

Locality Profile January 2011

Locality Name: Kenilworth
District: Warwick District

The Kenilworth locality comprises the wards of Abbey, St John's, Park Hill, a small area of Stoneleigh and the village of Burton Green. It includes the 3 County Council Electoral Divisions of Kenilworth held by 3 County Councillors. 9 District Councillors represent the town, and the Town Council is made up of 16 Councillors. Aside from the town centre and residential areas, the locality is rural and sparsely populated. Part of the University of Warwick campus falls into the north-east part of the locality. Kenilworth Castle is a popular tourist attraction.



Population

	Locality		Warwickshire	
	No.	%	No.	%
Total Population (Mid-2009) ¹	25,532	-	535,100	-
Male/Female Split ¹	49/51	-	49/51	-
Total 0-15 year olds ¹	4,246	16.6%	97,800	18.3%
Total Working Age* Population ¹	15,104	59.2%	323,900	60.5%
Total 65+ Males, 60+ Females* ¹	6,183	24.2%	113,400	21.2%
Non-White British Population ²	1,847	7.5%	36,553	7.2%
Urban/Rural Population Split ³	100/0	-	68/32	-

Economy & Employment

	Locality		Warwickshire	
	No.	%	No.	%
Job Seekers Allowance claimants (Oct 2010) ⁴	212	1.4%	8,822	2.6%
All working age benefit claimants (May 2010) ⁴	907	6.0%	38,610	11.3%
- ESA & Incapacity Benefit ⁴	377	2.5%	16,360	4.8%
- Lone Parent Benefit ⁴	80	0.5%	4,170	1.2%
Pension Credit claimants ⁴	755	12.2%	21,130	18.6%
Fuel Poverty (2003) ⁵	372	3.6%	10,429	4.9%

Occupation²

	Locality		Warwickshire	
	No.	%	No.	%
Managers & Senior Officials	2,550	21.3%	41,567	16.7%
Professional Occupations	2,412	20.1%	29,669	11.9%
Associate Professional & Technical	1,723	14.4%	31,451	12.6%
Administrative & Secretarial	1,672	14.0%	31,672	12.7%
Skilled Trades Occupations	940	7.8%	29,962	12.0%
Personal Services Occupations	655	5.5%	15,809	6.3%
Sales & Customer Service	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%

Households²

	Locality		Warwickshire	
	No.	%	No.	%
Total Resident Households	10,468	-	210,898	-
Average Household Size	2.30	-	2.37	-
Socially Rented Housing	710	6.8%	30,196	14.3%
Terraced Housing	1,737	16.6%	51,458	23.6%
Households with no car/van	1,466	14.0%	40,130	19.0%

* 16-64 Males, 16-59 Females

Low Income Households⁶

	Locality		Warwickshire	
	No.	%	No.	%
Total families claiming child benefit (Aug 2008)	2,757	-	64,715	-
Total families claiming child tax credit (Aug 2008)	1,505	54.6%	48,005	74.2%
Lone Parent families claiming CTC (Aug 2008)	397	-	15,150	-
Out of work families claiming CTC (Aug 2008)	170	-	8,075	-
- Number of children affected	310	-	15,135	-
Total children in 'poverty' (2008)	307	5.6%	14,760	11.9%

Education & Skills

	Locality		Warwickshire	
	No.	%	No.	%
Pupils achieving 5+ GCSE A*-C inc E&M (2010) ⁷	186	75.3%	3,228	56.9%
Pupils with Special Educational Need (2010) ⁷	517	16.4%	14,269	20.8%
Unauthorised Absence Sessions (2010) ⁷	3,702	0.2%	146,580	0.2%
Pupils receiving Free School Meals (2010) ⁷	145	4.6%	7,508	10.9%
16-18 year olds NEET (Nov 2010) ⁸	20	2.2%	921	4.5%
16-74 year olds with no qualifications ²	3,024	16.8%	102,529	27.8%
Level 2 or higher qualifications ²	11,495	63.7%	176,502	47.8%
Level 4 or higher qualifications ²	6,285	34.8%	76,412	20.7%
Youth Service Membership (Nov 2010) ⁹	244	9.0%	0	0.0%

Community Safety¹⁰

	Locality		Warwickshire	
	No.	Rate*	No.	Rate*
Total Recorded Crime (2009/10)	783	30.7	33,847	63.3
Domestic Burglary (2009/10)	70	6.6	1,908	8.0
Vehicle Crime (2009/10)	108	4.2	3,916	7.3
Violent Crime (2009/10)	69	2.7	5,241	9.8
Criminal Damage (2009/10)	139	5.4	5,977	11.2
Anti-Social Behaviour Incidents (2009/10)	581	22.8	25,640	47.9

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

Road Safety¹²

	Locality		Warwickshire	
	No.	%	No.	%
Total Road Injuries (2009)	23	-	1,566	-
Road Injury Rate (per 1,000 population)	-	0.9	-	2.9

Socio-demographic classification*¹³

	Households	%	Index
A Residents of isolated rural communities	77	0.7%	15
B Residents of small and mid-sized towns with strong local roots	893	8.4%	74
C Wealthy people in the most sought after neighbourhoods	1,342	12.7%	281
D Successful professionals living in suburban or semi-rural homes	3,135	29.6%	194
E Middle income families living in moderate suburban semis	1,242	11.7%	101
F Couples with young children in comfortable modern housing	1,462	13.8%	155
G Young, well-educated city dwellers	83	0.8%	17
H Couples and young singles in small modern starter homes	468	4.4%	74

Residents' Perceptions¹¹

	Locality		Warwickshire	
	%		%	
% of residents satisfied with their neighbourhood as a place to live (2008)	93.1%		82.9%	
% of people who volunteer at least once a month (2008)	32.2%		26.0%	
Top three issues that residents feel need improving in their local area (2008)	Road and Pavement Repairs		Activities for Teenagers	
	Level of Traffic Congestion			

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%
Disability Living Allowance ⁴	617	2.4%	23,120	4.3%

Socio-demographic classification*

	Households	%	Index
I Lower income workers in urban terraces in often diverse areas	5	0.0%	1
J Owner occupiers in older-style housing in ex-industrial areas	544	5.1%	65
K Residents with sufficient incomes in right-to-buy social houses	156	1.5%	22
L Active elderly people living in pleasant retirement locations	883	8.3%	170
M Elderly people reliant on state support	285	2.7%	53
N Young people renting flats in high density social housing	5	0.0%	3
O Families in low-rise social housing with high levels of benefit need	1	0.0%	0

* 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.

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.

Deprivation¹⁴

Index of Multiple Deprivation 2007 Super-Output Area* Ranks

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

*Super Output Areas (SOAs) are a 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.

Key:

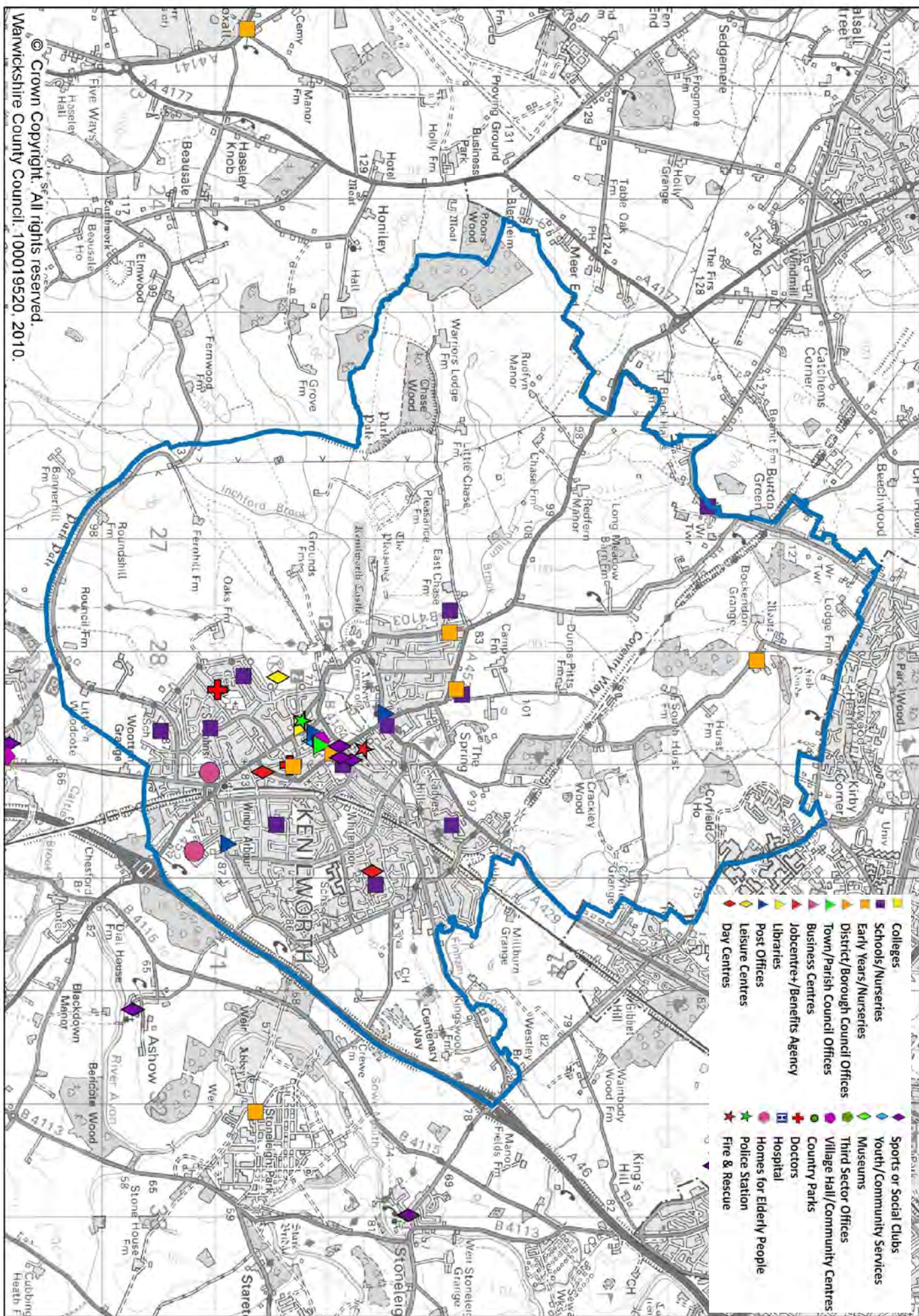
	Ranked within top 10% most deprived areas nationally
	Ranked within top 10-20% most deprived areas nationally
	Ranked within top 20-30% most deprived areas nationally

The Index of Multiple Deprivation 2007 (IMD 2007) is a Lower layer Super Output Area (LSOA) measure of multiple deprivation. The IMD is made up of seven LSOA level domain indices, each of which measures a different aspect of deprivation (income, employment, health, education & skills, barriers to housing & services, crime and living environment.) There are also two supplementary indices (Income Deprivation Affecting Children and Income Deprivation Affecting Older People).

There are 32,482 SOAs in England and 333 SOAs in Warwickshire. Each SOA is ranked according to its relative level of deprivation based upon a score generated from a number of different indicators. Low ranks denote greater levels of relative deprivation. A ranking of 1 represents the most deprived SOA nationally and a ranking of 32,482 represents the least deprived SOA nationally. The areas are ranked either within the top 10, 20 or 30% most deprived nationally.

More information can be found on the Department for Communities & Local Government website:

<http://www.communities.gov.uk/publications/communities/indicesdeprivation07>



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 Warwickshire County Council, 100019520, 2010.

Summary & 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 a leisure centre and swimming pool. A recreational centre at Castle Farm serves the town, and the Meadows Community Sports Centre, based in the grounds of Kenilworth School, offers indoor and outdoor sports facilities. Other leisure facilities include two amateur theatres, a youth centre, cricket, rugby, tennis, skate park, squash & croquet clubs. 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 ongoing 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 including Holiday Inn and Starbucks, 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 successful campaign to build a new one, scheduled to open in 2013. 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. Outlying parts of Kenilworth including the village of Burton Green fall on the proposed route of High Speed Rail 2, a service that is designed to connect central London with Birmingham, plus other destinations in the north of England. The Connect2 project aims to regenerate the disused Berkeswell to Kenilworth railway line into a leisure route for walkers, horse riders and cyclists. Funding has been secured to link the town to the Warwick University campus, and also to provide a bridge across the A429.

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. Other social facilities include a disabled person's forum and there are three Local Nature Reserves within the locality. The Kenilworth Community Forum encourages local residents to come together to consider issues of importance to the town. High Speed Rail is an issue causing great concern to the town. The Forum has a small pot of grant funding, which it uses to bring benefit to the community. The Abbey End cinema, based in the new Youth and Community Centre, was launched thanks to a Forum grant, and local skateboarders have seen their skate park improved thanks to funding and support from the Forum. The Kenilworth History Group have been funded to assist them in marking a leisure trail of important sites in the town, and the Helping Hands group, a long-running voluntary group supporting learning disabled adults, have been able to buy new equipment for their Friday night club. Community Safety is high on the priority list for the Community Forum, and significant work is undertaken in the town to reduce speeding through the Community Speedwatch scheme, staffed entirely by local volunteers who are supported by the Police

The population of this locality has an older profile than Warwickshire as a whole and has the seventh highest proportion of people of retirement age of all the localities. The Mosaic socio-demographic classification shows that 'Successful professionals living in suburban or semi-rural homes' are nearly twice as prevalent as in the County as a whole, and that 'Wealthy people living in the most sought after neighbourhoods' are nearly three times as prevalent.

Generally, the locality has a prosperous profile it has nearly 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 (the highest proportion of any locality in the County) and the achievement of school pupils at GCSE is 18 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 one of the lowest rates of recorded crime and incidents of antisocial behaviour in the County, both are approximately one-half of that experienced in the County. Kenilworth also experiences the lowest level of violent crime offences of any locality in the County, 2.7 offences per 1,000 of the population, compared to 9.8 offences across Warwickshire as a whole. The locality also has the second lowest rates of road injuries in the whole County, just 0.9 per 1,000 of the population, compared to 2.9 per 1,000 countywide.

Unsurprisingly then, Kenilworth locality has the fourth 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.

Locality Profile January 2011

Locality Name: North Leamington

District: Warwick District

The North Leamington Locality has the largest population of all the localities in the District & comprises the wards of Milverton, Clarendon, Manor & Crown and the County Council Electoral Divisions of Milverton & Leamington North. The locality covers an area of approx 4 square miles. The locality is primarily residential except for the main town centre & the Champion Hills & Newbold Comyn areas. However, there is a considerable mix of housing ranging from new town centre flats to post-war local authority stock to large regency style properties.



Population

	Locality		Warwickshire	
	No.	%	No.	%
Total Population (Mid-2009) ¹	29,089	-	535,100	-
Male/Female Split ¹	50/50	-	49/51	-
Total 0-15 year olds ¹	4,483	15.4%	97,800	18.3%
Total Working Age* Population ¹	18,679	64.2%	323,900	60.5%
Total 65+ Males, 60+ Females* ¹	5,927	20.4%	113,400	21.2%
Non-White British Population ²	3,401	12.5%	36,553	7.2%
Urban/Rural Population Split ³	100/0	-	68/32	-

Economy & Employment

	Locality		Warwickshire	
	No.	%	No.	%
Job Seekers Allowance claimants (Oct 2010) ⁴	546	2.9%	8,822	2.6%
All working age benefit claimants (May 2010) ⁴	1,935	10.4%	38,610	11.3%
- ESA & Incapacity Benefit ⁴	830	4.4%	16,360	4.8%
- Lone Parent Benefit ⁴	195	1.0%	4,170	1.2%
Pension Credit claimants ⁴	1,155	19.5%	21,130	18.6%
Fuel Poverty (2003) ⁵	562	4.6%	10,429	4.9%

Occupation²

	Locality		Warwickshire	
	No.	%	No.	%
Managers & Senior Officials	2,497	19.0%	41,567	16.7%
Professional Occupations	2,510	19.1%	29,669	11.9%
Associate Professional & Technical	1,994	15.1%	31,451	12.6%
Administrative & Secretarial	1,601	12.2%	31,672	12.7%
Skilled Trades Occupations	1,082	8.2%	29,962	12.0%
Personal Services Occupations	783	5.9%	15,809	6.3%
Sales & Customer Service	828	6.3%	16,409	6.6%
Process, Plant & Machine Operatives	685	5.2%	22,056	8.8%
Elementary Occupations	1,185	9.0%	31,035	12.4%

Households²

	Locality		Warwickshire	
	No.	%	No.	%
Total Resident Households	12,201	-	210,898	-
Average Household Size	2.17	-	2.37	-
Socially Rented Housing	2,255	18.5%	30,196	14.3%
Terraced Housing	2,798	22.9%	51,458	23.6%
Households with no car/van	2,959	24.3%	40,130	19.0%

* 16-64 Males, 16-59 Females

Low Income Households⁶

	Locality		Warwickshire	
	No.	%	No.	%
Total families claiming child benefit (Aug 2008)	2,860	-	64,715	-
Total families claiming child tax credit (Aug 2008)	1,760	61.5%	48,005	74.2%
Lone Parent families claiming CTC (Aug 2008)	645	-	15,150	-
Out of work families claiming CTC (Aug 2008)	345	-	8,075	-
- Number of children affected	620	-	15,135	-
Total children in 'poverty' (2008)	600	10.3%	14,760	11.9%

Education & Skills

	Locality		Warwickshire	
	No.	%	No.	%
Pupils achieving 5+ GCSE A*-C inc E&M (2010) ⁷	125	53.6%	3,228	56.9%
Pupils with Special Educational Need (2010) ⁷	665	22.3%	14,269	20.8%
Unauthorised Absence Sessions (2010) ⁷	3,294	0.1%	146,580	0.2%
Pupils receiving Free School Meals (2010) ⁷	299	10.0%	7,508	10.9%
16-18 year olds NEET (Nov 2010) ⁸	49	5.3%	921	4.5%
16-74 year olds with no qualifications ²	4,148	21.0%	102,529	27.8%
Level 2 or higher qualifications ²	11,887	60.3%	176,502	47.8%
Level 4 or higher qualifications ²	6,620	33.6%	76,412	20.7%
Youth Service Membership (Nov 2010) ⁹	259	9.8%	0	0.0%

Community Safety¹⁰

	Locality		Warwickshire	
	No.	Rate*	No.	Rate*
Total Recorded Crime (2009/10)	2,628	90.3	33,847	63.3
Domestic Burglary (2009/10)	112	8.1	1,908	8.0
Vehicle Crime (2009/10)	219	7.5	3,916	7.3
Violent Crime (2009/10)	364	12.5	5,241	9.8
Criminal Damage (2009/10)	504	17.3	5,977	11.2
Anti-Social Behaviour Incidents (2009/10)	1,895	65.1	25,640	47.9

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

Road Safety¹²

	Locality		Warwickshire	
	No.	%	No.	%
Total Road Injuries (2009)	55	-	1,566	-
Road Injury Rate (per 1,000 population)	-	1.9	-	2.9

Socio-demographic classification*¹³

	Households	%	Index
A Residents of isolated rural communities	5	0.0%	1
B Residents of small and mid-sized towns with strong local roots	489	3.5%	31
C Wealthy people in the most sought after neighbourhoods	2,067	14.9%	331
D Successful professionals living in suburban or semi-rural homes	1,088	7.9%	51
E Middle income families living in moderate suburban semis	1,421	10.3%	89
F Couples with young children in comfortable modern housing	384	2.8%	31
G Young, well-educated city dwellers	4,156	30.0%	660
H Couples and young singles in small modern starter homes	542	3.9%	66

Residents' Perceptions¹¹

	Locality		Warwickshire	
	%		%	
% of residents satisfied with their neighbourhood as a place to live (2008)	86.6%		82.9%	
% of people who volunteer at least once a month (2008)	26.6%		26.0%	
Top three issues that residents feel need improving in their local area (2008)	Level of Traffic Congestion Road and Pavement Repairs Activities for Teenagers			

Health

	Locality		Warwickshire	
	No.	%	No.	%
Limiting Long Term Illness ²	4,634	17.1%	84,795	16.8%
Not in Good Health ²	2,185	8.1%	41,117	8.1%
Disability Living Allowance ⁴	920	3.2%	23,120	4.3%

Socio-demographic classification*

	Households	%	Index
I Lower income workers in urban terraces in often diverse areas	94	0.7%	15
J Owner occupiers in older-style housing in ex-industrial areas	383	2.8%	35
K Residents with sufficient incomes in right-to-buy social houses	508	3.7%	56
L Active elderly people living in pleasant retirement locations	1,119	8.1%	164
M Elderly people reliant on state support	865	6.2%	122
N Young people renting flats in high density social housing	442	3.2%	205
O Families in low-rise social housing with high levels of benefit need	280	2.0%	80

* 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.

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.

Deprivation¹⁴

Index of Multiple Deprivation 2007 Super-Output Area* Ranks

Super Output Area (SOA)*	Index of Multiple Deprivation	Income	Employment	Health & Disability	Education Skills & Training	Barriers to Housing and Services	Crime & Disorder	Living Environment
Lillington East	5,653	6,690	2,605	8,627	3,473	7,810	14,137	18,991
Lillington South	10,176	6,520	11,674	15,669	7,038	7,542	15,497	19,230
Milverton South East	13,160	14,722	16,158	17,498	29,395	10,129	2,805	5,063
Lillington West	13,848	9,883	15,095	18,283	10,840	15,051	10,336	19,187
Town Centre	14,106	14,246	13,840	15,217	25,943	12,077	7,577	7,132
Campion Hills & Newbold Comyn	14,959	13,981	14,315	18,891	23,807	12,119	4,215	16,753
Manor South & Round Oaks	18,786	13,211	22,406	20,027	18,498	6,407	20,533	26,610
Milverton South West	19,147	17,033	19,902	19,551	21,378	5,044	24,394	19,890
Clarendon North	21,794	20,669	25,914	25,198	26,078	17,383	6,074	12,797
Milverton East	23,834	22,795	21,595	20,712	30,977	16,460	16,135	14,519
Manor West	24,551	26,617	17,321	21,475	31,331	7,052	28,840	26,315
Manor South West	24,601	23,479	25,043	29,188	31,433	6,247	19,772	15,457
Milverton Cliffe	24,743	26,362	20,298	23,012	30,586	13,620	19,839	14,004
Crown North East	28,483	26,355	25,591	28,473	24,888	13,478	22,156	30,319
Milverton West	28,663	31,240	31,899	30,018	27,066	7,642	21,376	18,763
Manor East	29,605	25,745	27,679	25,305	25,884	20,825	26,986	25,347
Manor North	30,776	28,138	26,849	29,430	26,577	20,247	28,485	28,814
Milverton North	31,454	32,239	27,076	28,836	32,122	16,429	28,624	28,547

*Super Output Areas (SOAs) are a 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.

Key:

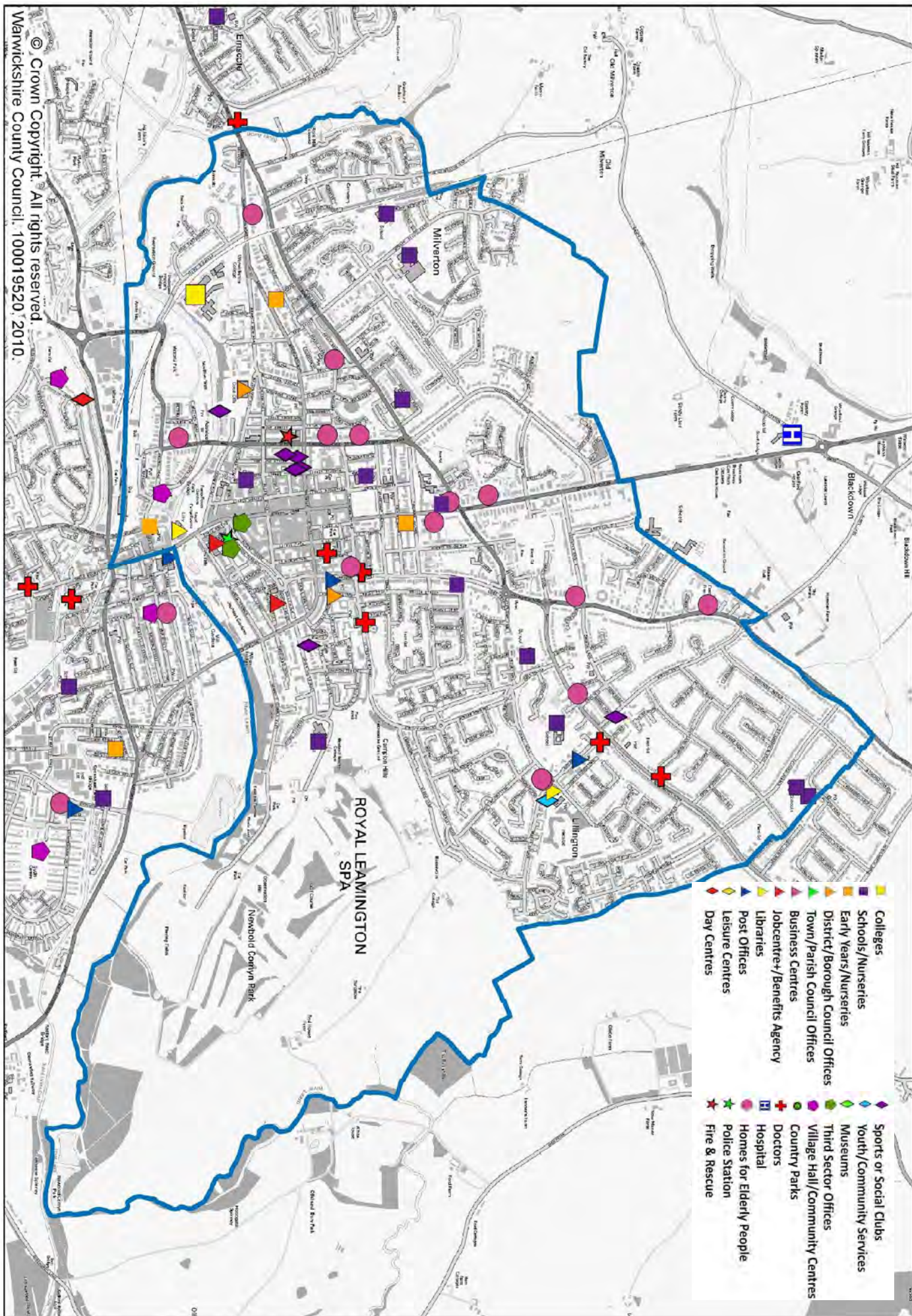
	Ranked within top 10% most deprived areas nationally
	Ranked within top 10-20% most deprived areas nationally
	Ranked within top 20-30% most deprived areas nationally

The Index of Multiple Deprivation 2007 (IMD 2007) is a Lower layer Super Output Area (LSOA) measure of multiple deprivation. The IMD is made up of seven LSOA level domain indices, each of which measures a different aspect of deprivation (income, employment, health, education & skills, barriers to housing & services, crime and living environment.) There are also two supplementary indices (Income Deprivation Affecting Children and Income Deprivation Affecting Older People).

There are 32,482 SOAs in England and 333 SOAs in Warwickshire. Each SOA is ranked according to its relative level of deprivation based upon a score generated from a number of different indicators. Low ranks denote greater levels of relative deprivation. A ranking of 1 represents the most deprived SOA nationally and a ranking of 32,482 represents the least deprived SOA nationally. The areas are ranked either within the top 10,20 or 30% most deprived nationally.

More information can be found on the Department for Communities & Local Government website:

<http://www.communities.gov.uk/publications/communities/indicesdeprivation07>



Summary & Key Issues:

The North Leamington Locality covers the main town centre shopping district and the residential suburban areas of Milverton and Lillington. The main sites of interest within the North Leamington locality include the historic Royal Pump Rooms, Victoria Park and Jephson Gardens, which is famed for its floral displays and fountains. The Spa Centre nearby, which has undergone significant refurbishment during 2010, hosts a variety of concerts and theatre productions. The locality includes The Parade, the main street on which the main town centre area is focused. It includes a good selection of shops and restaurants, including high street chains and the Royal Priors covered shopping centre. There are also a significant number of independently run shops, bars and restaurants in the surrounding streets. The continual retail development within the locality and the wide variety of shops on offer has helped make Leamington Spa one of the most attractive shopping destinations in the Midlands.

There are a range of public services on offer within the locality including a children's centre, two libraries, a police and fire station and a recycling centre at Prince's Drive. The main campus of Warwickshire College is also in the locality. The new Warwickshire Justice Centre on Newbold Terrace is now open. This is the first centre in the country where all the Justice Agencies, including Crown Courts, are located. It is also linked to the existing Police building in Hamilton Terrace. Regular bus services provide good travel links to neighbouring towns and Warwick University. Local sports facilities in North Leamington include the Newbold Comyn leisure centre, swimming pool and municipal golf course, in addition to the Leamington Rugby, Tennis, Hockey, Bowls and Cricket clubs which are situated in the locality.

North Leamington School (NLS) moved into new 'state-of-the-art' buildings, with capacity for 1500 students, back in September 2009. Built within the green belt at a total cost of £32 million, the new school incorporates a mass of environmentally-friendly features and state-of-the-art facilities. Importantly, these facilities, from the sports centre and the floodlit all-weather surfaces to the 400-seat theatre, also provide a much-needed resource for the local community, enabling NLS to operate effectively as an 'Extended School'.

Community Safety is high on the priority list for the Community Forum and there have been numerous initiatives between the safer neighbourhood team and local neighbourhood watch targeting speeding, theft from cars and anti social behaviour.

In terms of its population age profile, North Leamington locality has one of the lowest proportions of children out of all the localities across the County; only 15% of the total population are aged under 16. This contributes to the locality having a relatively low household size of 2.17 people, compared with 2.37 for Warwickshire as a whole. The locality also has a fairly diverse mix of different ethnic groups. One in eight residents were recorded as being of non-white British ethnic origin at the time of the 2001 Census, which ranks as the fifth highest proportion among the 30 localities in the County.

The occupational structure of North Leamington's working age population is quite different to that of Warwickshire, with proportionally more people employed as managers, senior officials and professionals, and proportionally less employed as machine operatives or working in elementary occupations. North Leamington has the second highest proportion of its working age population (19.1%) employed in professional occupations among the 30 localities.

North Leamington locality has the third highest total recorded crime rate in Warwickshire with 90 crimes per 1,000 population compared with the County figure of 63. This is most likely due to the locality encompassing the main part of the town centre. The locality's criminal damage rate is relatively high, 17 offences per 1,000 population, compared to 11 across the whole of Warwickshire. Incidents of anti-social behaviour are also relatively high with 65 incidents per 1,000 of the population, ranking it as the 6th highest across the County.

In terms of education, the proportion of resident pupils in North Leamington who achieved 5 or more A*-C GCSE grades (including English and Maths) was just below the Warwickshire figure, 53.6% compared with 56.9%. Youth service membership amongst 11-25 year olds in the locality was below the County average, 9.8% compared with 11.5%. The proportion of 16-18 year olds in North Leamington recorded as not being in formal education, employment or training was high relative to the County figure; 5.3% were classed as NEET compared with 4.5% across Warwickshire.

The population of North Leamington is particularly well qualified. The locality has the fifth lowest proportion of 16-74 year old residents with no qualifications and the second highest proportion with the equivalent of a university degree or higher. More than a third of 16-74 year olds hold a qualification at this level compared with only a fifth of people across Warwickshire. The Mosaic socio-demographic classification shows that 'Young well-educated city dwellers' are heavily over represented compared with the County profile, six times as prevalent as in the County as a whole.

According to the 2007 Index of Multiple Deprivation, two thirds of the SOAs in North Leamington are ranked within the 50% least deprived SOAs in England. However, there is one Super-Output Areas (SOA) in the locality ranked within the top 10-20% most deprived SOAs nationally. This illustrates the inequality which exists within the locality at a very local level. The Lillington East SOA experiences deprivation linked to employment and education, skills and training. Deprivation linked to crime and disorder is also a particular issue in and around the town centre with three SOAs ranked within the top 20% most deprived SOAs nationally on this measure. Three SOAs also feature within the top 10-20% in terms of barriers to housing and access to services.

Locality Profile January 2011

Locality Name: South Leamington

District: Warwick District

The South Leamington locality comprises the wards & County Council Electoral Divisions of Willes & Brunswick. The Area is represented by 2 County Councillors, 6 District Councillors & 16 Town Councillors covering both North & South Leamington. The locality borders the railway station area & the River Leam to the North & stretches southwards upto the small residential town of Whitnash. It includes the ward areas Brunswick Ward known as the 'Old Town' area of South Leamington & Willes Ward that includes the Sydenham housing & industrial estate.



Population

	Locality		Warwickshire	
	No.	%	No.	%
Total Population (Mid-2009) ¹	19,811	-	535,100	-
Male/Female Split ¹	52/48	-	49/51	-
Total 0-15 year olds ¹	2,838	14.3%	97,800	18.3%
Total Working Age* Population ¹	14,721	74.3%	323,900	60.5%
Total 65+ Males, 60+ Females* ¹	2,252	11.4%	113,400	21.2%
Non-White British Population ²	3,876	21.7%	36,553	7.2%
Urban/Rural Population Split ³	100/0	-	68/32	-

Economy & Employment

	Locality		Warwickshire	
	No.	%	No.	%
Job Seekers Allowance claimants (Oct 2010) ⁴	479	3.3%	8,822	2.6%
All working age benefit claimants (May 2010) ⁴	1,870	12.7%	38,610	11.3%
- ESA & Incapacity Benefit ⁴	825	5.6%	16,360	4.8%
- Lone Parent Benefit ⁴	200	1.4%	4,170	1.2%
Pension Credit claimants ⁴	690	30.6%	21,130	18.6%
Fuel Poverty (2003) ⁵	453	6.1%	10,429	4.9%

Occupation²

	Locality		Warwickshire	
	No.	%	No.	%
Managers & Senior Officials	1,088	12.3%	41,567	16.7%
Professional Occupations	1,147	12.9%	29,669	11.9%
Associate Professional & Technical	1,120	12.6%	31,451	12.6%
Administrative & Secretarial	1,022	11.5%	31,672	12.7%
Skilled Trades Occupations	898	10.1%	29,962	12.0%
Personal Services Occupations	541	6.1%	15,809	6.3%
Sales & Customer Service	778	8.8%	16,409	6.6%
Process, Plant & Machine Operatives	975	11.0%	22,056	8.8%
Elementary Occupations	1,296	14.6%	31,035	12.4%

Households²

	Locality		Warwickshire	
	No.	%	No.	%
Total Resident Households	7,396	-	210,898	-
Average Household Size	2.41	-	2.37	-
Socially Rented Housing	1,655	22.4%	30,196	14.3%
Terraced Housing	2,411	32.6%	51,458	23.6%
Households with no car/van	2,317	30.8%	40,130	19.0%

* 16-64 Males, 16-59 Females

Low Income Households⁶

	Locality		Warwickshire	
	No.	%	No.	%
Total families claiming child benefit (Aug 2008)	1,925	-	64,715	-
Total families claiming child tax credit (Aug 2008)	1,625	84.4%	48,005	74.2%
Lone Parent families claiming CTC (Aug 2008)	635	-	15,150	-
Out of work families claiming CTC (Aug 2008)	405	-	8,075	-
- Number of children affected	770	-	15,135	-
Total children in 'poverty' (2008)	755	19.9%	14,760	11.9%

Education & Skills

	Locality		Warwickshire	
	No.	%	No.	%
Pupils achieving 5+ GCSE A*-C inc E&M (2010) ⁷	80	48.8%	3,228	56.9%
Pupils with Special Educational Need (2010) ⁷	595	29.5%	14,269	20.8%
Unauthorised Absence Sessions (2010) ⁷	2,686	0.1%	146,580	0.2%
Pupils receiving Free School Meals (2010) ⁷	438	21.7%	7,508	10.9%
16-18 year olds NEET (Nov 2010) ⁸	51	7.9%	921	4.5%
16-74 year olds with no qualifications ²	3,737	26.8%	102,529	27.8%
Level 2 or higher qualifications ²	7,577	54.4%	176,502	47.8%
Level 4 or higher qualifications ²	3,090	22.2%	76,412	20.7%
Youth Service Membership (Nov 2010) ⁹	168	9.1%	0	0.0%

Community Safety¹⁰

	Locality		Warwickshire	
	No.	Rate*	No.	Rate*
Total Recorded Crime (2009/10)	1,511	76.3	33,847	63.3
Domestic Burglary (2009/10)	97	11.8	1,908	8.0
Vehicle Crime (2009/10)	169	8.5	3,916	7.3
Violent Crime (2009/10)	260	13.1	5,241	9.8
Criminal Damage (2009/10)	339	17.1	5,977	11.2
Anti-Social Behaviour Incidents (2009/10)	1,413	71.3	25,640	47.9

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

Road Safety¹²

	Locality		Warwickshire	
	No.	%	No.	%
Total Road Injuries (2009)	39	-	1,566	-
Road Injury Rate (per 1,000 population)	-	2.0	-	2.9

Socio-demographic classification*¹³

	Households	%	Index
A Residents of isolated rural communities	0	0.0%	0
B Residents of small and mid-sized towns with strong local roots	68	0.8%	7
C Wealthy people in the most sought after neighbourhoods	237	2.9%	64
D Successful professionals living in suburban or semi-rural homes	12	0.1%	1
E Middle income families living in moderate suburban semis	1,153	14.1%	121
F Couples with young children in comfortable modern housing	157	1.9%	21
G Young, well-educated city dwellers	3,611	44.1%	969
H Couples and young singles in small modern starter homes	820	10.0%	168

Residents' Perceptions¹¹

	Locality %	Warwickshire %
% of residents satisfied with their neighbourhood as a place to live (2008)	73.1%	82.9%
% of people who volunteer at least once a month (2008)	24.1%	26.0%
Top three issues that residents feel need improving in their local area (2008)	Level of Crime Activities for Teenagers Clean Streets	

Health

	Locality		Warwickshire	
	No.	%	No.	%
Limiting Long Term Illness ²	2,765	15.5%	84,795	16.8%
Not in Good Health ²	1,509	8.4%	41,117	8.1%
Disability Living Allowance ⁴	895	4.5%	23,120	4.3%

Socio-demographic classification*

	Households	%	Index
I Lower income workers in urban terraces in often diverse areas	174	2.1%	47
J Owner occupiers in older-style housing in ex-industrial areas	327	4.0%	51
K Residents with sufficient incomes in right-to-buy social houses	701	8.6%	130
L Active elderly people living in pleasant retirement locations	105	1.3%	26
M Elderly people reliant on state support	325	4.0%	77
N Young people renting flats in high density social housing	215	2.6%	169
O Families in low-rise social housing with high levels of benefit need	287	3.5%	138

* 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.

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.

Deprivation¹⁴

Index of Multiple Deprivation 2007 Super-Output Area* Ranks

Super Output Area (SOA)*	Index of Multiple Deprivation	Income	Employment	Health & Disability	Education Skills & Training	Barriers to Housing and Services	Crime & Disorder	Living Environment
Brunswick South East	8,378	5,090	11,935	12,208	4,505	4,011	20,244	19,333
Brunswick South West & Kingsway	8,821	8,491	12,649	9,459	3,252	12,839	10,419	11,351
Brunswick North West & Foundry	10,663	10,498	15,893	12,351	4,367	7,084	17,336	11,582
Brunswick South & Cemetery	11,457	8,861	14,016	11,541	8,498	8,932	16,256	16,460
Sydenham West	12,309	11,258	11,132	10,997	8,294	10,892	22,278	20,346
Old Town West & Railway Bridge	13,070	16,716	12,415	11,129	18,355	11,417	10,588	6,445
Sydenham North	14,468	13,882	13,075	14,170	7,728	12,954	23,242	20,977
Old Town North West	15,578	18,597	16,355	11,237	29,806	12,953	6,851	7,797
Brunswick North East	16,598	16,618	22,498	15,957	15,808	12,043	10,440	9,211
Sydenham South & East	21,157	17,766	22,048	16,462	12,993	16,803	22,427	30,383
Old Town North	21,453	24,172	19,140	21,601	31,974	10,670	14,407	10,240
Old Town East & Sydenham Ind. Est.	21,666	22,153	21,828	19,220	29,089	14,083	14,994	10,029

*Super Output Areas (SOAs) are a 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.

Key:

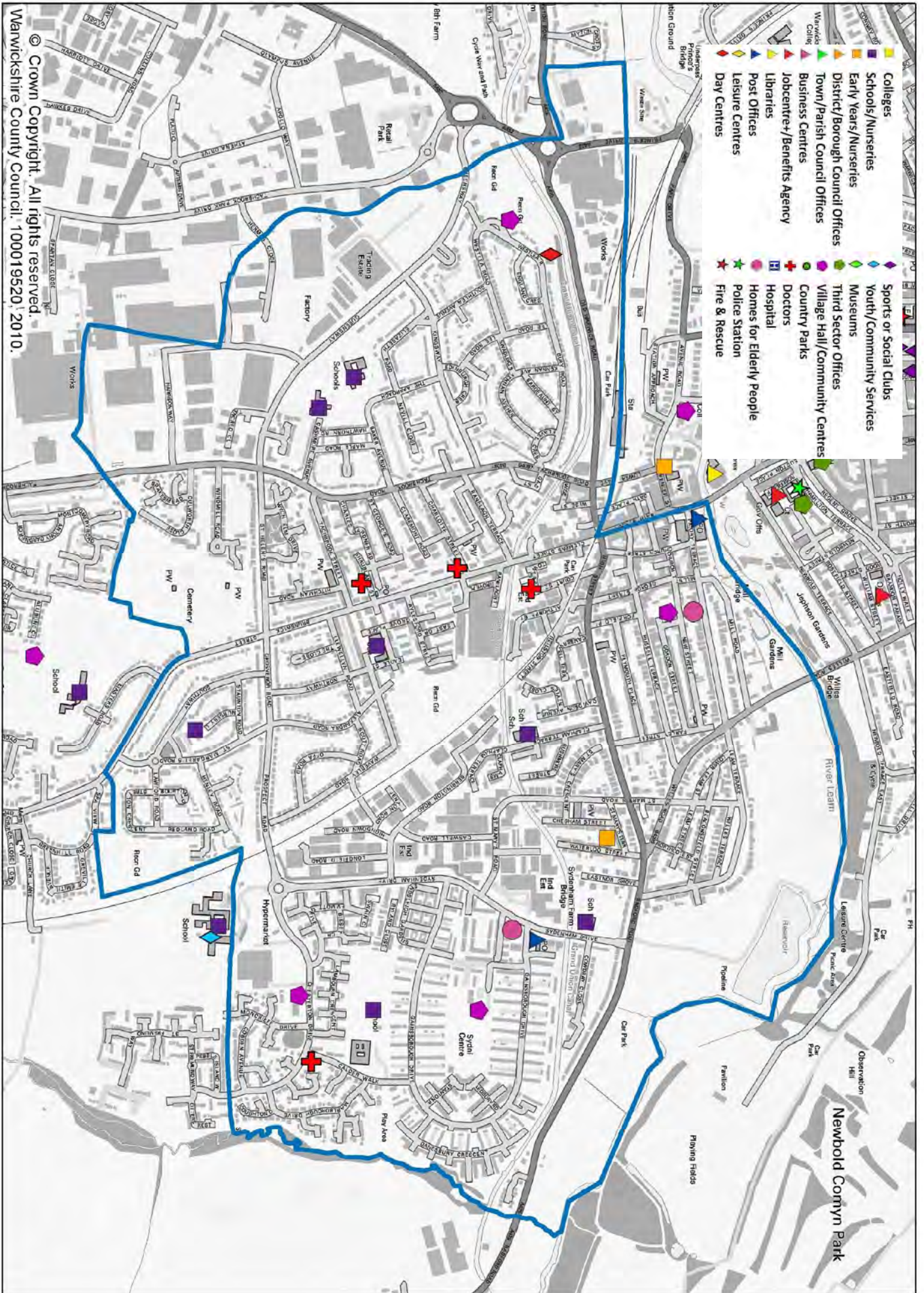
	Ranked within top 10% most deprived areas nationally
	Ranked within top 10-20% most deprived areas nationally
	Ranked within top 20-30% most deprived areas nationally

The Index of Multiple Deprivation 2007 (IMD 2007) is a Lower layer Super Output Area (LSOA) measure of multiple deprivation. The IMD is made up of seven LSOA level domain indices, each of which measures a different aspect of deprivation (income, employment, health, education & skills, barriers to housing & services, crime and living environment.) There are also two supplementary indices (Income Deprivation Affecting Children and Income Deprivation Affecting Older People).

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More information can be found on the Department for Communities & Local Government website:

<http://www.communities.gov.uk/publications/communities/indicesdeprivation07>



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Summary & Key Issues:

Royal Leamington Spa formerly known as Leamington Priors, expansion began following the popularisation of the medicinal qualities of its water in 1784. The South Leamington locality includes Leamington Rehabilitation Hospital and St. Margaret's Church are also located in the area. In terms of transport, there are regular Flexibus services to Leamington Spa and the area has easy access to the M40 motorway. The South Leamington Community Forum area borders the railway station premises and the River Leam to the North and encompasses the majority of the Old Town area and the large Sydenham housing estate. The Old Town has been the focus of a number of government funded regeneration initiatives including the development of the Spencer's Yard Cultural Quarter. A further proposed project is the redevelopment of the Old Ford Foundry site, railway station and Stagecoach bus depot in order to create a new 'gateway' to Leamington from the M40. The proposals include new homes, offices, hotels, car parking for the railway station and environmental improvements. In terms of transport links, the area is well served by local buses to neighbouring towns, Coventry and Warwick University. Leamington Spa train station on the mainline Chiltern line also provides good links to Coventry, Birmingham and London Marylebone.

South Leamington has a highest concentration of black and ethnic minority communities in the District. The area benefits from a wide range of community centres that cater for South Leamington's diverse communities including Hindu, Sikh, African-Caribbean and Portuguese communities. Brunswick Healthy Living Centre provides a range of health projects and facilities for the whole of South Leamington. The Syndi Centre based, in the heart of the Sydenham Housing estate, provides a range of much needed services to the local communities from access to advice and information and local events. Local businesses in the Old Town are represented on the town committees and other organisations by the Old Town Business Association (OTBA). The main concerns of residents near to the River Leam are linked to flooding, as the area suffered its worst flood for nearly a decade in 2007.

South Leamington has a population age profile which is quite different to that of Warwickshire. The locality has lower proportions of children and those of retirement age, meaning that three-quarters (74%) of residents are of working age, compared to 61% across the County. The locality also has a rich mix of different ethnic groups. More than one fifth (21%) of the locality's population were recorded as being of non-white British ethnic origin at the time of the 2001 Census, which ranks as the highest proportion among the 30 localities in the County.

More than 22% of households in the South Leamington live in socially rented accommodation, which is the second highest proportion across all the localities in Warwickshire. Also, almost one in three households (31%) in this area do not have access to a private car or van, again the second highest proportion in the County.

The South Leamington & Whitnash locality's unemployment rate of 3.3%, as measured by the proportion of the working age population claiming Job-Seekers Allowance, was well above the County rate of 2.6%. Although South Leamington has a relatively low proportion of people of retirement age or over, it has the second highest proportion of pension credit claimants, 31% taking up this benefit, compared to the Warwickshire claimant rate of 19%.

The occupational profile of the working age population in the locality is fairly similar to that of the County, although there are a lower proportion of people employed as managers and senior officials. Instead, slightly higher proportions are employed within the sales and customer service, plant and machine operation, and elementary occupations.

The total recorded crime rate in the locality is above the Warwickshire figure, and is the seventh highest across all the localities. The rate of total recorded crime is 76 per 1,000 population, compared to a rate of 63 across the County. The rate of antisocial behaviour incidents are also relatively high (5th highest in the County), and unsurprisingly the level of crime is the issue that most residents believe needs improving in their local area.

The proportion of resident pupils in South Leamington who achieved 5 or more A*-C GCSE grades (including English and Maths) was over eight percentage points below the Warwickshire figure, 49% compared with 57%. This area also had the second highest proportion of pupils in Warwickshire eligible for free school meals, 22% compared with 11% across the County. This provides an indication of the proportion of school children in the area from families on low incomes and deprived backgrounds.

In the South Leamington locality, the proportion of 16-18 year olds recorded as not being in formal education, employment or training was high relative to the County figure, 8% compared to 4.5%.

According to the 2007 Index of Multiple Deprivation, there are two Super-Output Areas (SOAs) in the locality ranked within the top 20-30% most deprived SOAs nationally. These are both in the Brunswick area of South Leamington. Deprivation linked to education, skills and training appears to be a particular issue in the South Leamington area, with six SOAs ranked within the top 30% most deprived SOAs in England on this measure.

The Mosaic socio-demographic classification shows that 'young well-educated city dwellers' are very heavily over represented in the locality compared with the County profile, this is explained by the significant numbers of Warwick University students that are known to live in the area.

Locality Profile January 2011

Locality Name: Warwick
District: Warwick District

The Warwick locality comprises the wards & County Council Electoral Divisions of Warwick North, Warwick South & Warwick West held by 3 County Councillors, 9 District Councillors & 15 Town Councillors. The locality covers an area of approximately 8 square miles encompassing the County town of Warwick, its surrounding area and the grounds of Warwick Castle, one of the UK's top tourist attractions. The locality area stretches southwards from the Woodloes estate to the Longbridge M40 junction & borders Leamington Spa and Whitnash to the east.



Population

	Locality		Warwickshire	
	No.	%	No.	%
Total Population (Mid-2009) ¹	30,009	-	535,100	-
Male/Female Split ¹	50/50	-	49/51	-
Total 0-15 year olds ¹	5,556	18.5%	97,800	18.3%
Total Working Age* Population ¹	19,010	63.3%	323,900	60.5%
Total 65+ Males, 60+ Females* ¹	5,443	18.1%	113,400	21.2%
Non-White British Population ²	2,619	10.3%	36,553	7.2%
Urban/Rural Population Split ³	100/0	-	68/32	-

Economy & Employment

	Locality		Warwickshire	
	No.	%	No.	%
Job Seekers Allowance claimants (Oct 2010) ⁴	460	2.4%	8,822	2.6%
All working age benefit claimants (May 2010) ⁴	1,915	10.1%	38,610	11.3%
- ESA & Incapacity Benefit ⁴	855	4.5%	16,360	4.8%
- Lone Parent Benefit ⁴	230	1.2%	4,170	1.2%
Pension Credit claimants ⁴	1,100	20.2%	21,130	18.6%
Fuel Poverty (2003) ⁵	474	4.3%	10,429	4.9%

Occupation²

	Locality		Warwickshire	
	No.	%	No.	%
Managers & Senior Officials	2,238	16.7%	41,567	16.7%
Professional Occupations	2,008	15.0%	29,669	11.9%
Associate Professional & Technical	1,973	14.7%	31,451	12.6%
Administrative & Secretarial	1,798	13.4%	31,672	12.7%
Skilled Trades Occupations	1,306	9.7%	29,962	12.0%
Personal Services Occupations	906	6.7%	15,809	6.3%
Sales & Customer Service	828	6.2%	16,409	6.6%
Process, Plant & Machine Operatives	896	6.7%	22,056	8.8%
Elementary Occupations	1,476	11.0%	31,035	12.4%

Households²

	Locality		Warwickshire	
	No.	%	No.	%
Total Resident Households	11,097	-	210,898	-
Average Household Size	2.27	-	2.37	-
Socially Rented Housing	1,965	17.7%	30,196	14.3%
Terraced Housing	3,540	31.9%	51,458	23.6%
Households with no car/van	2,295	20.8%	40,130	19.0%

* 16-64 Males, 16-59 Females

Low Income Households⁶

	Locality		Warwickshire	
	No.	%	No.	%
Total families claiming child benefit (Aug 2008)	3,555	-	64,715	-
Total families claiming child tax credit (Aug 2008)	2,515	70.7%	48,005	74.2%
Lone Parent families claiming CTC (Aug 2008)	840	-	15,150	-
Out of work families claiming CTC (Aug 2008)	460	-	8,075	-
- Number of children affected	875	-	15,135	-
Total children in 'poverty' (2008)	870	12.6%	14,760	11.9%

Education & Skills

	Locality		Warwickshire	
	No.	%	No.	%
Pupils achieving 5+ GCSE A*-C inc E&M (2010) ⁷	183	62.5%	3,228	56.9%
Pupils with Special Educational Need (2010) ⁷	672	17.8%	14,269	20.8%
Unauthorised Absence Sessions (2010) ⁷	4,398	0.1%	146,580	0.2%
Pupils receiving Free School Meals (2010) ⁷	440	11.6%	7,508	10.9%
16-18 year olds NEET (Nov 2010) ⁸	55	5.5%	921	4.5%
16-74 year olds with no qualifications ²	4,726	25.4%	102,529	27.8%
Level 2 or higher qualifications ²	9,831	52.9%	176,502	47.8%
Level 4 or higher qualifications ²	4,987	26.8%	76,412	20.7%
Youth Service Membership (Nov 2010) ⁹	275	9.1%	0	0.0%

Community Safety¹⁰

	Locality		Warwickshire	
	No.	Rate*	No.	Rate*
Total Recorded Crime (2009/10)	1,969	65.6	33,847	63.3
Domestic Burglary (2009/10)	90	6.5	1,908	8.0
Vehicle Crime (2009/10)	245	8.2	3,916	7.3
Violent Crime (2009/10)	248	8.3	5,241	9.8
Criminal Damage (2009/10)	339	11.3	5,977	11.2
Anti-Social Behaviour Incidents (2009/10)	1,560	52.0	25,640	47.9

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

Road Safety¹²

	Locality		Warwickshire	
	No.	%	No.	%
Total Road Injuries (2009)	78	-	1,566	-
Road Injury Rate (per 1,000 population)	-	2.6	-	2.9

Socio-demographic classification*¹³

	Households	%	Index
A Residents of isolated rural communities	12	0.1%	2
B Residents of small and mid-sized towns with strong local roots	802	5.8%	51
C Wealthy people in the most sought after neighbourhoods	912	6.6%	147
D Successful professionals living in suburban or semi-rural homes	1,355	9.9%	65
E Middle income families living in moderate suburban semis	2,025	14.8%	127
F Couples with young children in comfortable modern housing	2,002	14.6%	163
G Young, well-educated city dwellers	868	6.3%	139
H Couples and young singles in small modern starter homes	1,722	12.6%	211

Residents' Perceptions¹¹

	Locality %	Warwickshire %
% of residents satisfied with their neighbourhood as a place to live (2008)	85.2%	82.9%
% of people who volunteer at least once a month (2008)	23.9%	26.0%
Top three issues that residents feel need improving in their local area (2008)	Level of Traffic Congestion Activities for Teenagers Road and Pavement Repairs	

Health

	Locality		Warwickshire	
	No.	%	No.	%
Limiting Long Term Illness ²	4,133	16.2%	84,795	16.8%
Not in Good Health ²	1,964	7.7%	41,117	8.1%
Disability Living Allowance ⁴	1,090	3.6%	23,120	4.3%

Socio-demographic classification*

	Households	%	Index
I Lower income workers in urban terraces in often diverse areas	70	0.5%	11
J Owner occupiers in older-style housing in ex-industrial areas	1,236	9.0%	114
K Residents with sufficient incomes in right-to-buy social houses	535	3.9%	59
L Active elderly people living in pleasant retirement locations	986	7.2%	146
M Elderly people reliant on state support	755	5.5%	107
N Young people renting flats in high density social housing	84	0.6%	39
O Families in low-rise social housing with high levels of benefit need	353	2.6%	101

* 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.

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.

Deprivation¹⁴

Index of Multiple Deprivation 2007 Super-Output Area* Ranks

Super Output Area (SOA)*	Index of Multiple Deprivation	Income	Employment	Health & Disability	Education Skills & Training	Barriers to Housing and Services	Crime & Disorder	Living Environment
Packmores West & The Cape	8,775	7,729	10,220	13,361	3,131	5,776	18,655	17,547
Wedgenock & Woodloes West	14,060	11,821	13,156	16,013	11,855	7,509	28,747	15,335
Emscote & Spinney Hill North East	14,638	11,566	11,707	15,427	11,981	16,660	24,657	16,422
The Cape & Wedgenock	14,858	14,564	19,441	21,633	11,727	1,894	22,022	17,490
Warwick West East	14,906	9,702	17,317	19,590	9,493	12,991	16,260	22,067
Emscote	16,516	11,891	15,330	18,792	16,943	15,755	17,824	16,234
St Nicholas Park, Myton & Emscote South	17,037	15,277	17,519	17,918	26,646	3,259	22,266	16,800
The Moorings and Myton North	17,428	15,608	19,586	26,330	29,019	1,424	21,349	16,118
Kings Meadow & Longbridge	19,932	19,487	25,549	24,261	21,560	4,334	9,291	24,433
Emscote Lawns	21,911	21,500	21,806	19,807	27,129	8,810	18,455	16,534
Priory Park, Packmores & Hospital	22,582	19,394	22,081	22,164	26,104	9,212	20,501	20,659
Town Centre & Racecourse	23,886	22,323	21,725	22,018	26,532	13,695	20,052	17,041
Woodloes South East & Spinney Hill South	26,935	23,169	22,938	25,720	22,796	18,240	21,536	29,767
Warwick Gates North, Tachbrook Park & Myton South	27,134	25,829	28,118	28,734	27,614	4,482	25,499	31,682
Woodloes North	29,582	30,258	28,206	27,319	25,122	11,749	26,901	26,804
Bridge End, Castle & Stratford Rd East	30,107	32,185	28,773	30,549	29,074	11,262	24,851	21,817
Woodloes East	30,260	27,120	28,900	30,059	24,945	18,898	27,456	24,653
Warwick Gates	30,415	31,759	31,742	28,404	31,456	7,386	26,740	28,603

*Super Output Areas (SOAs) are a 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.

Key:

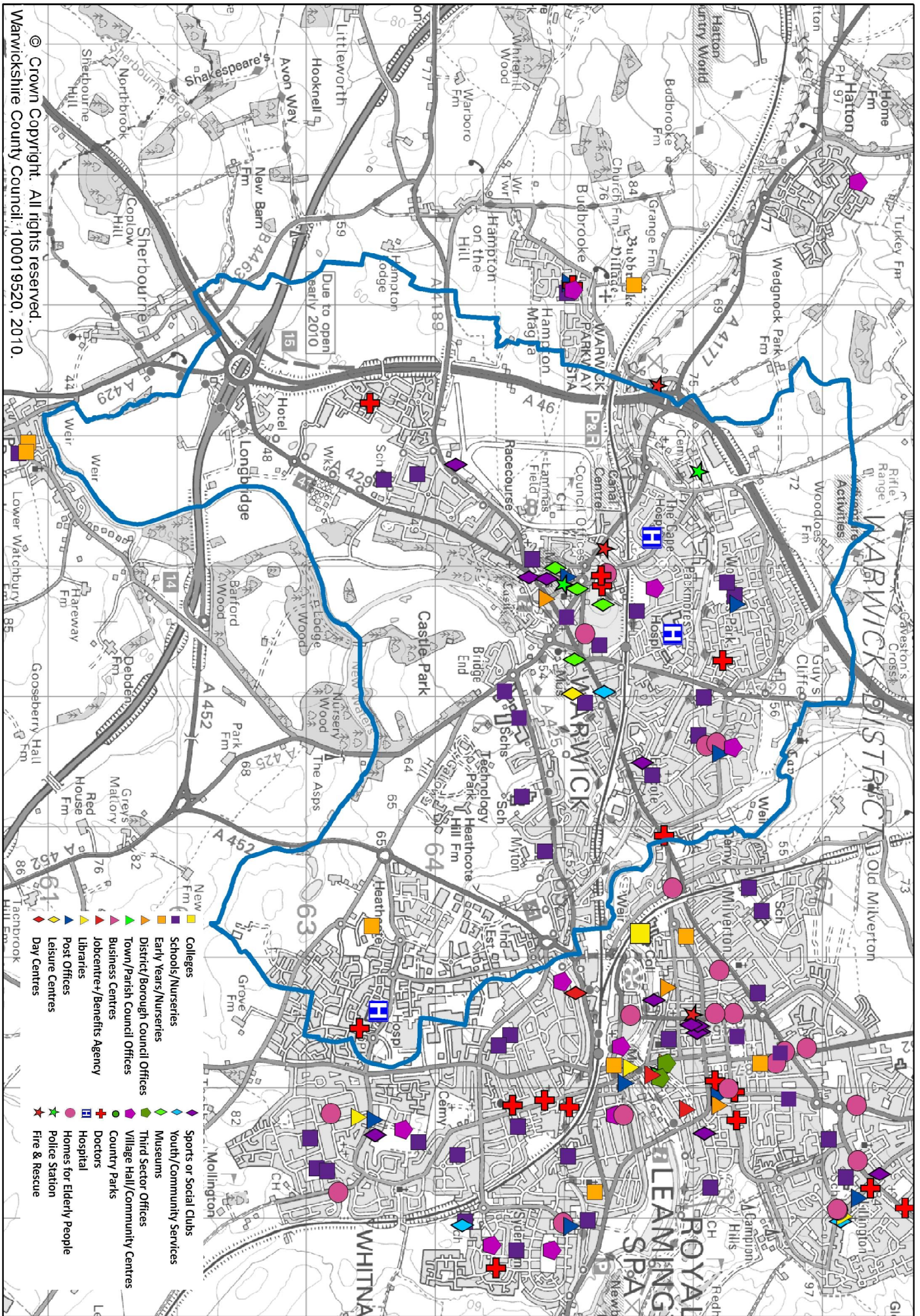
	Ranked within top 10% most deprived areas nationally
	Ranked within top 10-20% most deprived areas nationally
	Ranked within top 20-30% most deprived areas nationally

The Index of Multiple Deprivation 2007 (IMD 2007) is a Lower layer Super Output Area (LSOA) measure of multiple deprivation. The IMD is made up of seven LSOA level domain indices, each of which measures a different aspect of deprivation (income, employment, health, education & skills, barriers to housing & services, crime and living environment.) There are also two supplementary indices (Income Deprivation Affecting Children and Income Deprivation Affecting Older People).

There are 32,482 SOAs in England and 333 SOAs in Warwickshire. Each SOA is ranked according to its relative level of deprivation based upon a score generated from a number of different indicators. Low ranks denote greater levels of relative deprivation. A ranking of 1 represents the most deprived SOA nationally and a ranking of 32,482 represents the least deprived SOA nationally. The areas are ranked either within the top 10, 20 or 30% most deprived nationally.

More information can be found on the Department for Communities & Local Government website:

<http://www.communities.gov.uk/publications/communities/indicesdeprivation07>



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Warwickshire County Council: 100019520, 2010.

Summary & Key Issues:

Warwick began as a Saxon settlement and by the time of the Domesday Book in 1086 became a fair sized town. Warwick Locality encompasses the medieval County town of Warwick and its immediate surrounding area. Tourism plays a key role in the local economy as the locality features a range of historic landmarks such as the world famous Warwick Castle, the old Lord Leycester military hospital, and the Collegiate Church of St Mary which dominates the local skyline. The town centre is renowned for its historic architecture and contains a mixture of Tudor and 17th century buildings.

There are also a range of attractive parks and gardens and a race course which hosts several televised meets each year. The town regularly features as one of the UK's most visited tourist destinations attracting large numbers of people from around the world. The locality has a wide range of businesses and good opportunities for employment. In recent years, several high profile national and international companies have set-up large office complexes in and around Warwick, notably IBM and National Grid. The locality also includes a full accident and emergency hospital, a large technology park and the Shires Retail Park on the fringes of Leamington Spa. Warwick is also the administrative headquarters of the County Council. The town itself has a range of public services that include the Shire Hall One-Stop Shop, a Children's Centre and Nursery, Library, and Police and Fire Stations.

Transport services include the County Links Bus Network and a train station on the main Chiltern line which links Warwick to Birmingham and London. The A46 trunk road provides good access to the busy Longbridge junction on the M40. This junction is currently the subject of a major project aimed at relieving congestion on the traffic island. In the town centre, a new bus station is under construction, and is set to be completed by December 2008. The new development will make bus travel easier and more comfortable for passengers and will improve the efficiency of the bus operations in and around the locality.

Warwick offers a range leisure, recreational and community facilities that include St. Nicholas Park Sports Centre, Coten End Youth Centre and a variety of sport and social clubs. Community Facilities include the Packmores Community Centre based on the Packmores Estate in West Warwick offering a range of advice for local residents. In North Warwick, the GAP community project has been providing a range of social facilities and support for the needs of the local community over the last 10 years whilst Spinney Hill has its own action group. In Warwick South the local community benefit from a multi use community centre know as Warwick Gates Community which as well as offer a wide range of community facilities there is also a place of worship. The town also hosts successful annual Word and Folk Festivals.

The composition of Warwick Locality's population is fairly representative of that of the County in terms of age and gender, with the most notable difference being the higher proportion of the population that are non-white British. One in ten residents (10%) are from a Black and Minority Ethnic group compared with 7% of residents across the County as a whole.

Benefit claimant rates are generally in line with the County average, but the locality does have a high proportion of residents employed in professional occupations and who have an NVQ Level 4 (degree level) or higher qualification. The Mosaic dataset also shows that 'Couples and young singles in small modern starter homes' are twice as prevalent as in the County as a whole; and the area is typically underrepresented within those groups characterised by social deprivation, low incomes and low aspiration.

However, according to the Index of Multiple Deprivation, there is one small, isolated pocket of deprivation within the locality on the Packmores housing estate. This Super-Output Area (SOA) suffers deprivation particularly linked to education, skills and training and is ranked within the top 10% most deprived SOAs nationally on this measure. Other parts of the locality rank as deprived in terms of geographical access to services and issues relating to access to housing such as affordability. This is likely to be due to high prices relative to incomes in these areas. Over half of the locality's Super-Output Areas are ranked within the top 30% most deprived SOAs in England in this respect.

Consultation findings showed that traffic congestion was viewed as the key priority for improvement by residents within the locality; although this may have been partly addressed by the recent improvements to the Longbridge island. Activities for teenagers and road and pavement repairs were also thought to be in need of improvement by residents, although generally 85% of respondents were satisfied with their local area as a place to live. . The Warwick Locality is a typically affluent area with a number of large employers and excellent transport links. The tourism industry plays a key role in the local economy and the area includes a range of distinct communities and issues.



Locality Profile January 2011

Locality Name: Warwick Rural - West

District: Warwick District

The locality of Warwick Rural West comprises the wards of Bishops Tachbrook, Budbrooke, Lapworth & Leek Wootton. It includes the County Council Electoral Divisions of Bishops Tachbrook & Leek Wootton with 2 County Councillors. It has 5 District Councillors & 11 Parish/Joint Parish Councils in the locality. The locality covers an area of approximately 51 square miles, containing a mix of villages, hamlets and farms in an area which encircles the towns of Warwick & Leamington Spa. An essentially rural area, its northern fringes stretch to border Solihull.

Population

	Locality		Warwickshire	
	No.	%	No.	%
Total Population (Mid-2009) ¹	14,573	-	535,100	-
Male/Female Split ¹	50/50	-	49/51	-
Total 0-15 year olds ¹	2,714	18.6%	97,800	18.3%
Total Working Age* Population ¹	8,953	61.4%	323,900	60.5%
Total 65+ Males, 60+ Females* ¹	2,906	19.9%	113,400	21.2%
Non-White British Population ²	702	5.4%	36,553	7.2%
Urban/Rural Population Split ³	10/90	-	68/32	-

Economy & Employment

	Locality		Warwickshire	
	No.	%	No.	%
Job Seekers Allowance claimants (Oct 2010) ⁴	99	1.1%	8,822	2.6%
All working age benefit claimants (May 2010) ⁴	505	5.6%	38,610	11.3%
- ESA & Incapacity Benefit ⁴	225	2.5%	16,360	4.8%
- Lone Parent Benefit ⁴	30	0.3%	4,170	1.2%
Pension Credit claimants ⁴	315	10.8%	21,130	18.6%
Fuel Poverty (2003) ⁵	247	4.7%	10,429	4.9%

Occupation²

	Locality		Warwickshire	
	No.	%	No.	%
Managers & Senior Officials	1,711	25.1%	41,567	16.7%
Professional Occupations	1,102	16.2%	29,669	11.9%
Associate Professional & Technical	1,051	15.4%	31,451	12.6%
Administrative & Secretarial	811	11.9%	31,672	12.7%
Skilled Trades Occupations	700	10.3%	29,962	12.0%
Personal Services Occupations	375	5.5%	15,809	6.3%
Sales & Customer Service	298	4.4%	16,409	6.6%
Process, Plant & Machine Operatives	300	4.4%	22,056	8.8%
Elementary Occupations	470	6.9%	31,035	12.4%

Households²

	Locality		Warwickshire	
	No.	%	No.	%
Total Resident Households	5,302	-	210,898	-
Average Household Size	2.44	-	2.37	-
Socially Rented Housing	368	6.9%	30,196	14.3%
Terraced Housing	771	14.5%	51,458	23.6%
Households with no car/van	328	6.2%	40,130	19.0%

* 16-64 Males, 16-59 Females

Low Income Households⁶

	Locality		Warwickshire	
	No.	%	No.	%
Total families claiming child benefit (Aug 2008)	1,750	-	64,715	-
Total families claiming child tax credit (Aug 2008)	840	48.0%	48,005	74.2%
Lone Parent families claiming CTC (Aug 2008)	230	-	15,150	-
Out of work families claiming CTC (Aug 2008)	90	-	8,075	-
- Number of children affected	155	-	15,135	-
Total children in 'poverty' (2008)	155	4.6%	14,760	11.9%

Education & Skills

	Locality		Warwickshire	
	No.	%	No.	%
Pupils achieving 5+ GCSE A*-C inc E&M (2010) ⁷	92	77.3%	3,228	56.9%
Pupils with Special Educational Need (2010) ⁷	248	14.9%	14,269	20.8%
Unauthorised Absence Sessions (2010) ⁷	1,296	0.1%	146,580	0.2%
Pupils receiving Free School Meals (2010) ⁷	66	4.0%	7,508	10.9%
16-18 year olds NEET (Nov 2010) ⁸	12	2.3%	921	4.5%
16-74 year olds with no qualifications ²	1,816	18.5%	102,529	27.8%
Level 2 or higher qualifications ²	5,899	60.2%	176,502	47.8%
Level 4 or higher qualifications ²	2,977	30.4%	76,412	20.7%
Youth Service Membership (Nov 2010) ⁹	121	7.8%	0	0.0%

Community Safety¹⁰

	Locality		Warwickshire	
	No.	Rate*	No.	Rate*
Total Recorded Crime (2009/10)	634	43.5	33,847	63.3
Domestic Burglary (2009/10)	51	8.4	1,908	8.0
Vehicle Crime (2009/10)	148	10.2	3,916	7.3
Violent Crime (2009/10)	53	3.6	5,241	9.8
Criminal Damage (2009/10)	53	3.6	5,977	11.2
Anti-Social Behaviour Incidents (2009/10)	318	21.8	25,640	47.9

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

Road Safety¹²

	Locality		Warwickshire	
	No.	%	No.	%
Total Road Injuries (2009)	92	-	1,566	-
Road Injury Rate (per 1,000 population)	-	6.3	-	2.9

Socio-demographic classification*¹³

	Households	%	Index
A Residents of isolated rural communities	685	11.3%	240
B Residents of small and mid-sized towns with strong local roots	724	12.0%	105
C Wealthy people in the most sought after neighbourhoods	987	16.3%	362
D Successful professionals living in suburban or semi-rural homes	1,884	31.2%	204
E Middle income families living in moderate suburban semis	374	6.2%	53
F Couples with young children in comfortable modern housing	1,006	16.6%	186
G Young, well-educated city dwellers	13	0.2%	5
H Couples and young singles in small modern starter homes	118	2.0%	33

Residents' Perceptions¹¹

	Locality		Warwickshire	
	%		%	
% of residents satisfied with their neighbourhood as a place to live (2008)	94.7%		82.9%	
% of people who volunteer at least once a month (2008)	31.7%		26.0%	
Top three issues that residents feel need improving in their local area (2008)	Activities for Teenagers		Public Transport	
	Road and Pavement Repairs			

Health

	Locality		Warwickshire	
	No.	%	No.	%
Limiting Long Term Illness ²	1,621	12.5%	84,795	16.8%
Not in Good Health ²	753	5.8%	41,117	8.1%
Disability Living Allowance ⁴	325	2.2%	23,120	4.3%

Socio-demographic classification*

	Households	%	Index
I Lower income workers in urban terraces in often diverse areas	1	0.0%	0
J Owner occupiers in older-style housing in ex-industrial areas	39	0.6%	8
K Residents with sufficient incomes in right-to-buy social houses	58	1.0%	15
L Active elderly people living in pleasant retirement locations	97	1.6%	33
M Elderly people reliant on state support	61	1.0%	20
N Young people renting flats in high density social housing	0	0.0%	0
O Families in low-rise social housing with high levels of benefit need	0	0.0%	0

* 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.

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.




Deprivation¹⁴

Index of Multiple Deprivation 2007 Super-Output Area* Ranks

Super Output Area (SOA)*	Index of Multiple Deprivation	Income	Employment	Health & Disability	Education Skills & Training	Barriers to Housing and Services	Crime & Disorder	Living Environment
Lapworth South, Bushwood, Lowsonford & Rowington	16,542	24,015	23,370	28,624	26,688	112	15,024	11,686
Bishops Tachbrook South	18,152	20,666	19,147	20,392	16,469	1,715	27,116	27,438
Wroxhall, Hasely & Honiley	19,519	28,651	29,187	29,877	30,091	82	18,812	12,806
Sherbourne, Barford & Wasperton	21,365	27,689	27,819	30,051	31,082	223	24,339	19,924
Hatton & Hampton Magna	24,984	29,354	30,564	30,106	29,196	753	26,542	29,863
Lapworth North, Baddesley Clinton & High Cross	25,075	29,926	31,043	29,569	29,662	1,703	23,161	17,859
Leek Wootton, Guys Cliffe & Beausale	26,089	31,586	29,460	30,232	32,305	2,123	20,013	21,551
Bishops Tachbrook North & Warwick Gates	29,050	30,337	28,917	28,267	29,441	6,099	26,512	29,153
Hampton-on-the-Hill	29,368	31,867	30,415	29,982	29,777	5,591	26,861	25,027

*Super Output Areas (SOAs) are a 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.

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

The Index of Multiple Deprivation 2007 (IMD 2007) is a Lower layer Super Output Area (LSOA) measure of multiple deprivation. The IMD is made up of seven LSOA level domain indices, each of which measures a different aspect of deprivation (income, employment, health, education & skills, barriers to housing & services, crime and living environment.) There are also two supplementary indices (Income Deprivation Affecting Children and Income Deprivation Affecting Older People).

There are 32,482 SOAs in England and 333 SOAs in Warwickshire. Each SOA is ranked according to its relative level of deprivation based upon a score generated from a number of different indicators. Low ranks denote greater levels of relative deprivation. A ranking of 1 represents the most deprived SOA nationally and a ranking of 32,482 represents the least deprived SOA nationally. The areas are ranked either within the top 10, 20 or 30% most deprived nationally.

More information can be found on the Department for Communities & Local Government website:

<http://www.communities.gov.uk/publications/communities/indicesdeprivation07>

Summary & Key Issues:

The Warwick Rural West locality includes Hatton Country World, the Warwickshire Police Head Quarters at Leek Wootton, and the Warwickshire Golf and Sports Club. There are also a number of village halls used for a range of community activities.

The M40 is adjacent to the locality, providing good links to the motorway network. Warwick Parkway train station on the Chiltern line provides good links with Birmingham and London Marylebone. There are also train stations on the same line at Hatton and Lapworth. There is a limited bus service to some parts of the locality.

The locality is served by a children's centre.

The Warwick Rural West locality encourages local residents to come together to consider issues of importance to the town. Speeding and inconsiderate parking provide ongoing frustrations for local residents. The Forum has a small pot of grant funding, which it uses to bring benefit to the community. Traffic schemes that reduce speeding through the villages are favoured in some parts of the locality, with forum funding being used to purchase and rotate vehicles activated speed signs across the area.

The Warwick Rural West locality's population profile is similar to that of the County, with 61% of the population being of working age, and 20% being of retirement age. The area appears to have a high proportion of healthy residents; only 13% report having a limiting long-term illness and only 6% report being in not good health. Both of these measures are the lowest for any locality in the County.

The locality has the highest proportion of its working age population employed as managers and senior officials, coupled with the lowest proportions employed as process, plant and machine operatives, and working in elementary occupations. The locality also has the fourth highest proportion of its residents aged 16-74 with qualifications equivalent to a university degree or higher.

The locality has a relatively low level of total recorded crime, with 44 crimes per 1,000 population compared with the County figure of 63. Furthermore, the locality experiences some of the lowest levels of violent crime and criminal damage offences of any locality in the County. Levels of antisocial behaviour are also low, 22 incidents per 1,000 population compares well with the County average of 48 incidents per 1,000 population.

Consultation results showed that activities for teenagers was the most important issue residents felt was in need of improvement in their local area. This could be attributed to the fact that the youth service membership rate in Warwick Rural West is relatively low. Not surprisingly, for a rural area, public transport was also identified as a key issue in need of improvement.

The road injury rate per 1,000 resident population is the second highest of all 30 localities. This is likely to be due to a stretch of the busy A46 running through the locality coupled with the large number of rural roads relative to the resident population. The rural location of the locality also explains why the area has the lowest proportion of households with no car in the whole County, just 6%.

Warwick Rural West locality is a typically affluent area. This is reflected on the Index of Multiple Deprivation where all of the locality's Super-Output Areas (SOAs) are ranked within the 50% least deprived SOAs nationally. However, all nine SOAs feature in the top 20% most deprived SOAs nationally in terms of barriers to housing and services, of which two are ranked in the top 1%. This is a probable reflection of the rural nature of the locality and the impact this has on accessing key local services. Issues relating to access to housing, including affordability will also be contributing factors. The Mosaic socio-demographic classification supports this, with 'Resident of isolated rural communities' over represented compared with the County profile. Other over represented groups include 'Wealthy people living in the most sought after neighbourhoods' and 'Successful professionals living in suburbia or semi-rural homes'.



Locality Profile January 2011

Locality Name: Warwick Rural - East

District: Warwick District

The locality of Warwick Rural East comprises the wards of Cubbington, Radford Semele and most of Stoneleigh. It comprises the County Council Electoral Division of Cubbington, with 1 County Councillor & 4 District Councillors. There are 8 Parish/Joint Parish Councils representing the area. The locality covers an area of approx 31 square miles. with a mix of villages, hamlets and farms. The locality is rural, with Cubbington and Radford Semele being the largest settlements. There are a significant number of historic buildings and sites in the locality.

Population

	Locality		Warwickshire	
	No.	%	No.	%
Total Population (Mid-2009) ¹	10,006	-	535,100	-
Male/Female Split ¹	49/51	-	49/51	-
Total 0-15 year olds ¹	1,509	15.1%	97,800	18.3%
Total Working Age* Population ¹	6,129	61.3%	323,900	60.5%
Total 65+ Males, 60+ Females* ¹	2,367	23.7%	113,400	21.2%
Non-White British Population ²	1,066	10.8%	36,553	7.2%
Urban/Rural Population Split ³	87/13	-	68/32	-

Economy & Employment

	Locality		Warwickshire	
	No.	%	No.	%
Job Seekers Allowance claimants (Oct 2010) ⁴	101	1.6%	8,822	2.6%
All working age benefit claimants (May 2010) ⁴	388	6.3%	38,610	11.3%
- ESA & Incapacity Benefit ⁴	163	2.7%	16,360	4.8%
- Lone Parent Benefit ⁴	35	0.6%	4,170	1.2%
Pension Credit claimants ⁴	245	10.4%	21,130	18.6%
Fuel Poverty (2003) ⁵	142	3.8%	10,429	4.9%

Occupation²

	Locality		Warwickshire	
	No.	%	No.	%
Managers & Senior Officials	939	20.0%	41,567	16.7%
Professional Occupations	695	14.8%	29,669	11.9%
Associate Professional & Technical	658	14.0%	31,451	12.6%
Administrative & Secretarial	696	14.8%	31,672	12.7%
Skilled Trades Occupations	550	11.7%	29,962	12.0%
Personal Services Occupations	281	6.0%	15,809	6.3%
Sales & Customer Service	236	5.0%	16,409	6.6%
Process, Plant & Machine Operatives	264	5.6%	22,056	8.8%
Elementary Occupations	381	8.1%	31,035	12.4%

Households²

	Locality		Warwickshire	
	No.	%	No.	%
Total Resident Households	3,766	-	210,898	-
Average Household Size	2.52	-	2.37	-
Socially Rented Housing	304	8.1%	30,196	14.3%
Terraced Housing	618	16.4%	51,458	23.6%
Households with no car/van	427	11.3%	40,130	19.0%

* 16-64 Males, 16-59 Females

Low Income Households⁶

	Locality		Warwickshire	
	No.	%	No.	%
Total families claiming child benefit (Aug 2008)	998	-	64,715	-
Total families claiming child tax credit (Aug 2008)	645	64.7%	48,005	74.2%
Lone Parent families claiming CTC (Aug 2008)	173	-	15,150	-
Out of work families claiming CTC (Aug 2008)	65	-	8,075	-
- Number of children affected	110	-	15,135	-
Total children in 'poverty' (2008)	118	5.6%	14,760	11.9%

Education & Skills

	Locality		Warwickshire	
	No.	%	No.	%
Pupils achieving 5+ GCSE A*-C inc E&M (2010) ⁷	47	58.0%	3,228	56.9%
Pupils with Special Educational Need (2010) ⁷	190	17.4%	14,269	20.8%
Unauthorised Absence Sessions (2010) ⁷	1,312	0.2%	146,580	0.2%
Pupils receiving Free School Meals (2010) ⁷	54	4.9%	7,508	10.9%
16-18 year olds NEET (Nov 2010) ⁸	6	2.0%	921	4.5%
16-74 year olds with no qualifications ²	1,531	20.7%	102,529	27.8%
Level 2 or higher qualifications ²	4,285	58.0%	176,502	47.8%
Level 4 or higher qualifications ²	2,102	28.5%	76,412	20.7%
Youth Service Membership (Nov 2010) ⁹	89	8.2%	0	0.0%

Community Safety¹⁰

	Locality		Warwickshire	
	No.	Rate*	No.	Rate*
Total Recorded Crime (2009/10)	427	42.7	33,847	63.3
Domestic Burglary (2009/10)	19	4.5	1,908	8.0
Vehicle Crime (2009/10)	76	7.6	3,916	7.3
Violent Crime (2009/10)	38	3.8	5,241	9.8
Criminal Damage (2009/10)	52	5.2	5,977	11.2
Anti-Social Behaviour Incidents (2009/10)	212	21.2	25,640	47.9

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

Road Safety¹²

	Locality		Warwickshire	
	No.	%	No.	%
Total Road Injuries (2009)	53	-	1,566	-
Road Injury Rate (per 1,000 population)	-	5.3	-	2.9

Socio-demographic classification*¹³

	Households	%	Index
A Residents of isolated rural communities	320	7.6%	162
B Residents of small and mid-sized towns with strong local roots	835	19.9%	175
C Wealthy people in the most sought after neighbourhoods	346	8.2%	183
D Successful professionals living in suburban or semi-rural homes	1,280	30.5%	200
E Middle income families living in moderate suburban semis	542	12.9%	111
F Couples with young children in comfortable modern housing	339	8.1%	90
G Young, well-educated city dwellers	3	0.1%	2
H Couples and young singles in small modern starter homes	81	1.9%	32

Residents' Perceptions¹¹

	Locality		Warwickshire	
	%		%	
% of residents satisfied with their neighbourhood as a place to live (2008)	96.1%		82.9%	
% of people who volunteer at least once a month (2008)	33.5%		26.0%	
Top three issues that residents feel need improving in their local area (2008)	Activities for Teenagers		Public Transport	
	Road and Pavement Repairs			

Health

	Locality		Warwickshire	
	No.	%	No.	%
Limiting Long Term Illness ²	1,315	13.5%	84,795	16.8%
Not in Good Health ²	602	6.2%	41,117	8.1%
Disability Living Allowance ⁴	278	2.8%	23,120	4.3%

Socio-demographic classification*

	Households	%	Index
I Lower income workers in urban terraces in often diverse areas	1	0.0%	1
J Owner occupiers in older-style housing in ex-industrial areas	154	3.7%	46
K Residents with sufficient incomes in right-to-buy social houses	72	1.7%	26
L Active elderly people living in pleasant retirement locations	150	3.6%	73
M Elderly people reliant on state support	76	1.8%	35
N Young people renting flats in high density social housing	0	0.0%	0
O Families in low-rise social housing with high levels of benefit need	0	0.0%	0

* 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.

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.




Deprivation¹⁴

Index of Multiple Deprivation 2007 Super-Output Area* Ranks

Super Output Area (SOA)*	Index of Multiple Deprivation	Income	Employment	Health & Disability	Education Skills & Training	Barriers to Housing and Services	Crime & Disorder	Living Environment
Bubbenhall, Wappenbury, Weston & Eathorpe	20,738	26,253	28,397	29,015	27,999	199	26,237	19,637
Stoneleigh	21,484	30,016	32,285	31,303	29,430	57	22,421	18,001
Radford Semele	23,757	19,896	25,543	22,326	16,781	14,161	21,284	25,096
Cubbington East	24,059	20,465	20,828	25,107	17,231	13,450	27,685	28,265
Offchurch & Hunningham	27,373	31,295	31,555	31,101	29,961	2,284	24,701	24,674
Cubbington West & New Cubbington	28,204	24,750	27,271	27,721	25,541	16,587	22,669	21,490
New Cubbington, Blackdown & Old Milverton	30,119	32,204	30,066	30,480	27,786	10,153	23,661	24,518

*Super Output Areas (SOAs) are a 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.

Key:

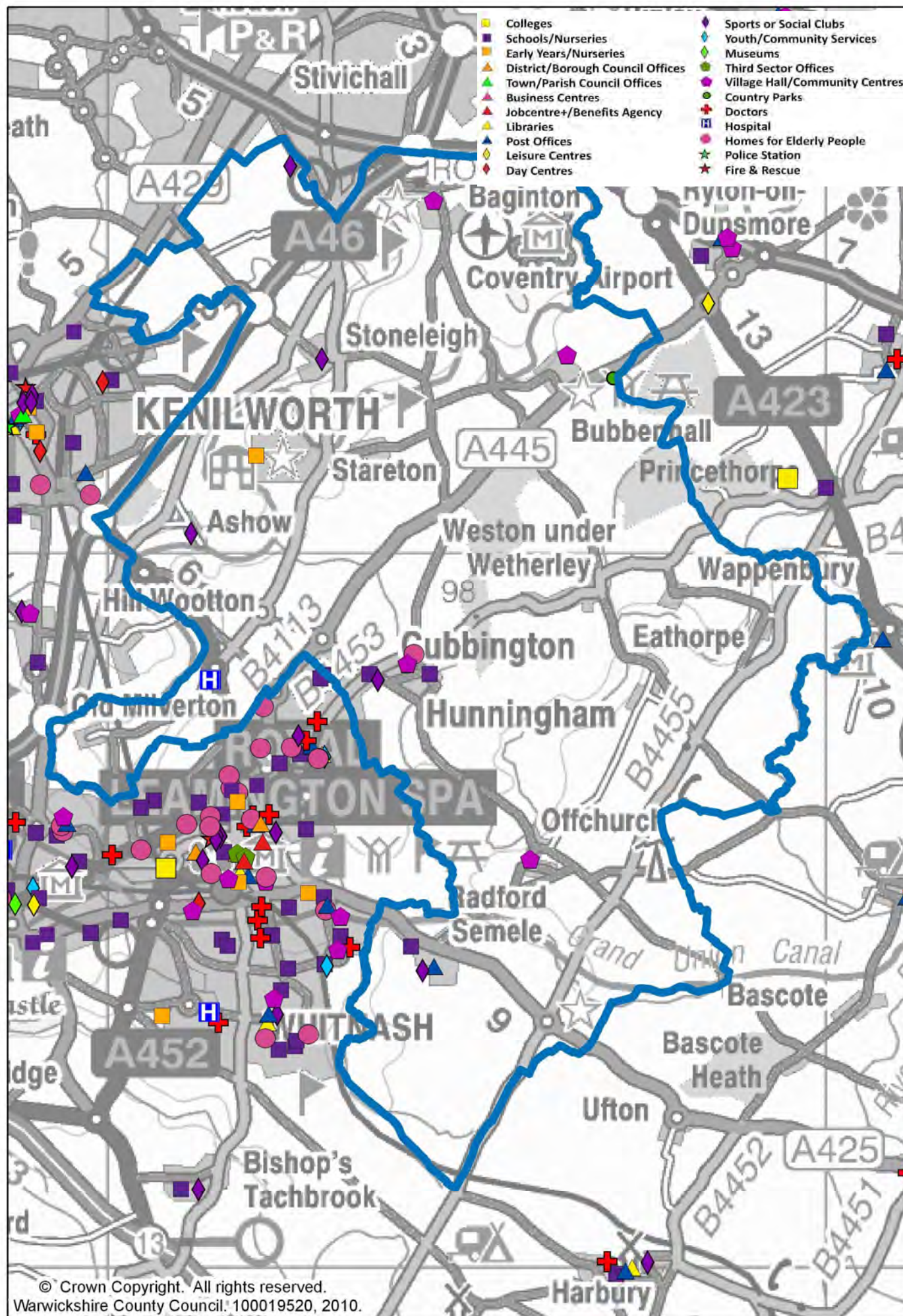
	Ranked within top 10% most deprived areas nationally
	Ranked within top 10-20% most deprived areas nationally
	Ranked within top 20-30% most deprived areas nationally

The Index of Multiple Deprivation 2007 (IMD 2007) is a Lower layer Super Output Area (LSOA) measure of multiple deprivation. The IMD is made up of seven LSOA level domain indices, each of which measures a different aspect of deprivation (income, employment, health, education & skills, barriers to housing & services, crime and living environment.) There are also two supplementary indices (Income Deprivation Affecting Children and Income Deprivation Affecting Older People).

There are 32,482 SOAs in England and 333 SOAs in Warwickshire. Each SOA is ranked according to its relative level of deprivation based upon a score generated from a number of different indicators. Low ranks denote greater levels of relative deprivation. A ranking of 1 represents the most deprived SOA nationally and a ranking of 32,482 represents the least deprived SOA nationally. The areas are ranked either within the top 10, 20 or 30% most deprived nationally.

More information can be found on the Department for Communities & Local Government website:

<http://www.communities.gov.uk/publications/communities/indicesdeprivation07>



Summary & Key Issues:

Sites of interest within the Warwick Rural East locality include Stoneleigh Abbey and Stoneleigh Agricultural Centre, home to the Royal Show. The European Headquarters of AGCO who produce agricultural equipment are based at Stareton.

The road network around the locality is very busy, with the A46 and A45 to one side, and the A452 into Leamington, leading to the M40 on the other. Bus services are limited. Coventry Airport on the northern fringe of the forum area provides non-passenger flights. A number of villages fall on the proposed route of High Speed Rail 2, a service that is designed to connect central London with Birmingham, plus other destinations in the north of England.

Local community initiatives include the Canal side Community Food project and Farm in Radford Semele.

50 houses in Cubbington were affected during the 2007 floods, and the Cubbington Flood Forum has been formed to ensure progress in alleviating the flooding is maintained.

The Warwick Rural East locality encourages local residents to come together to consider issues of importance to the town. High Speed Rail is an issue causing great concern to the locality, as well as the potential impact of house-building schemes. Speeding and inconsiderate parking also provide ongoing frustrations for local residents. The Forum has a small pot of grant funding, which it uses to bring benefit to the community. In order to address and identified lack of activities for young people, the locality has commissioned a local youth service provider, Hybrid Arts, to deliver targeted youth activities, with an ability to respond to antisocial behavior issues as they occur. The service is a universal service for all local young people, but it will work alongside local agencies to tackle some of the antisocial behavior reports as well, thus providing benefit to the wider community.

The Warwick Rural East locality's population profile shows some differences to the County profile, with the second lowest proportion of under 16's in the County (15%). The area also has a relatively high proportion of non-white residents, 11%, compared to 7% across the County as a whole. The area appears to have a good proportion of healthy residents; only 14% report having a limiting long-term illness and only 6% report being in not good health. Both of these measures are amongst the lowest four localities anywhere in the County.

The locality has a high proportion of its working age population employed as managers and senior officials, coupled with low proportions employed as process, plant and machine operatives, and working in elementary occupations. The locality also has the fifth highest proportion of its residents aged 16-74 with qualifications equivalent to a university degree or higher.

The locality experiences relatively low levels of crime (43 per 1,000 population) and incidents of antisocial behaviour (21 per 1,000 population). Most types of crime remain below the County average, although incidents of vehicle crime are slightly above the Warwickshire average.

Consultation results showed that activities for teenagers, public transport and road and pavement repairs were the three most important issues residents felt was in need of improvement in their local area. However, 96% reported they were satisfied with their local area as a place to live, the highest of any locality in the County.

Warwick Rural East locality is a typically affluent area. This is reflected on the Index of Multiple Deprivation where all of the locality's Super-Output Areas (SOAs) are ranked within the 50% least deprived SOAs nationally. However, three SOAs feature in the top 10% most deprived SOAs nationally in terms of barriers to housing and services, of which two are ranked in the top 1%. This is a probable reflection of the rural nature of the locality and the impact this has on accessing key local services. Issues relating to access to housing, including affordability will also be contributing factors.

The Mosaic socio-demographic classification indicates that the locality has an overrepresentation of the most affluent groups, with 'Successful professionals living in suburbia or semi-rural homes' and 'Wealthy people living in the most sought after neighbourhoods' being most prevalent compared to the County overall.



Locality Profile January 2011

Locality Name: Whitnash

District: Warwick District

The Whitnash locality comprises the County Council Electoral Division Whitnash, represented by 1 County Councillor and 3 District Councillors. Whitnash Town Council is made up of 15 Councillors. The locality covers an area of approximately 2 square miles and has recently been made its own locality area, having been separated from South Leamington. Whitnash is a small, largely residential town. It has its own Town Plan, which identifies parking and dog fouling/littering to be the main issues of concern to residents.

Population

	Locality		Warwickshire	
	No.	%	No.	%
Total Population (Mid-2009) ¹	9,963	-	535,100	-
Male/Female Split ¹	49/51	-	49/51	-
Total 0-15 year olds ¹	1,910	19.2%	97,800	18.3%
Total Working Age* Population ¹	6,297	63.2%	323,900	60.5%
Total 65+ Males, 60+ Females* ¹	1,756	17.6%	113,400	21.2%
Non-White British Population ²	1,362	17.5%	36,553	7.2%
Urban/Rural Population Split ³	100/0	-	68/32	-

Economy & Employment

	Locality		Warwickshire	
	No.	%	No.	%
Job Seekers Allowance claimants (Oct 2010) ⁴	116	1.8%	8,822	2.6%
All working age benefit claimants (May 2010) ⁴	600	9.5%	38,610	11.3%
- ESA & Incapacity Benefit ⁴	265	4.2%	16,360	4.8%
- Lone Parent Benefit ⁴	80	1.3%	4,170	1.2%
Pension Credit claimants ⁴	295	16.8%	21,130	18.6%
Fuel Poverty (2003) ⁵	114	3.7%	10,429	4.9%

Occupation²

	Locality		Warwickshire	
	No.	%	No.	%
Managers & Senior Officials	549	14.0%	41,567	16.7%
Professional Occupations	361	9.2%	29,669	11.9%
Associate Professional & Technical	488	12.4%	31,451	12.6%
Administrative & Secretarial	573	14.6%	31,672	12.7%
Skilled Trades Occupations	512	13.0%	29,962	12.0%
Personal Services Occupations	271	6.9%	15,809	6.3%
Sales & Customer Service	309	7.9%	16,409	6.6%
Process, Plant & Machine Operatives	388	9.9%	22,056	8.8%
Elementary Occupations	484	12.3%	31,035	12.4%

Households²

	Locality		Warwickshire	
	No.	%	No.	%
Total Resident Households	3,090	-	210,898	-
Average Household Size	2.53	-	2.37	-
Socially Rented Housing	296	9.6%	30,196	14.3%
Terraced Housing	432	14.0%	51,458	23.6%
Households with no car/van	493	16.2%	40,130	19.0%

* 16-64 Males, 16-59 Females

Low Income Households⁶

	Locality		Warwickshire	
	No.	%	No.	%
Total families claiming child benefit (Aug 2008)	1,220	-	64,715	-
Total families claiming child tax credit (Aug 2008)	1,000	82.0%	48,005	74.2%
Lone Parent families claiming CTC (Aug 2008)	295	-	15,150	-
Out of work families claiming CTC (Aug 2008)	125	-	8,075	-
- Number of children affected	245	-	15,135	-
Total children in 'poverty' (2008)	235	9.8%	14,760	11.9%

Education & Skills

	Locality		Warwickshire	
	No.	%	No.	%
Pupils achieving 5+ GCSE A*-C inc E&M (2010) ⁷	64	60.4%	3,228	56.9%
Pupils with Special Educational Need (2010) ⁷	250	18.1%	14,269	20.8%
Unauthorised Absence Sessions (2010) ⁷	1,036	0.1%	146,580	0.2%
Pupils receiving Free School Meals (2010) ⁷	139	10.1%	7,508	10.9%
16-18 year olds NEET (Nov 2010) ⁸	7	2.0%	921	4.5%
16-74 year olds with no qualifications ²	1,667	29.9%	102,529	27.8%
Level 2 or higher qualifications ²	2,346	42.1%	176,502	47.8%
Level 4 or higher qualifications ²	900	16.2%	76,412	20.7%
Youth Service Membership (Nov 2010) ⁹	91	8.6%	0	0.0%

Community Safety¹⁰

	Locality		Warwickshire	
	No.	Rate*	No.	Rate*
Total Recorded Crime (2009/10)	287	28.8	33,847	63.3
Domestic Burglary (2009/10)	26	6.7	1,908	8.0
Vehicle Crime (2009/10)	27	2.7	3,916	7.3
Violent Crime (2009/10)	47	4.7	5,241	9.8
Criminal Damage (2009/10)	68	6.8	5,977	11.2
Anti-Social Behaviour Incidents (2009/10)	255	25.6	25,640	47.9

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

Road Safety¹²

	Locality		Warwickshire	
	No.	%	No.	%
Total Road Injuries (2009)	7	-	1,566	-
Road Injury Rate (per 1,000 population)	-	0.7	-	2.9

Socio-demographic classification*¹³

	Households	%	Index
A Residents of isolated rural communities	386	10.0%	212
B Residents of small and mid-sized towns with strong local roots	54	1.4%	12
C Wealthy people in the most sought after neighbourhoods	246	6.4%	141
D Successful professionals living in suburban or semi-rural homes	1,382	35.8%	234
E Middle income families living in moderate suburban semis	665	17.2%	149
F Couples with young children in comfortable modern housing	33	0.9%	10
G Young, well-educated city dwellers	399	10.3%	227
H Couples and young singles in small modern starter homes	36	0.9%	16

Residents' Perceptions¹¹

	Locality		Warwickshire	
	%		%	
% of residents satisfied with their neighbourhood as a place to live (2008)	88.6%		82.9%	
% of people who volunteer at least once a month (2008)	22.0%		26.0%	
Top three issues that residents feel need improving in their local area (2008)			Activities for Teenagers Road and Pavement Repairs Affordable Decent Housing	

Health

	Locality		Warwickshire	
	No.	%	No.	%
Limiting Long Term Illness ²	1,245	16.0%	84,795	16.8%
Not in Good Health ²	579	7.4%	41,117	8.1%
Disability Living Allowance ⁴	350	3.5%	23,120	4.3%

Socio-demographic classification*

	Households	%	Index
I Lower income workers in urban terraces in often diverse areas	248	6.4%	142
J Owner occupiers in older-style housing in ex-industrial areas	93	2.4%	31
K Residents with sufficient incomes in right-to-buy social houses	170	4.4%	67
L Active elderly people living in pleasant retirement locations	80	2.1%	42
M Elderly people reliant on state support	10	0.3%	5
N Young people renting flats in high density social housing	59	1.5%	98
O Families in low-rise social housing with high levels of benefit need	0	0.0%	0

* 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.

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.




Deprivation¹⁴

Index of Multiple Deprivation 2007 Super-Output Area* Ranks

Super Output Area (SOA)*	Index of Multiple Deprivation	Income	Employment	Health & Disability	Education Skills & Training	Barriers to Housing and Services	Crime & Disorder	Living Environment
Whitnash North	14,093	10,697	12,557	14,813	9,968	14,401	18,352	26,135
Whitnash East & Millponds	23,215	23,002	20,584	20,868	15,438	11,150	26,954	30,237
Whitnash West	25,717	18,363	23,516	24,563	22,469	20,550	27,200	23,622
Whitnash St Margarets	26,593	21,583	25,265	23,992	19,159	20,617	26,131	25,410
Whitnash South	29,475	27,463	30,623	28,138	19,183	14,084	27,747	30,375

*Super Output Areas (SOAs) are a 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.

Key:

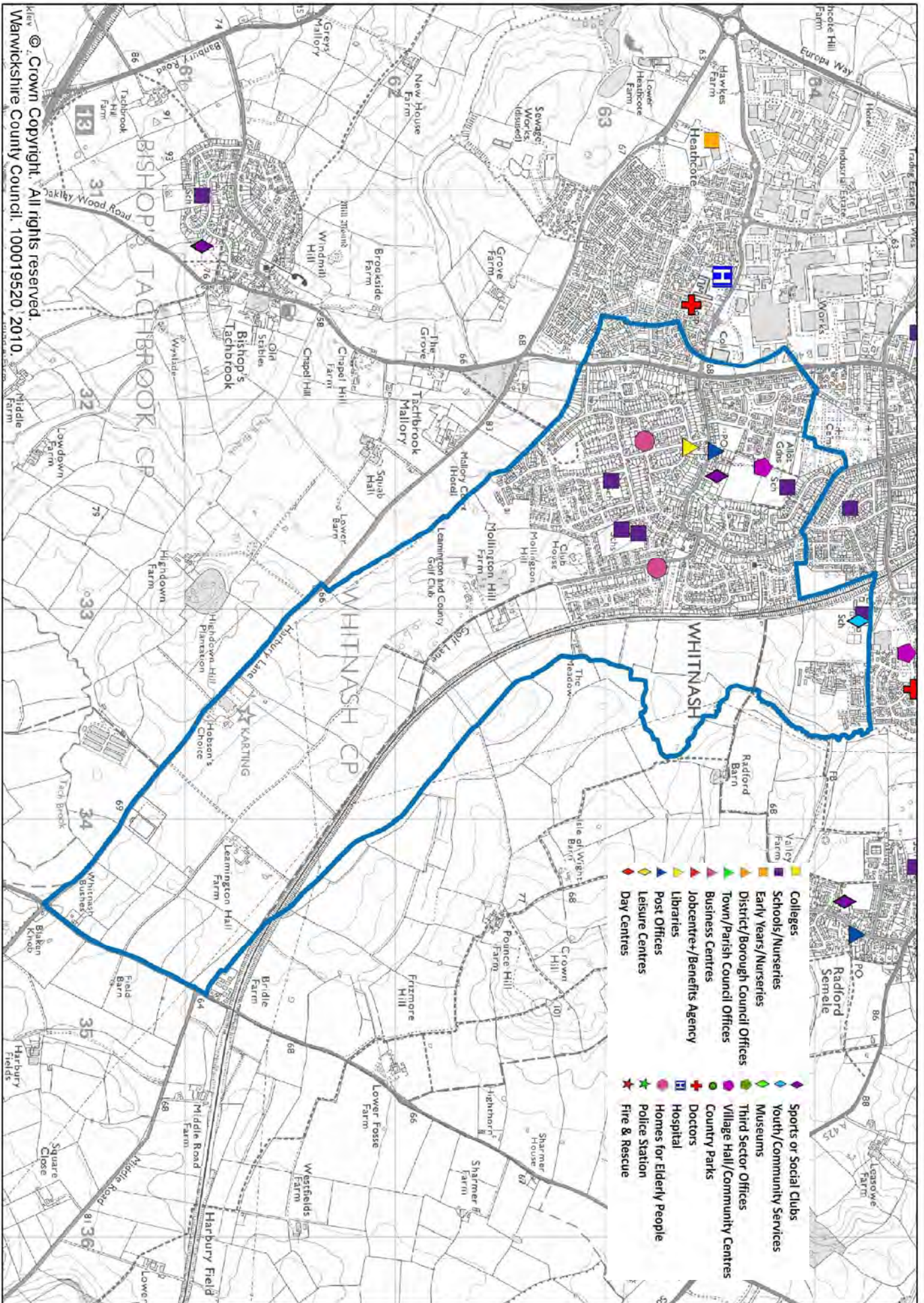
	Ranked within top 10% most deprived areas nationally
	Ranked within top 10-20% most deprived areas nationally
	Ranked within top 20-30% most deprived areas nationally

The Index of Multiple Deprivation 2007 (IMD 2007) is a Lower layer Super Output Area (LSOA) measure of multiple deprivation. The IMD is made up of seven LSOA level domain indices, each of which measures a different aspect of deprivation (income, employment, health, education & skills, barriers to housing & services, crime and living environment.) There are also two supplementary indices (Income Deprivation Affecting Children and Income Deprivation Affecting Older People).

There are 32,482 SOAs in England and 333 SOAs in Warwickshire. Each SOA is ranked according to its relative level of deprivation based upon a score generated from a number of different indicators. Low ranks denote greater levels of relative deprivation. A ranking of 1 represents the most deprived SOA nationally and a ranking of 32,482 represents the least deprived SOA nationally. The areas are ranked either within the top 10, 20 or 30% most deprived nationally.

More information can be found on the Department for Communities & Local Government website:

<http://www.communities.gov.uk/publications/communities/indicesdeprivation07>



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 Warwickshire County Council, 100019520, 2010.

Summary & Key Issues:

The village of Witenas features in the Domesday Book in 1066. Until about 1850, the only access to Whitnash was through paths and lanes across surrounded cultivated fields. It is likely that this relative isolation has bequeathed to the residents a strong sense of belonging to a distinct locality. There is no marked town centre but a handful of half-timbered thatched cottages centred on St Margaret's Church mark the nucleus of the old village. The Church itself dates back to Saxon times. It became a town in 1972.

Whitnash is a small, primarily residential, town with four junior schools, a community hall, a library and information centre, a nursery, a children's centre and the Acre Close playing fields. The town has 3 shopping areas, on Coppice Road, Heathcote Road and Home Farm Crescent. Leamington Rehabilitation Hospital is also located in the area. Active community groups include Whitnash Town Council, the Whitnash Society, and the Whitnash Twinning Association, which actively maintains links with Villebon in France, and Weilerswist in Germany. Whitnash Tennis Club is located at the Sports and Social Club site, and the Leamington and County golf club is on Golf Lane in Whitnash. Whitnash has its own under-10 football team, the Whitnash Juniors. The town also has its own petanque and short mat bowls clubs. Other sports clubs in the town include angling, crib and senior football. Two separate allotment sites, at Golf Lane and Dobson Lane, are open to residents of the town.

In terms of transport, there are regular Flexibus services to Leamington Spa and the area has easy access to the M40 motorway.

Whitnash Town Council produces a quarterly magazine called the Whitnash Tymes, which is distributed free of charge to every household in the town.

The Whitnash Community Forum encourages local residents to come together to consider issues of importance to the town. Developing opportunities for older people to socialize is a key concern of the Forum, with a luncheon club and a coffee morning both springing out of discussions at the Forum. The Forum has a small pot of grant funding, which it uses to bring benefit to the community. The local Youth Club has benefitted from several Forum grants, and has been able to provide exciting opportunities to local young people to attend outward bound holidays. Community Safety is high on the priority list for the Community Forum, and significant work is undertaken in the town to reduce speeding through the Community Speedwatch scheme, staffed entirely by local volunteers who are supported by the Police.

Whitnash locality has a slightly younger population age profile compared to Warwickshire as a whole, with 18% of residents of retirement age, compared to 21% across the County. The locality also has a rich mix of different ethnic groups, 17% of the population were recorded as being of non-white British ethnic origin at the time of the 2001 Census, which ranks as the second highest proportion among the 30 localities in the County.

The Whitnash locality's unemployment rate of 1.8%, as measured by the proportion of the working age population claiming Job-Seekers Allowance, compares well against the County rate of 2.6%. The occupational profile of the working age population in the locality is fairly similar to that of the County; although there are slightly more employees within administrative and secretarial and sales and customer service roles compared to the Warwickshire average.

The total recorded crime rate in the locality is low, 29 offences per 1,000 population is the lowest across all localities in the County, and compares well with the 63 offences per 1,000 population recorded across the whole of Warwickshire. Vehicle crime offences are also the lowest in the County, as are road injuries.

The proportion of resident pupils in Whitnash who achieved 5 or more A*-C GCSE grades (including English and Maths) was slightly higher than the County average, 60% compared to 57%. The proportion of 16-18 year olds recorded as not being in formal education, employment or training was low relative to the County figure. Just 2% of young people were in this position, compared to 4.5% across Warwickshire as a whole.

The Mosaic socio-demographic classification shows that compared to the County, Whitnash has a greater representation of 'successful professionals living in suburban or semi-rural homes', 'young, well-educated city dwellers' and 'residents of isolated communities'.

Consultation findings indicate that Whitnash residents are generally satisfied with the area, 89% reported they were satisfied with their local area as a place to live, compared to 83% across Warwickshire as a whole. When asked what needs improving in the local area, 'activities for teenagers', 'road and pavement repairs' and 'affordable decent housing' were the three issues most commonly selected.

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.

The Blueprint project considers the impacts of social, economic, and demographic changes taking place in the County over the long term. It takes the form of a series of visual map-based presentations to show analysis for a range of existing datasets. A further set of slides then detail some of the key future issues and challenges based on projected and forecasted data analysis. These help to highlight possible future implications for the County's infrastructure and also how collectively our services are delivered across the public sector.

Analysis has been carried out at both District/Borough and Locality level. A composite Countywide picture has also been developed to show inter-relationships between the variables and the geographic spread of potential future issues. The link to the Blueprint is below:

<http://www.warwickshireobservatory.org/observatory/observatorywcc.nsf/RefDocs/KMGY-825JMS?OpenDocument>

The locality profiles refer to the 2008 Place Survey, however in 2009/10, a Partnership Place Survey was carried out although data is not broken down to locality level. The report for the 2009/10 Partnership Place survey is available from:

<http://www.warwickshireobservatory.org/observatory/observatorywcc.nsf/RefDocs/KMGY-89SL46?OpenDocument>

Super Output Area (SOA) data is available for the majority of the datasets and can be made available on request from the Observatory.

List of data sources:

- 1 Mid-2009 Super Output Area Population Estimates, Office for National Statistics
- 2 2001 Census
- 3 2004 Rural Urban Classification, Office for National Statistics
- 4 Department for Work and Pensions
- 5 Centre for Sustainable Energy
- 6 Small area data, HMRC
- 7 Commissioning Support Service (CSS), Children, Young People and Families Directorate
- 8 Connexions
- 9 Youth Service, Warwickshire County Council
- 10 Warwickshire Police
- 11 Place Survey 2008
- 12 Road Safety Intelligence Team, Warwickshire County Council
- 13 Mosaic Public Sector Classification, Experian
- 14 English Indices of Deprivation 2007, Department for Communities and Local Government

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Disclaimer

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