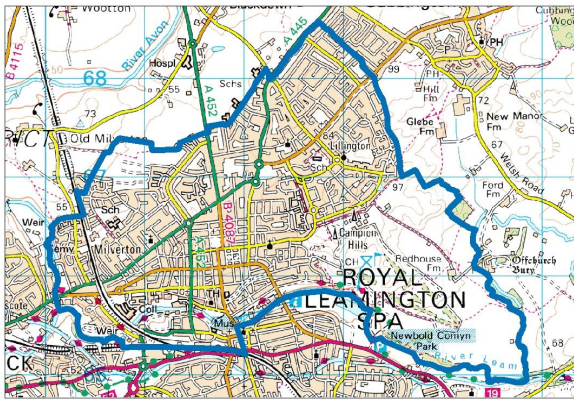


Locality Profile January 2011

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 Campion 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 | 3.9% |
| 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 3.9% 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.

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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