

North West Leicestershire Priority Neighbourhood Profile

Measham

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 Measham Centre LSOA is 1,581 (2001 Census of Population)
- The total population is estimated to have remained consistent during 2001 to 2004
- During 2001 to 2004 there was a gradual increase in the 16 to 29 age group
- In terms of overall deprivation, Measham Centre LSOA is one of the most deprived LSOAs in the District and County
- The area experiences high deprivation relating to income, education skills and training, employment, and health
- Deprivation in education skills and training is the most prominent form of deprivation in the area
- Health deprivation may be exacerbated by unhealthy lifestyles caused by income deprivation and employment deprivation
- There is a lack of educational provision above Primary level both within and around the Measham priority neighbourhood
- There are no services or amenities within the actual boundaries of the priority neighbourhoods, however given the small number of actual residential properties, provision surrounding the area is sufficient
- Rates of Domestic Violence are nearly three times as high in the Measham monitoring area than in the District or County
- Measham ward is amongst the unhealthiest wards in North West Leicestershire in terms of unhealthy lifestyle behaviours
- Nearly a third of the population of Measham ward are estimated to be obese, this is the highest estimated proportion of obesity for the whole of North West Leicestershire
- Older people represent 22% of the population which is slightly higher than District proportions (21%)
- The largest proportion of older people are in the 65 to 74 age range (2001 Census of population)
- There are 1103 people (70% of the population) of working age living in the Measham monitoring area
- 60% of the working age population are economically active this is a significantly smaller proportion than for the District (70%) or the County (71%)
- Average annual income in the Measham monitoring area is well below District, County and National averages
- The most popular mode of transport used to get to work by both resident and workplace populations is private car or van (75% and 66% respectively)
- Measham ward has a fairly high proportion of persons who work outside of North West Leicestershire
- Children and Young people and Education are the key problem areas in the Measham monitoring area
- Key stage achievement falls well below district and county levels and below the floor targets set for the county
- Only 38% of pupils in the Measham monitoring area achieve GCSE grades A to C compared to 58% in the District and County
- 8% of pupils living in the Measham monitoring area were excluded from school during 2005/06 which represents twice as many exclusions than for the District and nearly three times as many as in the County
- Rates of teenage pregnancies in Measham ward are very high, between 2001 and 2003 there were 54.4 conceptions per 1000 females aged 15 to 17

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 Measham 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 Measham 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).

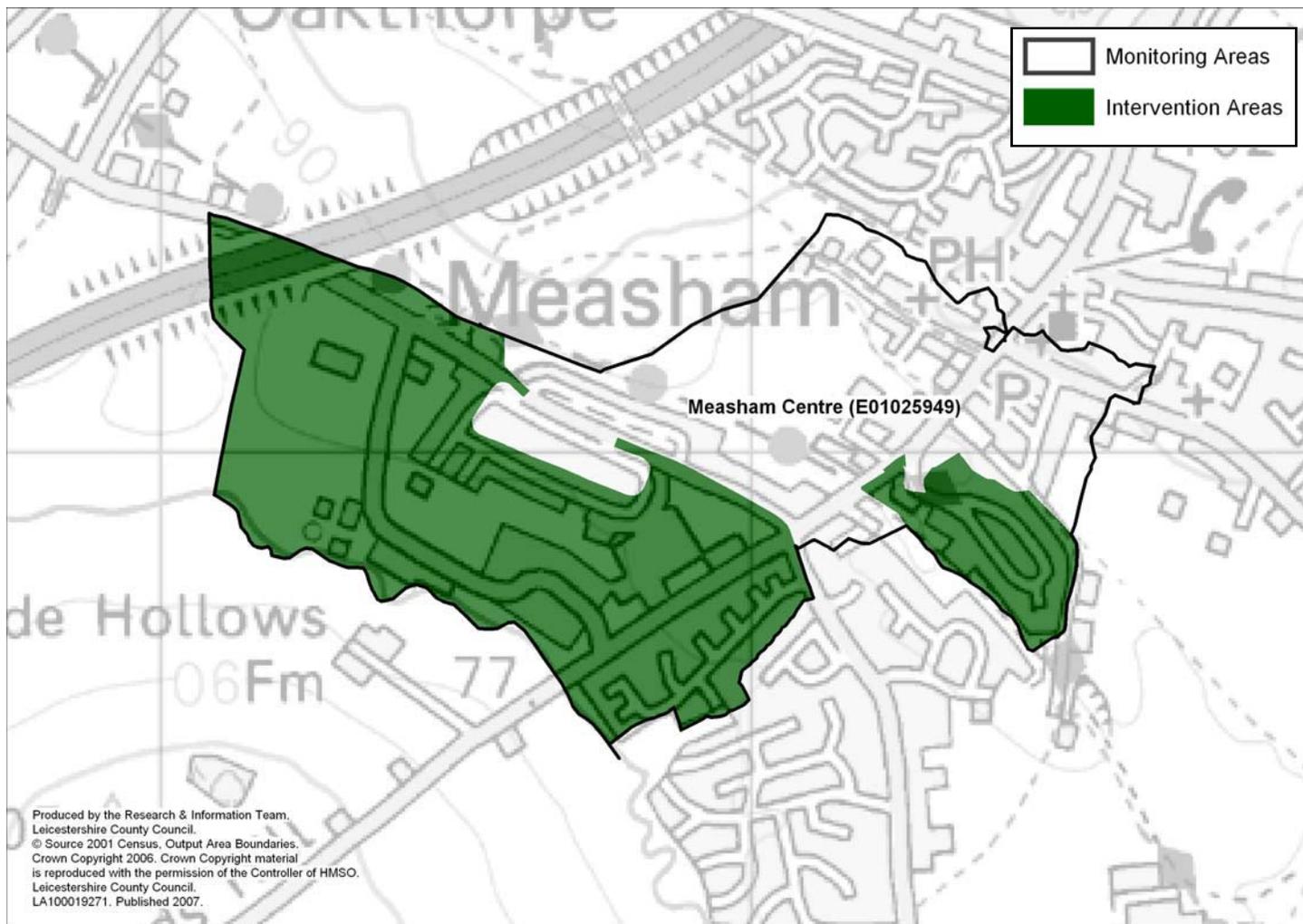
The report will include data at Lower Super Output Area (LSOA) level, thus allowing the examination of statistics at a very low geographical level (small areas each containing approximately 1500 people). In instances where data is not available at such a low level, data is examined at ward level. Specifically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

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

District	Ward	Super Output Area
North West Leicestershire	Measham	Measham Centre

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 Measham. 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: Measham Intervention and Monitoring areas



Aerial View

The Measham priority neighbourhood is made up of two areas, separated by a short space. The eastern area consists of mainly semi-detached housing, with some open space and light industry. The western area is much larger in size and the majority of the area is taken up by an industrial estate and some wasteland. The housing to the south comprises mainly of short terraces whilst the houses to the north are semi-detached.

Map 0.2: Aerial Photograph of the Measham Intervention Areas



DEMOGRAPHICS

Summary

- **The population of Measham Centre LSOA is 1,581 (2001 Census of Population)**
- **The total population is estimated to have remained consistent during 2001 to 2004**
- **During 2001 to 2004 there was a gradual increase in the 16 to 29 age group**

Housing

According to Leicestershire County Council yearly household estimates (2004) there are 683 households in the Measham Monitoring area. The number of households remained consistent between 2001 and 2004. The average households size is estimated to be 2.3 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 Measham Priority Neighbourhood was 1,581 persons. This population is estimated to have remained consistent during the four year period 2001 to 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

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

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 Measham monitoring area is depicted in Graph 1.1. In 2004 just over a fifth of the population (23%) in the Measham monitoring area were estimated to be aged under 16 and therefore still at school and dependents, 18% of the population were estimated to be of retirement age.

Similarly to County and National proportions the 16-29 age group was estimated to contain the lowest population. Being the main child-bearing age this may have implications for younger age groups in future years. A gradual increase in the 16-29 age group is observable in Graph 2 this will be attributable to people in the lower age bands starting to populate the higher 16-29 age band.

Births and deaths by ward

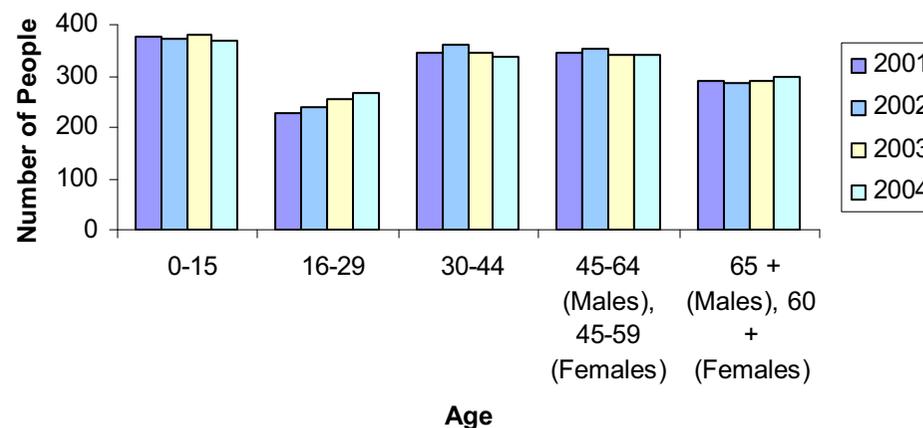
Table 1.1 shows the number of births in Measham ward during 2005 (ONS, 2005), data is available at a ward level only. Information in Tables 1.1 and 1.2 provide a snapshot of births and deaths for 2005 only, numbers of births and deaths in an area can vary considerably from year to year. From Table 1.1 it is apparent that there was a majority of male births (54%) over female births (46%) in the area. Table 1.2 shows that in 2005 the majority of deaths in Measham ward were female.

Table 1.1: Number of Live Births by Ward (2005)

Ward	Males	Females	Total Births
Measham	35	30	65

Source: ONS General Release

Graph 1.1: Age Structure: Measham Monitoring Area



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

Table 1.2: Number of Deaths by Ward (2005)

Ward	Males	Females	Total Deaths
Measham	17	20	37

Source: ONS General Release

ETHNICITY AND RELIGION

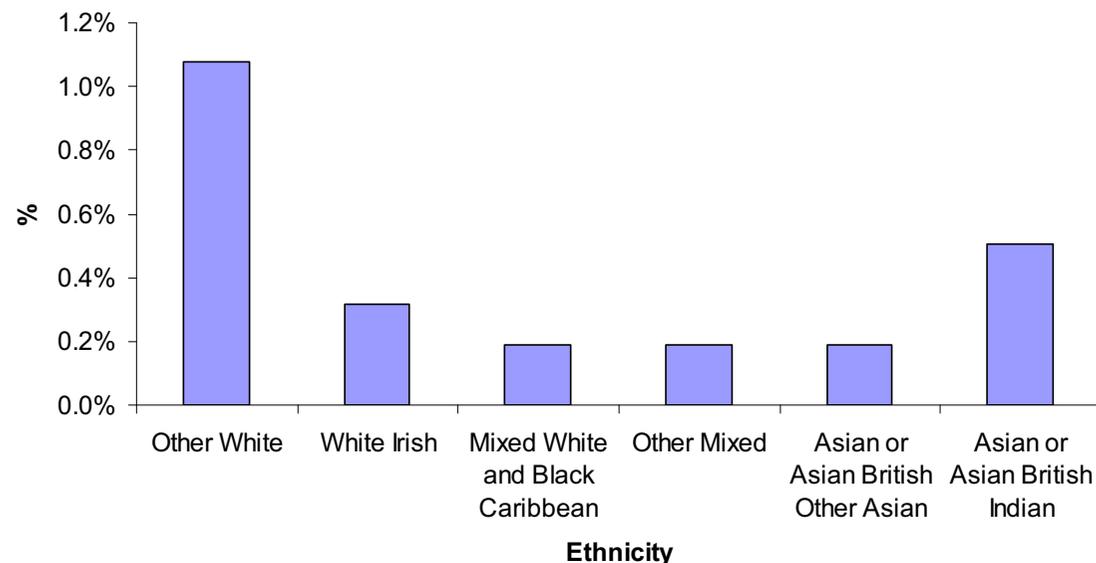
Summary

- **The BME population of the Measham Monitoring area is 2.5%**
- **The largest Black Minority Ethnic groups are White Other and Asian or Asian British Indian**
- **71% of the population are Christian**

Ethnicity

The 2001 Census of Population was used to provide a breakdown of ethnic groups in the Measham Monitoring area. An overwhelming majority of persons (97.5%) were White British. The overall Black and Minority Ethnic (BME) origin population (all people other than White British) was 2.5%. Comparatively this is slightly lower than the North West Leicestershire proportion of 3.2% and noticeably lower than the Leicestershire County proportion of 7.3%. The largest BME groups were White Other and Asian or Asian British Indian. A breakdown of BME groups in the Measham Monitoring area is depicted in Graph 1.2.

Graph 1.2: BME population



Religion

A voluntary question was asked in the 2001 census about religion, 71% of the population in the Measham monitoring area identified themselves as being Christian. A minority identified their religion as being Hindu, Muslim, Sikh or Other and 195 persons chose not to state their religion.

Source: Census of population 2001

INDICES OF DEPRIVATION

Summary

- In terms of overall deprivation, Measham Centre LSOA is one of the most deprived LSOAs in the District and County
- The area experiences high deprivation relating to income, education skills and training, employment, and health
- Deprivation in education skills and training is the most prominent form of deprivation in the area
- Health deprivation may be exacerbated by unhealthy lifestyles caused by income deprivation and employment deprivation

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

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

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

This section examines the Measham monitoring area (Measham Centre LSOA). 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

In terms of combined deprivation the Measham monitoring area experiences a high level of deprivation overall according to the IMD. Measham Centre LSOA is the third most deprived LSOA in the District, the seventh most deprived LSOA in the County and ranks within the 25% most deprived LSOAs in England.

Table 2.1: IMD LSOA rankings

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	IMD SCORE
Measham Centre	3	7	8011	30.32

Income Deprivation

This domain measures the proportion of the population in receipt of income support or other means tested benefits. Measham Centre LSOA ranks amongst the most deprived LSOAs in the District, County and Nationally suggesting that levels of income deprivation within the district are comparably better than the national picture.

Table 2.2: Income Deprivation

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	INCOME SCORE
Measham Centre	3	18	8329	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). Table 2.3 shows that in comparison to the District, County and National picture there is a high level of income deprivation affecting children in the monitoring area. Overall there are 102 children living in income deprived households, which is nearly a third (27%) of the population of children aged under 16 years.

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
Measham Centre	5	23	9049	373	102

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. Measham Centre has a relatively high level of income deprivation affecting older people however it is less pronounced than income deprivation affecting children in the area.

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 Measham monitoring area live in income deprived households (50 persons out of a population of 342).

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
Measham Centre	13	85	14878	342	50

Barriers to Services

Overall there is little deprivation in the Measham 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 all three LSOAs are ranked in the 30% least deprived locally and nationally.

Table 2.5: Barriers to Services

LSOA	BARRIERS TO HOUSING AND SERVICES SCORE		
	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)
Measham Centre	51	289	27958

Education

The Indices of Multiple Deprivation 2004 show that the Measham monitoring area experiences very high levels of deprivation in education, skills, and training. Measham Centre LSOA ranks amongst the 10% most deprived LSOAs in the country for this domain.

Table 2.6: Education and Skills Deprivation

LSOA	EDUCATION SKILLS AND TRAINING SCORE		
	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)
Measham Centre	2	4	2294

Crime

This domain focuses on deprivation with respect to four major crime themes - burglary, theft, criminal damage and violence. Crime scores indicate that there is a relatively high level of crime deprivation experienced in the Measham monitoring area. District and National rankings place Measham amongst the 33% most deprived LSOAs, whilst it is amongst the 8% most deprived LSOAs on a County level. Rankings for all the LSOAs in the area can be seen in Table 2.7.

Table 2.7: Crime Deprivation

LSOA	CRIME SCORE		
	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)
Measham Centre	17	33	8810

Employment

Analysis of employment rankings show the Measham monitoring area to experience a high level of employment deprivation. This may be related to the high level of deprivation in education and skills also present in the area as well as being conducive of the high level of income deprivation.

Table 2.8: Employment Deprivation

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	EMPLOYMENT SCORE
Measham Centre	3	12	7401	0.15

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. Measham Centre again experiences a high level of deprivation for this domain which may be a consequence of the pronounced income and employment deprivation in the area. Respective rankings are shown in table 2.9.

Table 2.9: Health Deprivation and Disability

LSOA	District Rank (1 to 57)	County Rank (1 to 396)	National Ranking (1 to 32482)	DEPRIVATION AND DISABILITY SCORE
Measham Centre	3	7	8590	0.57

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. On a district, county, and national level the Measham monitoring area experiences moderate deprivation in terms of living environment.

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
Measham Centre	17	119	18029	14.64

Source: IMD 2004

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

STRONGER COMMUNITIES

Summary

- There is a lack of educational provision above Primary level both within and around the Measham priority neighbourhood
- There are no services or amenities within the actual boundaries of the priority neighbourhoods, however given the small number of actual residential properties, provision surrounding the area is sufficient

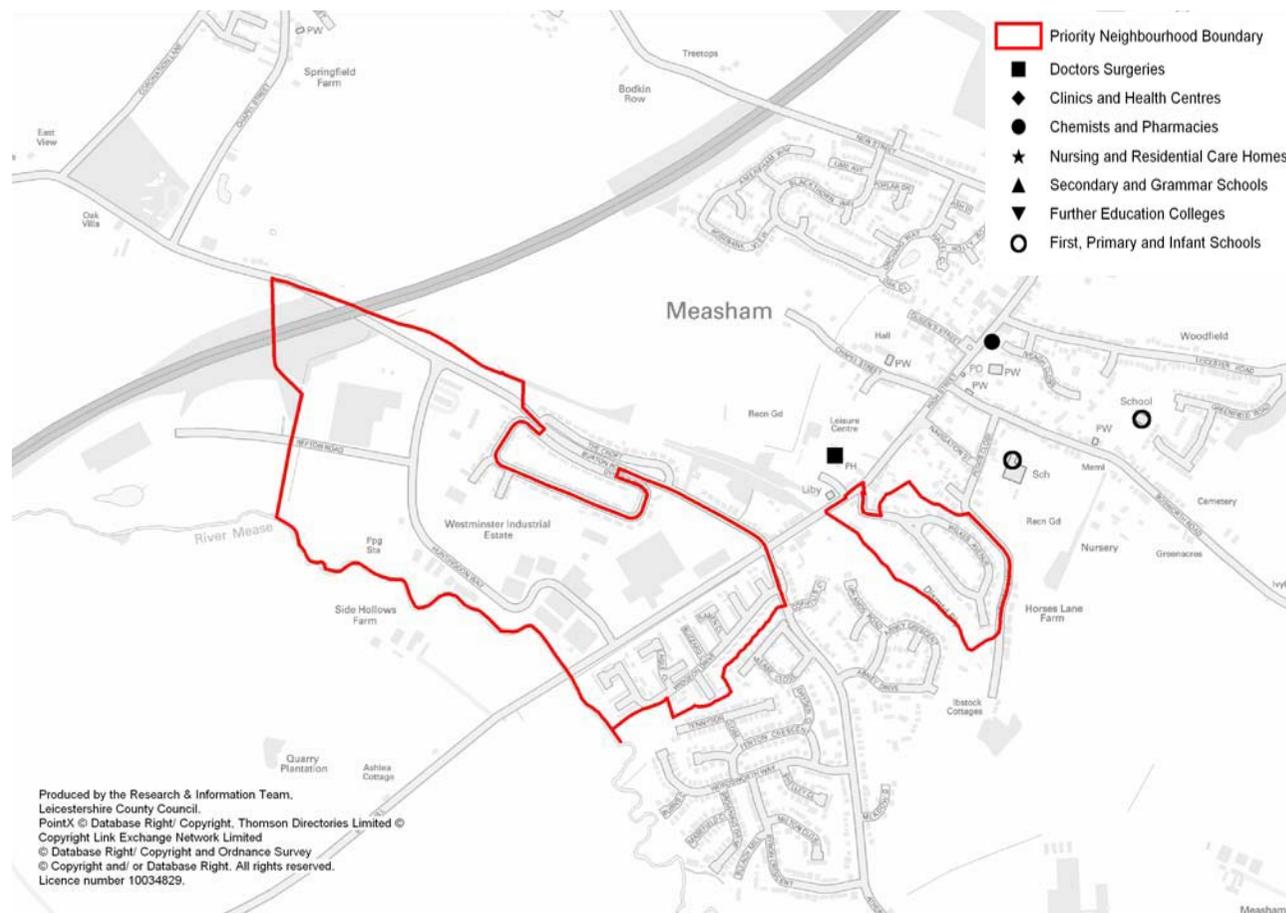
Access to Services

The Measham priority neighbourhood covers an area of approximately 47 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 Measham Priority Neighbourhoods.

The most noticeable characteristic of the Measham priority area is the lack of educational provision above primary school level. This would mean that residents would have to travel to neighbouring towns and villages for secondary education and above, but this is expected from a village the size of Measham. In terms of healthcare, the priority area is located within a relatively short distance of a doctor's surgery and a chemists.



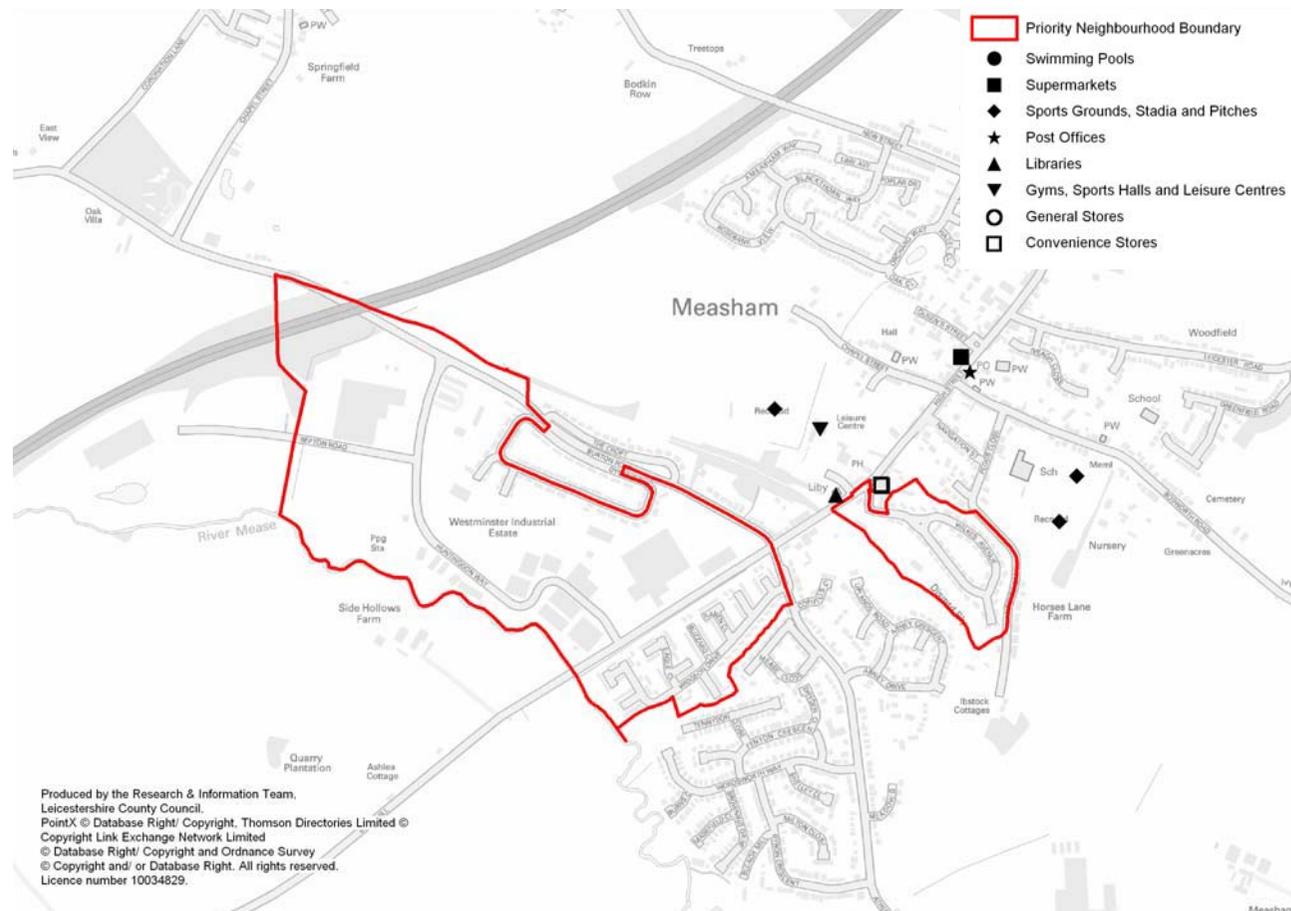
Map 3.1: Education and Health Facilities in the Measham Priority Neighbourhoods

Access to Services

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

Services and Amenities

As the map illustrates, although there are no amenities located within the actual boundaries of the Measham priority area, there is a convenience store and library on the edge of the eastern part of the area. Close by, in the centre of Measham there is a supermarket, post office, gymnasium and a number of sports grounds. Given that the majority of the western part of the priority area is not residential, the population has a adequate level of service provision.



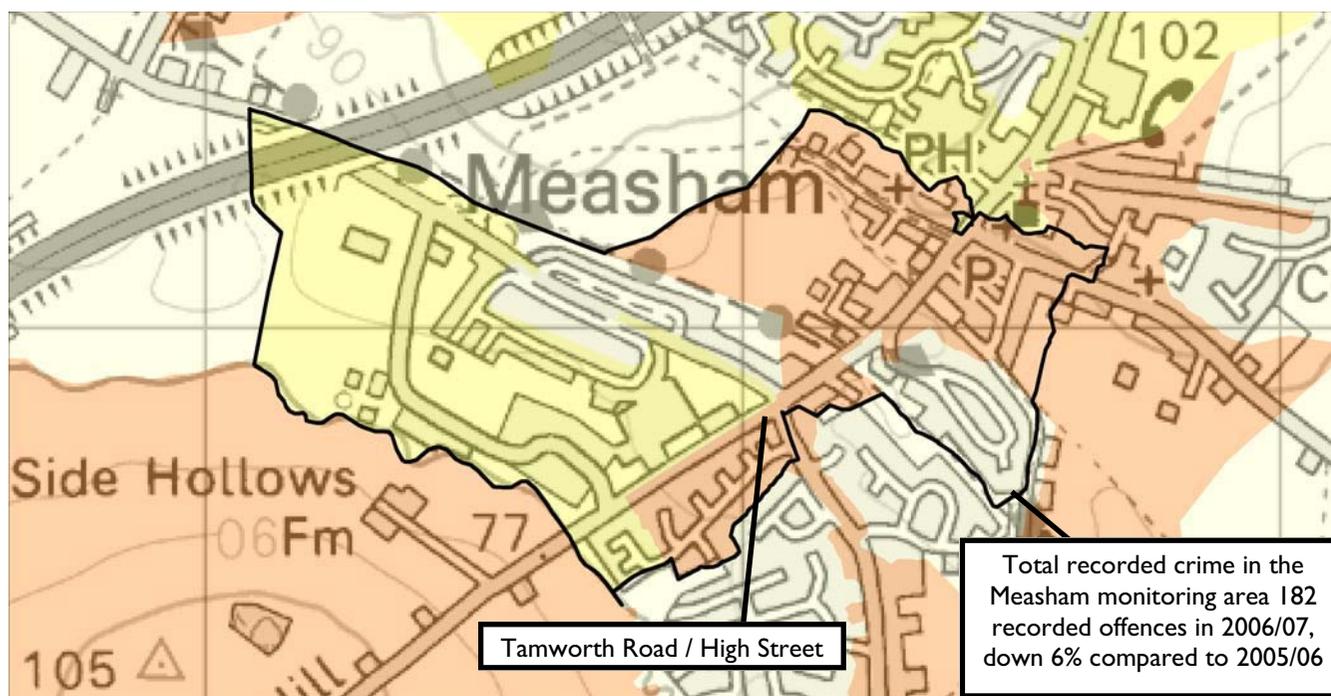
Map 3.2: Public Convenience Services in the Measham Monitoring Area

4. SAFER COMMUNITIES

Summary

- Violence against the person and criminal damage account for half of crime in the Measham monitoring area
- Between 2005/06 and 2006/07 the number of offences has reduced by 6% in the Measham monitoring area
- Crime in the Measham monitoring area accounts for 3% of all crime in North West Leicestershire District

Map 4.1 : Measham Crime Hotspots



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

There was a total of 182 recorded offences in the Measham monitoring area in 2006/07, down by 6% compared to 2005/06.

The map highlights that within the monitoring area offences are concentrated along Tamworth Road and High Street.

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.

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Measham monitoring area

Table 4.2 (right) shows crimes recorded in the Measham 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 Measham monitoring area. However, violence against the person accounts for almost one-third of offences in Measham compared to around a fifth of all offences recorded within the whole of North West Leicestershire.

The second highest crime type in the Measham is criminal damage, accounting for 21% of total recorded crime in the monitoring area, compared to 14% in the whole of North West Leicestershire.

Table 4.2 shows that the overall crime rate is higher in the Measham monitoring area (115.2 per 1,000 population) than for the District as a whole (81.2 per 1,000). The crime rate in Measham monitoring area is double the rate for the whole of North West Leicestershire for violence against the person, criminal damage and theft from vehicle.

Table 4.2 also shows that 3% of all recorded crime in North West Leicestershire takes place in the Measham monitoring area.

Table 4.2: Recorded crime in North West Leicestershire District compared to Measham monitoring area (2006/07)

	North West Leicestershire		Measham 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	182	115.2	3%
violence against the person	1,445	16.4	54	34.2	4%
criminal damage	1,030	11.7	38	24.1	4%
theft	1,072	12.1	20	12.7	2%
burglary other	428	4.8	12	7.6	3%
damage to motor vehicle	627	7.1	10	6.3	2%
theft of motor vehicle	243	2.8	10	6.3	4%
theft from motor vehicle	776	8.8	9	5.7	1%
burglary dwelling*	414	11.3	7	10.2	2%
fraud and forgery	345	3.9	5	3.2	1%
theft of cycle	83	0.9	4	2.5	5%
drugs	177	2.0	3	1.9	2%
indecentcy	79	0.9	3	1.9	4%
public order	39	0.4	3	1.9	8%
theft from stores	181	2.0	2	1.3	1%
robbery	40	0.5	1	0.6	3%
theft from person	160	1.8	1	0.6	1%
miscellaneous	33	0.4		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

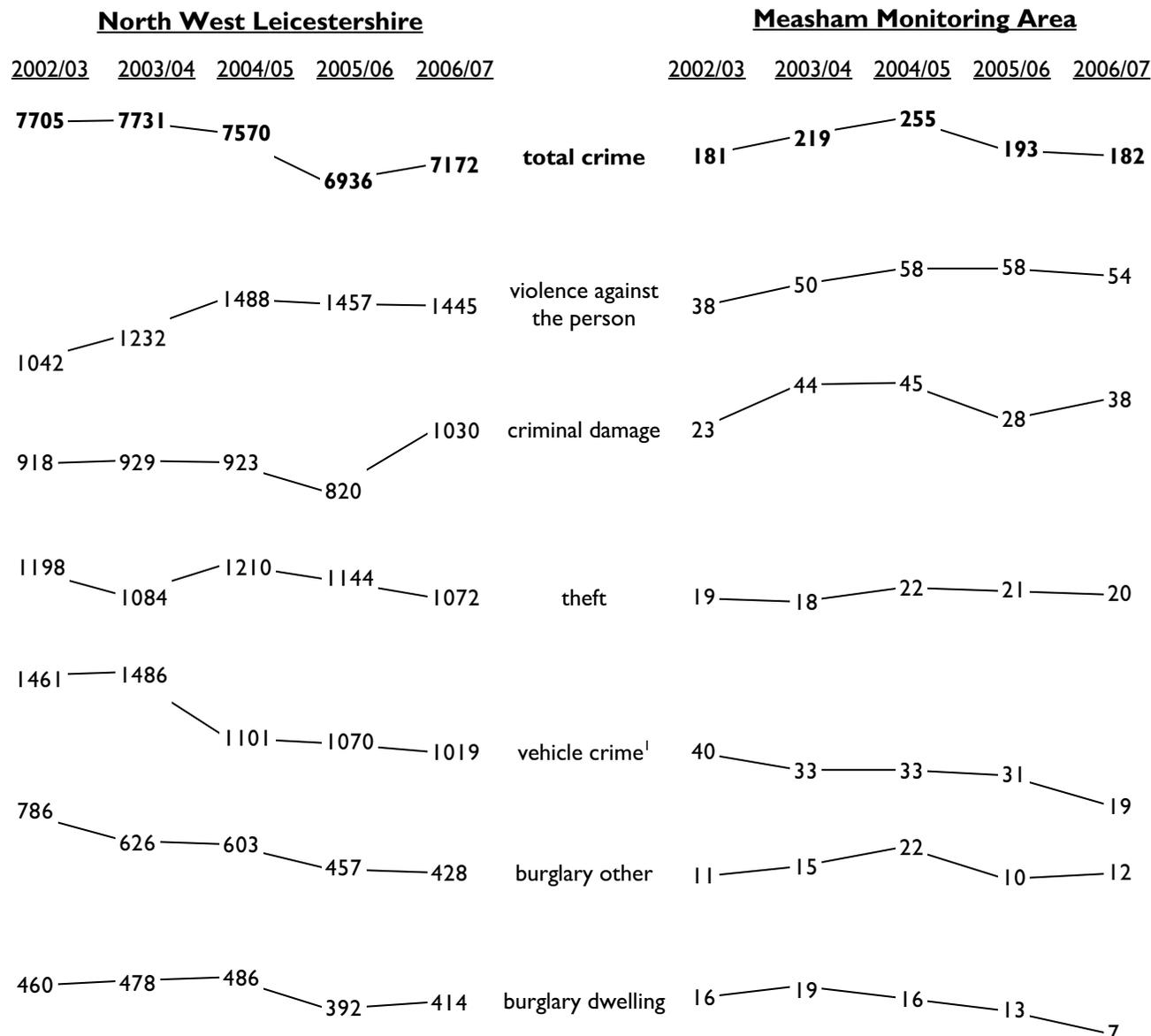
Table 4.3 (right) shows the crime trends over the last five years in North West Leicestershire District and in the Measham monitoring area for total recorded crime and for selected crime categories.

On the whole the trends are fairly similar for both areas, although as the figures for the monitoring area are fairly low small differences - such as 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%.)

Recorded crime in the Measham monitoring area is at the same level in 2006/07 as it was five years ago. The overall number of offences in Measham peaked at 255 offences in 2004/05. This overall peak can be partly attributed to the peaks in criminal damage, burglary dwelling and burglary other offences in 2004/05.

Table 4.3 : Recorded crime trends over the last five years in North West Leicestershire and in Measham Monitoring Zone



Source: Crime Data : Leicestershire Constabulary, CIS

Domestic Violence

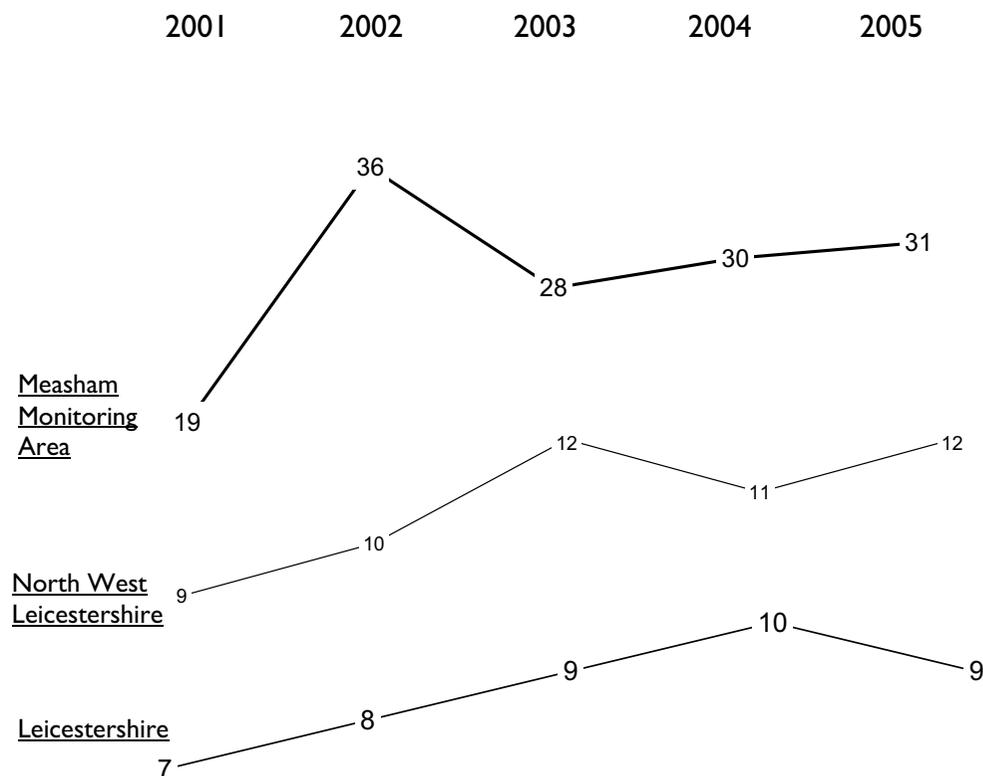
Summary

- **Rates of Domestic Violence are nearly three times as high in the Measham 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 Measham monitoring area was found to have very high rates of DV in comparison to North West Leicestershire as a whole and Leicestershire County. In 2005 reported incidents amounted to nearly three times the number reported in the District and County indicating that there is a very high concentration of DV reporting occurring in the Measham monitoring area. Rates of DV reporting peaked in 2002 when there were 36 recorded incidents of DV occurring per 1000 population. 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 rates of DV over a five year period (2001-2005) for the Measham monitoring area, North West Leicestershire and Leicestershire. Despite a degree of fluctuation during this period, rates of DV have remained higher than rates in North West Leicestershire or Leicestershire which have changed little.



Graph 4.2: Recorded DV trends in the Measham Monitoring Area, North West Leicestershire and Leicestershire County (2001—2005)

Source: Leicestershire Constabulary, CIS

HEALTHIER COMMUNITIES

Summary

- **Measham ward is amongst the unhealthiest wards in North West Leicestershire in terms of unhealthy lifestyle behaviours**
- **Nearly a third of the population of Measham ward are estimated to be obese, this is the highest estimated proportion of obesity for the whole of North West Leicestershire**

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 Measham ward it is estimated that just over a quarter (26%) of the adult population within this ward are current smokers. This estimate is amongst the highest out of all the wards in North West Leicestershire. However the confidence intervals are relatively disparate indicating that 95% of the time the expected prevalence of smoking will fall between 15.8% and 39.6%. The estimated prevalence for smoking in Measham ward overlaps with the confidence intervals for national estimates providing a rough indication that the number of current smokers is similar to national estimates for current smokers.

Table 5.1: Synthetic Estimates of Smoking

Ward	Estimated Smoking - % of Persons	Estimated Smoking - Lower Confidence Interval	Estimated Smoking - Upper Confidence Interval
Measham	26.0%	15.8%	39.6%

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 Measham ward. Levels of binge drinking in Measham ward are estimated to be amongst the highest in the district. 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 nearly a third (29.6%) of persons in Measham ward are estimated to be obese. Measham ward is estimated to have the highest prevalence of obesity out of all the wards in North West Leicestershire.

National prevalence of obesity was calculated as a direct estimate from the 2000—2003 HSfE Survey and is therefore not a synthetic estimate. Comparisons with national estimates show that the prevalence of obesity in Measham ward may again be on par with national prevalence.

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 Measham is relatively low. Approximately a fifth (20.4%) of persons in the ward are estimated to have eaten five or more fruit or vegetables on the previous day. 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 in Measham

Ward	Estimated Binge Drinking - % of Persons	Estimated Binge Drinking - Lower Confidence Interval	Estimated Binge Drinking - Upper Confidence Interval
Measham	17.0%	8.9%	29.7%

Table 5.3: Synthetic Estimates of Obesity in Measham

Ward	Estimated Obesity - % of Persons	Estimated Obesity - Lower Confidence Interval	Estimated Obesity - Upper Confidence Interval
Measham	29.6%	21.3%	39.4%

Table 5.4: Synthetic Estimates of Adult Fruit and Vegetable Consumption in Measham

Ward	Estimated Adult Consumption of Fruit and Veg - % of Persons	Estimated Adult Consumption of Fruit and Veg - Lower Confidence Interval	Estimated Adult Consumption of Fruit and Veg - Upper Confidence Interval
Measham	20.4%	11.5%	33.6%

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. Measham ward is amongst the lowest estimates of child fruit and vegetable consumption in the district. Confidence intervals for Measham ward 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. However, confidence intervals are relatively disparate indicating that results should be interpreted with an element of caution

Table 5.5: Synthetic Estimates of Child Fruit and Vegetable Consumption in Measham ward

Ward	Estimated Child Consumption of Fruit and Veg - % of Persons	Estimated Child Consumption of Fruit and Veg - Lower Confidence Interval	Estimated Child Consumption of Fruit and Veg - Upper Confidence Interval
Measham	32.5%	16.8%	53.1%

OLDER PEOPLE

Summary

- Older people represent 22% of the population which is slightly higher than District proportions (21%)
- The largest proportion of older people are in the 65 to 74 age range (2001 Census of population)

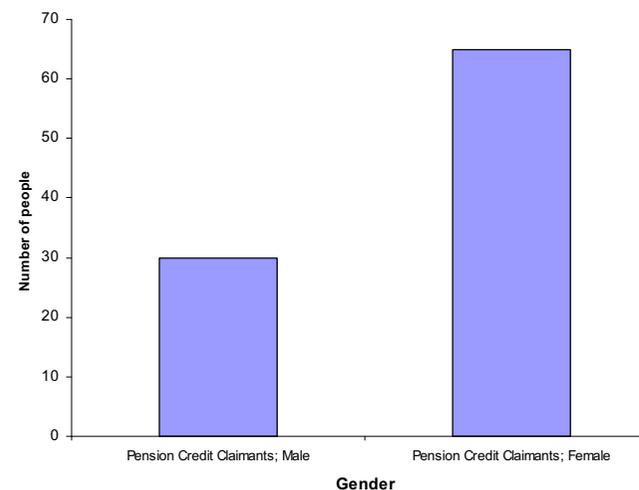
The age structure of older people living in the Measham monitoring area was examined using the 2001 Census of Population data. In 2001 there were a total of 342 persons over the age of 60 living in the LSOAs in the monitoring area. This represents 22% of the population which is slightly higher than District proportions (21%). The largest proportion of older people were aged 65 to 74 (44%) or 60 to 64 (25%). A minority (7%) 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. Persons claiming a state pension in the Measham monitoring area account for a minority (2%) of claimants in the whole of North West Leicestershire. Unsurprisingly the percentage of female claimants (61%) 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 95 persons were receiving this benefit in the Measham monitoring area. The majority of claimants (68%) were female. Graph 6.2 shows the number of persons claiming pension credit according to age.

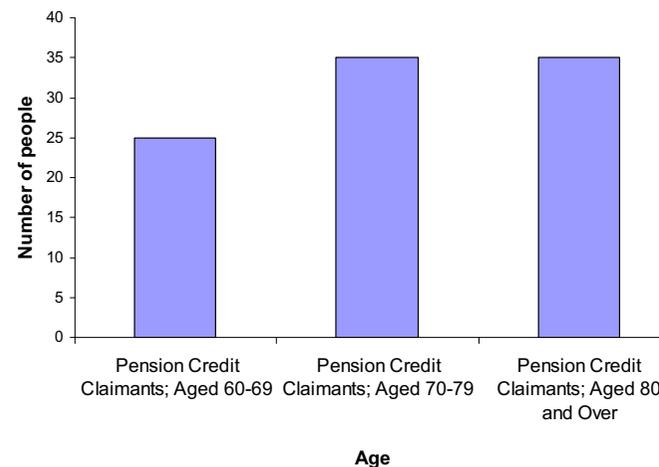
Disability living allowance is a tax-free benefit allocated to adults who need help with personal care or have walking difficulties because they are physically or mentally disabled. In August 2006 just under a third (30%) of persons claiming disability living allowance in the Measham monitoring area were aged 60 or over.

Graph 6.1: Number of Persons Claiming Pension Credit by Gender



Source: Department for Work and Pensions

Graph 6.2: Number of Persons Claiming Pension Credit by Age



Source: Department for Work and Pensions

ECONOMIC DEVELOPMENT

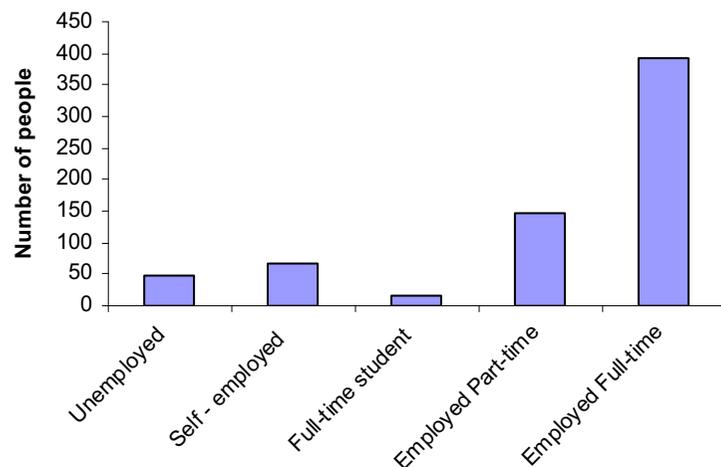
- **There are 1103 people (70% of the population) of working age living in the Measham monitoring area**
- **60% of the working age population are economically active this is a significantly smaller proportion than for the District (70%) or the County (71%)**

Employment

According to the 2001 Census of Population the majority (70%) of people living in the Measham monitoring area are of employment age (16-74). Of these the largest proportion are economically active (60%). This is a significantly lower percentage of persons who are economically active than in the District (70%) or the County (71%). Economic activity 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 people who are economically active in the monitoring area are employed full time.

CACI data no longer available

Graph 7.1: Economic Activity—Working age residents (16-74)



Results of the Annual Business Inquiry (2005) were analysed to identify industries of employment within the Measham monitoring area. Manufacturing dominates the market, 43.9% of workplaces in the area can be classed under this heading. Other large employment sectors in the monitoring area are distribution, hotels and restaurants (29.8%), and Public administration, education and health (13.7%).

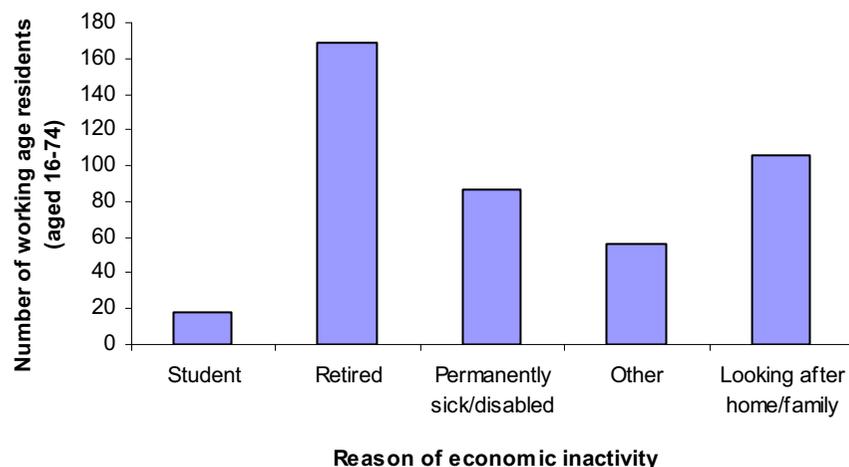
Results of the 2001 Census of Population showed the largest occupation sectors of actual residents in the Measham monitoring area to be Elementary Occupations (24.6%), process plant and machine operatives (20%) and skilled trades (14.4%) indicating that many residents may work within the monitoring area.

Source: Census of Population 2001

Unemployment and Benefits

Economic inactivity is defined by people who are not looking for, or not available for work. The 2001 Census of population showed that 40% of people of employment age (16-74) living in the Measham monitoring area are economically inactive, this is a much larger proportion of persons compared to the District or the County. Graph 7.2 shows the main reason for economic inactivity to be retirement, however there are also a large number of persons looking after the home/family or permanently sick/disabled.

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



Source: Census of Population 2001

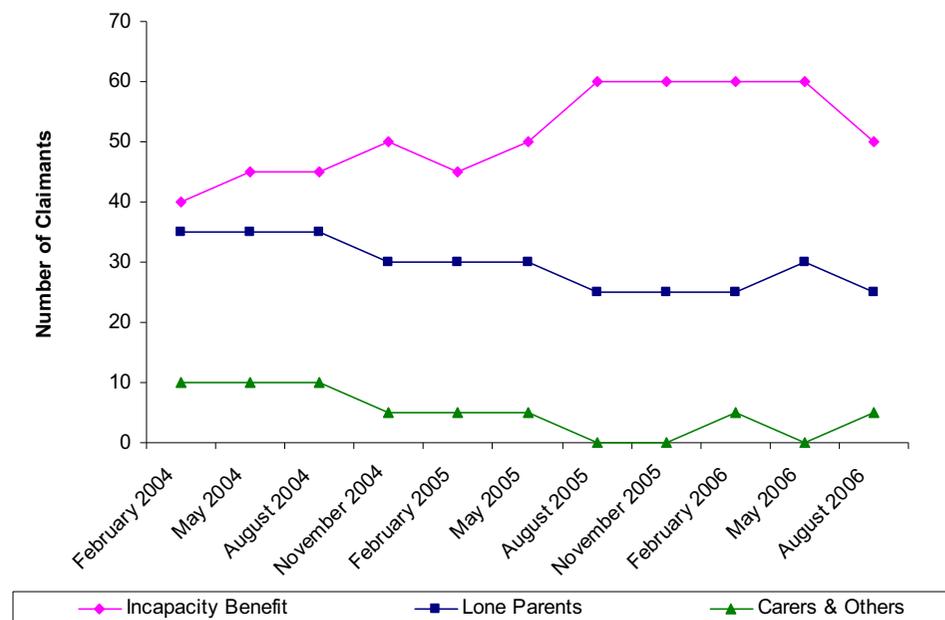
Income support

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. Very high concentrations of income support claimants live in the Measham monitoring area in comparison to elsewhere in the district. The distribution of income support benefit within the monitoring area is depicted in Graph 7.3. Incapacity benefit is seen to account for the majority of all benefit claims made in the monitoring area.

Graph 7.3: Income support claims made in the Measham monitoring area (Feb 2004 - Aug 2006)

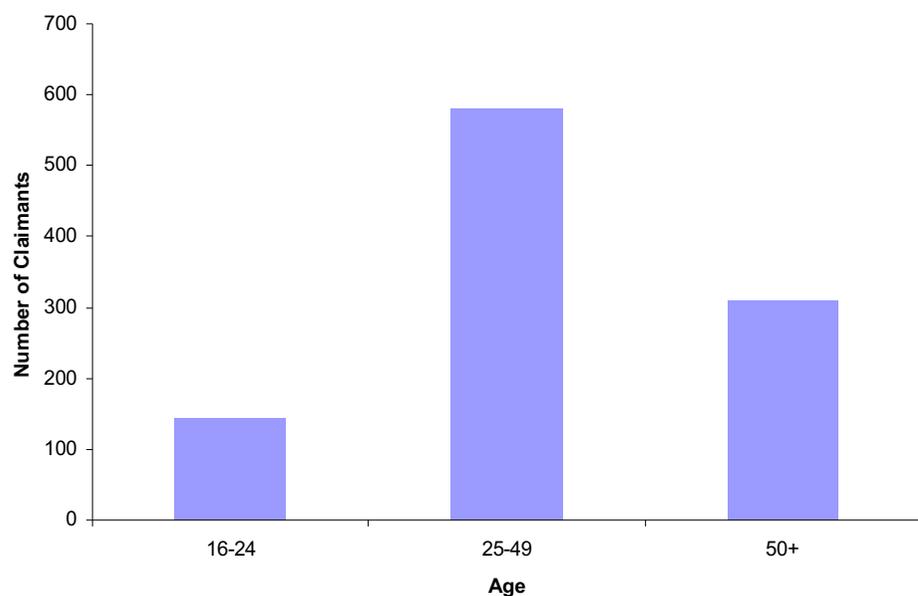


Source: Nomisweb National Statistics 2006

Benefit Claimants

It is possible to analyse the demographics of IS claimants in the Measham monitoring area using data provided by the DWP. Female IS claimants make up over two thirds of total benefit claimants (65%). This is probably attributable to a greater number of women taking on the role of lone parent or carer. Analysis of IS by age shows that the largest proportion of claimants are in the 25-49 age group.

Graph 7.4: Average Age of Benefit Claimants 2005/2006



Source: Department of Work and Pensions 2006

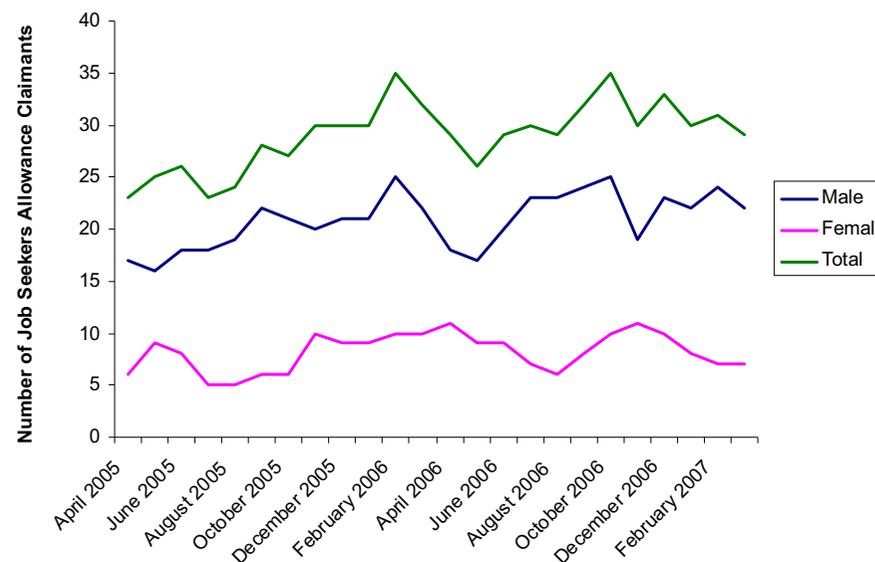
Job Seekers Allowance Claimants

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 7.5 shows a time-series analysis of the numbers of people claiming job seekers allowance in the LSOAs in the Measham monitoring

area throughout the period April 2005 to March 2007. Persons claiming JSA represent 2.6% of the working age population in the Measham monitoring area. In March 2007 there were three times as many male JSA claimants in the area than women. This is partly because only one partner, normally the man, claims income-based JSA on behalf of couples.

Overall there has been a degree of fluctuation in JSA claimants over the two year period. JSA claimant rates reached a high in October 2006. Changes in rates appear to be mainly attributable to more males registering for the benefit.

Graph 7.5: Change in numbers of JSA claimants in the Measham 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 (75% and 66% respectively)**
- **Measham ward has a fairly high proportion of persons who work outside of North West Leicestershire**

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 Measham monitoring area in general terms based on findings from Measham ward.

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 Measham ward. The most popular mode of transport for both resident and workplace populations is private car or van (75% and 66% respectively). A fairly large proportion of both populations work from home or travel to work 'on foot'. The proportion of the resident population travelling to work by private car or van in Measham ward is higher than for workplace populations. This is because a greater number of people living in rural wards commute to urban areas to work and therefore travel a greater distance. Similarly a greater number of the workplace population have less of a distance to travel are seen to commute to work 'by foot'. The tables below show the method of travel to work for resident and workplace populations in Measham ward.

Table 8.1: Travel to work mode for resident populations in Measham ward

Place	Residents in employment 16 - 74	% Home working transport Bicycle % On foot % Other					
		% Car or van	% Home working	% Public transport	% Bicycle	% On foot	% Other
Measham	2,348	75	9	3	1	9	2
North West Leicestershire	41,928	75	10	3	2	8	2

Source: Census Workplace Table 2001

Table 8.2: Travel to work mode for workplace populations in Measham ward

Place	Workplace population 16 - 74	% Home working transport Bicycle % On foot % Other					
		% Car or van	% Home working	% Public transport	% Bicycle	% On foot	% Other
Measham	1,743	66	13	0	1	12	2
North West Leicestershire	45,075	71	9	4	0	8	2

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

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 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 Measham ward. The ward has slightly more people travelling out of the ward to work than travelling into the ward to work. Its rural locality may mean that it is necessary for people to travel to more urban areas to work to access employment opportunities.

Table 8.3: Commuting balance in Measham ward

Ward	No. of people travelling into ward	No. of people travelling out of ward	Net flow
Measham	1,031	1,752	-721

Source: Census Workplace Table 2001

Self Containment of Wards

Table 8.4 shows the 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. Measham ward has a fairly high proportion of persons who work outside of North West Leicestershire which will be exacerbated by its close proximity to other counties such as Warwickshire, Staffordshire, Derbyshire and Nottinghamshire.

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 Valley	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
Moira	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 Borough Profile' published February 2006.

CHILDREN AND YOUNG PEOPLE

Summary

- **Key stage achievement falls well below district and county levels and below the floor targets set for the county**
- **Only 38% of pupils in the Measham monitoring area achieve GCSE grades A to C compared to 58% in the District and County**

Attainment Levels

In the Measham monitoring area there are currently 279 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 Measham 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 are:

- **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

Attainment in the Measham monitoring area is much lower than in the District and County, particularly at KS2. At KS2 approximately 40 to 50% fewer pupils achieve the recommended level 4 or above in English and Maths than in the District or County as a whole. Attainment in all subjects also falls below the County targets set for 2006 by more than 20% at all key stages.

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. There are less children in the

Measham monitoring area achieving A* to C grades than in North West Leicestershire or the County. Under half (38%) achieve A* to C grades in comparison to over half for North West Leicestershire and Leicestershire (58%). Figures for the percentage of children achieving grades A* to C fall approximately 24% short of the target set for the county.

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

Area	English	Maths	Science
Measham	43%	48%	57%
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
Measham	57%	70%	65%
North West Leicestershire District	78%	80%	81%
Leicestershire	83%	85%	83%

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

Area	% 5+ A-C	% 5+ A-G
Measham	38%	71%
North West Leicestershire District	58%	90%
Leicestershire	58%	91%

School Exclusions

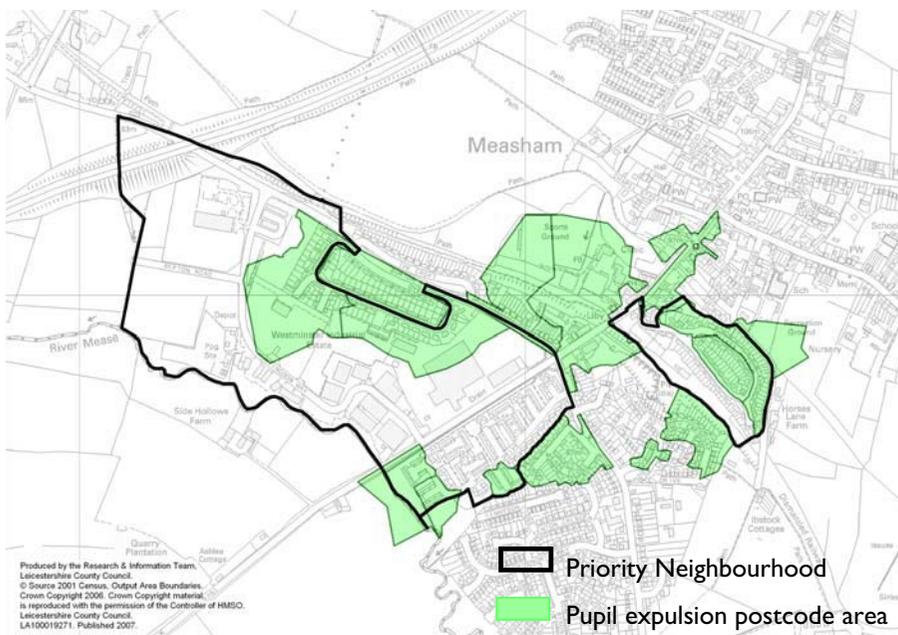
Summary

- **8% of pupils living in the Measham monitoring area were excluded from school during 2005/06 which represents twice as many exclusions than for the District and nearly three times as many as in the County**

Numbers of pupils living in the Measham 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 23 Pupils (8% of the LEA school population in Measham Centre LSOA) were excluded from school for an amount of time during this period. This is double the pupil exclusion rate for North West Leicestershire District (4%) and Leicestershire (2.7%). Of those who were excluded the majority were male (52%) and White British (96%).

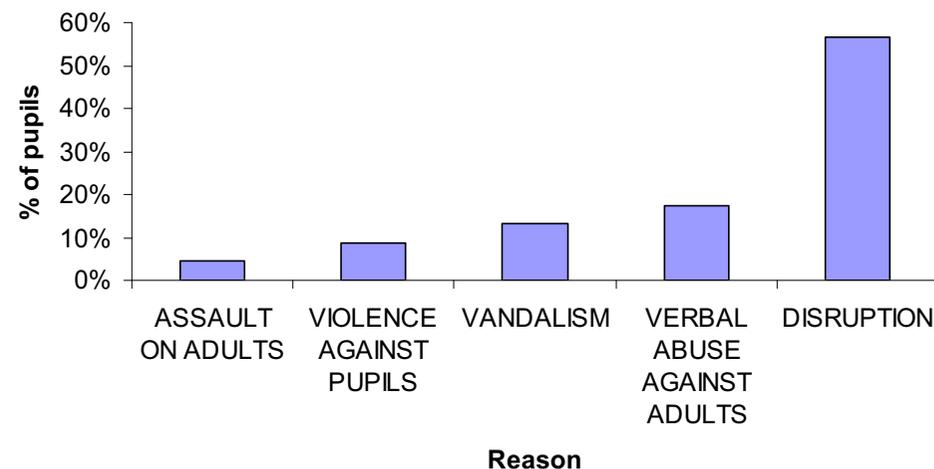
The predominant reason for pupils being excluded from schools in the Measham monitoring area was disruption (57%), other reasons are shown in Graph 9.1. Average number of days out of school as a consequence of being excluded was calculated to be approximately 3 (per excluded pupil) for the previous term. 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 Measham monitoring area.

Map 9.1: Postcode areas containing a pupil expulsions



Source: LEA School Exclusions

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



Source: LEA School Exclusions

CHILDREN AND YOUNG PEOPLE

Summary

- **588 children were referred to Children's Social Care between April and October 2006 within the whole of North West Leicestershire**
- **Rates of teenage pregnancies in Measham ward are very high, between 2001 and 2003 there were 54.4 conceptions per 1000 females aged 15 to 17**

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 proportion of these children were living within the Measham monitoring area when they were referred. The majority of children were referred by a parent (24%), a carer, relative or friend (19%), or Leicestershire Social Services Department staff (17%). A minority of children were referred because of a 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 and above. Between 2001 to 2003, rates for Measham ward are 54.4 (per 1000 females aged 15-17). Therefore although Measham ward can not quite be considered a "hotspot" for teenage pregnancies, rates of conceptions for females below the age of 18 are very high in the area.

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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www.leics.gov.uk/statistics