.4	65	14.7	4%
criminal damage	1,030	11.7	65	14.7	6%
damage to motor vehicle	627	7.1	43	9.7	7%
theft	1,072	12.1	28	6.3	3%
burglary dwelling*	414	11.3	24	13.0	6%
burglary other	428	4.8	20	4.5	5%
theft of motor vehicle	243	2.8	18	4.1	7%
theft from motor vehicle	776	8.8	17	3.8	2%
indecenty	79	0.9	7	1.6	9%
fraud and forgery	345	3.9	6	1.4	2%
theft of cycle	83	0.9	6	1.4	7%
theft from person	160	1.8	4	0.9	3%
theft from stores	181	2.0	4	0.9	2%
drugs	177	2.0	2	0.5	1%
robbery	40	0.5	2	0.5	5%
miscellaneous	33	0.4	1	0.2	3%
public order	39	0.4	1	0.2	3%

Source: Crime Data : Leicestershire Constabulary, CIS.

Denominator data : Leicestershire County Council Mid-Year Estimates 2004

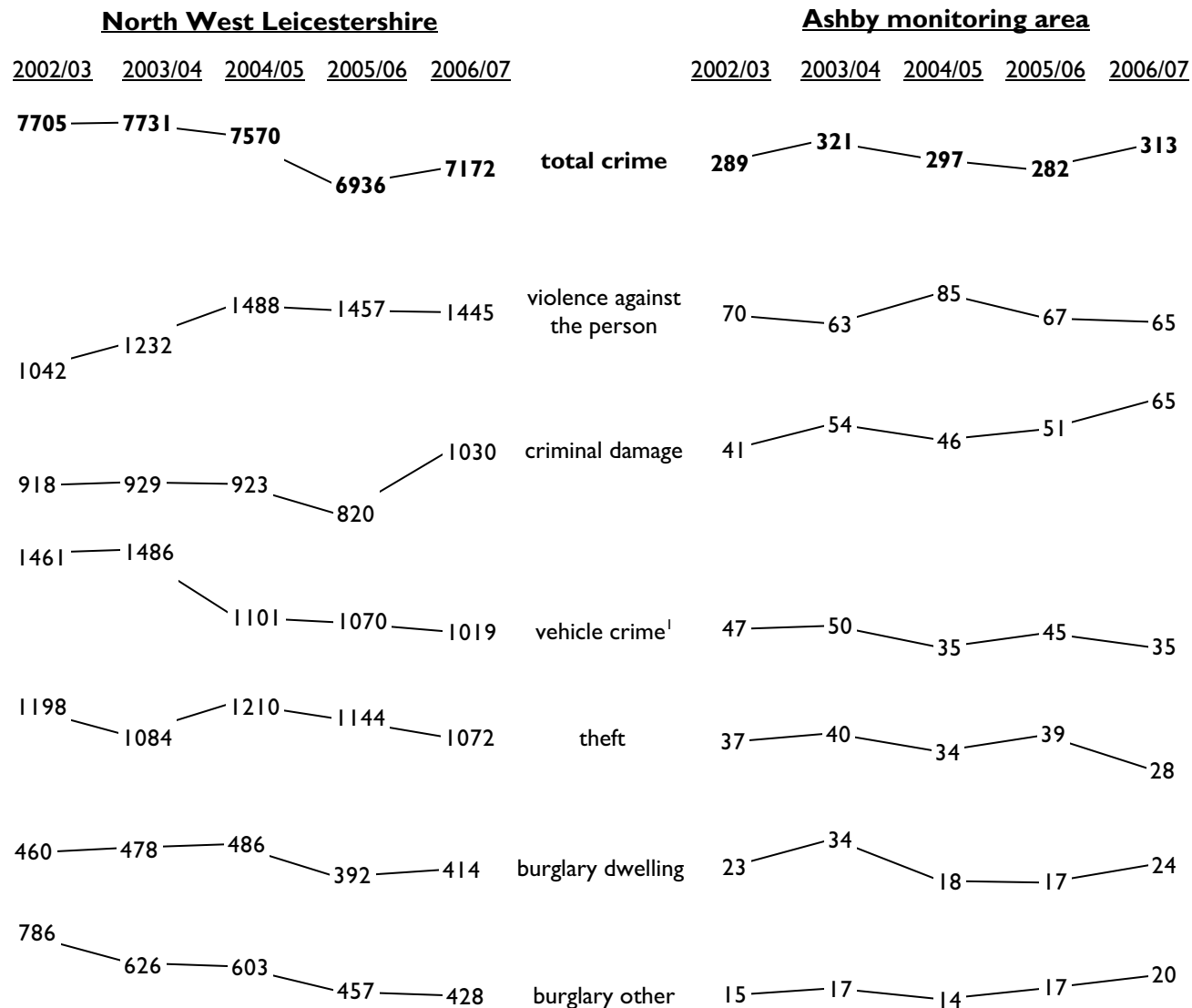
All rates are expressed per thousand population with the exception of burglary dwelling * which is a rate per thousand households

Graph 3 (right) shows the crime trends over the last five years in North West Leicestershire District and in the Ashby monitoring area for total recorded crime and for selected crime categories.

On the whole the trends are fairly similar for both areas, although as the figures for the monitoring area are fairly low so three or four offences can have a big impact on the overall trend.

Overall, crime in the North West Leicestershire District is lower in 2006/07 compared to five years ago, though it increased slightly in the last year, (up by 3%). This compares to an increase of 11% in the number of recorded offences in the Ashby monitoring area between 2005/06 and 2006/07.

Graph 3: Recorded crime trends over the last five years in North West Leicestershire and in Ashby monitoring area



Source: Crime Data : Leicestershire Constabulary, CIS

Domestic Violence

Summary

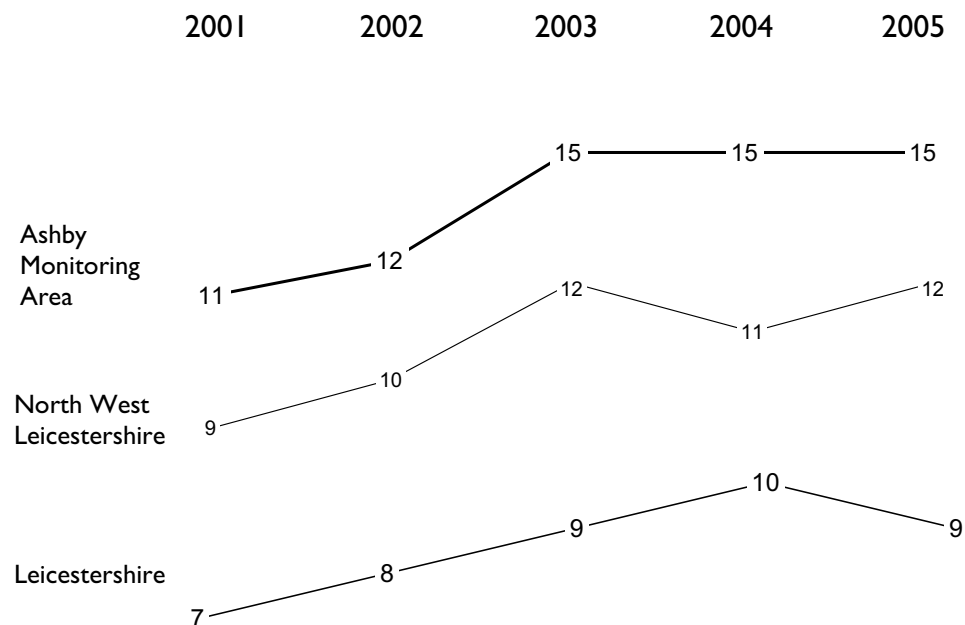
- **Rates of Domestic Violence are higher in the Ashby monitoring area than in the District or County**

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. The Ashby monitoring area was found to have high rates of reported DV in comparison to North West Leicestershire and Leicestershire County. In 2005 reported incidents in the Ashby monitoring area were 20% higher than for North West Leicestershire and 40% higher than for Leicestershire. This suggests that there may be a concentration of DV reporting occurring in the Ashby monitoring area.

Graph 4 depicts trends of recorded DV over a five year period (2001-2005). Rates of reported DV in the Ashby monitoring area have remained higher than rates in North West Leicestershire or Leicestershire. Rates of DV rose steadily before peaking and reaching a plateau in 2003.

Graph 4: Recorded DV trends (2001-2005)



Source: Leicestershire Constabulary, CIS

N.B. 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.

HEALTHIER COMMUNITIES

Summary

- **Ashby Holywell ward is estimated to have the second highest percentage of binge drinking out of all the wards in North West Leicestershire**
- **Approximately a quarter of persons in Ashby Holywell and Ashby Ivanhoe are estimated to be obese and a fifth are estimated to be current smokers**
- **Estimated child consumption of fruit and vegetables is relatively high in comparison with estimated child fruit and vegetable consumption in other wards in the district**

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 the wards in and around the Ashby monitoring area it is estimated that just over a fifth of the adult population are current smokers. Compared to the other wards in North West Leicestershire estimated smoking prevalence in Ashby Holywell and Ashby Ivanhoe is about average. The confidence intervals show that 95% of the time the expected prevalence of smoking will fall between the lower and the upper limit. The estimated prevalence for smoking in the wards in and around the Ashby monitoring area overlaps with the confidence intervals for national estimates providing a rough indication that the number of current smokers is also similar to national estimates for current smokers.

Table 15: Synthetic Estimates of Smoking

Ward	Estimated Smoking - % of Persons	Estimated Smoking - Lower Confidence Interval	Estimated Smoking - Upper Confidence Interval
Ashby Holywell	21.6	12.9	34
Ashby Ivanhoe	21	12.3	33.3

Binge Drinking

Binge drinking was defined by 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 16 shows estimates of binge drinking in the wards in and around the Ashby monitoring area and respective confidence intervals. Estimates are highest for Ashby Holywell ward where nearly a fifth of people in the area are estimated to have binge drunk in the previous week. Estimates show Ashby Holywell ward to have the second highest percentage of binge drinking out of all the wards in North West Leicestershire.

Obesity

Obesity in adults was defined as adults whom in response to the HSfE recorded their BMI as being 30 or above. Synthetic estimates for obesity indicate that approximately a quarter of persons in the Ashby area are obese.

National prevalence of obesity was calculated as a direct estimate from the 2000—2003 HSfE Survey and is therefore not a synthetic estimate. Approximately a quarter of persons living in the wards in and around the Ashby monitoring area estimated to be obese. Comparisons with national estimates indicate that the prevalence of obesity in the wards in the Ashby area will not deviate greatly from the prevalence of obesity in England as a whole.

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. Estimates of adult fruit and vegetable consumption in the wards in the Ashby area indicate that

few adults may be consuming the recommended daily allowance of fruit and vegetables. However, comparisons with national figures show that estimates overlap with national figures and are about average when compared with other wards in North West Leicestershire.

Table 16: Synthetic Estimates of Binge Drinking by ward

Ward	Estimated Binge Drinking - % of Persons	Estimated Binge Drinking - Lower Confidence Interval	Estimated Binge Drinking - Upper Confidence Interval
Ashby Holywell	19.1	10.3	33
Ashby Ivanhoe	16.8	8.9	29.5

Table 17: Synthetic Estimates of Obesity by ward

Ward	Estimated Obesity - % of Persons	Estimated Obesity - Lower Confidence Interval	Estimated Obesity - Upper Confidence Interval
Ashby Ivanhoe	25.7	18.3	34.6
Ashby Holywell	24.8	17.6	33.6

Table 18: Synthetic Estimates of Adult Fruit and Veg Consumption by ward

Ward	Estimated Adult Consumption of Fruit and Veg - % of Persons	Estimated Adult Consumption of Fruit and Veg - Lower CI	Estimated Adult Consumption of Fruit and Veg - Upper CI
Ashby Holywell	21.4	12.1	34.9
Ashby Ivanhoe	21.7	12.3	35

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. Estimated child consumption of fruit and vegetables in the wards in and around the Ashby monitoring area is relatively high compared with estimated fruit and vegetable consumption in other wards in the district. However the confidence intervals are relatively disparate indicating that results should be interpreted with an element of caution.

Table 19: Synthetic Estimates of Child Fruit and Veg Consumption by ward

Place name	Estimated Child Consumption of Fruit and Veg - % of Persons	Estimated Child Consumption of Fruit and Veg - Lower CI	Estimated Child Consumption of Fruit and Veg - Upper CI
Ashby Holywell	56.7	33.8	77.1
Ashby Ivanhoe	28.6	14.3	48.4

OLDER PEOPLE

Summary

- Older people represent a larger proportion of the population (24%) compared to the Borough (21%) - (2001 census)
- The largest proportion of older people are in the 65 to 74 age range

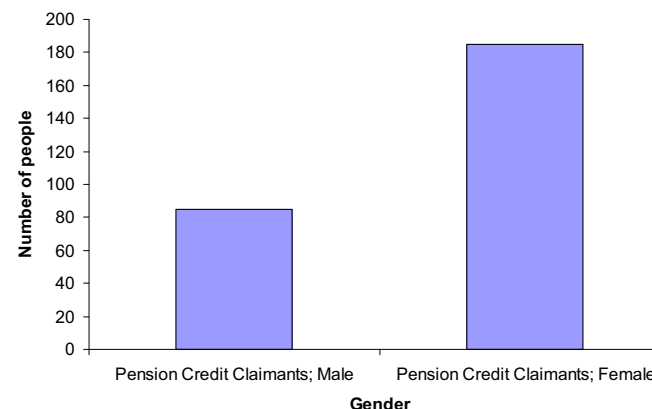
The age structure of older people living in the Ashby monitoring area was examined using the 2001 Census of Population data to provide a detailed breakdown of ages. In 2001 there were a total of 1071 persons over the age of 60 living in the LSOAs in the monitoring area. This represents 24% of the population which is larger than Borough proportions (21%). The largest proportion of older people were aged 65 to 74 (39%) or 75 to 84 (32%). A minority (12%) were aged 85 or over.

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. Approximately 88% of persons over the age of 60 living in the monitoring area were recorded as claiming a state pension. Persons claiming a state pension in Ashby account for 6% of state pension claimants in the whole of North West Leicestershire. Unsurprisingly the percentage of female claimants (65.3%) outweighs male claimants, this will in part be attributable to women having a longer life expectancy than men.

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 270 persons were receiving this benefit in the Ashby monitoring area which is 25% of older persons living in the area. The majority of claimants (69%) were female. Graph 5 shows the number of persons claiming pension credit according to age.

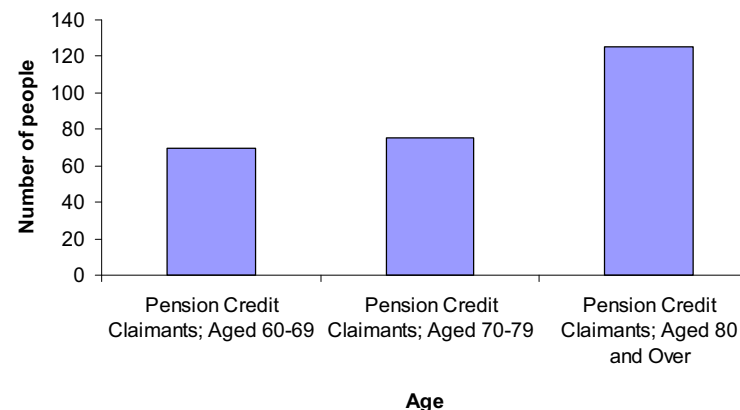
Disability living allowance is a tax-free benefit allocated to adults who need help with personal care or have walking difficulties because they are physically or mentally disabled. In August 2006 40% of claimants in the monitoring area were aged 60 or over which amounts to 8% of the population of older people. This indicates that there are a fairly high number of older people in the area experiencing personal care and mobility difficulties.

Graph 4: Number of Persons Claiming Pension Credit by Gender



Source: Department for Work and Pensions

Graph 5: Number of Persons Claiming Pension Credit by Age



Source: Department for Work and Pensions

ECONOMIC DEVELOPMENT

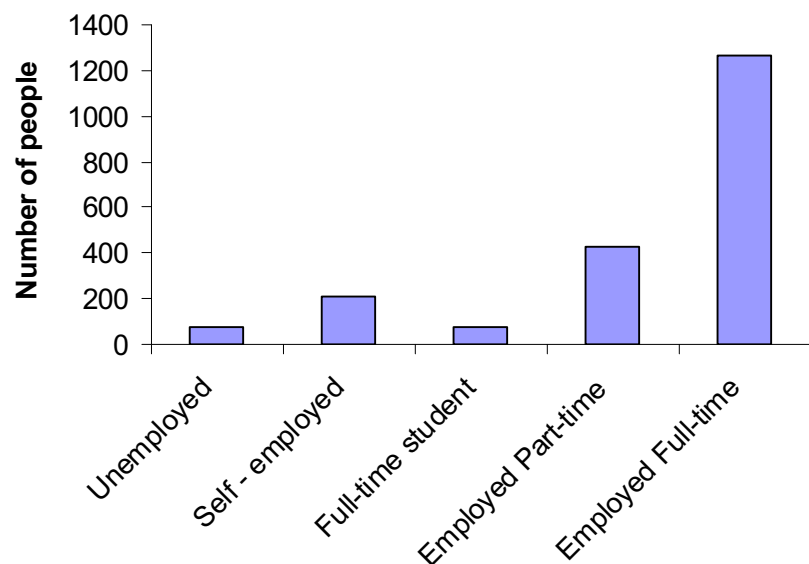
- There are 3083 people (69% of the population) of working age living in the Ashby monitoring area
- 70% of the working age population are economically active
- Two thirds of persons claiming income support are female
- The largest proportion of income support claimants are in the 25-49 age group

Employment

According to the 2001 Census of Population the majority (69%) of people living in the Ashby monitoring area are of employment age (16-74). Of these the largest proportion of people are economically active (67%). 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 6 shows that the majority of economically active people are employed full time.

CACI data no longer available

Graph 6: Economic Activity—Working age residents aged 16-74



Results of the Annual Business Inquiry (2005) were analysed to identify industries of employment within the Ashby monitoring area.

Manufacturing dominates the market with nearly half of all workplaces in the area being registered under this classification (48.7%). The service sector also represents a large proportion of the market (20.6%) as well as banking, finance and insurance (15.6%).

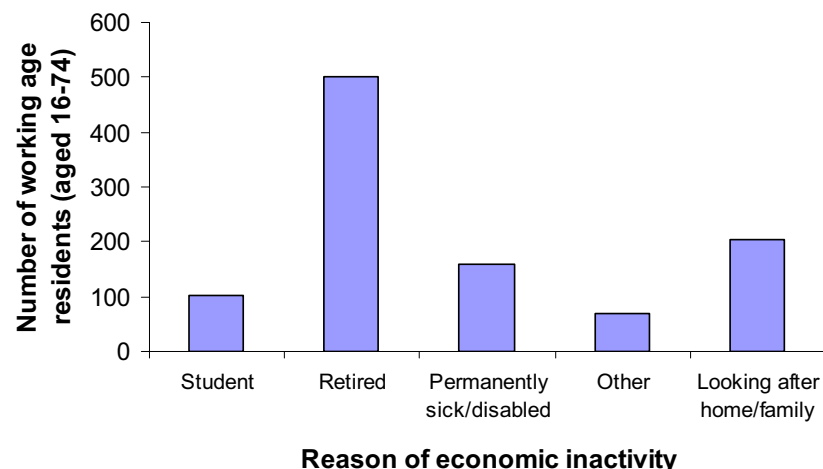
Results of the 2001 Census of Population showed the largest occupation sectors of actual residents in the Ashby monitoring area to be Managers and Senior Officials (14.8%), Elementary Occupations (14.8%) and professional occupations (13.6%).

Source: Census of population 2001

Unemployment and Benefits

The 2001 Census of population showed that over a third (34%) of people of employment age (16-74) living in the Ashby monitoring area are economically inactive. This is defined by people who are not looking for, or not available for work. Graph 7 shows the main reason for economic inactivity in the area to be retirement.

Graph 7: Economically Inactive– number of working age residents aged 16-74



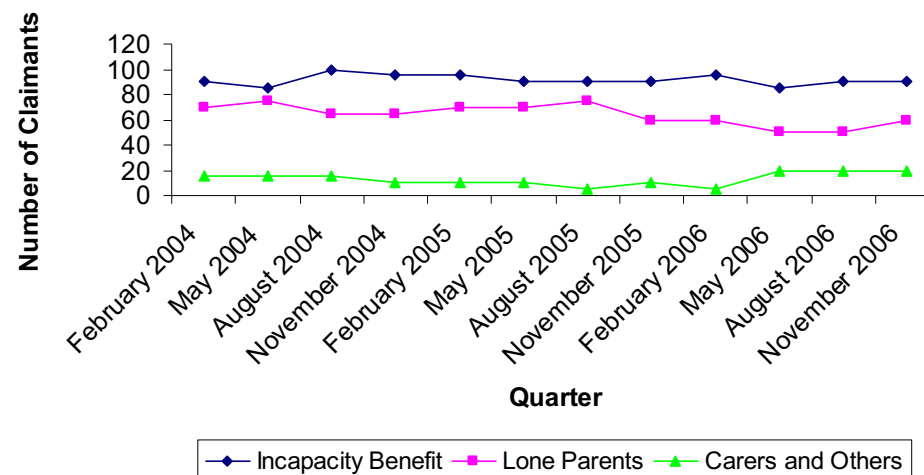
Source: Census of Population 2001

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 Ashby monitoring area in comparison to elsewhere in the borough. The distribution of income support benefit in the area is depicted in Graph 8, incapacity benefit is seen to account for the majority of all benefit claims made.

Graph 8: Income support claims made in the Ashby monitoring area (Feb 2004 - Nov 2006)

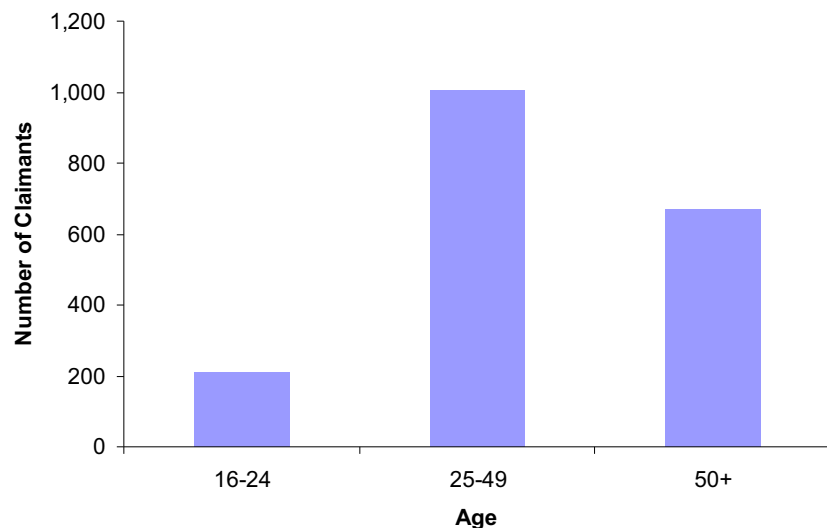


Source: ONS General Release 2006

Benefit Claimants

It is possible to analyse the demographics of IS claimants in Zone 1 using data provided by the DWP. Female IS claimants make up two thirds of total benefit claimants. This is probably attributable to a greater number of women taking on the role of lone parent or carer. From Graph 9 it is apparent that the largest proportion of IS claimants are in the 25-49 age group.

Graph 9: Gender of Benefit Claimants



Source: Department of Work and Pensions 2006

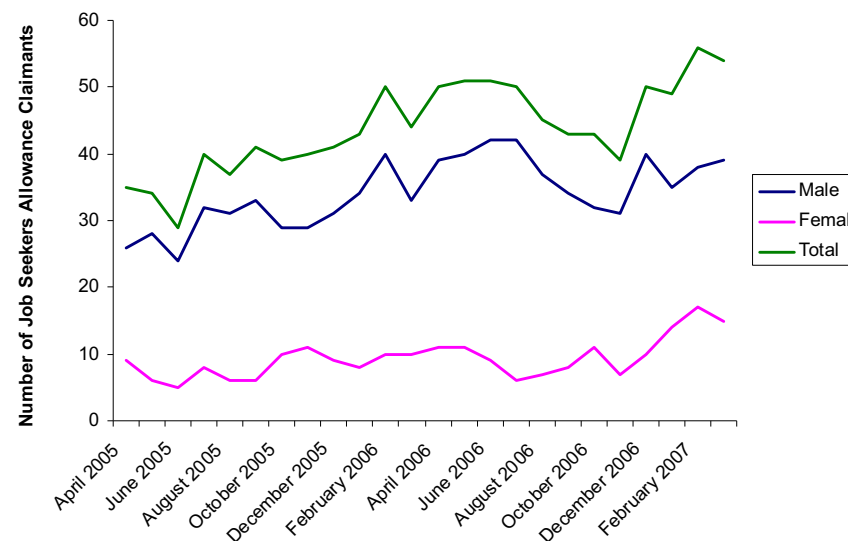
Job Seekers Allowance Claimants

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 10 shows a time-series analysis of the numbers of people claiming job seekers allowance in the monitoring area throughout the

period April 2005 to March 2007. Persons claiming JSA represent 1.8% of the working age population in the Ashby monitoring area. There are three times as many male JSA claimants than women. This is partly because only one partner, normally the man, claims income-based JSA on behalf of couples.

Overall the number of JSA claimants has fluctuated over the two year period. JSA claimant rates reached a high in February 2007. Changes in overall JSA claimant rates appear to be mainly attributable to changes in the number of men registering for the benefit, numbers of women registering for the benefit have fluctuated to a lesser extent.

Graph 10: Change in numbers of JSA claimants in the Ashby monitoring area (April 2005 - March 2007)



Source: Department of Work and Pensions 2006

CLEANER AND GREENER

Summary

- The most popular mode of transport used to get to work by both resident and workplace populations is private car or van
- Ashby Holywell ward has the largest proportion of resident population travelling to work by foot in the whole of the Borough
- 18% of the population in Ashby Ivanhoe work from home
- Ashby Holywell ward has the second largest inflow of persons commuting into the area to work in the District

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 borough (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 Ashby monitoring area in general terms, it will not always reflect the situation in the priority neighbourhoods.

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. The most popular mode of transport for both resident and workplace populations is private car or van and the second most utilised method is 'on foot'. A large proportion of resident and workplace population are home working. This is particularly noticeable in Ashby Ivanhoe where nearly a fifth (18%) of the population work from home. In Ashby Ivanhoe there are also significantly fewer workplace population who travel to work by car or van (56% compared to 71% for North West Leicestershire). Ashby Holywell ward has the largest proportion of resident population travelling to work 'by foot' in the borough (18%) indicating that a large number of people work close to where they live. The tables below show the method of travel to work for resident and workplace populations in the wards in and around the Ashby monitoring area.

Table 21: 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
Ashby Ivanhoe	2,070	70	10	3	3	12	2
Ashby Holywell	2,412	70	9	1	2	18	1
North West Leicestershire	41,928	75	10	3	2	8	2

Table 22: Travel to work mode for workplace populations by ward

	Workplace population 16 - 74	% Car or van	% Home working	% Public transport	% Bicycle	% On foot	% Other
Ashby Ivanhoe	1,153	56	18	2	0	14	2
Ashby Holywell	6,216	70	4	6	0	8	2
North West Leicestershire	45,075	71	9	4	0	8	2

Workplace destination of North West Leicestershire Resident Population

The most popular workplace destination of the resident population living in North and 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 borough are employed in routine and manual occupational groups (47%). A higher proportion of those that travel outside the borough to work are employed in managerial and professional occupations (51%).

Ward Commuting Balance

The below table shows the balance of commuting in the wards in and around the Ashby monitoring area. Ashby Holywell ward has the second largest inflow of persons commuting into the area to work in the whole of the District indicating that it is a large employment ward. Conversely, Ashby Ivanhoe is amongst the wards with the fewest people commuting into the area to work which explains why such a small percentage of the workplace population utilise a car or van to travel to work.

Ward	No. of people travelling into ward	No. of people travelling out of ward	Net flow
Ashby Ivanhoe	696	1,641	-945
Ashby Holywell	5,475	1,562	3,913

by ward

Table 23 : Commuting balance

Source: Census Workplace Table 2001

Self Containment of Wards

Table 24 shows self containment within wards and the borough as a whole. Self containment is defined as the proportion of people who live and work within the same area for example a ward or district. Ashby Ivanhoe is the second most contained ward in terms of district indicating that the

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
Moir	2,235	49	8	51
Kegworth and Whatton	2,315	39	27	61

majority of residents do not commute out of the Borough to work. Ashby Holywell ward is amongst the most contained in terms of ward. Almost 40% of people living in Ashby Holywell ward work in the area in which they live.

Table 24: Self containment of wards

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

Source: Census

CHILDREN AND YOUNG PEOPLE

Summary

- There are 707 pupils attending a Leicestershire maintained school in the Ashby monitoring area
- Educational achievement in the Ashby monitoring area is good in comparison to the District and County

Attainment Levels

In the Ashby monitoring area there are currently 707 pupils attending a Leicestershire maintained school (2007 School Census). During a child's school career there are four 'Key Stages' 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 described in the tables to the right in terms of attainment within the Ashby monitoring area for key stages two to four. Data is provided for the school year 2005 –2006 and relates to children attending a Leicestershire maintained school.

Leicestershire's floor targets for 2006 are:

- **KS2 English**, 83% achieve level 4 or above
- **KS2 Mathematics**, 81% achieve level 4 or above
- **KS2 Science**, no statutory target is set at KS2
- **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

Educational achievement in the Ashby Monitoring area is relatively good. Achievement levels for key stages 2 to 4 fall only slightly under County targets set for 2006.

In comparison to the District and County English fairs the worst when compared to other core subjects, sitting approximately 5% to 15% below District and County figures in key stages 2 and 3. Attainment in all core subjects appears to fall during the transition from key stage 2 to key stage 3, this reduction in achievement is particularly noticeable in Science which falls by approximately 23%.

Table 27 depicts the percentage of children achieving five or more A* to C grades at GCSE, or A to G grades at GCSE. Figures show that the percentage of children achieving A* to C grades at GCSE is higher than for the District and County.

Table 25: Key Stage 2 % attaining 4+ (2005/06)

Area	English	Maths	Science
Ashby monitoring area	75%	77%	92%
North West Leicestershire	90%	91%	94%
Leicestershire	82%	76%	89%

Table 26: Key Stage 3 % attaining 5+ (2005/06)

Area	English	Maths	Science
Ashby monitoring area	72%	71%	69%
North West Leicestershire	78%	80%	81%
Leicestershire	83%	85%	83%

Table 27: GCSE and Equivalent attainment (2005/06)

Area	5+ A*-C	5+ A*-G
Ashby monitoring area	60%	85%
North West Leicestershire	58%	90%
Leicestershire	58%	91%

School Exclusions

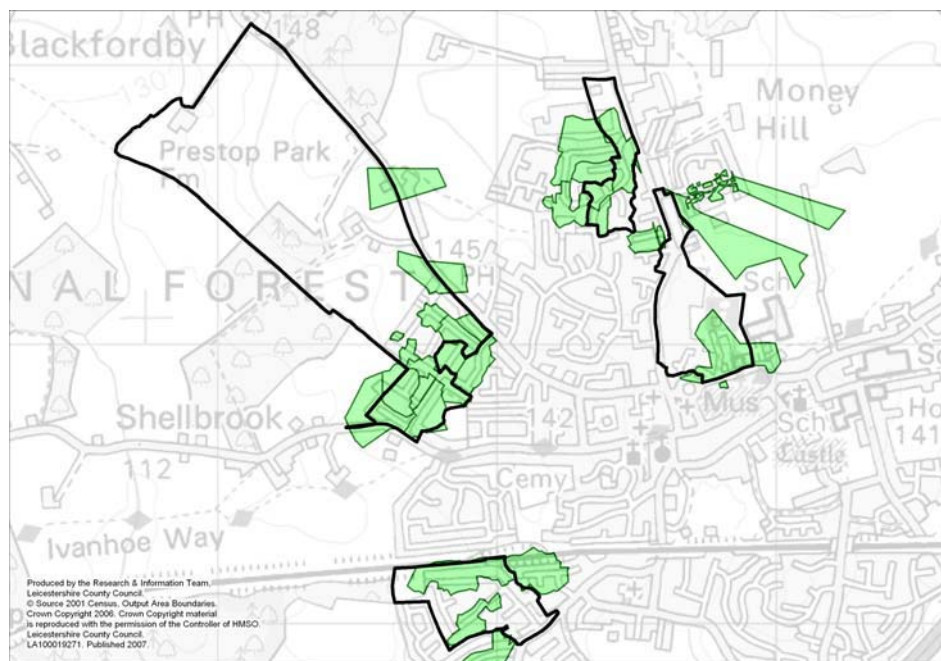
Summary

- **6% of pupils living in the Ashby monitoring area were excluded from school during 2005/06 which represents a higher rate of exclusions than for the District or the County**

Numbers of pupils living in the Ashby monitoring area who had been excluded from Local Education Authority controlled schools during April 2005– April 2006 were recorded and compared with district and county percentages. In total 41 Pupils (6% of the LEA school population in the Ashby 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 (4%) and Leicestershire (2.7%). Of those who were excluded the majority were male (63%) and White British (98%). A minority (2%) of excluded pupils did not wish their ethnic category to be recorded.

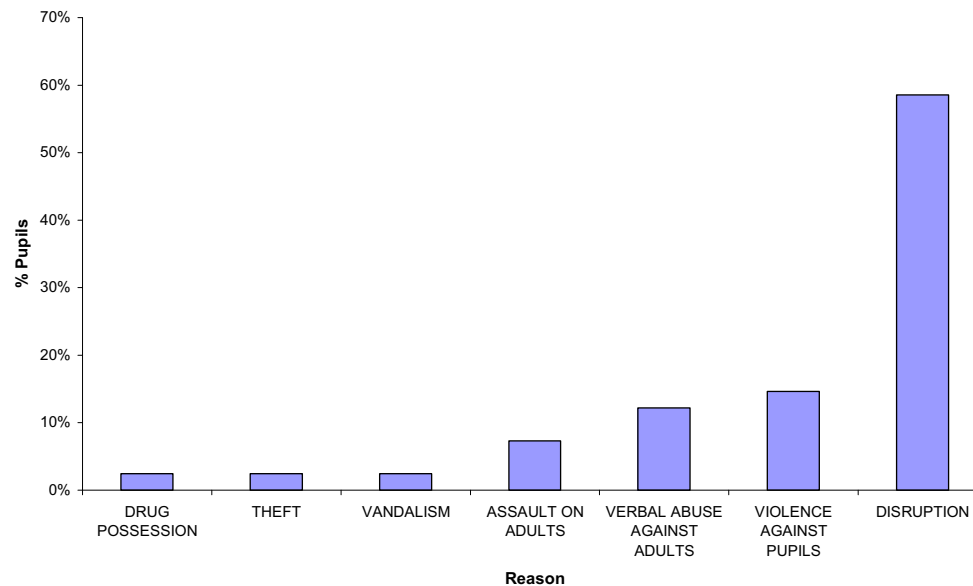
The predominant reason for pupils being excluded from schools in the Ashby monitoring area was disruption (59%), and violence against pupils (15%), other reasons are shown in Graph 11. Average number of days out of school as a consequence of being excluded was calculated to be approximately 4 (per excluded 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 Ashby monitoring area.

Map 6: Postcode areas containing a pupil expulsion



Source: LEA School Exclusions

Graph 11: Reasons for school exclusions in postcode areas



Source: LEA School Exclusions

CHILDREN AND YOUNG PEOPLE

Summary

- **A tenth of children in North West Leicestershire who were referred to Children's Social Care between April and October 2006 were living in the Ashby monitoring area at the time of referral**
- **Rates of teenage pregnancies in Ashby Holywell ward are relatively high, however 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 as a whole there were 588 children referred to CSC between April and October (2006). Just under a tenth of these were living in the Ashby monitoring area when they were referred. The majority of children were referred by a health professional (20%), the LEA (14%), the police (13%) or Leicestershire Social Services Department (SSD) staff (13%). Approximately 6% of children were referred because of a disability or parental illness or disability.

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 or above. Between 2001 and 2003 rates of teenage pregnancies for Ashby Holywell and Ashby Ivanhoe wards were measured at 47.1 and 23.6 respectively for every 1000 females below the age of 18. This indicates that although neither ward is considered a 'hotspot' for teenage pregnancies the rate of teenage pregnancies in Ashby Holywell ward is very high.

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
SOA	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-org.uk
www.leics.gov.uk/statistics
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www.leics.gov.uk/statistics