

THEME: Data Mapping and Research & Evaluation

SCOPE: Gather and analyse the details / ‘make up’ of the client group in City Deal wards – to produce a ward specific ‘pen picture’ of the people living there and their needs.

City Deal Ward

Prince End

Please include from the relevant data sources between 3-8 bullet points of key trends / judgements that summarise the information (some ideas / guidance are in brackets).

<p>Demographic Characteristics (Age groups, gender, % of working age adults) (Source: CENSUS 2011)</p>	<ul style="list-style-type: none"> • Age Profile: 23.1% aged 0-15; 12.7% 16-24; 27.2% 25-44; 23.3% 45-64 & 13.6% 65+. • Gender: 49.9% males (m) 50.1% females (f) • Economic Activity: 64.8% (71.9% m & 57.9% f) (source CENSUS 2011)
<p>Geography (Size of the ward, density, % size in relation to the borough). (Source: CENSUS 2011)</p>	<ul style="list-style-type: none"> • Ward Size: 277.73 hectare (Ha) (Sandwell 8,556.73 Ha: Princes End 3.25% of Sandwell) • Population Density: 46.7 Persons per Ha (Sandwell average 36 per Ha)
<p>Ethnicity (% ethnic minority groups, any particular groups higher – some breakdown on ethnic minority populations, how this relates to the borough rate of ethnic minorities). (Source: CENSUS 2011)</p>	<ul style="list-style-type: none"> • Ethnicity: (Sandwell figures in brackets) White: British - 88.6% (65.8%); Asian/Asian British: Indian or British Indian – 2.0% (10.2%); Black/African/Caribbean/Black British: Caribbean - 1.8% (3.7%); White: Polish - 1.6% (1.8%); Mixed/multiple ethnic group: White and Black Caribbean -1.5% (2.0%).
<p>Housing (Key providers of social housing, % of the social housing, is the social housing linked to particular communities within the wards, new build info).</p>	<ul style="list-style-type: none"> • Social Housing: (Sandwell figures in brackets) 42.6% (27.5%). 35.5% is Council stock and 7.1% other social renters. • Princes End has the highest proportion of social rented housing in borough. The Sandwell Average is 27.4%
<p>Deprivation (% of deprivation, how it relates to rest of the borough, use some of the social segmentation – Mosaic classifications to further</p>	<ul style="list-style-type: none"> • Indices of Multiple Deprivation 2010 Average Score for Associated LSOAs - Princes End 47.18 (Sandwell - 37.12) (England - 21.67) - 3rd Most deprived ward on this measure • For Average Rank of Associated LSOAs -

identify trends).	Princes End 4857.6 (Sandwell - 7067.8) (England - 16241.5) 9th most deprived ward on this measure.
<p>Economy and Employment (% of employed, sectors employed in, breakdown of male / female employment, whether the work is full or part time). (Source: CENSUS 2011)</p>	<ul style="list-style-type: none"> • Sectors Employed: Wholesale & retail trade; repair of motor vehicles & motor cycles: 21.5% (20.5% m & 22.8% f); Manufacturing 19.8% (28.6% m & 9.6% f); Human health and social work activities 11.5% (3.2% m & 21.0% f); Construction 8.4% (13.3% m & 2.7%f); & Education 6.5% (2.1% m & 11.7% f) • Full / Part-time Status: 71.6% Full-time (87.7% m & 53.1% f) & 28.4% Part-time (12.3% m & 46.9% f)
<p>Unemployment and benefits (% of working age claiming JSA, % claiming other out of work benefits, comparison against the borough figures, % of young people (18-24), information on length of unemployment – less than 12months, 12months, 3+ years). (Source: NOMIS 2014)</p>	<ul style="list-style-type: none"> • JSA Claimants: (Sandwell in brackets) 8.0% (4.8%) • JSA Claimants 18-24: 27.6% (25.0%) • JSA Claimants up to 6mths: 39.3% (44.4%) • JSA Claimants 6-12mths: 19.7% (17.3%) • JSA Claimants 1 year +: 41.0% (38.2%) • Key out of work benefits: 22.4% (15.7%)
<p>Community Perceptions Any information on satisfaction of the community / wards, any information on the priorities (what do people think needs improving in their areas). (Source: Sandwell Report 2012/13)</p>	<ul style="list-style-type: none"> • Priority Actions: Feedback from the panel workshop and at community level identified the following three priorities for Princes End: • Addressing worklessness amongst 18-24 year olds; • Addressing the high proportion of residents with low qualifications who are unemployed; and • Addressing the high proportion of residents on health related benefits (source
<p>Education and Skills (GCSE levels and comparison with the rest of the borough, % with no qualifications, % with qualification up to level 2, degree or above). (Source: CENSUS 2011)</p>	<ul style="list-style-type: none"> • No qualifications: (Sandwell in brackets) 41.2% (35.2%) • 1-4 GCSEs: 29.7% (29.9%) • 5+ GCSEs: 15.8% (20.2%) • Level 2: 19.0% (16.7%) • Degree: 3.9% (8.7%)
<p>Crime (Information on crime rates, and types of crime, information on anti-social behaviour). (Source: www.Police.uk)</p>	<ul style="list-style-type: none"> • Crime: Anti-social behaviour 31.5%; Burglary 10.1%; Criminal damage and arson 14.2%; Violence and sexual offences 14.9%. Vehicle crime 13.5%; Drugs 3.9%; Public order 1.8%; Shoplifting 1.6%; Robbery 1.4%.
Health and Well being	<ul style="list-style-type: none"> • Life Expectancy: (Sandwell figures in

<p>(Any information relating to fitness for work, % not working due to illness, types of illness, information on average lifespan – male / female, anything else of significance – maybe healthy eating, participating in exercise etc.)</p>	<p>brackets) Males 75 (76.8) – Females 81.3 (81.3)</p> <ul style="list-style-type: none"> • Day-to-day activities: limited a lot (Age 16 to 64) (Sandwell in brackets) 5.3% (4.8%) • Sandwell Council's Public Health Priorities 2012 for Princes End are to: <ul style="list-style-type: none"> ○ Address the health and wellbeing impacts of very high adult and youth unemployment ○ Reduce the increasing rates of alcohol-related harm ○ Increase male life expectancy which is well below the borough average
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