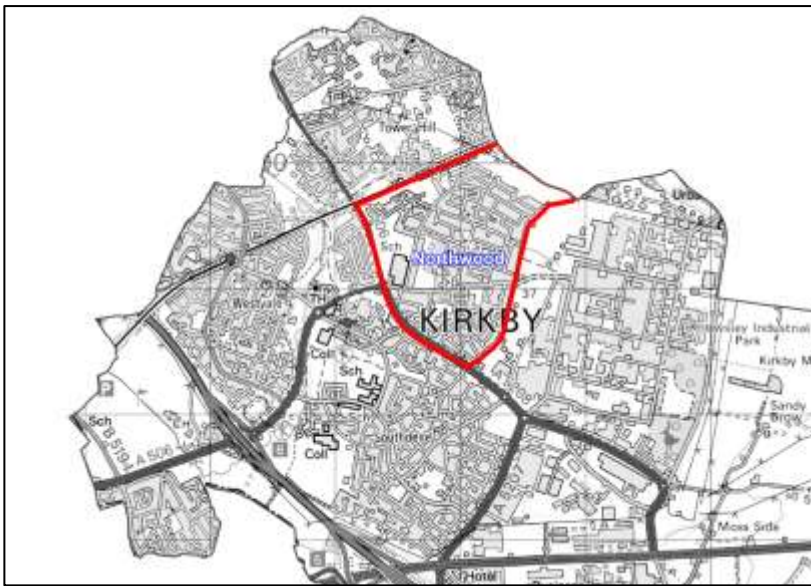


NORTHWOOD WARD PROFILE

Introduction

This report aims to profile the electoral ward of Northwood in the Metropolitan Borough of Knowsley. The report will focus on a range of key issues including deprivation, housing, community safety and worklessness within the Northwood ward. The data will provide comparisons to other geographical areas and highlight recent trends.

The Location of Northwood



Northwood is an electoral ward in the metropolitan borough council of Knowsley.

Northwood is situated in the north of the Borough within the area partnership board (APB) of North Kirkby.



The ward is located between the town centre of Kirkby and Knowsley Industrial park.

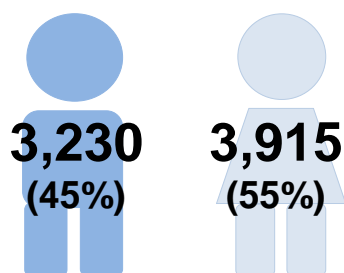
Mapping

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The Population of Northwood

Population data included in this section is taken from the 2010 Mid Year Estimates from the ONS. Ward level data from the 2011 Census is not available until late 2012 and once this becomes available this product will be refreshed. Recent releases from the ONS have indicated that over time the population of the Borough (via Mid Year Estimates) was over estimated.

The population of Northwood is 7,145¹. This is 4.8% of Knowsley's population and 33.9% of the North Kirkby APB population.



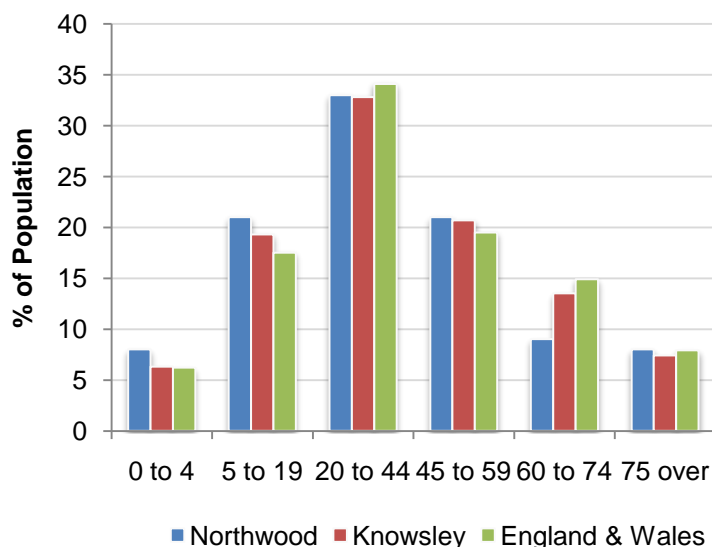
- 45% of the ward population is male (3,230)
- 55% of the ward population is female (3,915)

Northwood's population is broken down into the following age bands.



- 8% are aged 0 to 4
- 14% are aged 5 to 15
- 33% are aged 16 to 39
- 32% are aged 40 to 64
- 5% are aged 65 to 74
- 8% are aged 75 and over

Population Comparison



The population of the Northwood ward is younger than the Borough and national profile.

29% of the ward population is aged under 19 years of age compared to 25% in Knowsley and 24% nationally.

17% of the ward population are aged over 60 compared to 21% for Knowsley and 23% nationally.

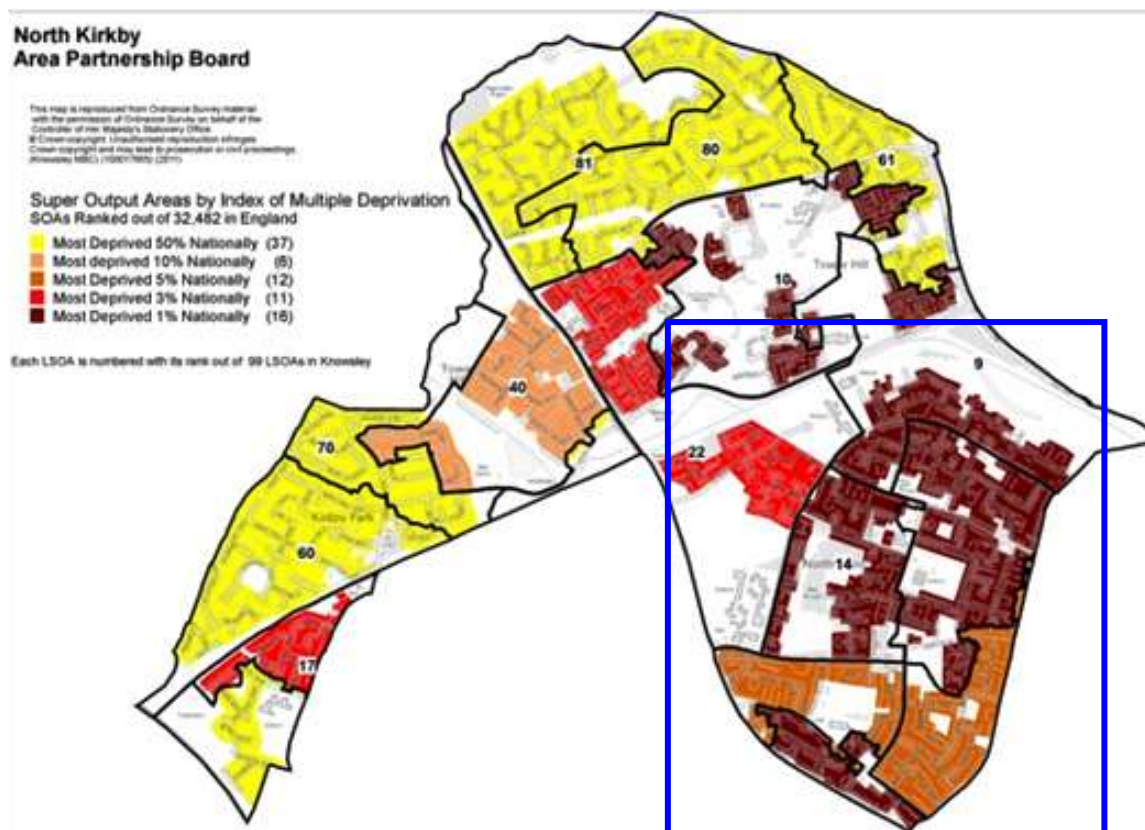
¹ Population data taken from 2010 ONS midyear estimates. 2011 Census data at ward level not available as at September 2012

Deprivation profile of Northwood

The Index of Multiple Deprivation combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation.

Overall the Index of Multiple Deprivation (IMD) 2010 ranks Knowsley as the fifth most deprived Borough in the Country².

Northwood has some of the most deprived communities not only within the Borough but also nationally. All the lower super output areas (LSOAs) in the Northwood ward are amongst the 5% most deprived LSOAs nationally and large sections of the ward are within the 1% most deprived.



² Index of Multiple Deprivation data 2010 taken from Department of Communities & Local Government

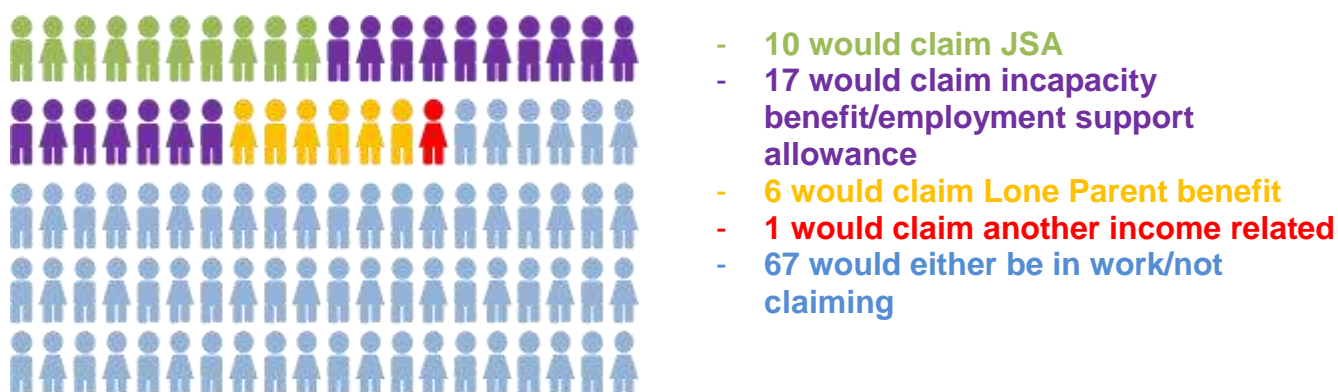
Labour Market Analysis

In Northwood³:

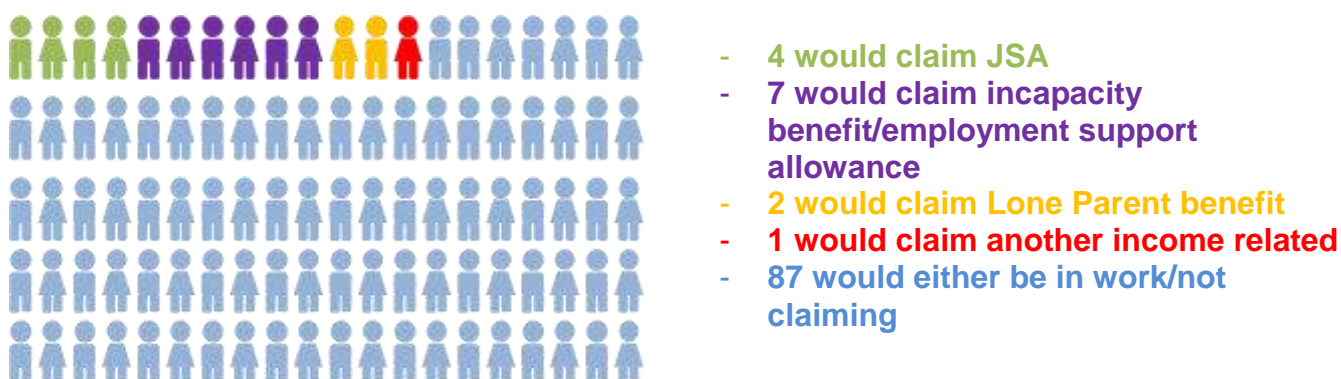
- 33% of the working age population are classed as workless
- 10% of the working age population claim job seekers allowance (JSA)
- Northwood is the second highest ward in Knowsley for worklessness and the 3rd highest for JSA claimants
- Rates are significantly higher than Borough, regional and national levels

The levels of worklessness in Northwood and nationally can be represented in a graphic as shown below.

33.7% of the working age population of Northwood are classed as 'workless'. If Northwood were a village of 100 people then it would look like this



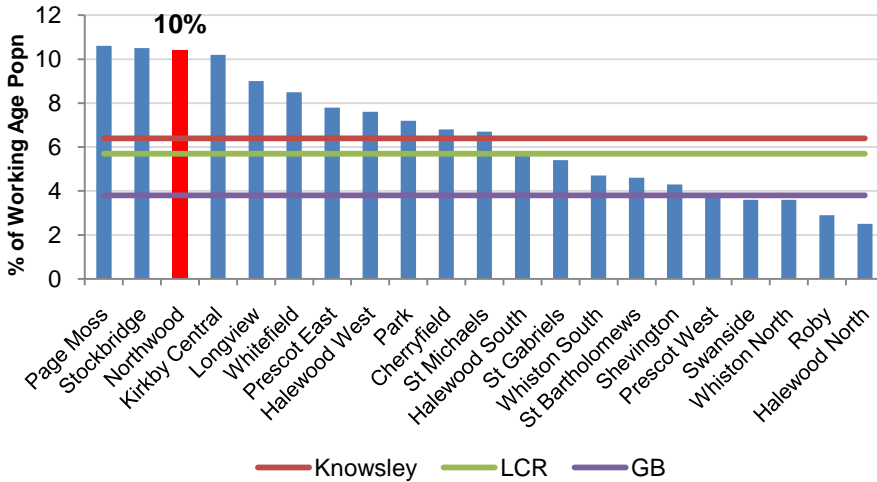
12.5% of the working age population of Great Britain are classed as 'workless'. If Great Britain were a village of 100 people then it would look like this



³ All labour market data extracted from NOMIS, September 2012

The following set of charts look at the comparisons between Northwood and other regions for Job Seekers Allowance (JSA) claimants and worklessness as well as recent trends.

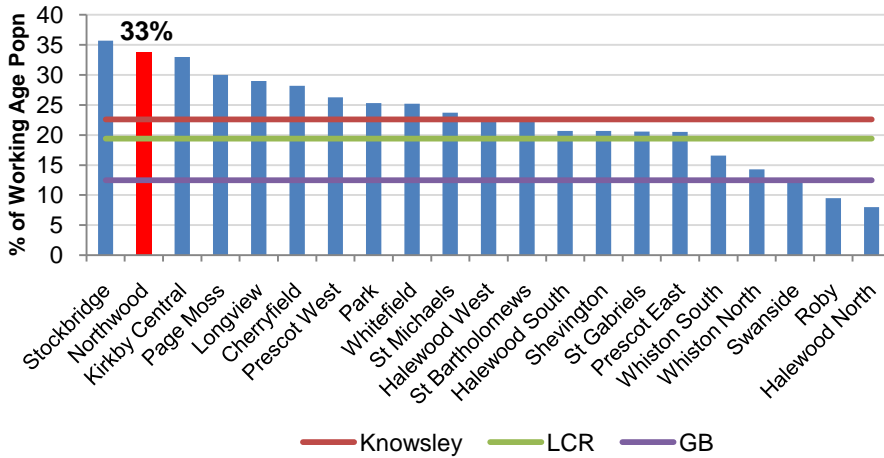
JSA Claimants by Ward



For JSA claimants

Northwood – 10.4%
Knowsley – 6.4%
Liverpool City Region – 5.7%
National – 3.8%

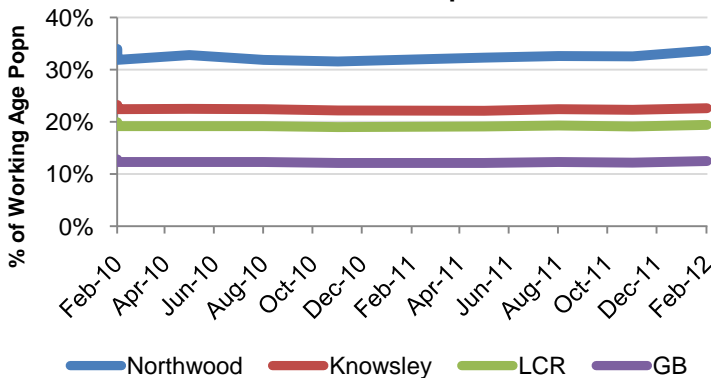
Worklessness by Ward



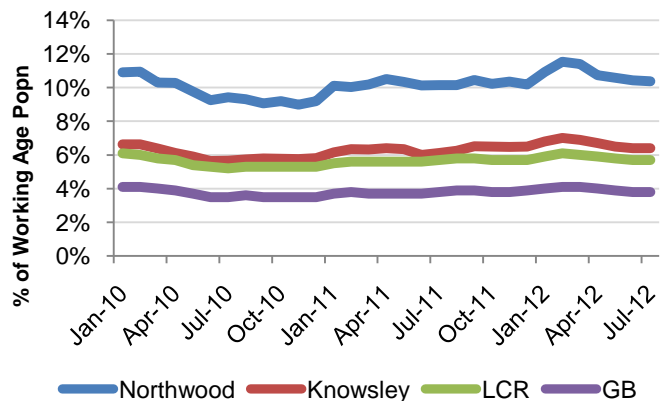
For worklessness

Northwood – 33.7%
Knowsley – 22.6%
Liverpool City Region – 19.4%
National – 12.5%

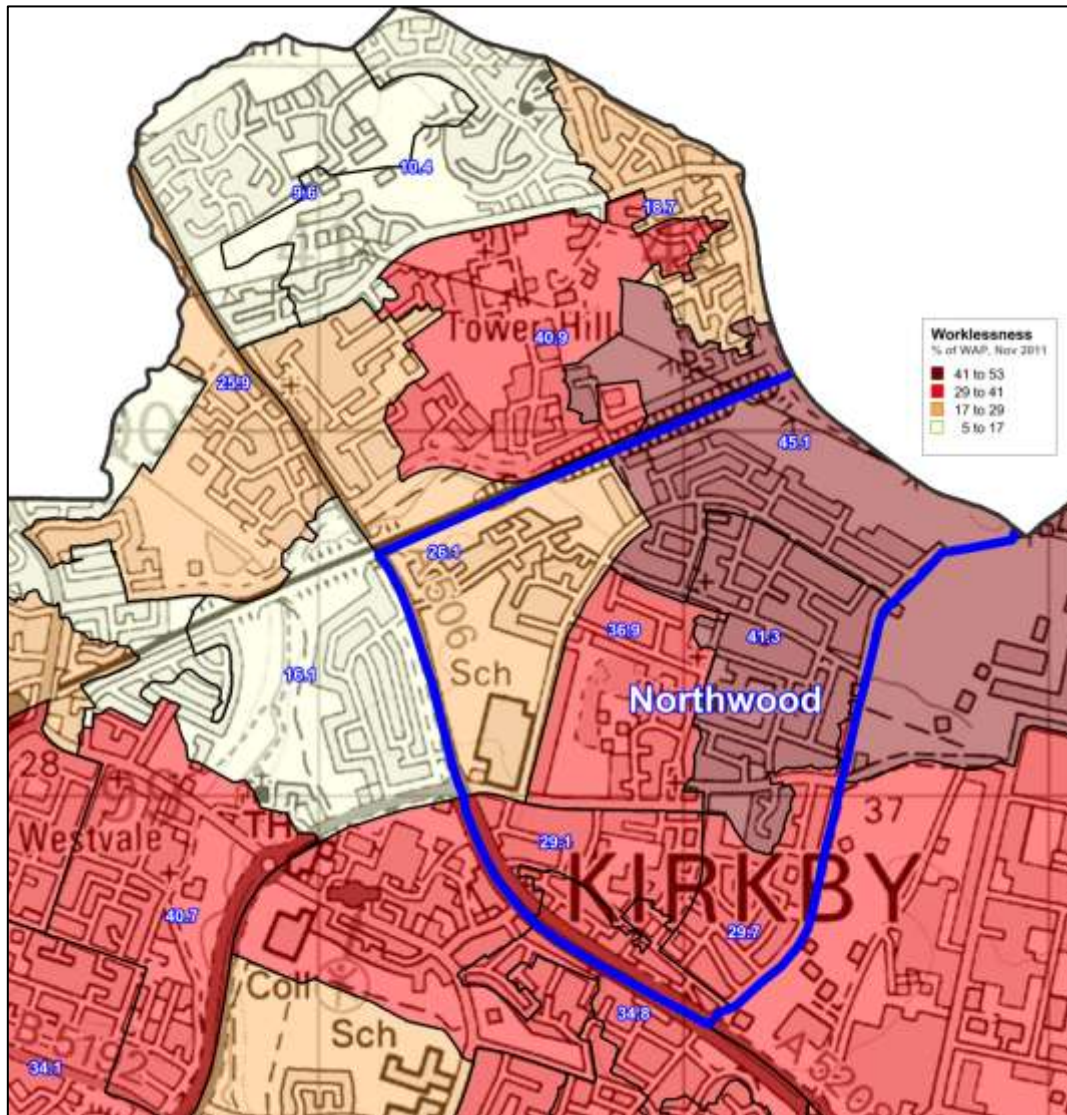
Worklessness Comparison



JSA Rate Comparison



This map focuses on worklessness in the North Kirkby Area Partnership Board (APB).



Attainment & Skills

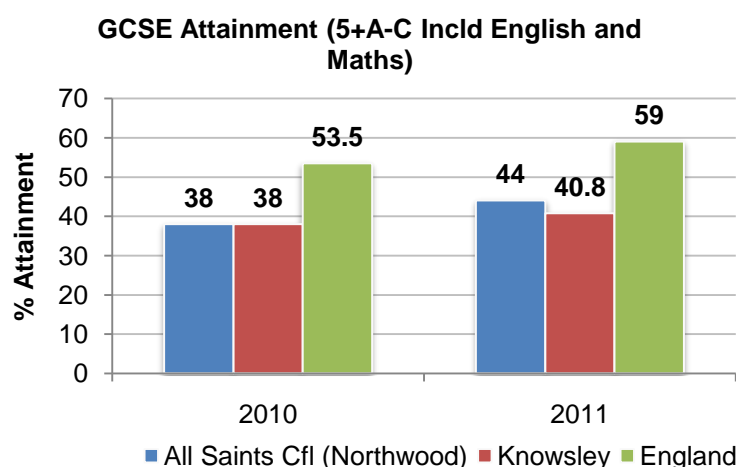
Educational attainment levels in Northwood remain behind the national average.

Levels of primary attainment are lower in Northwood than the borough and national average. The table below shows primary school attainment at key stage 2 for the borough and the primary schools in the Northwood ward.

Borough attainment at key stage 2 is 77%⁴ and this is higher than the national figure (74%) but within Northwood attainment at this level is below both these levels (69% for Northwood Community and 54% for St Marie's Catholic Primary school).

Level	Key Stage 2 (Level 4+ achieving English and Maths 2011)
National	74%
Knowsley	77%
Northwood Community Primary School	54%
St Marie's Catholic Primary School	69%

Attainment levels at key stage 4 (GCSE) improved between 2010 and 2011 in both the Borough and also the All Saints Centre for Learning located in the Northwood ward yet the gap to the national level remains.



Attainment in Northwood increased from 38% in 2010 to 44% in 2011. Nationally attainment at this level increased from 53.5% to 59% so the gap remains the same.

Since 2004 Knowsley residents overall skill levels have seen improvement; particularly from 2008. However higher skill levels in the Borough (NVQ4 and upwards) are still significantly lower than the national average⁵.

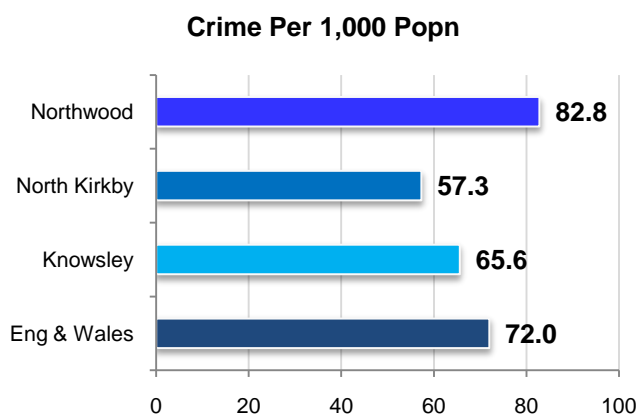
Of the current working-age population, Knowsley has 19.5% of residents with no qualifications compared with 14.1% in the Liverpool City region and a national level of 11.3%. Slightly more than 74% of Knowsley's adult population are educated to NVQ1 level and above; this is around 80% both sub-regionally and nationally.

⁴ Department of Education performance tables website

⁵ 2011 ONS Population Survey via Knowsley ERS

Community Safety

Over the last 5 years crime⁶ has fallen in Northwood yet the crime rate per 1,000 population remains higher than the North Kirkby Area Partnership Board, the Borough and England and Wales.

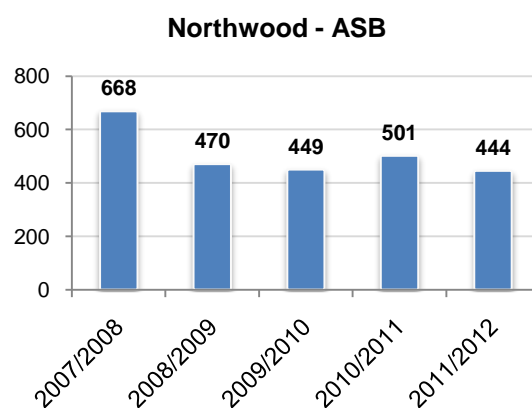
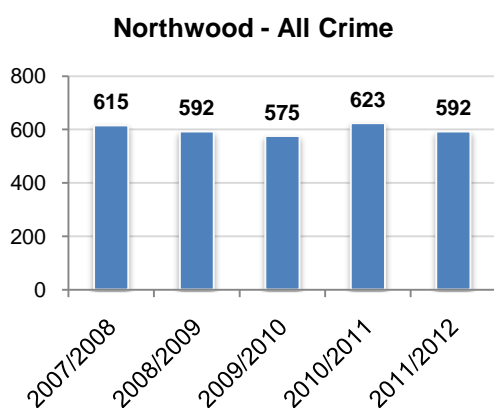


In 2011 there were 82.8 recorded crimes per 1,000 population in Northwood compared to 72 in England and Wales.

Both the North Kirkby APB and Knowsley Borough rates are below the England and Wales rates.

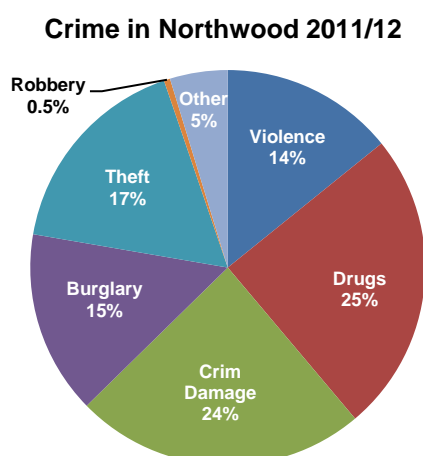
Crime has fallen in Northwood but at a slower rate than the wider Borough. Between 2007/8 and 2011/12 Northwood experienced a 4% reduction in all crime and a 34% reduction in anti social behaviour (ASB) incidents. Over the same period the Borough achieved reductions in crime of 25% and a 43% reduction in ASB incidents.

The charts below show the reductions achieved in crime and ASB in Northwood over the last 5 years.



Northwood remains a key location for community safety issues in the Borough. In each of the last five years the Northwood Police beat was either the 1st or 2nd highest beat by pure volume of recorded crime and consistently in the top 5 for volume of ASB incidents in the Borough of Knowsley.

⁶ Knowsley crime data taken from Merseyside Police analyst downloads. National data extracted from Home Office British Crime Survey reports



In the financial year 2011/2012 there was a total of 592 recorded crimes in Northwood. This was the single highest for any Merseyside Police beat in the Borough of Knowsley.

The chart shows the nature of the offences in Northwood and this pattern has remained constant over the last few years with no significant increases/decreases in crime type.

Health Data

The health of Northwood residents has improved in recent years though gaps remain to the Borough and national averages.

The patterns with health data replicates that seen with other data included in this profile – the ward of Northwood is often behind/worse than the Borough average which in itself is behind/worse than the national average.

The table below indicates some of the main health indicators at a national, Borough and ward level⁷.

Indicator	England	Knowsley	Northwood
Male Life Expectancy	78.3	75.5	72.5
Female Life Expectancy	82.3	79.8	76.1
Child Obesity (Year 6) (%)	18.7	23.6	27.1
Smoking Prevalence (%)	-	24.1	32.8
Mortality Rate – All Cause (per 100,000, 2008-2010)	553.1	672.2	822.6
Mortality Rate – Cardiovascular (per 100,000, 2008-2010)	167.0	185.5	232.7
Mortality Rate – Cancer (per 100,000, 2008-2010)	169.4	211.7	242.4
Mortality Rate – Respiratory (per 100,000, 2008-2010)	69.1	106.8	135.5

⁷ Information extracted from 2012 Knowsley Data Matrix prepared by Public Health Intelligence Team

Some of the key health statistics for Northwood are:

- Lower life expectancy in Northwood for males and females of around 3 years to the Borough average and 6 years to the national average
- 1 in 3 residents smoke
- Higher levels of child obesity
- Northwood residents suffer higher mortality rates for cardiovascular, cancer and respiratory diseases

Northwood has seen improvements in the health of residents in recent years reflecting improvements seen in the wider Borough. Life expectancy levels have improved as have mortality rates for a number of key diseases yet the gap remains and improvements still need to be made.

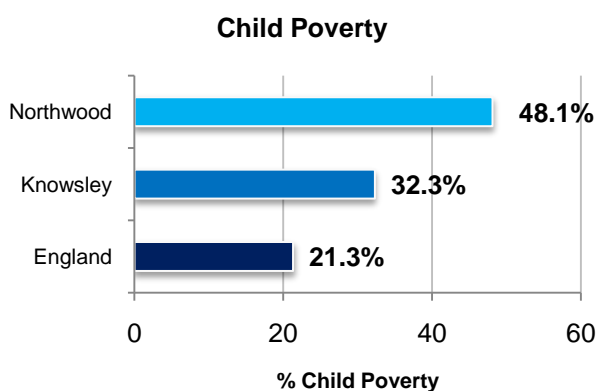
Poverty – Analysis of fuel poverty in Northwood

Data from the Department of Energy and Climate Change⁸ (DECC) highlights Knowsley as having some communities with significantly higher levels of fuel poverty than the national average.

21% of households in England are classed as living in fuel poverty (defined as ‘*the need to spend more than 10% of household income to achieve adequate levels of warmth in the home and meet their other energy needs*’). 23% of households in Knowsley are classified as living in fuel poverty. Northwood significantly higher levels of fuel poverty than national levels. All the LSOAs within Northwood are above the national average and the highest area has 36% of all households classed as living in fuel poverty.

Poverty – Analysis of child poverty in Northwood

Child poverty levels are higher in Northwood than other areas of the Borough and are significantly higher than national levels.



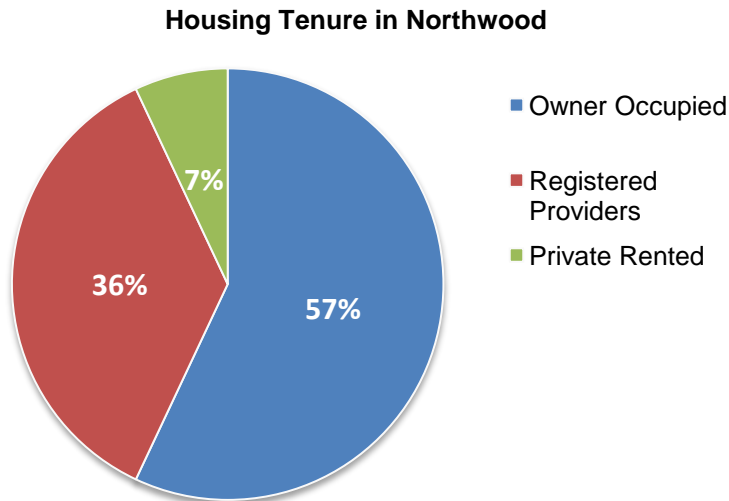
Data provided via the HMRC⁹ shows the level of child poverty (defined as ‘*the proportion of children living in families in receipt of out of work benefits or tax credits where their reported income is less than 60% median income*’) is higher than the national average. The chart below shows the comparison between the national level (21%), Borough level (32%) and Northwood level (48%).

⁸ DECC Fuel Poverty data for 2010 released via website

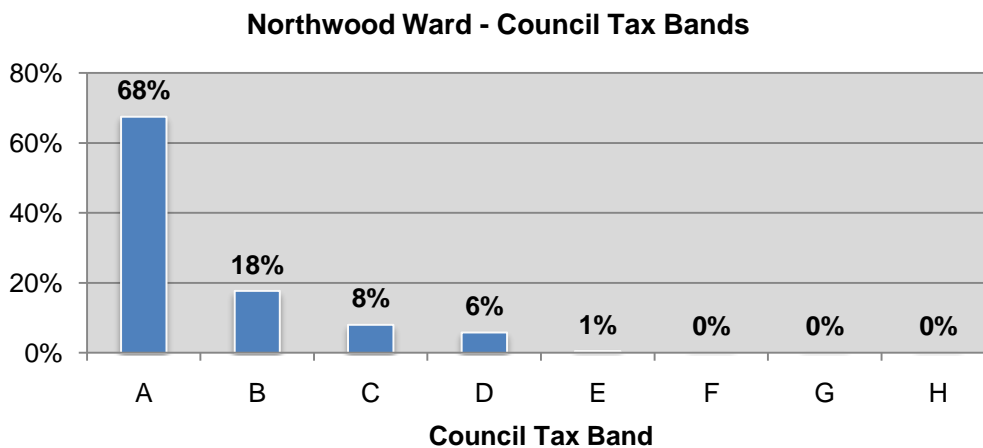
⁹ HMRC Child Poverty data (2009)

Housing Information

57% of the housing in Northwood is owner occupied (slightly lower than the Borough figure of 63%) with 36% registered social landlord tenure (slightly higher than the Borough figure of 29%).



The vast majority of properties in the Northwood ward are within the lowest Council tax value band. 68% of properties are classed as 'band A' properties (paying £976 per annum) with only 1% of properties classed as 'band E'.



House prices in the ward are lower than the Borough and national average. Information for June 2012 for house value sales¹⁰ (which can be influenced by number of sales and property type) showed the average for the UK at £161,625, Borough average of £112,770 and Northwood ward average of £66,643.

¹⁰ Hometrack, September 2012