

Locality Name: Kenilworth

District: Warwick

Description of Locality Area

The Kenilworth locality comprises the wards of Abbey, St John's, Park Hill and a small section of Stoneleigh. It includes the County Council Electoral Divisions of Kenilworth Abbey, Park Hill and St John's. The locality covers an area of approximately 12 square miles.

Aside from the town centre and residential areas of Kenilworth, the locality is primarily rural and sparsely populated consisting of only a few outlying farms. Part of the University of Warwick campus falls within the north-eastern area of the locality.



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Population:

	Locality		Warwickshire	
	No.	%	No.	%
Total Population (Mid-2006) ¹	25,088		522,200	
Male/Female Split ¹	49 / 51		49 / 51	
Total 0-15 year olds ¹	4,305	17.2	97,839	18.7
Total Working Age* Population ¹	14,987	59.7	320,363	61.3
Total 65+ Males, 60+ Females ¹	5,796	23.1	104,030	19.9
Non-White British Population ²	1,847	7.5	36,553	7.2
Urban/Rural Population Split ^{1,3}	100 / 0		68 / 32	

Households:

	Locality		Warwickshire	
	No.	%	No.	%
Total Resident Households ²	10,468		210,898	
Average Household Size ²	2.30		2.37	
Socially Rented Housing ²	710	6.8	30,196	14.3
Terraced Housing ²	1,737	16.1	51,458	23.6
Households with no car/van ²	1,466	14.0	40,130	19.0

*16-64 Males, 16-59 Females

Economy & Employment:

	Locality		Warwickshire	
	No.	%	No.	%
Job-Seekers Allowance Claimants ⁴ (June 2008)	148	1.0	5,998	1.9
Mean Household Income ⁵	£38,60		£34,600	

	Locality		Warwickshire	
	No.	%	No.	%
All Working Age Benefit Claimants (February 2008) ⁴	815	5.4	33,800	10.5
- Incapacity Benefit ⁴	365	2.4	16,130	5.0
- Lone Parent Benefit ⁴	100	0.7	4,260	1.3
- Disability Living Allowance ⁴	95	0.6	3,000	0.9

Occupation of those aged 16-74 in Employment ²	Locality		Warwickshire	
	No.	%	No.	%
Managers and Senior Officials	2,550	21.3	41,567	16.7
Professional Occupations	2,412	20.1	29,669	11.9
Associate Professional & Technical Occupations	1,723	14.4	31,451	12.6
Administrative & Secretarial Occupations	1,672	14.0	31,672	12.7
Skilled Trades Occupations	940	7.8	29,962	12.0
Personal Service Occupations	655	5.5	15,809	6.3
Sales and Customer Service Occupations	655	5.5	16,409	6.6
Process, Plant & Machine Operatives	465	3.9	22,056	8.8
Elementary Occupations	909	7.6	31,035	12.4

Community Safety:

	Locality		Warwickshire	
	No.	Rate	No.	Rate
Total Recorded Crime ⁶ (2007/08)	934	37.2	41,276	79.0
Domestic Burglary ⁶ (2007/08)	71	6.7	2,374	10.1
Vehicle Crime ⁶ (2007/08)	91	3.6	5,245	10.0
Violent Crime ⁶ (2007/08)	161	6.4	8,286	15.9
Criminal Damage ⁶ (2007/08)	262	10.4	9,191	17.6
Anti-Social Behaviour Incidents ⁶	831	33.1	31,188	59.7

Education & Skills:

	Locality		Warwickshire	
	No.	%	No.	%
Pupils achieving 5 or more A*-C GCSE grades, including English and Maths ⁷ (2006/07)	147	62.3	2,732	46.7
Pupils with a Special Educational Need ⁷ (January 2008)	453	13.9	14,779	20.8
Unauthorised Absence Sessions ⁷ (2006/07)	3,077	0.4	132,577	0.7
Fixed Exclusions ⁷ (2007/08)	81		3,260	
Permanent Exclusions ⁷ (2007/08)	4		113	
Pupils eligible for Free School Meals ⁷ (January 2008)	112	3.4	6,135	8.6

Health:

	Locality		Warwickshire	
	No.	%	No.	%
Limiting Long-Term Illness ²	3,556	14.4	84,795	16.8
Not in Good Health ²	1,602	6.5	41,117	8.1

N.B. All crime rates calculated on a per 1,000 population basis except domestic burglary which is calculated on a per 1,000 household basis.

	Locality		Warwickshire	
	No.	%	No.	%
Youth Service Membership ⁸ (2008)	541	13.1	10,614	12.1
16-74 Year Olds with No Qualifications ²	3,024	16.8	102,529	27.8
16-74 Year Olds with NVQ Qualification Level 2 or Higher ²	11,495	63.7	176,502	47.8
16-74 Year Olds with NVQ Qualification Level 4 or Higher ²	6,285	34.8	76,412	20.7
16-18 year olds not in Education, Employment or Training (2007) ⁹	22	2.3	1,076	5.8

Deprivation:

Indices of Deprivation 2007 Super-Output Area* Ranks

Super-Output Area (SOA)	Index of Multiple Deprivation Rank	Income Rank	Employment Rank	Health & Disability Rank	Education, Skills & Training Rank	Barriers to Housing & Services Rank	Crime & Disorder Rank	Living Environment Rank
Castle & Burton Green	25,877	27,914	27,293	28,547	31,317	2,641	25,197	24,085
Castle Green & Malthouse	31,847	30,834	30,308	30,607	31,894	17,241	27,712	28,345
Abbey Fields	29,401	31,870	26,364	30,561	32,221	8,842	20,511	26,249
Abbey East	21,260	15,917	23,494	24,580	14,865	18,871	23,348	13,944
Town Centre North	28,850	21,252	30,633	28,157	32,119	17,892	24,118	18,798
Knowle Hill & Glasshouse	30,026	31,699	30,792	30,768	30,435	5,942	26,945	29,118
Ladyes Hills & Mill End West	23,723	21,385	22,820	25,773	25,549	6,587	21,467	25,281
Whitemoor	31,620	28,934	30,990	31,240	28,774	21,739	23,268	28,886
Glass House & Windy Arbour	31,937	32,064	31,958	32,146	32,383	11,517	29,600	30,587
Mill End East & Crackley	30,756	31,416	30,778	30,793	31,424	7,836	27,045	30,694
Town Centre South	21,689	15,665	19,966	23,473	22,739	16,530	21,175	18,920
Borrowell	30,363	25,872	27,229	28,687	24,587	22,693	28,378	29,455
Thickthorn & Castle End	32,090	30,556	29,432	31,381	31,779	19,621	30,410	29,310
St John's Playing Fields	26,235	18,758	22,839	28,239	24,788	19,725	24,993	23,612
Castle End & Windy Arbour	31,173	30,414	29,793	29,602	31,375	13,045	28,751	27,307
Stoneleigh	21,484	30,016	32,285	31,303	29,430	57	22,421	18,001

Key: ■ Ranked within top 10% most deprived areas nationally
■ Ranked within top 10-20% most deprived areas nationally
■ Ranked within top 20-30% most deprived areas nationally

N.B. Low ranks denote greater levels of relative deprivation.
 1 = most deprived SOA and 32,482 = least deprived SOA nationally
 Source: Department for Communities & Local Government, 2007.

*Super Output Areas (SOAs) are a new geographic hierarchy designed by the Office for National Statistics to improve the reporting of small area statistics in England and Wales. SOAs have a minimum population of 1,000 and a mean population of 1,500.

Low Income Households:

	Locality		Warwickshire	
	No.	%	No.	%
Total Families claiming Child Benefit ⁴ (2005/06)	2,750		62,425	
Total Families claiming Child Tax Credit ⁴ (2005/06)	1,550		45,740	
% claiming Child Tax Credit ⁴ (2005/06)	56.5		73.3	
Pension Credit Claimants ^{4*} (February 2008)	877	15.1	25,960	25.0

	Locality	Warwickshire
Total Lone Parent Families claiming Child Tax Credits ⁴ (2005/06)	385	13,640
Total Out of Work Families claiming Child Tax Credits ⁴ (2005/06)	145	7,710
Out of Work Families claiming Child Tax Credits - Total number of children affected ⁴ (2005/06)	285	14,370

*65+ Males, 60+ Females

Road Safety:

	Locality	Warwickshire
Total Road Accidents ¹⁰ (2007)	7.8	3,484
Road Accident Rate per 1,000 population ¹⁰ (2007)	3.1	6.7

Residents' Perceptions:

	Locality	Warwickshire
% of residents satisfied with their local neighbourhood as a place to live ¹¹	90.6	78.5
Top three issues that residents feel need improving in their local area ¹¹	1. Activities for Teenagers	1. Activities for Teenagers
	2. Shopping Facilities	2. The Level of Crime
	3. The Level of Traffic Congestion	3. The Level of Traffic Congestion

Socio-Demographic Classification:

Mosaic is a classification that groups citizens in terms of their socio-demographics, lifestyles, culture and behaviour to provide a comprehensive view of citizens and their needs. Mosaic can also provide an indication of the degree of diversity across the locality.

Number of Households in each Mosaic Group

Mosaic Public Sector Groups	Households	%	Index*
A: Career professionals living in sought after locations	4,141	39.3%	292
B: Younger families living in newer homes	621	5.9%	39
C: Older families living in suburbia	2,012	19.1%	105
D: Close-knit, inner city and manufacturing town communities	856	8.1%	49
E: Educated, young, single people living in areas of transient populations	385	3.7%	90
F: People living in social housing with uncertain employment in deprived areas	19	0.2%	9
G: Low income families living in estate based social housing	8	0.1%	2
H: Upwardly mobile families living in homes bought from social landlords	596	5.7%	59
I: Older people living in social housing with high care needs	81	0.8%	25
J: Independent older people with relatively active lifestyles	1,668	15.8%	200
K: People living in rural areas far from urbanisation	144	1.4%	21
<i>U: Unclassified</i>	0	0.0%	-
Total	10,531	100%	-

Source: Experian (2007)

**Mosaic group representation in this locality compared to Warwickshire as a whole. An index of 100 would equate to equal proportions in-line with the County.*

Summary and Key Issues:

Kenilworth town is made up of an old town, dating back to the Middle Ages and the new town that mainly grew from the arrival of the railway in 1844. The two are separated by Abbey Fields park which also contains the town's leisure centre and swimming pool. Kenilworth is perhaps best known for Kenilworth Castle, although other significant local landmarks include Kenilworth Clock, Abbey Fields park and St Nicholas' Church.

Although there are no large employers in the locality, the town centre offers a range of business and employment opportunities for local people. The current regeneration of the town centre includes an improved traffic system, with traffic calming measures and the redevelopment of the Talisman square shopping area. The cornerstone of this redevelopment has been the opening of a Waitrose supermarket, which has been used to attract other businesses and development proposals. The redevelopment of the town centre will provide a wider range of facilities, job opportunities and better access for the local residents.

The town has good transport links - Birmingham International Airport, the M6, M42 and M40 are within 10 miles. Although the town's railway station was closed in the 1960s there has been a campaign to build a new one. There is a regular bus service to Coventry and Leamington railway stations, and Warwick Parkway railway station is less than 10 minutes' drive away on the A46 bypass.

Public services in Kenilworth include police and fire stations, a library and a Warwickshire County Council one-stop shop. The Town Council owns Odibourne Allotment Gardens and rents Spring Lane Allotments from Warwick District Council. These sites are rented to Kenilworth Allotments Tenants Association on a fully maintaining and repairing lease. Both traditional and farmers' markets are held regularly at Abbey End. Leisure facilities include two amateur theatres, a youth centre, cricket, rugby, tennis, squash & croquet clubs, in addition to the swimming pool in Abbey Fields park. Other social facilities include a community forum and disabled persons forum and there are three Local Nature Reserves within the locality.

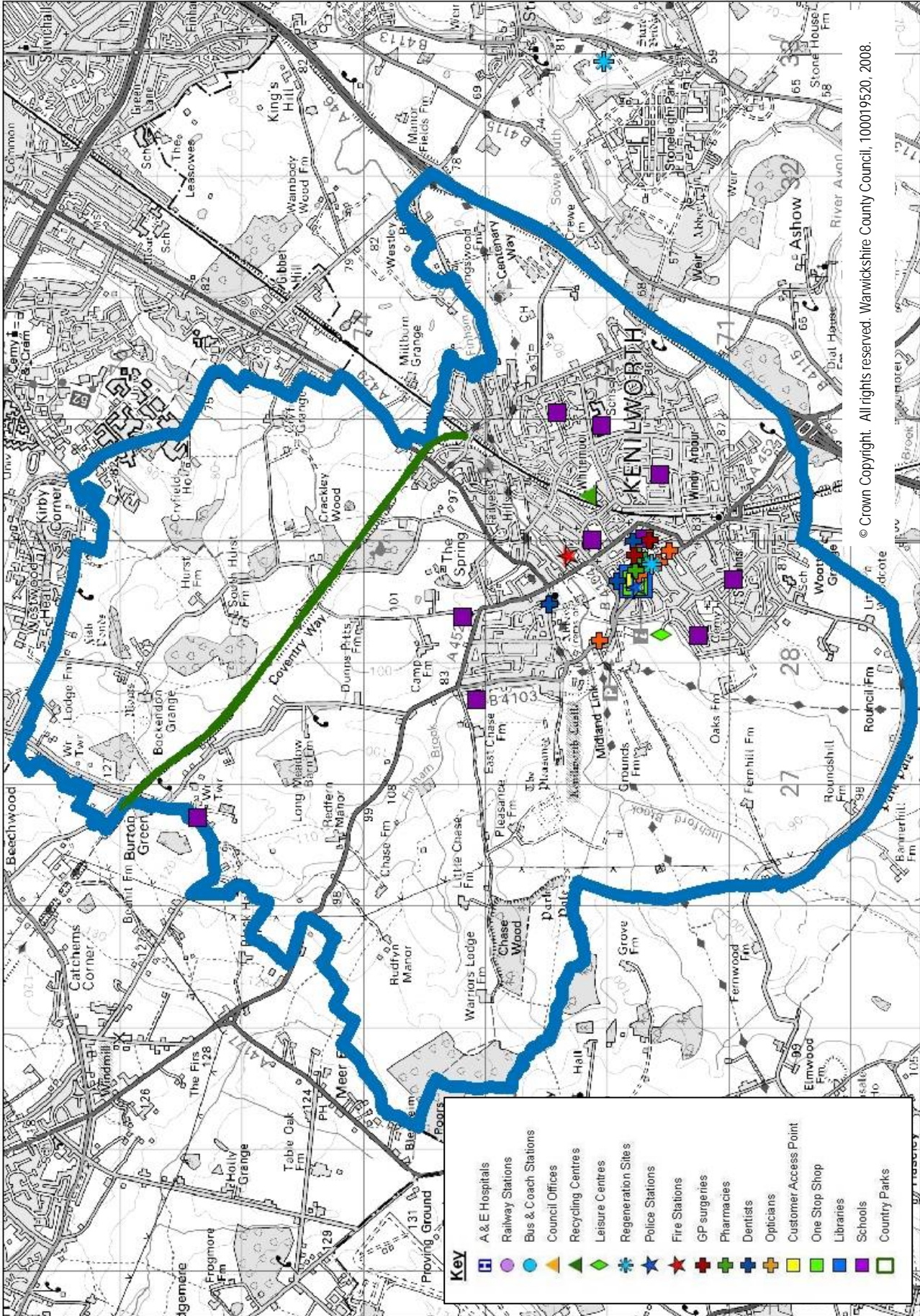
The population of this locality has an older profile than Warwickshire as a whole and has the fourth highest proportion of people of retirement age of all the localities. The Mosaic socio-demographic classification shows that 'Independent older people with relatively active lifestyles' are more than twice as prevalent as in the County as a whole and that 'Career professionals living in sought-after locations' are more than three times as prevalent.

Generally, the locality has a prosperous profile: it has the second highest average household income in the County and twice the average percentage of people employed in professional occupations as well as an above-average percentage employed as managers and senior officials. The skill level of the adult population is high: one in three is educated to university degree level or above and the achievement of school pupils at GCSE is nearly 16 percentage points above the County average. The percentages of low income households, workless benefit claimants and social rented housing are all low.

This is not to say that there are not people in need. In such a prosperous area it might be possible to overlook the minority who are at a disadvantage. In addition to the small numbers of workless, pensioners claiming Pension Credit and children eligible for free school meals, there are also sizeable minorities in poor health or with limiting long term illnesses. The rural area to the west and north of the town is identified as among the 10% most deprived nationally in terms of barriers to housing and services.

Kenilworth has the lowest rate of recorded crime and the second lowest rates of antisocial behaviour incidents and road accidents in the whole County.

Unsurprisingly then, Kenilworth locality has the highest proportion of residents satisfied with their neighbourhood as a place to live, in the whole County. Their three top areas requiring improvement are all likely to have been addressed to some degree by the regeneration work in the town centre: a new youth centre has been provided, as well as improved shopping facilities and some changes to traffic flows. Other concerns and issues for Kenilworth residents include the expansion of Coventry airport and the need for a new railway station.



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Notes:

Lower-layer Super-Output Areas (LSOAs) have been used as the primary geographical building block to aggregate data to locality level. LSOAs are the smallest geography for which we have reliable data but in a small number of cases, the boundaries of the localities split an individual LSOA. Where this occurred, data has been apportioned based upon the location of residential households using a combination of Mosaic, 2001 Census and mid-year population estimate data.

The education data used here only takes account of those children that live in Warwickshire and attend Warwickshire County Council maintained schools. It does not include those living outside the County who travel in to attend our schools. Furthermore, the full dataset only represents those children attending Local Authority maintained schools and not the full child population in Warwickshire as we do not collect data from Independent (private) schools or individual pupil data from private residential special/hospital schools or of children that are home educated.

List of Data Sources:

- ¹Mid-2006 Super-Output Area Population Estimates, Office for National Statistics.
- ²2001 Census
- ³2004 Rural Urban Classification, Office for National Statistics
- ⁴Department for Work & Pensions
- ⁵CACI Paycheck data
- ⁶Warwickshire Police
- ⁷Knowledge and Information Management Service, Children, Young People and Families Directorate, Warwickshire County Council
- ⁸Youth Service, Warwickshire County Council
- ⁹Connexions
- ¹⁰Road Safety Intelligence Team, Warwickshire County Council
- ¹¹Best Value User Satisfaction Surveys
- English Indices of Deprivation 2007, Department for Communities & Local Government
- Mosaic Public Sector Classification, Experian

Publication date: October 2008
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