

# Southend-on-Sea 2009 Borough Profile



**Building our future – Together**  
Current at 09/09/09

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# Foreword

## How to get the best out of this document.

This document has been produced to assist senior decision makers, strategic planners, managers and staff who are designing services, providing a single, consistent set of key statistical information.

This document is not a replacement for the range of information that is held by partners within Southend Together, but is a summary of key information that has been identified as useful. The information contained in this document includes some simple analysis, however, to ensure that the true picture of Southend achieved it is recommended that users consult the source documentation. A link to the source is shown underneath each dataset.

## Comparability

The information within the Borough Profile gives a picture of current performance across a range of activities. To make the best use of the data it is advisable to benchmark Southend's performance against other similar organisations, rather than look at the information in isolation. This will provide the user with an opportunity to gauge performance in a national context.

To ensure a consistent approach to benchmarking some regulators publish tables of similar organisations, typically called statistical nearest neighbours. Nearest neighbours is not a reference to geographical location but an assessment of areas' similar characteristics.

When using a comparator its use should be acknowledged by the user. If a different comparator is used then a specific rationale must be included outlining why the comparator group was chosen.

**Appendix a** shows some of the comparator groups that are used by the Partnership. This list is not exhaustive and is subject to change. Users are reminded they should seek clarity from data owners as to the comparator group used.

## Future development and timeliness

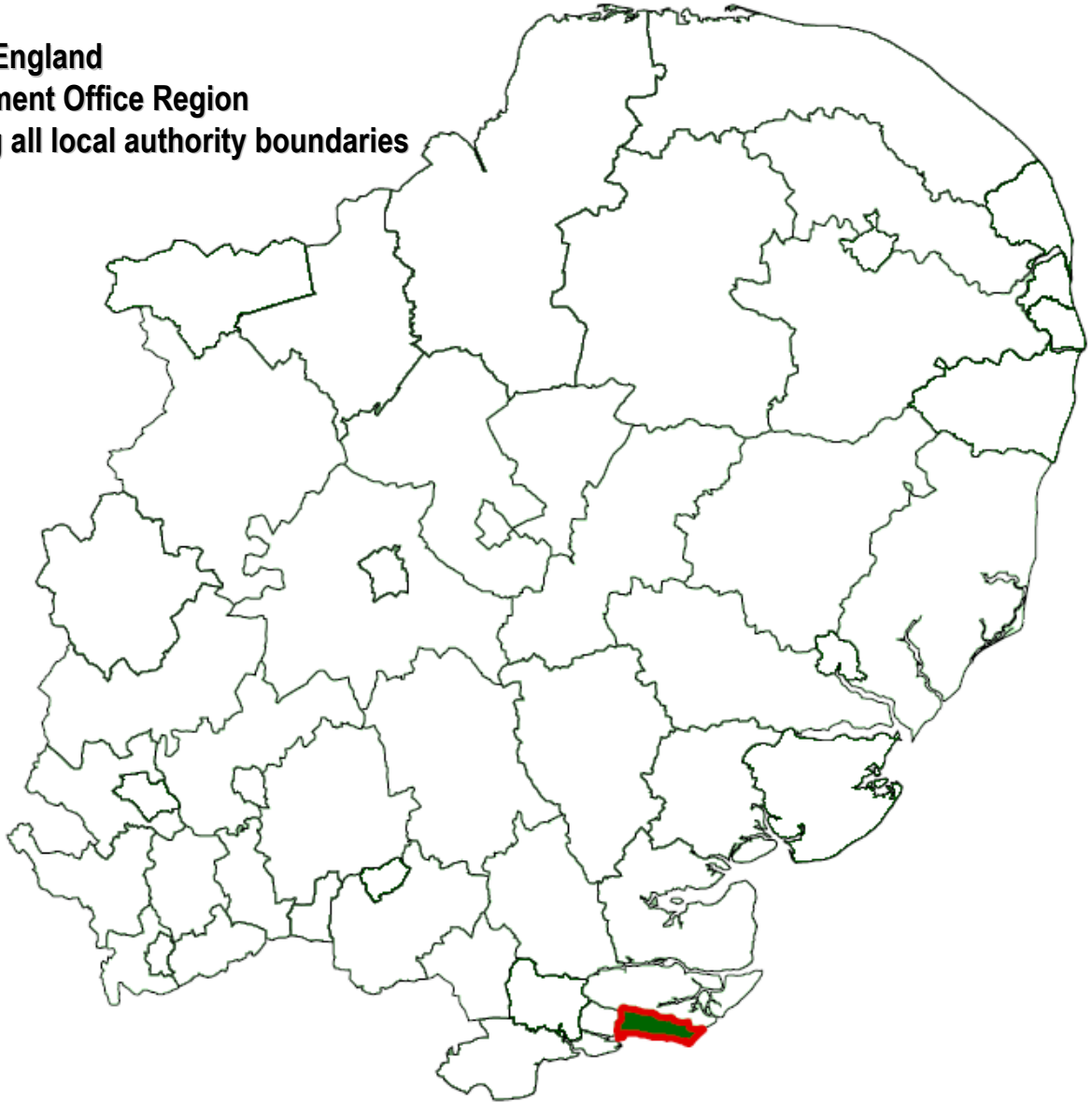
The information contained within this profile is a snapshot of performance until 30 June 2009. It is advisable that users contact the data owner to establish the most up-to-date position. The profile will be refreshed in March 2010.

Future developments of the Southend Data Observatory will see the production of a dynamic borough profile: an electronic version of the profile, always containing the most up to data.

Feedback from users on how to develop the Borough Profile is always welcome and will be considered by the Data Observatory Profile Development Group. To make comments or suggestions to aid the development of the Borough Profile please email: [dataobservatory@southend.gov.uk](mailto:dataobservatory@southend.gov.uk) .

# About Southend

**East of England  
Government Office Region  
showing all local authority boundaries**



Southend-on-Sea lies 40 miles to the east of Central London on the northern bank of the Thames estuary. It forms a vital part of the Thames Gateway regeneration area, which is the largest and most ambitious regeneration initiative in Europe. Southend-on-Sea is the second most populated district in the East of England region and the fifth most populous in South East England outside London.

Southend-on-Sea is part of the Eastern Government Office region, Eastern Policing region, East of England Strategic Health Authority, and Fire and Rescue Service Eastern region.

The town is served by nine railway stations, on two main railway lines that link to London Liverpool Street and London Fenchurch Street in approximately one hour. There are two main A-Roads which connect Southend-on-Sea with London and the rest of the country these are the A127 and the A13. London Southend Airport which has recently been acquired by the Stobart Group, is approximately 2 miles from the town centre and 18 miles from Junction 29 of the M25. In addition to London Southend Airport, there are two other airports in close proximity to Southend-on-Sea; these are London City Airport (36 miles) and London Stansted Airport (38.5 miles).

The town has approximately 6000 businesses, and a large number are business start-ups. The Call Centre sector is a large employer with HSBC, Lloyds TSB, Royal Bank of Scotland, Converso and Thus (formerly Demon Internet). Manufacturing still remains important with Ipeco and Keymed amongst the larger employers.

# About Southend

In 2005 Southend-on-Sea Borough Council undertook study to identify the council's economic growth aspirations until 2021. As a result of a series of consultations, 5 growth sectors were identified in the Southend area: Aviation and Airport related activity; Health and Medical; Business and Financial services; Cultural and Creative; Leisure and Tourism. The Retail sector also plays a key role in the local economy, providing 2 major shopping centres securing either end of the High Street, with one end that takes shoppers and visitors alike to the seafront. Southend Borough Council is now looking to provide a strategy for each of these sectors to encourage them to grow in the area.

Southend Core Strategy DPD (adopted 2007) Policy KP1 - "primary focus of regeneration and growth will be in town centre and central area... 6,500 new jobs and 2,000 additional new homes". Whereas the Regional Spatial Strategy - The East of England Plan (2001-2021): 13,000 new jobs and 6,500 new homes.

The town has a large further and higher education college, South East Essex College, and a campus of the University of Essex, which opened in January 2007. The two education establishments are located in the heart of the town centre and together provide a joint further and higher education campus delivering opportunities for educational progression.

Higher education facilities are available for up to 2,000 students studying a range of undergraduate and postgraduate degrees. The College offers vocational undergraduate degrees in a variety of subjects including art and design, technology and education. The University offers provision through three schools at the Southend Campus: Essex Business School, the School of Health and Human Sciences and East 15 Acting School.

The University's Gateway Building also houses the "Business Hub". This incorporates the Business Incubation Centre (BIC) which provides space and support for start up or growing businesses, as well as high quality conference and meeting room facilities available for the wider business community. A unique feature of the University's new business facility is the inspirational i-lab, providing a facilitated service designed to motivate and inspire whilst encouraging inventive and creative team thinking and decision making.

## 2008 Place Survey

In 2008 the national use of Best Value Performance Indicators was discontinued, along with the triennial Best Value User Satisfaction Surveys (BVUSS). The Place Survey has been developed to contribute to the new national indicator set for Local Government, which in turn forms part of a new performance framework for the area. The Place Survey fundamentally differs from BVUSS in that it asks respondents about their views on their area, rather than their views about the local authority.

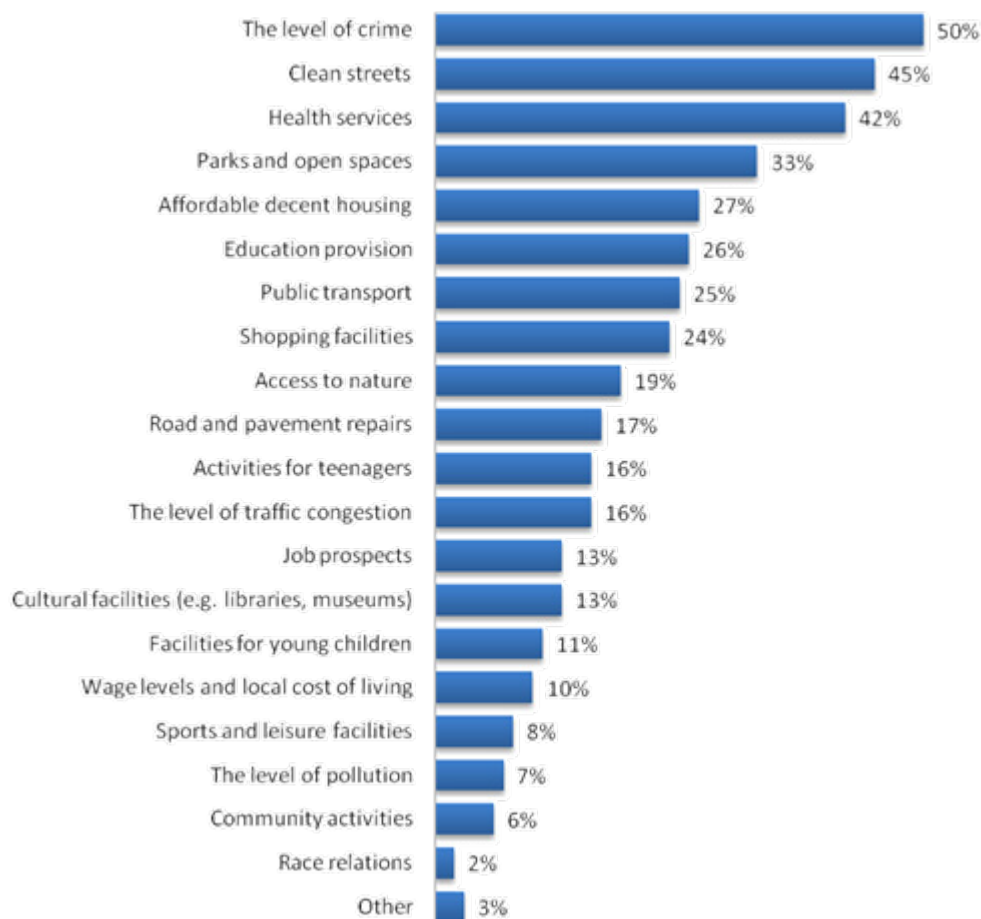
The rationale behind this change is to focus on improving outcomes for local people and places, rather than on processes, institutions and inputs. In taking forward these new arrangements, there is recognition that many of the complex issues dealt with by public sector partners – public health, poverty reduction, crime or sustainable economic development – cannot be dealt with by any one partner, and solutions are too complex to be imposed from the centre. Solutions will need to emerge from effective co-operation between partners.

Central to this is the importance of capturing local people's views, experiences and perceptions, so that the solutions for an area can likewise reflect local views and preferences. Moreover the Place Survey methodology will track changing perceptions, as a way of determining whether interventions in an area result in the right outcomes for local people, in terms of happiness, health and safety.

# About Southend

## Local Priorities

Respondents of Southend were asked which of the issues below they would say are most important in making somewhere a good place to live. Around half of respondents (50%) state that level of crime is one of the most important factors in making somewhere a good place to live. More than four in ten state that clean streets (45%) and health services (42%) are important, while around a third mention parks and open spaces (33%), and over a quarter mention affordable decent housing (27%), education provision (26%) and public transport (25%).



### Younger respondents

Younger age groups are more likely than older respondents to mention affordable decent housing (30% of those aged 25-44, compared to 22% of those aged over 65) as an important issue in making somewhere a good place to live.

### Older respondents

Older respondents are more likely to cite health services (51% of those aged 65 and over; 46% of those aged 45-64) as one of the most important issues. Those aged over 65 are more likely than younger age groups to mention road and pavement repairs (30%).

### Families

Education provision is particularly important to those with children in their household (48%). Those with children are more likely than those without to mention parks and open spaces (40%), activities for teenagers (25%) and facilities for young children (22%).

### Area differences

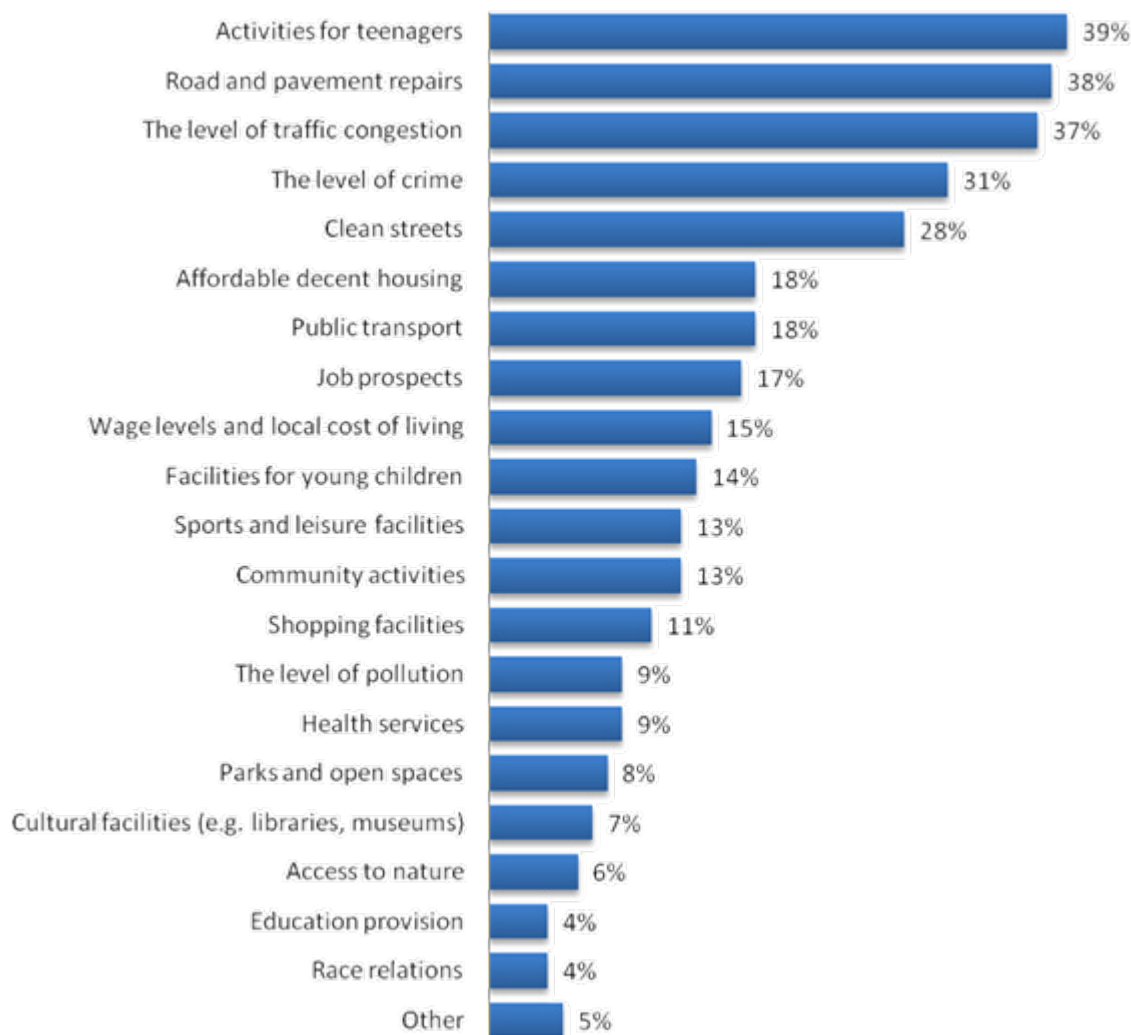
Respondents from North Central are the most likely to cite level of crime as an important issue (56% compared with 51% in the West, 47% in South Central and 46% in the East). Respondents who live in the West are more likely than those in other areas to mention parks and open spaces (38% compared with no more than 31% elsewhere).

# About Southend

## Areas for Improvement

Respondents were then asked which issues are in most need of improvement in their local area. For this and all other relevant questions, the local area was defined as the area within 15-20 minutes walking distance from the respondent's home.

The most common response is activities for teenagers (39%), followed by road and pavement repairs (38%) and the level of traffic congestion (37%). Few respondents consider race relations and education provision to be in need of improvement.



### Younger respondents

Younger age groups are more likely to mention activities for teenagers (46% of those aged 25-44) and affordable decent housing (20% of those aged 25-44 and 37% of those aged 18-24).

### Older respondents

Those aged over 65 are most likely to report road and pavement repairs as being in need of improvement (49%). Older respondents are also more likely to mention public transport (20% of those aged over 65 and 20% of those aged 45-54).

### Respondents in social housing

Those living in social housing are more likely than home owners to report that affordable decent housing (22%) and facilities for young children (20%) are in need of improvement.

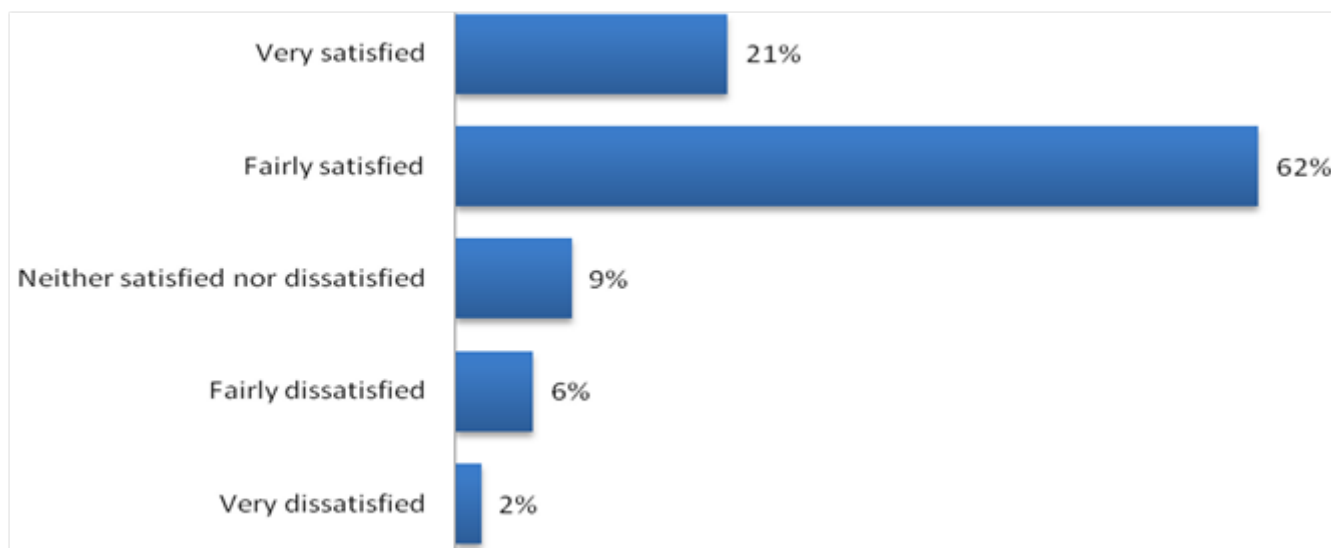
# About Southend

## Area differences

There are some differences by area in terms of the issues that respondents report to be in most need of improvement. The table below further details area differences.

Area	Top three improvements by area
West (Belfairs, West Leigh, Blenheim Park, Leigh and Chalkwell)	The level of traffic congestion (43%); road and pavement repairs (41%); activities for teenagers (37%).
North Central (Eastwood Park, St Laurence, Prittlewell, St Lukes)	The level of traffic congestion (46%); road and pavement repairs (43%); activities for teenagers (39%).
South Central (Westborough, Victoria, Milton, Kursaal)	The level of crime (43%); clean streets (38%); activities for teenagers (37%).
East (Southchurch, Thorpe, West Shoebury, Shoeburyness)	Activities for teenagers (42%); the level of crime (31%); level of traffic congestion (30%).

## Overall satisfaction with the local area (NI5)



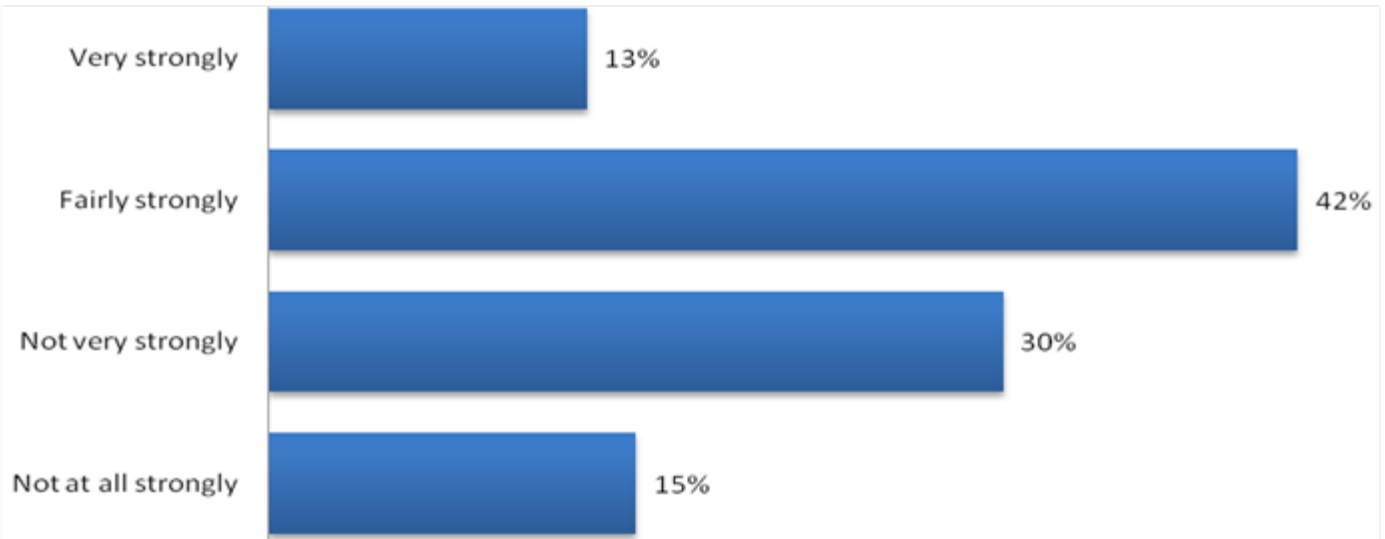
This question asks respondents to comment on their local area, so it is important to break responses down geographically to consider differences in opinion. The most satisfied subgroup are those in the West, where nine in ten (90%) respondents are satisfied, compared with 83% in the East, 82% in North Central and 75% in South Central. Respondents from South Central are most likely to express dissatisfaction (13%).

	WEST	NORTH CENTRAL	SOUTH CENTRAL	EAST
Satisfied	90%	82%	75%	83%
Neither	6%	9%	12%	11%
Dissatisfied	4%	8%	13%	7%
Unweighted bases	382	312	280	318

# About Southend

## Neighbourhood belonging (NI2)

All respondents were asked how strongly they feel that they belong to their immediate neighbourhood. Over half (55%) of respondents feel that they belong to their immediate neighbourhood either very or fairly strongly. However, three in ten (30%) feel they do not belong very strongly to their immediate neighbourhood, and around one in six feel that they do not belong to their neighbourhood at all (15%).



Older respondents are more likely than younger age groups to feel a strong sense of belonging to their immediate neighbourhood (73% of those aged over 65, compared to 56% those aged 45-64 and 45% of those aged 25-44). In addition, those who are retired (70%) or looking after the home (67%) are more likely to feel a strong sense of belonging than those who work for a living (48%).

There is a link between overall satisfaction with the local area and feeling a strong sense of belonging. The majority (60%) of those who are satisfied with their local area also feel a strong sense of belonging to the immediate neighbourhood; of those who are dissatisfied with their local area, only 30% feel a strong sense of belonging.

Analysis by locality shows that those who live in West, East or North Central areas are significantly more likely than those from South Central to feel a sense of belonging to the immediate neighbourhood.

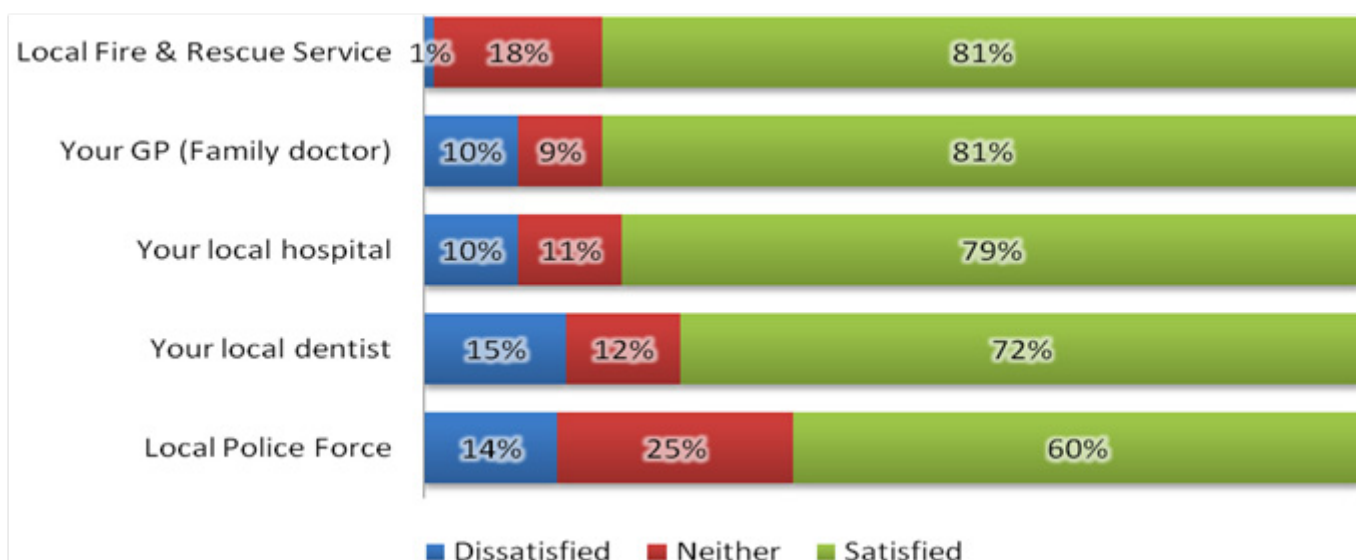
	WEST	NORTH CENTRAL	SOUTH CENTRAL	EAST
Strongly	63%	57%	38%	62%
Not strongly	37%	43%	62%	38%
Unweighted Bases	367	292	258	305

# About Southend

## Satisfaction with local public services – users (valid responses only)

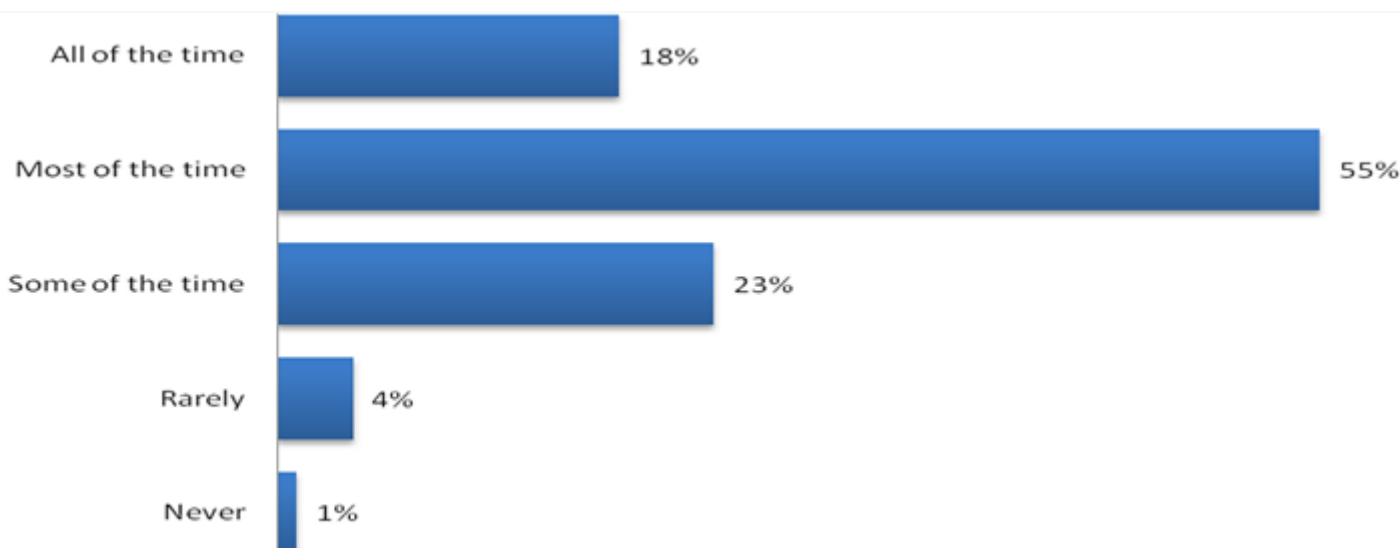
Respondents were also asked how satisfied they are with various public service providers in their local area. Those who had not used these public services have been excluded from the analysis. This included almost three in ten respondents (29%) who have not used the local fire and rescue service, one in five who have not used the dentist (18%), and around one in six who have not used the police force (14%). There are very few who have not used their local hospital (4%) or their local GP (3%).

Of those who have used the services, more than eight in ten respondents are satisfied with the local fire and rescue service (81%) and the local GP (81%). Almost eight in ten are satisfied with the local hospital (79%), while just under three-quarters are satisfied with their local dentist (72%). Although only six in ten rated the local police force as satisfactory (60%), there was a corresponding increase in 'neither' responses for this service rather than in those expressing dissatisfaction.



## Fair treatment by local services (NI 140)

In terms of local public services, just under three quarters (73%) of those providing a valid response report that they have been treated fairly all or most of the time. This is the indicator NI 140 (72.5%). Just under a quarter (23%) feel they have been treated fairly by public services some of the time, while fewer than one in twenty feel this has rarely or never been the case



# Customers

## Customer Segmentation

In an effort to understand the community of Southend, the Council and the PCT have undertaken linked but separate pieces of work to identify different ways to classify people. This exercise is known as segmentation, and the Council and the PCT have chosen to segment the population by social status. This will provide a new insight into customer behaviour that is exhibited by people in the same social situation rather than by ethnic or residency status.

Segmentation is a powerful tool that can assist in developing services by understanding the needs of groups of similar citizens and also learning how best to communicate with each different segment.

The product chosen by the Council and NHS South East Essex is called Mosaic Public Sector and it is a socio-demographic tool which is designed to identify groupings of citizen behaviour for households and postcodes.

Mosaic works by classifying all of the households in Southend-on-Sea into 61 types and 10 groups (A-J), these groups then give us an understanding of the make up of Southend-on-Sea with regard to our residents' behaviour & beliefs, thus allowing us to more effectively target our Service Delivery. It is important to note that MOSAIC is not actual household data; rather it is modelled analysis of expected household characteristics.

Additionally, as Mosaic is used by a number of different authorities/organisations, it provides a 'common currency' that enables the same citizen to be viewed in the same way by all public bodies, thereby assisting joined-up government and partnership working.

What our community looks like		Number	%
<b>Group A</b>	Affluent professionals living in desirable outer-suburban locations	<b>10,530</b>	<b>13.4%</b>
<b>Group B</b>	Younger families living on modern estates	<b>7,179</b>	<b>9.1%</b>
<b>Group C</b>	Older middle-income families living in well-established neighbourhoods	<b>9,993</b>	<b>12.7%</b>
<b>Group D</b>	Young couples living in small, pleasant terraces	<b>8,091</b>	<b>10.3%</b>
<b>Group E</b>	Young, low-income families in town centre terraces	<b>10,822</b>	<b>13.8%</b>
<b>Group F</b>	Cosmopolitan young adults starting out in smaller accommodation	<b>4,655</b>	<b>5.9%</b>
<b>Group G</b>	Low-income communities living in high density, hard-to-let social housing	<b>6,329</b>	<b>8.0%</b>
<b>Group H</b>	Independent older people with relatively active lifestyles	<b>10,626</b>	<b>13.5%</b>
<b>Group I</b>	Older people with high care needs, living in social housing, with some privately renting	<b>5,025</b>	<b>6.4%</b>
<b>Group J</b>	Lower-middle income families living in largely former social housing	<b>5,444</b>	<b>6.9%</b>
<b>Totals</b>		<b>78,694</b>	<b>100%</b>

For further information about MOSAIC, contact Charlotte Birkby – [charlottebirkby@southend.gov.uk](mailto:charlottebirkby@southend.gov.uk)

# Customers

## What is deprivation?

Deprivation is a concept that overlaps, but is not synonymous with poverty. There are different types of deprivation (domains) that can affect families such as ill health, low income, poor housing, and unemployment. It is not possible to use the scores to compare an areas between domains. This is because the scores have different ranges and different minimum and maximum values. If you want to compare across domains, then ranks should be used.

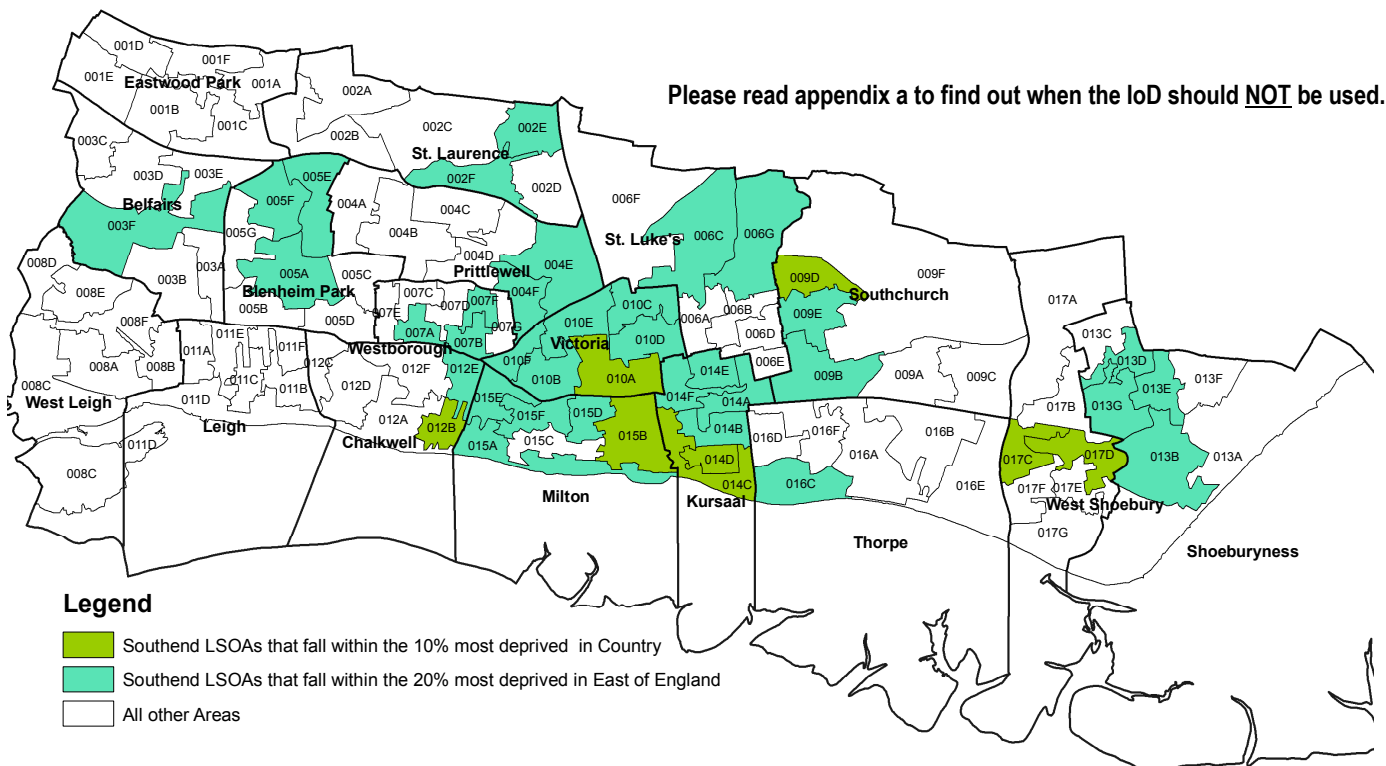
Deprivation is therefore measured by the Indices of Deprivation (IoD), the latest series of IoD was compiled in 2007 and provides a relative ranking of areas across England according to their level of deprivation. To give the best possible comparability the IOD brings together 37 different indicators which cover specific aspects or dimensions of deprivation: Income, Employment, Health and Disability, Education, Skills and Training, Barriers to Housing and Services, Living Environment and Crime. These are weighted and combined to create an Indices of Multiple Deprivation (IMD).

The Index of Multiple Deprivation 2007 (IMD 2007) which forms part of the IoD 2007 is based on the small area geography known as Lower Super Output Areas (LSOAs). LSOAs have between 1000 and 3000 people living in them with an average population of 1500 people. In most cases, these are smaller than electoral wards, thus allowing the identification of small pockets of deprivation.

There are 32,482 LSOAs in England. The LSOA ranked 1 by the IMD 2007 is the most deprived and that ranked 32,482 is the least deprived.

## Deprivation in Southend-on-Sea

There are 2 wards in Southend-on-Sea (Kursaal and Victoria) in which every LSOA is ranked within 20% of the most deprived areas in the Region. There is an estimated 18,978 people living in these 2 wards which equates to 11.7% of the Borough population. Across Southend-on-Sea it is estimated that 12,331 people (8% of the Borough population) are living in the 10% most deprived areas of the country. The figure below shows the location of LSOAs within the Borough that fall within the 10% most deprived in the Country and within the 20% most deprived in the region. From this figure it can be seen that there is a high level Multiple Deprivation in Southend-on-Sea.



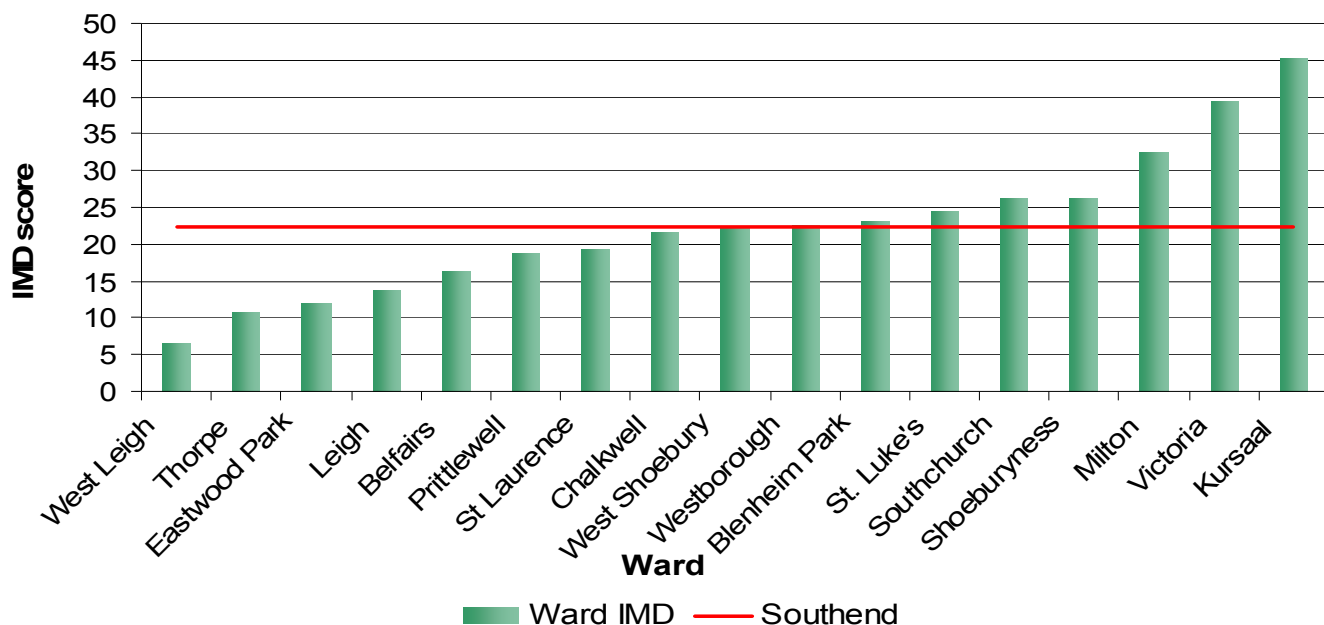
The majority of the data underpinning the IMD 2007 is derived from 2005 although some data covers a number of years, for example an average of 2003-2005.

# Customers

## Deprivation in Southend-on-Sea continued

This chart shows the IMD scores of all wards within Southend-on-Sea. It can be seen that Kursaal ward has the highest IMD score and West Leigh has the lowest. The Kursaal IMD score is almost seven times higher than the West Leigh score.

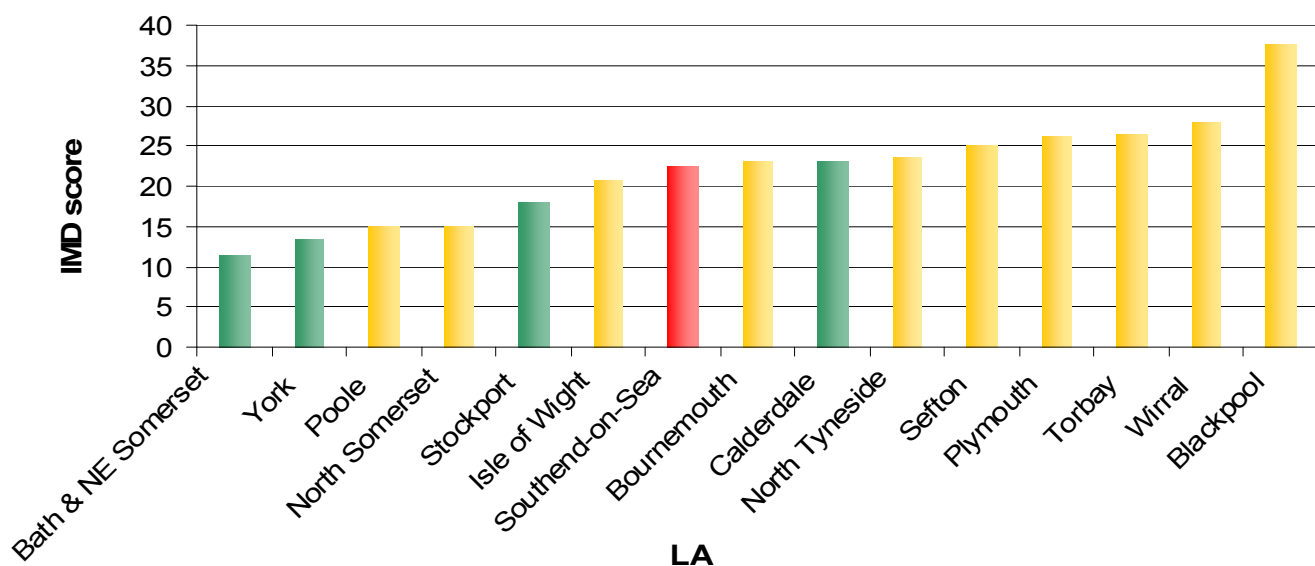
**2007 IMD by Southend Ward**



Source: Indices of multiple deprivation by ward 2007, ERPHO

Finally this chart shows the IMD score for Southend-on-Sea in comparison to the local authority 'family' comparators used by central government as means of comparing and measuring local performance, of which the majority are also coastal communities. It shows that overall Southend-on-Sea has one of the lower IMD scores. Blackpool UA has the highest IMD score whilst Bath and North East Somerset have the lowest.

**2007 IMD for Southend and LA Comparators**



Source: Indices of multiple deprivation 2007, Communities & Local Government

Further information about the IMD 2007 for Southend-on-Sea can be found at:

<http://www.communities.gov.uk/communities/neighbourhoodrenewal/deprivation/deprivation07/>

# Economy

## Working age population 2007

This data set shows that for Southend the percentage of people who are of working age is lower than both the regional and national averages. However this difference is slightly more for females rather than males.

	Southend-on-Sea (numbers)	Southend-on-Sea (%)	East of England (%)	Great Britain (%)
All people - working age	96,400	59.5	61.0	62.2
Males - working age	50,100	63.9	65.1	66.2
Females - working age	46,200	55.4	57.1	58.3

Note: % is a proportion of total population  
Source: ONS mid-year population estimates

<http://www.statistics.gov.uk/statbase/Product.asp?vlnk=601&More=N>

## Earnings by workplace (2008) Gross weekly pay

While Gross Value Added per job can be used in many areas to measure productivity, the geographical scope does not allow it to be used for all local authorities. Earnings per job is a suitable proxy that can, i.e. measurement of earnings allows all local authorities to monitor a rough proxy for productivity. Used with the employment rate this indicator allows local areas to make a broad assessment of their economic output. Unusually the average earnings for Male workers is below the National Average, but the rate for females is higher.

	Southend-on-Sea (pounds)	East of England (pounds)	Great Britain (pounds)
Full-time workers	<b>438.8</b>	<b>468.1</b>	<b>479.1</b>
Male full-time workers	<b>450.2</b>	<b>513.8</b>	<b>523.5</b>
Female full-time workers	<b>434.1</b>	<b>398.5</b>	<b>412.4</b>

Note: Median earnings in pounds for employees living in the area.

Source: ONS annual survey of hours and earnings (<http://www.statistics.gov.uk/statBase/product.asp?vlnk=13101>)

## VAT registered businesses (2007)

It is important to measure the business start-up rate for each local area. There are clear benefits to local economies of having vibrant start-up markets. It creates competitive pressure and drives up business performances as well as the provision of variety of goods and services. Southend-on-Sea is seeing a slightly higher than the national average number of registrations but a significantly higher than national average number of de-registrations. This may be due to businesses closing or businesses no longer benefiting from being VAT registered.

	Southend-on-Sea (no's)	Southend-on-Sea (%)	East of England (%)	Great Britain (%)
Registrations	<b>540</b>	<b>10.4</b>	<b>9.6</b>	<b>10.2</b>
De-registrations	<b>565</b>	<b>10.9</b>	<b>7.2</b>	<b>7.3</b>
Stock (at the end of the year)	<b>5,180</b>			

Note: % is a proportion of stock (at end of year)

Source: BERR - vat registrations/deregistrations by industry <http://stats.berr.gov.uk/ed/vat/>

# Economy

Data such as 'Total JSA Claimants', 'Economically Active' and 'Unemployment Rate – Month average rate' are important indicators towards an aspiration of full employment and reduced worklessness. These statistics can offer an insight into the amount of people who are claiming Job Seekers allowance as well as those who are unemployed but not claiming benefits. Because of this the unemployment rate, and the total amount of Job Seekers allowance can differ. This data can be used to measure progress towards targets regarding unemployment, JSA claimants and worklessness.

## Total JSA claimants (June 2009)

This data relates to people claiming job seekers allowance. Southend-on-Sea has higher than average number of people claiming JSA than the East of England, however the borough has a lower than average number of working age people.

	<b>Southend-on-Sea (numbers)</b>	<b>Southend-on-Sea (%)</b>	<b>East of England (%)</b>	<b>Great Britain (%)</b>
All People	<b>4,897</b>	<b>5.1</b>	<b>3.4</b>	<b>4.1</b>

Note: % is a proportion of resident working age people

Source: ONS claimant count with rates and proportions <https://www.nomisweb.co.uk/reports/lmp/la/2038431776/report.aspx?town=southend>

## Economically active (Oct 2007 - Sep 2008) - All People

This data relates to people who are economically active within the borough. Southend-on-Sea is close to the national average, however within the region Southend-on-Sea is not performing as well.

	<b>Southend-on-Sea (numbers)</b>	<b>Southend-on-Sea (%)</b>	<b>East of England (%)</b>	<b>Great Britain (%)</b>
Economically active <sup>†</sup>	<b>77,900</b>	<b>78</b>	<b>81.2</b>	<b>78.8</b>

<sup>†</sup> numbers are for those aged 16 and over, % are for those of working age (16-59 (female)/64(Male))

Source: ONS annual population survey (<http://www.statistics.gov.uk/statBase/product.asp?vlnk=13101>)

## Unemployment Rate – Monthly average rate

This data shows that when compared to the region Southend-on-Sea had a higher unemployment rate in 2008

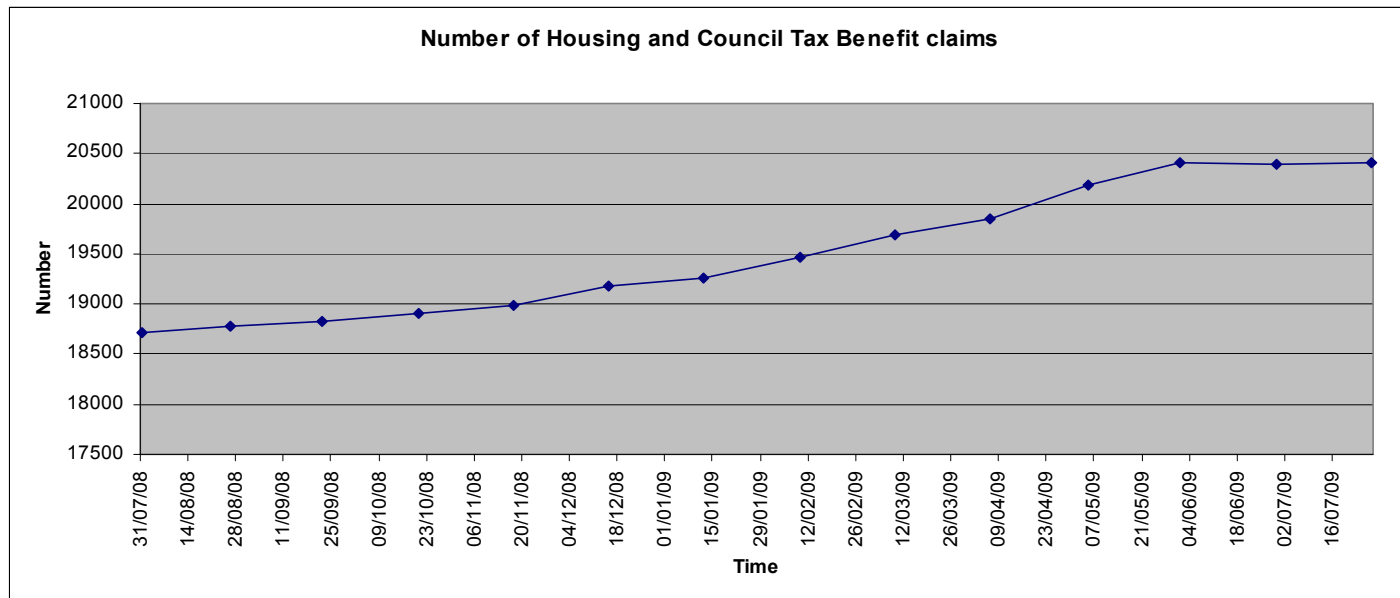
	<b>Southend-on-Sea (%)</b>	<b>East of England (%)</b>
2008	<b>2.9</b>	<b>1.9</b>

Source: ONS Labour market statistics (<http://www.statistics.gov.uk/STATBASE/Product.asp?vlnk=1944>)

# Economy

## Housing and Council Tax Benefit Claims

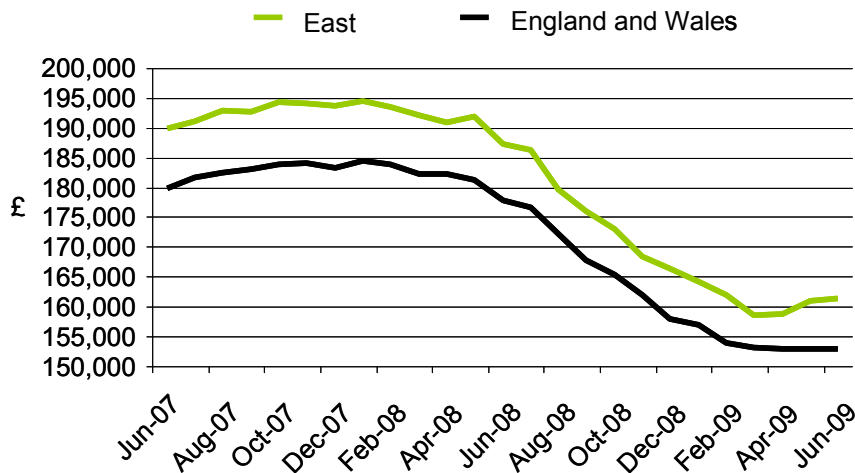
This data relates to people successfully claiming housing and council tax benefits. The data shows a steady increase in successful claimants until the beginning of June 2009, when a plateau has been reached. Comparing the numbers of claimants from July 2008 (18707) with July 2009 (20409) an overall increase of 9% can be seen. It is felt by the Council Tax and Housing Benefit Business Unit of Southend-on-Sea Borough Council that this rise in claimants is likely due to the current economic situation in the UK.



Source: Southend-on-Sea Borough Council (Veronica Dewsbury)

## House prices

Land Registry data show that prices rose by 0.2 per cent. This data is backed up by other sources, including the Nationwide House Price Index, which showed that prices in East Anglia rose by 5.2 per cent over the past three months compared with the UK average increase of 1.1 per cent. However, prices remained 10.9 per cent lower than the same time last year.



Source: InSight East ([http://www.insighteast.org.uk/WebDocuments/Public/approved/user\\_9/20090827%20Monthly%20Economic%20Outlook%20\(August\).doc](http://www.insighteast.org.uk/WebDocuments/Public/approved/user_9/20090827%20Monthly%20Economic%20Outlook%20(August).doc))

Southend-on-Sea however has not performed as well based on the period April 2009 – June 2009 the average house price has fallen to £185,457 (10<sup>th</sup> out of 14 Essex authorities), this represents an fall of -0.5% quarterly drop (8 out of 14) and an annual difference of -9.9% (6<sup>th</sup> out of 14). Compared to other local authorities in Essex, Southend-on-Sea currently has the 2<sup>nd</sup> highest number of properties sold in the quarter to June 2009 (456).

Source: BBC in-depth UK property analysis tool ([http://news.bbc.co.uk/1/shared/spl/hi/in\\_depth/uk\\_house\\_prices/html/kf.stm?s#table](http://news.bbc.co.uk/1/shared/spl/hi/in_depth/uk_house_prices/html/kf.stm?s#table))

# Environment

## Fuel poverty

Both these indicators are new and no targets were set in the baseline year. For 2009/10 an improvement against baseline is aimed for. For NI187 a low percentage is good and in Southend-on-Sea this figure is very low. For reporting to Government purposes the performance is too low to register and is recorded as 0%. For NI 187b high represents good performance.

No.	Title	2008/09 Target	2008/09 Outturn	2009/10 Target
NI 187a	Tackling fuel poverty – % of people receiving income based benefits living in homes with a low energy efficiency rating: (i) Low energy efficiency	n/a	0.07%	<0.07%
NI 187b	Tackling fuel poverty – % of people receiving income based benefits living in homes with a low energy efficiency rating: (ii) High energy efficiency	n/a	43.32%	>43.32%

Source: Southend-on-Sea Borough Council ([strategy&performance@southend.gvo.uk](mailto:strategy&performance@southend.gvo.uk))

## Waste & Recycling

NI 192 is a composite indicator that records the amount of waste that is recycled under the three standard mechanisms, reuse, recycling or composting. For this indicator high is good. The performance for 08/09 exceeded the target by over 15%. ( 5 percentage points) NI 193 performance was also better than target by 10% (6 percentage points) as low is good for this indicator.

The waste contract is outsourced to a private company and there are annual improvement targets for the contractor to drive up performance. Due to the high performance through the introduction of a new service, food waste collection, it is felt that the 09/10 targets will consolidate performance and will allow a full set of information from the first year of the new contract to be gathered.

No.	Title	2008/09 Target	2008/09 Outturn	2009/10 Target
NI 192	Percentage of household waste sent for reuse, recycling and composting	34.50%	39.78%	40%
NI 193	Percentage of municipal waste landfilled	66%	60%	60%

Source: Southend-on-Sea Borough Council ([strategy&performance@southend.gvo.uk](mailto:strategy&performance@southend.gvo.uk))

# Environment

## Car ownership

This data is taken from the 2001 National Census and outlines by percentage the number of cars owned by households in the borough. The data showed that in 2001 in all categories except one car ownership Southend-on-Sea had lower than average ownership of cars or vans compared to the County, the East of England and England. One car ownership (45.5%) is 2.2% higher than the rest of Essex.

		Percentage of Population			
		Southend-on-Sea UA	Essex	East of England	England
Households (number of cars or vans):	None	28.6	19.3	19.8	26.8
	One	45.5	43.3	44.1	43.7
	Two	20.8	28.8	28.3	23.6
	Three	3.9	6.4	5.9	4.5
	Four or more cars	1.1	2.2	1.9	1.4

Source: ONS – [Neighbourhood Statistics](#)

# Environment

## Land Use Statistics (Generalised Land Use Database) 2005

The following table shows the latest data about how land is used within the borough. This information can be used to provide an understanding of how the land in each ward is made use of.

The mean size of wards, minus any area of water, in Southend-on-Sea is 2,443,000.30M<sup>2</sup>.

The largest ward, minus area that is comprised of water is Southchurch (4,651,000.34M<sup>2</sup>)

The smallest ward, minus area that is comprised of water is Westborough (908,000.56M<sup>2</sup>)

The highest area of domestic buildings in relation to the overall size of the ward minus area that is comprised of water is Westborough (25.83%) compared to the lowest area, Southchurch (6.45%).

The highest area of domestic gardens in relation to the overall size of the ward minus area that is comprised of water is Westborough (45.58%) compared to the lowest area, Shoeburyness (18.43%)

The highest area of green space in relation to the overall size of the ward minus area that is comprised of water is Southchurch (57.5%) compared to the lowest area, Westborough (1.27%)

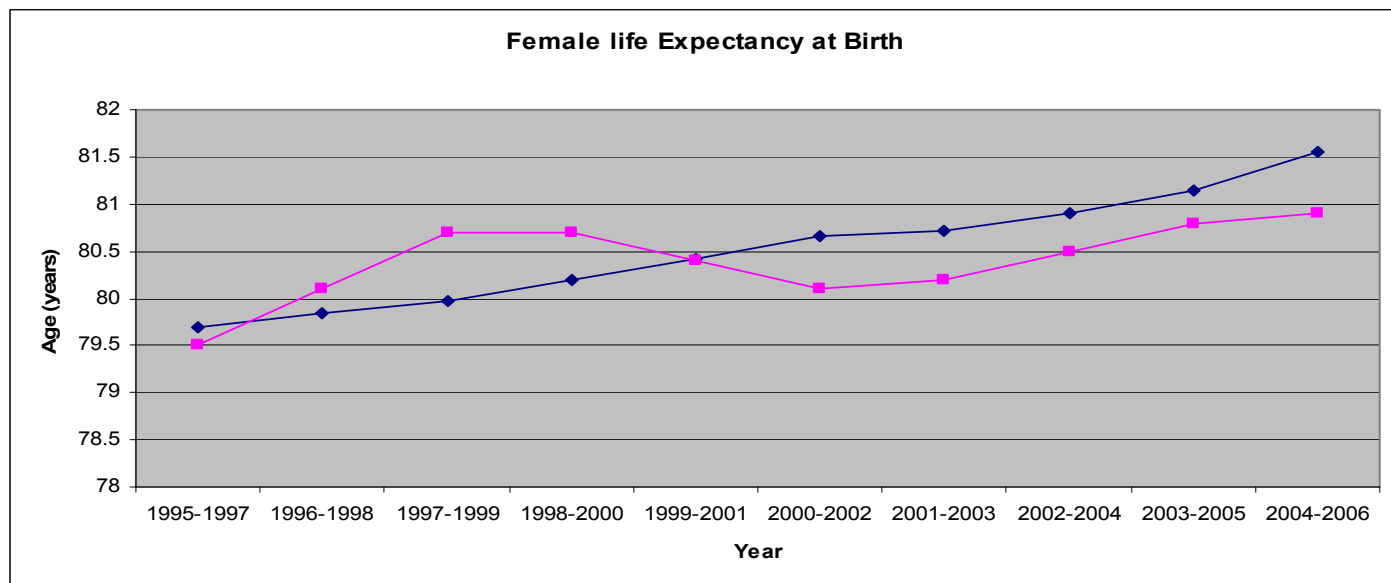
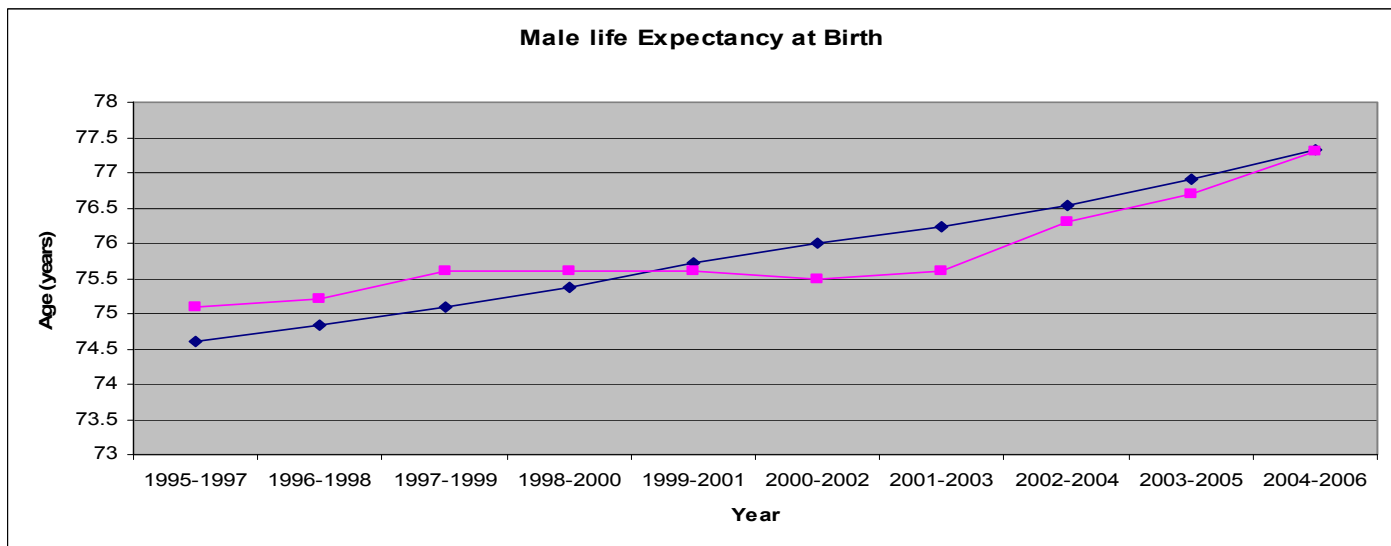
Ward Name	Area in thousands of Metres squared (m <sup>2</sup> )									
	Area of Domestic Buildings	Area of Domestic Gardens	Area of Non Domestic Buildings	Area of Road	Area of Rail	Area of Path	Area of Green space	Area of Water	Area of Other Land Uses	Total Area of All Land Types
Belfairs	284.94	1106.43	28.13	341.64	0	15.09	817.59	2.70	56.41	2652.93
Blenheim Park	269.61	922.04	53.60	380.40	0	15.37	531.17	6.68	87.12	2266.00
Chalkwell	261.87	688.98	56.21	282.75	12.29	15.01	207.34	77.78	88.55	1690.79
Eastwood Park	294.99	983.36	124.54	347.69	0	19.31	326	3.93	130.70	2230.51
Kursaal	211.29	395.84	67.03	255.31	8.59	20.87	178.59	72.48	118.59	1328.59
Leigh	244.81	535.43	71.14	264.08	21.14	17.58	257.28	3401.15	74.69	4887.30
Milton	252.84	365.19	184.48	389.33	32.29	22.83	205.06	2865.42	204.65	4522.09
Prittlewell	286.91	1044.27	90.57	414.28	4.81	13.50	474.86	9.32	144.63	2483.15
St Laurence	262.97	876.55	125.59	418.8	0	14.99	1011.22	4.46	202.41	2916.98
St. Luke's	269.25	800.17	143.14	422.22	14.09	44.69	1559.40	13.30	264.99	3531.25
Shoeburyness	263.84	697.25	137.07	413.88	173.99	35.92	1790.50	327.57	270.99	4111.00
Southchurch	300.14	1079.86	44.07	421.96	0.53	18.86	2674.69	10.90	111.23	4662.24
Thorpe	336.17	1184.56	23.50	412.05	27.28	17.39	641.05	7319.97	93.48	10055.45
Victoria	221.23	401.63	181.79	330.32	49.16	15.96	189.80	0.51	218.48	1608.88
Westborough	234.68	414.12	21.71	183.28	0	20.79	11.57	4.73	22.41	913.29
West Leigh	282.58	945.66	39.41	314.02	5.40	9.63	1172.24	93.65	75.94	2938.53
West Shoebury	266.40	974.21	48.44	322.35	13.34	18.73	1219.02	66.09	89.26	3017.84

# Health & Wellbeing

## Life Expectancy at Birth

		1995-1997	1996-1998	1997-1999	1998-2000	1999-2001	2000-2002	2001-2003	2002-2004	2003-2005	2004-2006
England	Males	74.61	74.84	75.09	75.38	75.71	76.00	76.23	76.53	76.90	77.32
Southend-on-Sea	Males	75.1	75.2	75.6	75.6	75.6	75.5	75.6	76.3	76.7	77.3
England	Females	79.69	79.84	79.97	80.19	80.42	80.66	80.72	80.91	81.14	81.55
Southend-on-Sea	Females	79.5	80.1	80.7	80.7	80.4	80.1	80.2	80.5	80.8	80.9

The above table shows Life expectancy at birth for Southend-on-Sea in comparison with England. It shows that for males life expectancy has improved by 2.2 years from 1995-1997 to 2004-2006. For females it has improved by 1.4 years over the same time period. Life expectancy for males is approximately the same as for England but for Females it is slightly lower for Southend-on-Sea by around six months.



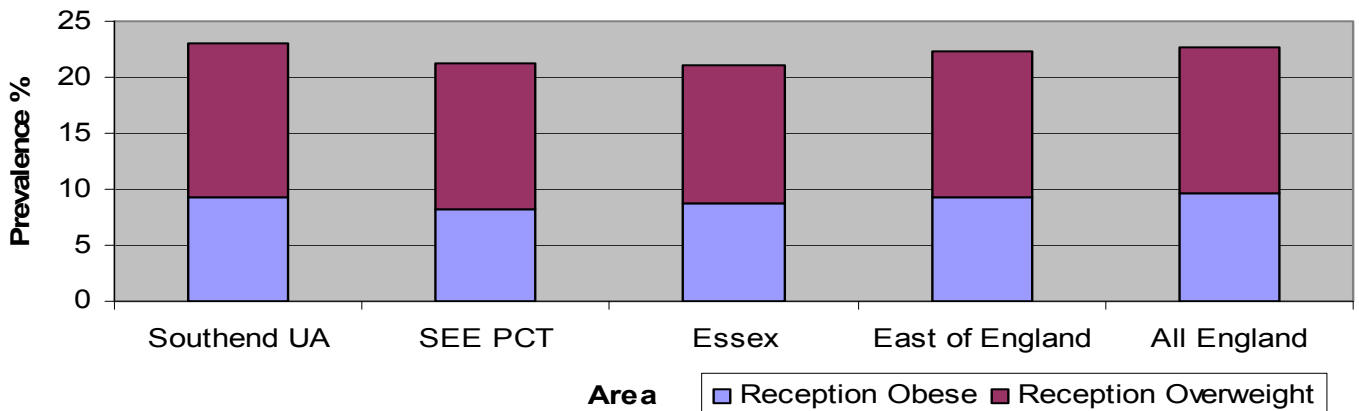
# Health & Wellbeing

## Childhood Obesity

This table and graph show the percentage of overweight and obese children in reception class. Southend-on-Sea is showing a higher rate of Obesity in this cohort across the rest of the SEE PCT area and Essex. The rate is lower than the regional and England rates. The level of children who are overweight (13.8%) however is higher than all other comparison groups. Southend-on-Sea has the overall highest combined rate of all comparators in this table 23%, whereas Essex is the lowest combined rate of 21.1%

	Reception	
	Obese	Overweight
Southend-on-Sea	9.2	13.8
SEE PCT	8.3	12.9
Essex	8.7	12.4
East of England	9.3	13.1
All England	9.6	13

**2007/08 school year measurement for reception year children**



This table and graph show the percentage of overweight and obese children in year 6. Southend-on-Sea is showing a higher rate of Obesity in this cohort across all comparators (18.7%). This rate is over 100% more than the reception class of the same year. The level of children who are overweight (14.1%) however is lower than all other comparison groups. Southend-on-Sea has the overall highest combined rate of all comparators in this table 32.8%, whereas Essex is the lowest combined rate of 30.9%

	Year 6	
	Obese	Overweight
Southend-on-Sea	18.7	14.1
SEE PCT	16.8	14.4
Essex	15.9	15
East of England	16.7	14.3
All England	18.3	14.3

# Health & Wellbeing

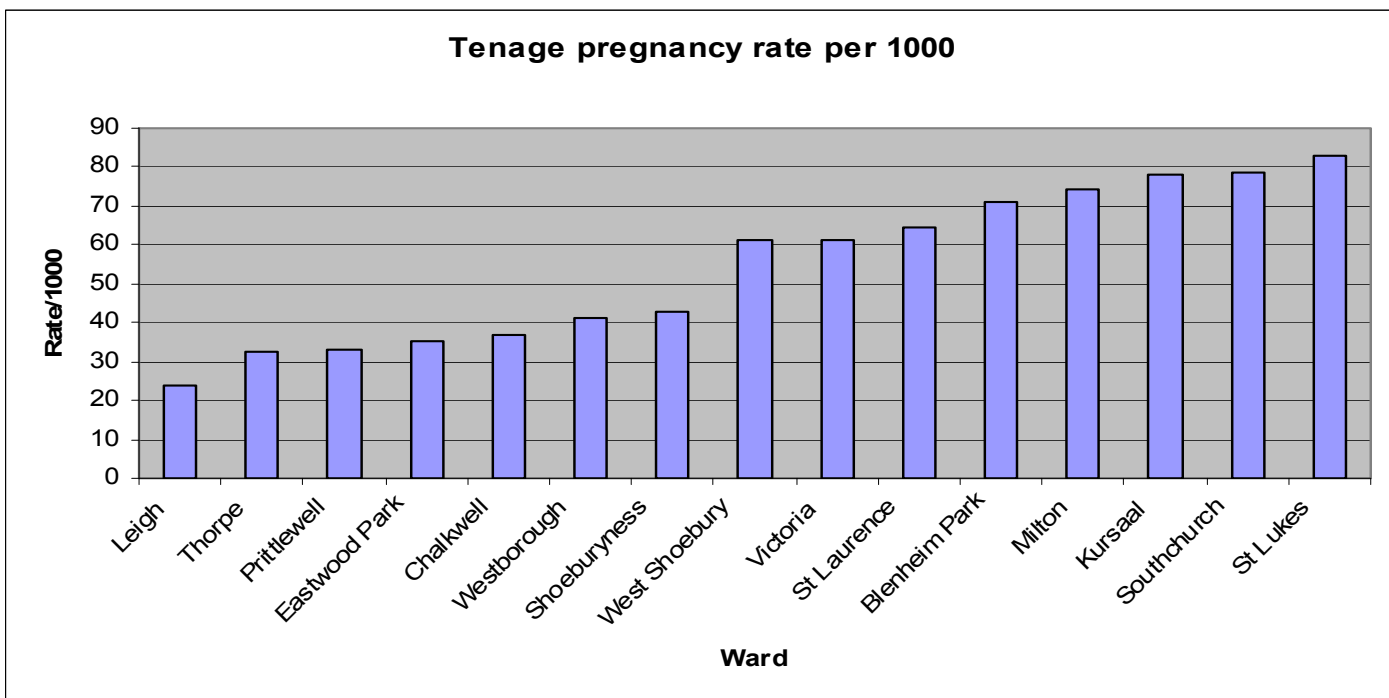
## Teenage Pregnancy

Ward	Rate per 1000
Belfairs	N/A
West Leigh	N/A
Leigh	23.97
Thorpe	32.26
Prittlewell	32.91
Eastwood Park	34.97
Chalkwell	36.75
Westborough	41.1
Shoeburyness	42.97
West Shoebury	61.12
Victoria	61.19
St Laurence	64.25
Blenheim Park	70.92
Milton	74.3
Kursaal	78.24
Southchurch	78.59
St. Lukes	83.17

This table and graph show teenage pregnancy (ages 15-17) rates within Southend-on-Sea for the period of 2003-05. It shows that these rates vary between wards. The ward with the highest teenage pregnancy rate is St Lukes ward and the wards with the lowest rates are West Leigh and Belfairs.

The mean Teenage pregnancy rate for Southend-on-Sea is 41.7 (2007 data), this represents a -26.1% reduction from 1998. In comparison the 2007 mean rate for the East of England is 33.1 and the rate for England overall is 41.7.

However in the period 1998 – 2007 Southend-on-Sea's level of improvement is within the 1<sup>st</sup> quartile and ranks Southend-on-Sea as 12<sup>th</sup> out of 150.



# Health & Wellbeing

## 2009 GP registrations

This data is the latest extract from the PCT records for the number of people registered at the 42 General Practitioner surgeries across the borough.

What is interesting to note is that although this data is current, it shows that people do not quickly change their GP registrations. For example there are still 111 people registered at the closed Fairway office.

In comparison with the official population number of the latest population estimate 162,000, there are only currently 119990 people registered with the borough's GP. The difference of 42010 people cannot be accounted for.

Of the 285 GP surgeries within the 5 PCTs of Essex the Pelta D E & Partners surgery has the largest number of registrations.

Of the 10 smallest surgeries by number of registrations 6 are situated within Southend-on-Sea.

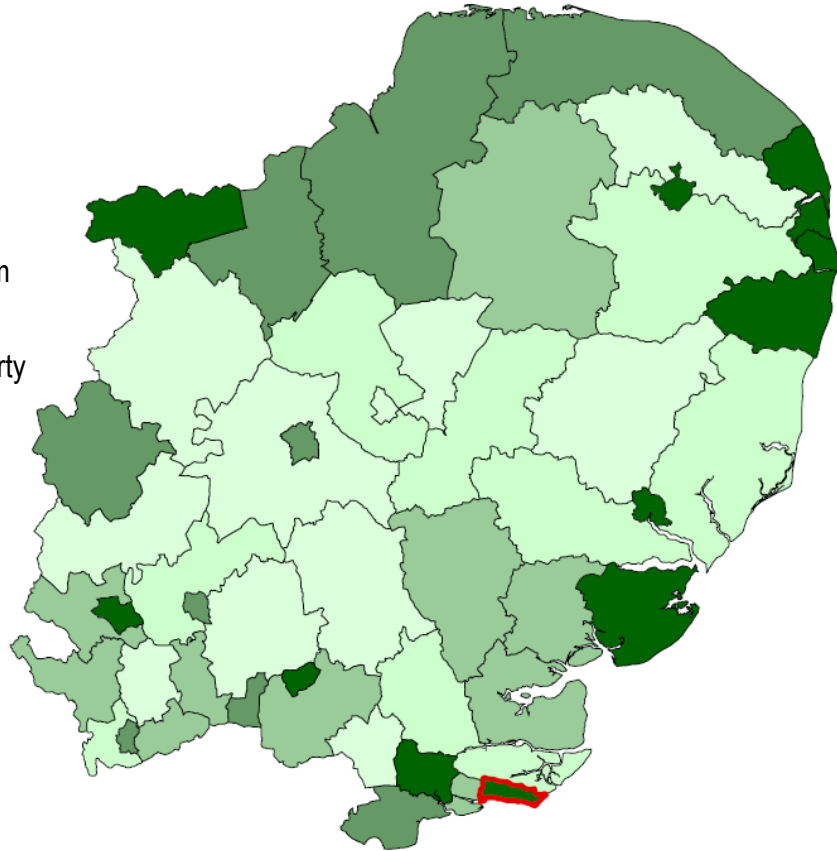
Data Supplied by Leo Lord, Southend-on-Sea Borough Council

Practice Name	Female Total	Male Total	Overall
Agha B & Partners	2070	1943	4013
Alawi M H	986	1101	2087
Allocation Scheme PMS	10	46	56
Basu A R	1002	1015	2017
Bhattacharjee S & Partner	1272	1387	2659
Chaturvedi K K	1052	1098	2150
Chisnell P T & Partners	3098	3525	6623
Cluny Square Surgery	596	671	1267
Davies B S & Partners	2630	2597	5227
Dhillon K J K	881	850	1731
Dickens L A & Partners	4243	3921	8164
George & Partners	1563	1817	3380
Gul J	1019	1117	2136
Houston B R M & Partners	3489	3347	6836
Hutter U C & Partner	2489	2714	5203
Jayaprakasam A C	545	700	1245
Jayatilaka G K	697	743	1440
Khan A A	846	903	1749
Kongar N	335	458	793
Krishnan A C & Partners	1586	1645	3231
Kumar N & Partner	2342	2350	4692
Malik SA & Partner	1167	1374	2541
Moss P N B & Partner	1017	924	1941
NG HW	858	857	1715
PCT Fairway Closed	35	76	111
Pelta D E & Partners	8351	8487	16838
Pier Medical Centre	1135	973	2108
Puri A A L	413	531	944
Sathanandan S	1056	1119	2175
Shah H H	678	842	1520
Shah N K	752	834	1586
Siani N M	505	740	1245
Siddique & Partner	760	1003	1763
Singer L	794	878	1672
Sooriakumaran V & Partner	1180	1340	2520
The Globe Surgery PMS	354	552	906
The Victoria Surgery PMS	125	295	420
Vashisht S L	911	1039	1950
Velmurugan M	309	462	771
Verghese G S & Partner	1307	1527	2834
Weeks W T	654	787	1441
Zaidi S H H & Partners	3164	3126	6290

# Health & Wellbeing

## 2009 Child Health Profile

- 2,102 Live births in 2006
- 9,500 Children aged 0-4 yrs of total population (5.9%)
- 38,600 Children aged 0-19 yrs of total population (24.1%)
- 36,200 Children aged 0-19 yrs predicted in 2020 of total population (21.9%)
- 2,586 School children (aged 5-16 yrs) from black/ethnic minority backgrounds (12%)
- 23.9% Of children aged 0-15 living in poverty

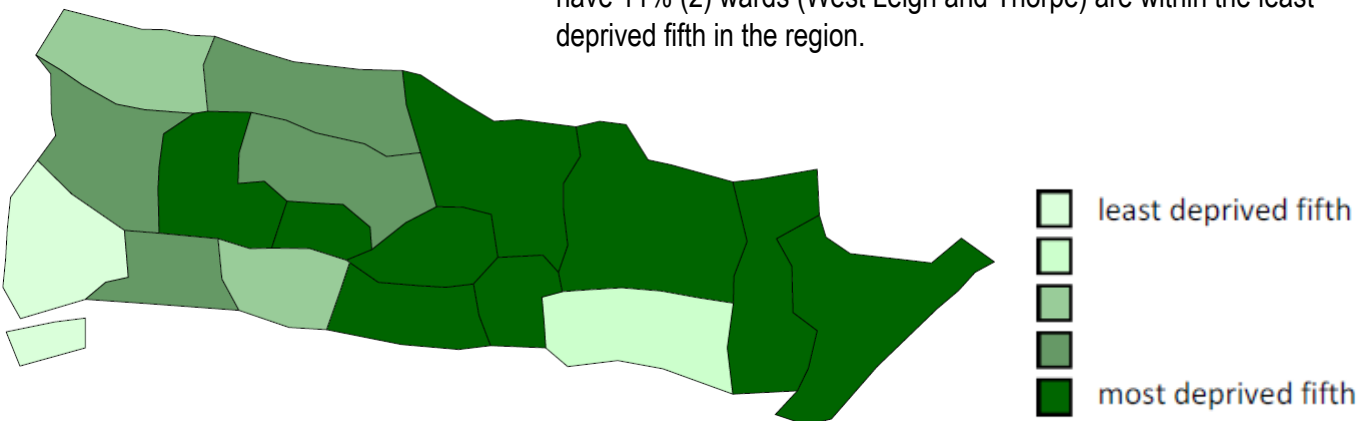


This map shows the differences in levels of child poverty between the districts in the East of England. This is the first time this data has been collected and no comparison is available with previous years.

This map shows that Southend-on-Sea is overall within the fifth most deprived areas within the region.

This map shows the differences in levels of child poverty between the wards within Southend-on-Sea, based on levels of poverty across the Eastern region.

Of Southend-on-Sea's 17 electoral wards over 50% (9) of the wards are in the most deprived fifth within the region. Southend-on-Sea does have 11% (2) wards (West Leigh and Thorpe) are within the least deprived fifth in the region.



Source : ERPHO <http://www.erpho.org.uk/Download/Public/17934/1/00KF-Southend-on-Sea%20UA.pdf>

# Learning & Skills

## Primary school - Key Stage 2 (level 4+) achievement

	% of pupils achieving					
	English		Mathematics		Science	
	2007	2008	2007	2008	2007	2008
<b>England Average</b>	80%	81%	77%	79%	88%	88%
<b>Southend-on-Sea Average</b>	79%	79%	77%	77%	88%	87%

This table shows the % of pupils who get a Level 4 or above at the end of their primary education (i.e. age 10 or 11). Level 4 is what pupils of this age are aiming for. Southend-on-Sea remains in line with the National average. Also, more of our pupils in 2008 achieved Level 4 or above than pupils from our statistical neighbour authorities (these are authorities that have similar characteristics to Southend-on-Sea and against which we are compared).

## Secondary School achievement - GCSE (and equivalent) results

	% of pupils achieving					
	5 or more grades A*-C including English and maths GCSEs		At least one qualification		Average total point score per pupil	
	2007	2008	2007	2008	2007	2008
<b>England Average</b>	46.80%	47.60%	98.90%	98.60%	378.2	390.2
<b>Southend-on-Sea Ave.</b>	54.60%	55.00%	97.30%	97.70%	404.3	405.4

The benchmark which pupils who leave Secondary schools at 16 are aiming for is 5 or more A\*-C. In Southend-on-Sea, a higher percentage of our pupils achieve this standard than those in statistical neighbour authorities or nationally. In the country in 2008 we came 23rd out of 150 authorities for this standard.

## School and College (Post-16) achievement

	General and Applied A/AS or Equivalent Achievement			
	Average point score per student		Average point score per examination entry	
	2007	2008	2007	2008
<b>England Average</b>	731.2	740	207.5	209.4
<b>Southend-on-Sea Average</b>	744.9	752	210.4	214.8

**Note: this data only applies to post 16 education provided schools maintained by Southend-on-Sea Borough Council**

Performance for Southend-on-Sea has continued improving for both average point score per student and per examination entry. This mirrors the national trend of improvement, however Southend-on-Sea outperforms the national average in both categories. Data before 2006 was calculated in a different way and is not comparable.

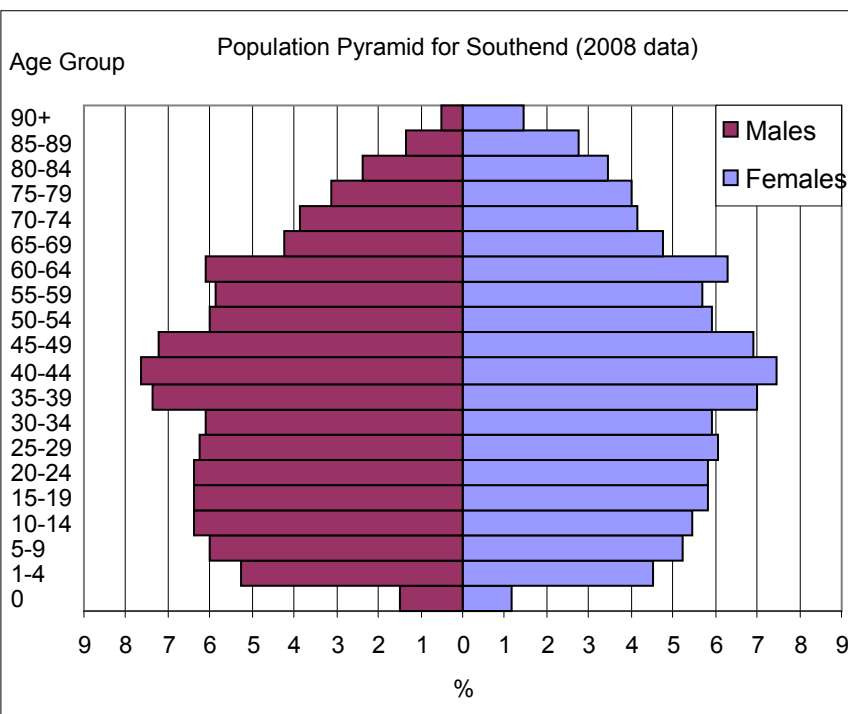
# Population & Demographics

## Our population

The official population count for Southend is produced from the National Census, and each following year an estimate is produced. The 2001 National Census gave a population count that is believed to have been inaccurate by a significant amount so the following population estimates have been developed from a flawed base. However the population estimates are the only population figure that should be used. The latest population estimate is for 2007. This shows that across Southend-on-Sea there are more females than males living in the borough. Whilst this follows national trends on gender dispersal the difference in Southend-on-Sea is wider.

Total Population 2007	Southend-on-Sea (Numbers)	Southend-on-Sea %	East of England (Numbers)	GB (Numbers)	GB %
All People	164,300	100	5,728,700	59,608,200	100
Males	80,000	48.69	2,820,500	29,280,500	49.12
Females	84,300	51.31	2,908,200	30,327,700	50.88

A population pyramid illustrates the proportion of different age groups that make up both the male and female population. Age distribution of both males and females is fairly even within Southend-on-Sea until the age range of 70-74 is reached, at which point there are more females than males living in the Borough. There are also more people of pensionable age (21.4%) living within the borough than there are children of 15 and under (19%). In fact the proportion of those of pensionable age (65M/60F) in Southend-on-Sea is higher than that observed in the East of England (20.2%) and in England as a whole (19.1%).



Ward	Estimate Jun-07
Westborough	10613
Shoeburyness	10540
St. Luke's	10497
West Shoebury	9998
Blenheim Park	9927
Victoria	9752
Prittlewell	9618
Southchurch	9529
St Laurence	9507
Eastwood Park	9271
Kursaal	9233
Milton	9165
Chalkwell	9070
Leigh	8911
Belfairs	8865
West Leigh	8762
Thorpe	8694

The Office of National Statistics is currently developing a population model tool that allows populations to be estimated to ward level. This data is experimental and is untested but gives a basic estimate for numbers of people per ward based on 2007 mid year population estimates. This data shows that Westborough has the highest population and Thorpe the lowest.

Source : ONS  
<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadDatasetList.do?a=7&b=276844&c=southend&d=13&g=405474&i=1001x1003&m=0&r=1&s=1249375258296&enc=1&domainid=13>

# Population & Demographics

## Ethnicity

The 2001 National Census provides the following profile of ethnicity for the borough. This data shows the breakdown by the 16 standard categories used by the Office of National Statistics. This data does not outline the cultural identity or nationality of respondents.

	Southend-on-Sea	East of England	England
All People	160257	5388140	49138831
All White	153483	5125003	44679361
White: British	148912	4927343	42747136
White: Irish	1619	61208	624115
White: Other White	2952	136452	1308110
All Mixed	1768	57984	643373
Mixed: White and Black Caribbean	520	19882	231424
Mixed: White and Black African	237	6109	76498
Mixed: White and Asian	606	17385	184014
Mixed: Other Mixed	405	14608	151437
All Asian or Asian British	2712	121752	2248289
Asian or Asian British: Indian	1223	51035	1028546
Asian or Asian British: Pakistani	694	38790	706539
Asian or Asian British: Bangladeshi	457	18503	275394
Asian or Asian British: Other Asian	338	13424	237810
Black or Black British	1107	48464	1132508
Black or Black British: Caribbean	295	26199	561246
Black or Black British: African	739	16968	475938
Black or Black British: Other Black	73	5297	95324
All Chinese or Other Ethnic Group	1187	34937	435300
Chinese or Other Ethnic Group: Chinese	799	20385	220681
Chinese or Other Ethnic Group: Other Ethnic Group	388	14552	214619

Source: ONS

(<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=276844&c=southend&d=13&e=13&q=405474&i=1001x1003x1004&m=0&r=1&s=1249375276108&enc=1&dsFamilyId=47>)

## School population

The following data shows the numbers of children in three categories. Primary refers to educational years of reception to year 6. Secondary refers to educational year 7 to year 11. Special refers to children of all ages who are classified as all pupils who are educated in a special school.

The general trend in total student numbers is showing a decline over the past four years. This represents about a 1.5% reduction in pupil numbers. However due to a significant increase in birth rate within Southend-on-Sea pupil numbers are predicted to rise over the coming years

	2006	2007	2008	2009
<b>Primary</b>	13888	13556	13335	13115
<b>Secondary</b>	12594	12661	12792	12955
<b>Special</b>	438	427	457	462
<b>Total</b>	26920	26644	26584	26532

# Population & Demographics

## Languages

As no data was collected about the cultural or nationality of residents in the 2001 National Census, Southend-on-Sea Borough council looked for a local proxy measure to provide better intelligence about its residents. The measure that was chosen was an annual census of school children to establish which languages were spoken in the home. Although this does not provide a 100% accurate picture of the culture and nationality of families within the borough, it does provide a better insight into the different languages spoken throughout the borough. A slight change has occurred since 2008 in the order of ranking of languages, but not in the top ten languages.

Language	Position	
	2009	2008
Polish	1	1
Bengali	2	2
Urdu	3	3
Shona	4	4
Czech	5	8
Albanian/Shqip	6	5
Chinese	7	7
Punjabi	8	6
Portuguese	9	9
Ndebele	10	10

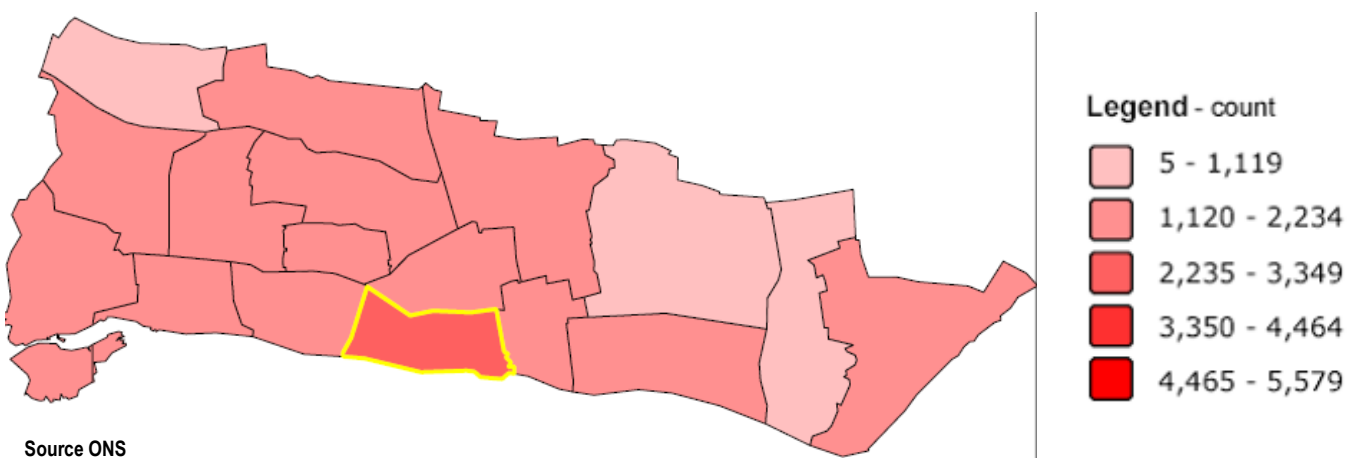
Data Supplied by Southend-on-Sea Borough Council, Children & Learning Directorate

## Household Ethnic Mix

The following table shows, by total number of households, whether the household contains people in different ethnic groups. In 2001 Southend-on-Sea had a higher percentage of one person households (35.23%), than the East of England (28.27%) and England as a whole (30%). This could be significant when read alongside the languages data table as 35% of households in the borough are single adults whose language data will not be captured in the school census.

	Southend-on-Sea	East of England	England
All Households	70978	2231974	20451427
One person household	25007	631128	6150264
All household members have the same ethnic group	42246	1464946	12965136
Different identities between generations only	802	25753	318939
Different identities within partnerships	2429	91354	763508
Other combination of multiple ethnic groups	494	18793	253580

This map shows how the one person households are distributed across borough ranked against the average for England. The darker the colour the higher the number of one person households. The highest ranked ward for Southend-on-Sea is Milton ward.



Source ONS  
<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadDatasetList.do?a=7&b=276844&c=southend&d=13&q=405474&i=1001x1003&m=0&r=1&s=1249375258280&enc=1&domainId=16>

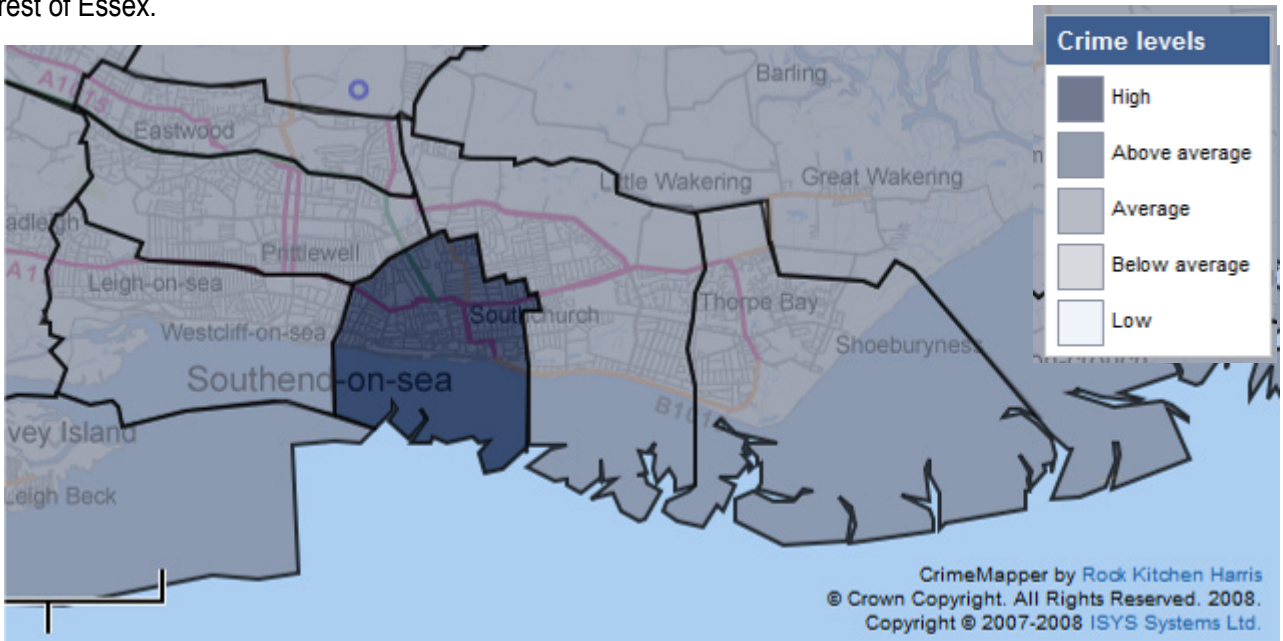
# Public Safety

## Policing Southend-on-Sea

Southend-on-Sea forms part of South Eastern Division, this division is geographically smallest within Essex Police, however it is comparable to the other divisions in terms of population. Southend district is sub divided into 6 smaller areas called Beats. These are Eastwood, Blenheim, Chalkwell Marine, Central, Southchurch and Shoebury. All data is shown as the number of crimes per 1000 people rather than whole numbers to make comparisons easier across beats.

## All Crime

Southend-on-Sea has the 2<sup>nd</sup> highest number of crimes in Essex, after Harlow. The police area known as Southend Central accounts for the above average rating as it is the only area within the borough with a high rating compared to the rest of Essex.



However the average number of crimes in Central has decreased from 593.7 to 475 (20%) (compared to the same three month period last year). Central covers the three wards of Victoria, Kursaal and Milton.

Overall the average number of crimes in Southend-on-Sea has decreased from 1265.3 to 1121.7 (11.4%) (compared to the same three month period last year). This trend can be seen below.



## Burglary

The average number of burglaries in Southend-on-Sea has decreased from 126.3 to 114 (-9.8%) (compared to the same three month period last year). This makes Southend-on-Sea average compared to the rest of Essex. Central beat has seen the average number of burglaries decrease from 45 to 25.3 (-43.7%).

## Vehicle Crime

The average number of vehicle crimes in Southend-on-Sea has decreased from 136.3 to 105 (-23%) (compared to the same three month period last year). This makes Southend-on-Sea average compared to the rest of Essex.

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## Anti-Social Behaviour

The average number of anti-social behaviour incidents in the borough has decreased from 974 to 927 (-4.8%) (compared to the same three month period last year). However Central beat is still classified as high compared to the rest of Essex even though the average number of anti-social behaviour incidents in this area has decreased from 400 to 366.7 (-8.3%).



The largest fall in antisocial behaviour incidents has been in Eastwood beat (-10.9%), however the largest rise occurred in Chalkwell Marine beat (5.8%). Even though the average number of anti-social behaviour incidents in this area has increased from 80.3 to 85 (5.8%), the actual number of incidents is still 76.8% lower by volume than Central.

## Violence

The average number of violent crimes in this area has decreased from 256.7 to 245.3 (-4.4%) (compared to the same three month period last year). This makes Southend-on-Sea average compared to the rest of Essex. However the Central beat has seen the average number of crimes decreased from 593.7 to 475 (-20%), but this volume still makes it a high crime area when compared to the rest of Essex.

## Robbery

For Southend-on-Sea the only key crime activity that has seen an average rise across the borough is robbery. The average number of robberies in Southend-on-Sea has increased from 18.7 to 21 (12.5%). Although the numbers for this type of crime are low the volume of incidents are high when compared to the rest of Essex. Central Beat is rated high as the average number of robberies has increased from 9.7 to 10.3 (6.9%), and Chalkwell Marine beat that covers west from Central to the boundary of the borough along the seafront area is above average even though the average number of robberies in this area has decreased from 3 to 2.3 (-22.2%).

The highest rise in robberies has been in Shoebury beat (400%). The use of percentages mask what are fortunately very low numbers of this type of offence as can be shown in the cumulative year to date for Shoebury.



### Comparability note:

The CDRP for Southend-on-Sea district is unique compared to the other districts in Essex in that it has five metropolitan police boroughs and no other Essex areas as 'nearest neighbours'. This makes comparisons across difficult to make, and hence why no comparisons are made in the profile.

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## Fire & Rescue Service Data

Southend-on-Sea is covered by the Southend-on-Sea and Rochford command of the Essex Fire & Rescue Service. The bulk of the population covered by the Command reside within Southend-on-Sea, but the bulk of the land mass falls within Rochford.

The fire and rescue service do not currently benchmark nationally at geographies lower than brigade level as each area does not have a consistent operating structure. There are plans to begin this type of work nationally but this idea still requires discussion at a national level. To find who the brigade benchmark with please see the front of this document.

The data shown below is an extract for the geographic area of Southend-on-Sea only.

The only useful reference point in relation to improvement is showing the command's performance over time.

Southend-on-Sea has seen improvements in all but one of the key areas of activity currently monitored by the Fire and Rescue Service.

There has been an increase of 90 Primary Fires or 26.39% from 2007/08, but the number of all deliberate fires has decreased by 13.55%.

Southend-on-Sea						
Indicator	2007/08 Actual	Per 10,000/100,000 pop	2008/09 Actual	Per 10,000/100,000 pop	% Reduction/increase on previous year	Reduction/increase on previous year
NI33 # All Deliberate Fires (NI33i + NI33ii)	285	17.82	251	15.70	-13.55%	▼
NI33i # Deliberate Primary	90	5.63	88	5.50	-2.27%	▼
NI33ii # Deliberate Secondary Fires	195	12.20	163	10.19	-19.63%	▼
NI49i # Primary Fires	251	156.97	341	213.26	26.39%	▲
NI49ii # Fatalities from Primary Fires	4	2.50	4	2.50	0.00%	◀▶
NI49iii # Injuries from Primary Fires	33	20.64	33	20.64	0.00%	◀▶

Data Supplied by Essex Fire & Rescue Service

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# Appendix a

## Comparator groups

Family or comparator groups are more correctly Statistical neighbour models, although the term “family group” is generally accepted. These models provide one method for benchmarking progress. For each local authority (LA), these models designate a number of other LAs deemed to have similar characteristics. These designated LAs are known as statistical neighbours.

A way of determining how well a LA is performing in relation to other authorities is to calculate where it is ranked in terms of performance for a certain indicator. For example, you may say that the X Unitary Authority is ranked 19th of all the 55 Unitary Authorities for National Indicator 4. Other useful benchmarking groups are the CIPFA groupings or ONS' nearest neighbour comparisons. Which use different variables to determine the similarity of authorities.

Below are some examples of different family groups that are used within Southend-on-Sea.

### Children & Learning “family”

Sefton  
Telford & Wrekin  
Isle of Wight  
East Sussex  
Portsmouth  
Kent  
Medway  
Bournemouth  
Torbay  
Swindon  
Determined by the Department for Children,  
Schools & Families

### PCT “family”

Havering  
South West  
Essex  
Mid Essex  
West Kent  
Determined by the Audit  
Commission  
\*Currently benchmarking  
is only available at PCT  
level

### Youth Justice Board “family”

Sutton  
Torbay  
Trafford  
Croydon  
Bexley  
Bromley  
Stockport  
Blackpool  
Bury  
Determined by the Youth Justice Board

### Fire “family”

Hertfordshire  
Leicestershire  
Cleveland  
Cheshire  
Lancashire  
Avon  
Derbyshire  
Humberside  
Nottinghamshire  
Hampshire  
Kent  
Staffordshire  
Surrey  
Determined by CLG  
•Currently the Fire  
Service only benchmark  
at a County level

### Council “family”

Torbay  
Bournemouth  
Blackpool  
Sefton  
Wirral  
Poole  
North Somerset  
North Tyneside  
Isle of Wight  
Plymouth  
Darlington  
Stockport  
Bath & North East Somerset  
Calderdale  
York  
Determined by  
the Audit  
Commission

### CDRP “family”

Bedfordshire – Luton  
Derbyshire - Derby  
Devon & Cornwall - Torbay  
Gloucestershire - Gloucester  
Metropolitan Police - Bromley  
Metropolitan Police - Croydon  
Metropolitan Police - Ealing  
Metropolitan Police - Enfield  
Metropolitan Police - Sutton  
Northamptonshire - Northampton  
Northumbria - North Tyneside  
Suffolk - Ipswich  
Sussex - Hastings  
Thames Valley – Slough  
Determined by the Home Office

# Appendix b

## Guidance on the use of the Index of Deprivation 2007

- The IoD 2007 is a relative measure of deprivation and therefore it cannot be used to determine 'how much' more deprived one LSOA is than another. For example, it is not possible to say that LSOA X, ranked 20 is twice as deprived as LSOA Y, which is ranked 40. However, it is possible to say that X is more deprived than Y.
- The IoD 2007 scores and ranks cannot be used as absolute measures of deprivation or to identify absolute change over time.
- It is also not appropriate to use the scores to compare an LSOA between domains. For example, it is not appropriate to compare an LSOA score of 58.12 on the Income Domain with its score of 2.54 on the Health Deprivation and Disability Domain. This is because the scores have different ranges and different minimum and maximum values. If you want to compare across domains, then ranks should be used.
- The Income and Employment domain scores are rates. It is therefore appropriate to describe the LSOA in terms of the proportion of the population experiencing income or employment deprivation. So for example, if the LSOA has a score of 0.63 on either of these domains, then we can say that 63 percent of its population is either income or employment deprived. This does not apply to the other five domains.
- The IoD 2007 identifies concentrations of deprivation and it is important to note that not all deprived people live in deprived areas and conversely, not everyone living in a deprived area is deprived.
- The IoD 2007 is not a measure of affluence. The indicators which have been used have been chosen because they represent different aspects of deprivation. A lack of deprivation does not necessarily equate to affluence. Therefore, the LSOAs with the highest ranks (i.e. close to 32,482) are not necessarily affluent, just less deprived.
- The Index scores from 2004 cannot be compared with those from 2007. Though the two Indices are very similar, it is not valid to compare the scores between the two time points. An area's score is affected by the scores of every other area; so it is impossible to tell whether a change in score is a real change in the level of deprivation in an area or whether it is due to the scores of other areas going up or down.

# Glossary

Term	Explanation
<b>A/AS level</b>	<p><b>Advanced/Advanced Subsidiary level</b></p> <p>The Advanced Level General Certificate of Education, universally referred to as an A-Level, is a qualification offered by education institutions in England. The AS level was created as the first half of the A level in 2000. Students need to pass the AS level and the final A2 examination to be awarded an A Level.</p>
<b>BIC</b>	<p><b>Business Incubation Centre</b></p> <p>Business incubators Centres are places designed to accelerate the successful development of entrepreneurial companies through an array of business support resources and services, developed and orchestrated by incubator management and offered both in the incubator and through its network of contacts.</p>
<b>DPD</b>	<p><b>Development Plan Documents</b></p> <p>Development Plan Documents outline the key development goals of the Local Development Framework. DPDs are subject to rigorous procedures of community involvement, consultation and independent examination. Once adopted, Development Control decisions must be made in accordance with the DPDs unless material considerations indicate otherwise. DPDs must be examined with a Sustainability Appraisal to ensure economic, environmental and social effects of the plan are in line with sustainable development targets.</p>
<b>ERPHO</b>	<p><b>Eastern Region Public Health Observatory</b></p> <p>The Public Health Observatories were established between 2000 and 2002 as regional bodies supporting population health improvement following the Government White Paper "Saving Lives: Our Healthier Nation". ERPHO is one of 12 UK and Ireland regional public health observatories. Based in Cambridge, their key role is to improve access to, and analysis of, routine population-based data, expertise and methods to improve decision making in the East of England region.</p>
<b>GP</b>	<p><b>General Practitioner</b></p> <p>A general practitioner is a doctor who provides primary care and specializes in family medicine. A general practitioner treats acute and chronic illnesses and provides preventive care and health education for all ages and both sexes. They have particular skills in treating people with multiple health issues and comorbidities.</p>
<b>IMD</b>	<p><b>Indices of Multiple Deprivation</b></p> <p>The IMD form part of the Index of Deprivation that is prepared by Department for Communities and Local Government. The IMD for 2007 contains seven domains which relate to income deprivation, employment deprivation, health deprivation and disability, education skills and training deprivation, barriers to housing and services, living environment deprivation, and crime. An IMD score is prepared for each of the 32,482 Lower Super Output Areas in England. This allows each area to be ranked relative to one another according to their level of deprivation.</p>
<b>IoD</b>	<p><b>Index of Deprivation</b></p> <p>The English Indices of Deprivation 2007 (IoD 2007) are the Government's official measure of multiple deprivation at small area level. All components of the IoD 2007 (i.e. SOA, district, county) can be used to describe deprivation in a particular geographical area. The level chosen will depend on the analysis being undertaken and the purpose for which it is to be used.</p>
<b>JSA</b>	<p><b>Job Seekers Allowance</b></p> <p>In the United Kingdom Jobseeker's Allowance is a form of unemployment benefit that is paid by the government to people who are unemployed and seeking work. It is part of the social security benefits system and is meant to cover the cost of living expenses in periods where the claimant is out of work. It is paid by the Department for Work and Pensions (DWP), normally through the local Jobcentre Plus office.</p>

# Glossary cont.

Term	Explanation
JSNA	<p><b>Joint Strategic Needs Assessment</b></p> <p>JSNA is a process that will identify the current and future health and wellbeing needs of a local population, informing the priorities and targets set by Local Area Agreements and leading to agreed commissioning priorities that will improve outcomes and reduce health inequalities.</p>
LSOA	<p><b>Lower Super Output Area</b></p> <p>Super Output Areas (SOAs) are a geographic hierarchy designed to improve the reporting of small area statistics and were introduced in 2004 by the Office of National Statistics. There are 2 key levels of SOA – lower and middle.</p> <p>Within England and Wales a Lower Super Output Area has a minimum population of 1000 (average size is 1500) and unlike electoral wards, SOA layers are of consistent size across the country and won't be subjected to regular boundary change, allowing for consistent comparison over time.</p>
NHS-SEE	<p><b>National Health Service – South East Essex</b></p> <p>This is the new name for South East Essex Primary Care trust, and they are part of the National Health Service in England, that provides some primary and community services or commission them from other providers, and are involved in commissioning secondary care.</p>
NI	<p><b>National Indicator</b></p> <p>The national indicators will be the only means of measuring national priorities that have been agreed by Government. The Local Government White Paper Strong and Prosperous.</p>
ONS	<p><b>Office of National Statistics</b></p> <p>The Office for National Statistics is the executive office of the UK Statistics Authority, a non-ministerial department which reports directly to Parliament. It is charged with the collection and publication of statistics related to the economy, population and society of the United Kingdom at national and local levels.</p>
PCT	<p><b>Primary Care Trust</b></p> <p>An NHS primary care trust (PCT) is a type of NHS trust, part of the National Health Service in England, that provides some primary and community services or commission them from other providers, and are involved in commissioning secondary care. Many PCTs are now calling themselves NHS and then the name of their geographical area to make it easier for local people to understand how the NHS is managed locally. Collectively PCTs are responsible for spending around 80% of the total NHS budget.</p>
VAT	<p><b>Value Added Tax</b></p> <p>Value added tax is a consumption tax levied on any value that is added to a product. VAT is an indirect tax, in that the tax is collected from someone who does not bear the entire cost of the tax.</p>