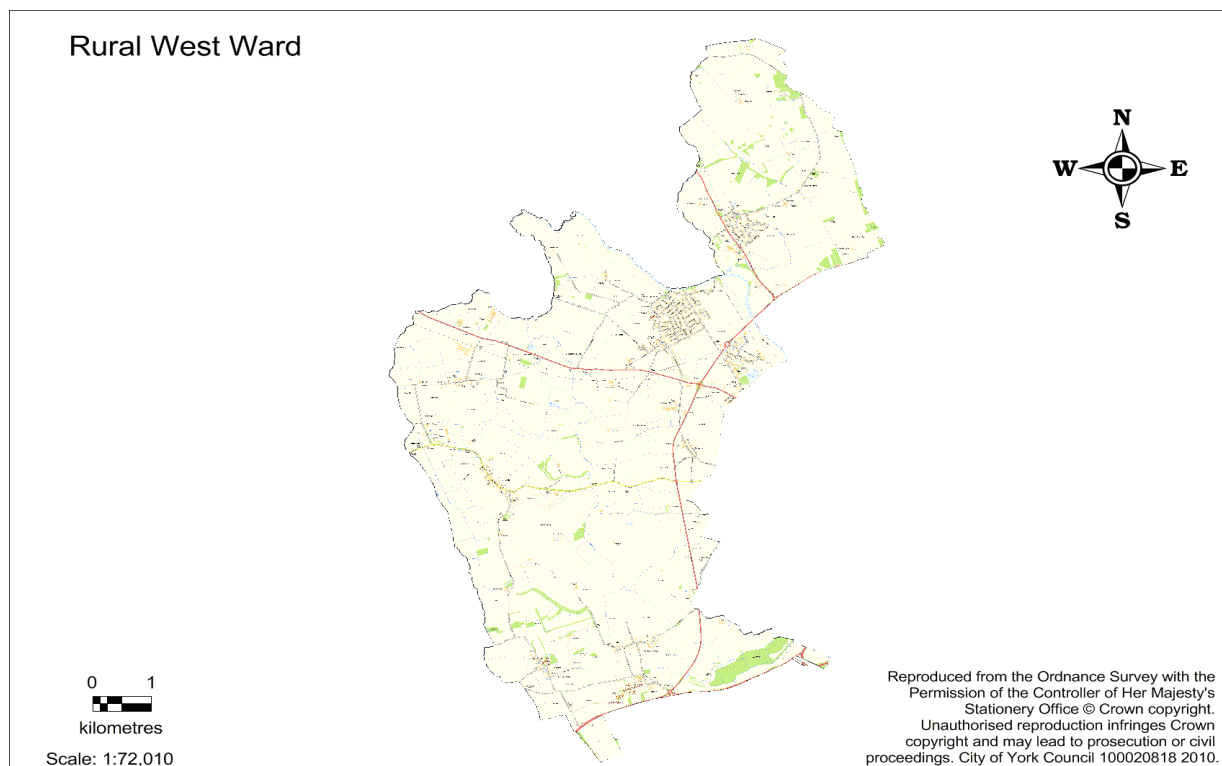


## York Summary

- York has 209,893 residents with 5.7% from a black and minority ethnic community group. 83.9% are in good health, with 15.3% stating that they have some limitation in day to day activities.
- £691.90 was the Average Net Weekly Household Income in 2017/18 (£637.58 in 2015/2016).
- 66% own their own home, either outright or with a mortgage, 18% are private renters and 14% are social tenants. There are 7,540 Council Houses in York.
- 73.5% of residents have a Level 1 - 4 qualification, of which 62.9% are, at least, qualified to Level 2, but 18.0% have no qualifications at all.
- 12.4% of children are living in low income families (7.7% of children live in a household where a parent or guardian claims an out-of-work benefit) and there are 8.9% of households in fuel poverty.
- 3.5% of the working population (aged 16-64) claim out of work benefits (either Job Seekers Allowance or Universal Credit)



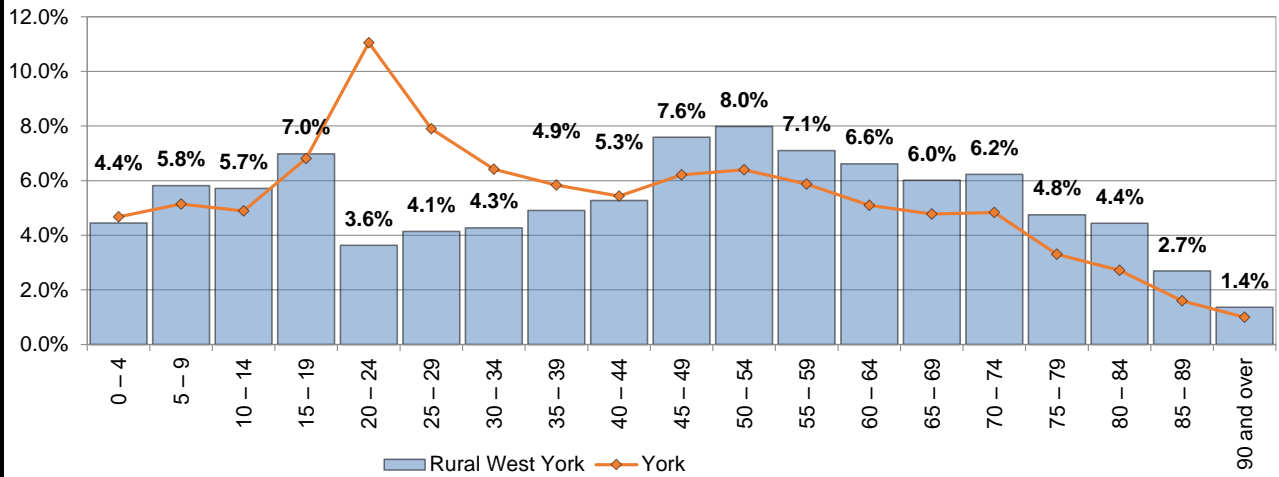
## Ward Summary

- Rural West York has 7,978 residents with 2.7% from a black and minority ethnic community group. 86.2% are in good health, with 14.1% stating that they have some limitation in day to day activities.
- £686.30 was the Average Net Weekly Household Income in 2017/18 (£648.08 in 2015/2016).
- 86% own their own home, either outright or with a mortgage, 7% are private renters and 5% are social tenants. There are 92 Council Houses in this ward, which is 1.22% of York's total.
- 78.1% of residents have a Level 1 - 4 qualification, of which 68.0% are, at least, qualified to Level 2, but 14.2% have no qualifications at all.
- 8.8% of children are living in low income families (4.3% of children live in a household where a parent or guardian claims an out-of-work benefit) and there are 6.2% of households in fuel poverty.
- 2.5% of the working population (aged 16-64) claim out of work benefits (either Job Seekers Allowance or Universal Credit)

Ward performance by key areas								
This is an "at a glance" summary of performance within the ward - more detail is provided later in the profile.								
Rural West York Ward	Best Ward in York	Worst Ward in York	York Ward Average	Performance (latest data)				
				Good	Area of concern	In Top 5 Wards	In Bottom 5 Wards	
Economy					Above or below the average ± 10% <span>Pages 8 - 9</span>			
Universal Credit (out of work) claimants	2.50%	2.10%	6.70%	3.30%	●		●	
Residents who agree the council and its partners are helping to create jobs in the city	40.00%	40.00%	0.00%	18.58%	●		●	
Residents who agree their skills and qualifications are suited to jobs available in York	42.86%	83.33%	36.36%	52.40%		◆		
Business Startups:								
Number (YTD)	48.0	99.0	14.0	45.2				
per 10,000 working age population (YTD)	105.2	116.0	29.6	73.9	●		●	
Poverty					Page 10			
Fuel poverty (households)	6.23%	6.23%	15.33%	8.39%	●		●	
Children (aged 0- 15) living in low income families	8.80%	3.40%	22.30%	11.16%	●			
Health and Wellbeing					Pages 12 - 15			
Reception year obesity	5.00%	5.00%	14.50%	8.54%	●		●	
Year 6 obesity	16.60%	8.00%	22.40%	15.21%				
Male life expectancy	81.6	86.6	76.5	80.5				
Female life expectancy	86.4	88.5	80.6	83.7			●	
Emergency hospital admissions for children (per 1,000 population)	138.9	138.9	209.6	174.8	●		●	
Elective hospital admissions	100.8	76.0	116.5	99.8				
Emergency hospital admissions	96.0	80.6	127.3	99.2				
Emergency hospital admissions for injuries resulting from a fall (over 65)	33.9	13.7	42.7	26.9		◆		◆
Adult Social Care					Pages 16 - 17			
Social Isolation	2.0	1.5	2.2	1.9		◆		◆
Homecare hours (weekly average)	13.3	8.3	14.3	11.1		◆		◆
Homecare clients (per 1,000 population)	4.1	1.5	12.5	5.4	●		●	
Clients getting paid packages of care that are not residential/nursing care	56.0	207.0	17.0	77.4				
New customers requesting Adult Social Care support	48.0	87.0	14.0	44.4				
People supported to live independently through social services:								
packages of care	44.0	182.0	19.0	76.6				
intervention	32.0	105.0	11.0	42.5				
Key: ● Good performance ◆ Area of concern								

This is an "at a glance" summary of performance within the ward - more detail is provided later in the profile.								
Ward		Best Ward in York	Worst Ward in York	York Ward Average	Performance (latest data)			
					Good	Area of concern	In Top 5 Wards	In Bottom 5 Wards
Public Realm <span>Page 18 - 19</span>								
Crime (per 1,000 population)	10.6	3.1	26.2	10.1				
ASB (per 1,000 population)	11.0	3.1	28.0	9.7		◆		
Residents who think that hate crime is not a problem in their local area	91.30%	100.00%	60.00%	78.47%	●		●	
Residents who agree that York is a safe city to live in, relatively free from crime and violence	95.45%	100.00%	54.55%	79.19%	●		●	
Street cleaning - Number of issues reported - Litter	12.0	N/A	N/A	11.2				
Street cleaning - Number of issues reported - Faeces	2.0	N/A	N/A	5.8				
% of road area that is Free From Defects (Grade 1)	21.57%	42.40%	12.84%	22.83%				
% of road area that is Structurally Impaired (Grade 5)	9.44%	3.66%	12.88%	9.10%				
Schools and Educational Attainment <span>Page 20</span>								
Primary school pupils claiming Free School Meals	8.30%	N/A	N/A	12.14%				
Secondary school pupils claiming Free School Meals	6.70%	N/A	N/A	11.50%				
Key Stage 2 Attainment	67.82%	89.29%	50.68%	69.13%				
Key Stage 4 Attainment	77.78%	100.00%	59.68%	75.81%				
Travel time (in minutes) by public transport / walking to nearest... <span>Page 21</span>								
GP	27.1	8.2	29.1	17.6		◆		◆
Hospital	44.1	12.9	58.9	34.8		◆		◆
Primary school	11.5	6.3	13.0	9.1		◆		◆
Secondary school	17.6	9.1	33.4	18.8				
Broadband coverage and speeds <span>Page 22</span>								
Average download speed (Mb/s)	146.7	338.2	36.6	134.0				
Superfast availability	91.79%	100.00%	83.18%	94.27%				
Resident Engagement <span>Pages 22 - 23</span>								
Residents satisfied with their local area as a place to live	100.00%	100.00%	66.67%	86.13%	●		●	
Residents who agree that they belong to their local area	100.00%	100.00%	44.44%	69.18%	●		●	
Residents agree their local area is a good place for children and young people to grow up	79.17%	100.00%	46.67%	76.98%				
Residents who agree that they can influence decisions in their local area	40.00%	40.00%	0.00%	24.64%	●		●	
Key: ● Good performance ◆ Area of concern								
Further information about the ward is available at: <a href="#">Rural West York Ward</a>								

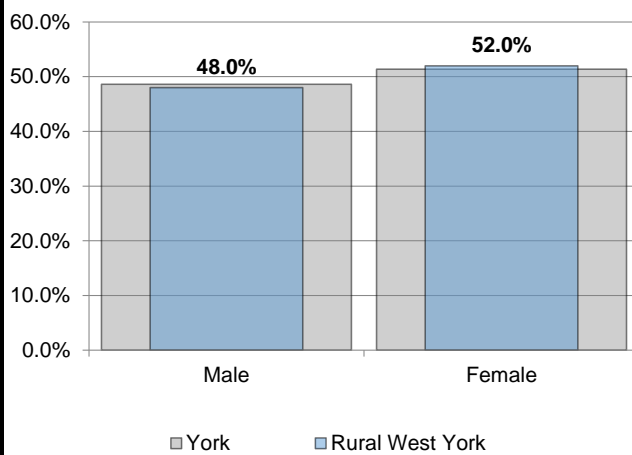
## Population by Age



Source: ONS - 2018 Ward population estimates

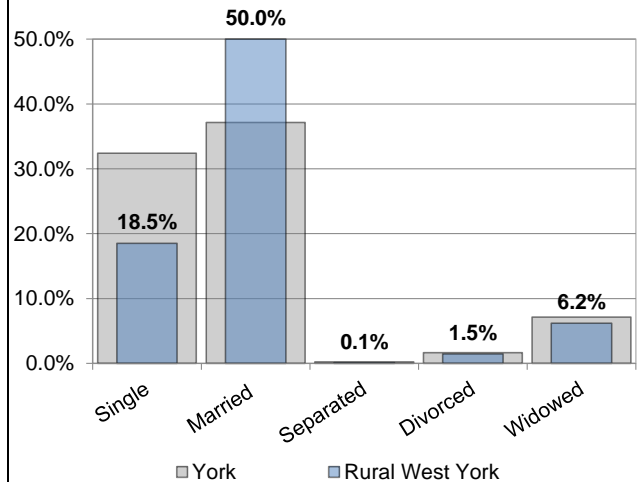
## Census 2011 Update

### Gender



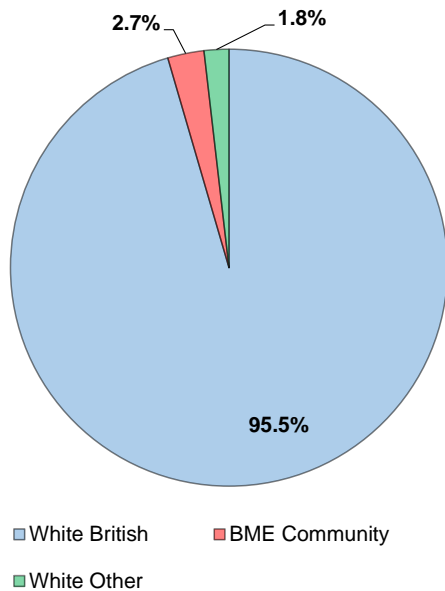
Source: Census 2011

### Marital Status

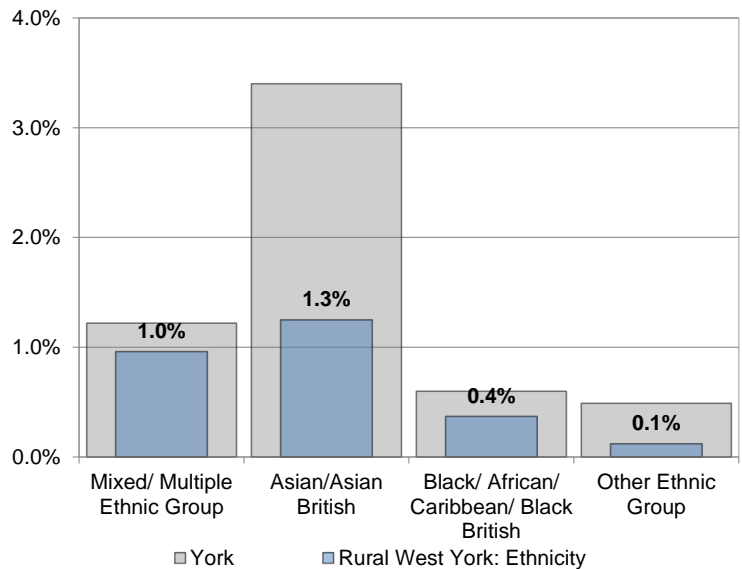


Source: Census 2011

## Ethnicity

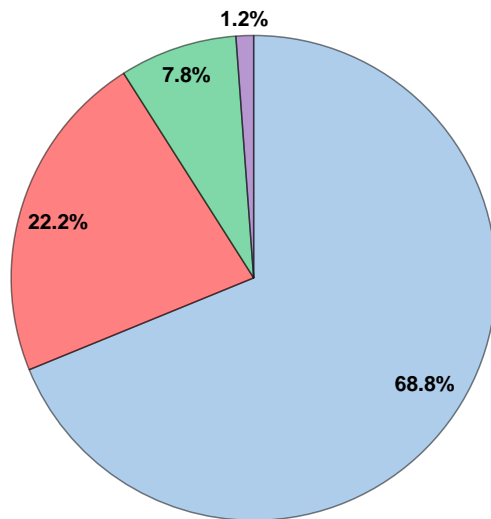


### BME Community (does not include White British or White Other)



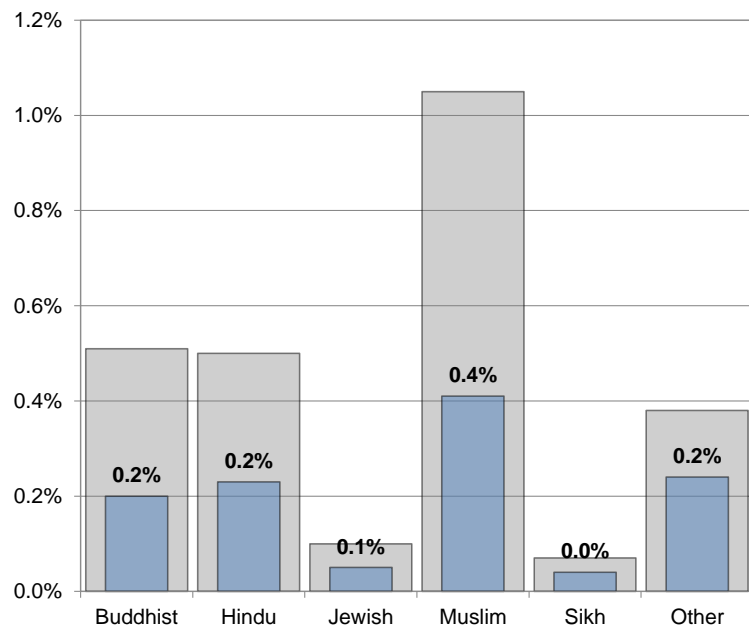
Source: Census 2011

## Religion



■ Christian
 ■ None
 ■ Not stated
 ■ Other Religions

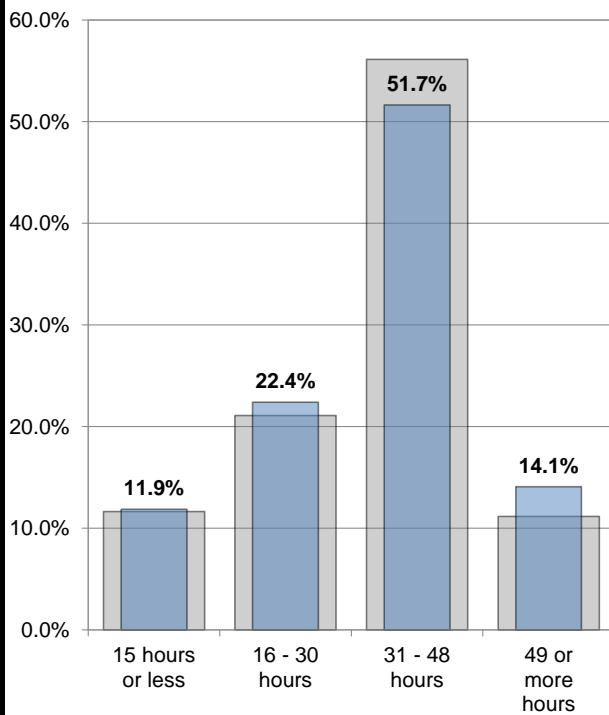
### Other Religions



■ York
 ■ Rural West York

Source: Census 2011

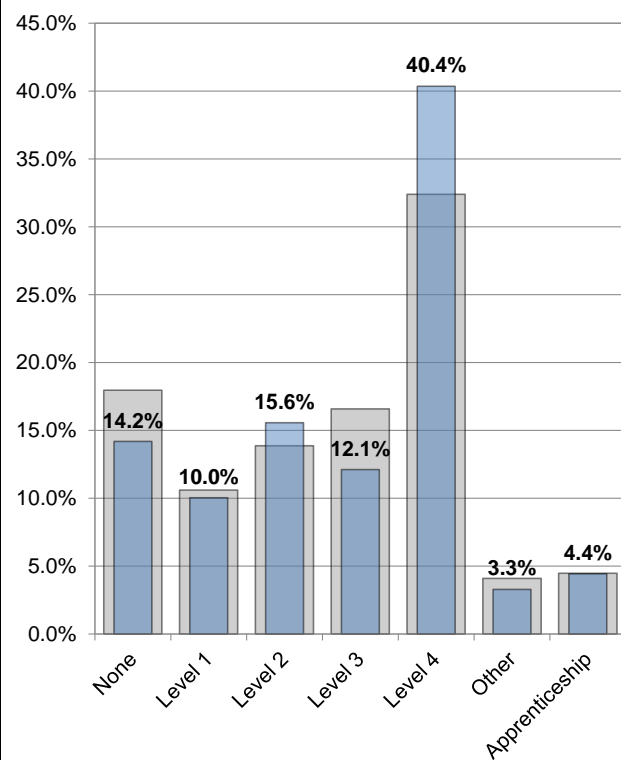
## Hours Worked



■ York
 ■ Rural West York

Source: Census 2011

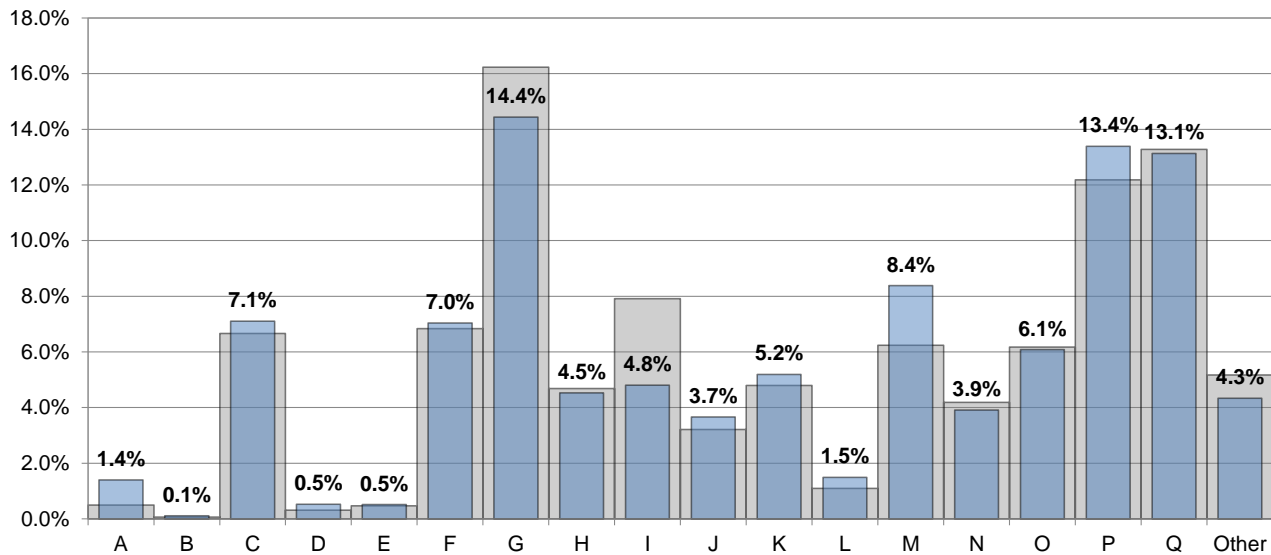
## Qualifications



■ York
 ■ Rural West York

Source: Census 2011

## Industry



A: Agriculture, forestry and fishing, B: Mining and quarrying, C: Manufacturing, D: Electricity, gas, steam and air conditioning supply, E: Water supply; sewerage, waste management and remediation activities, F: Construction

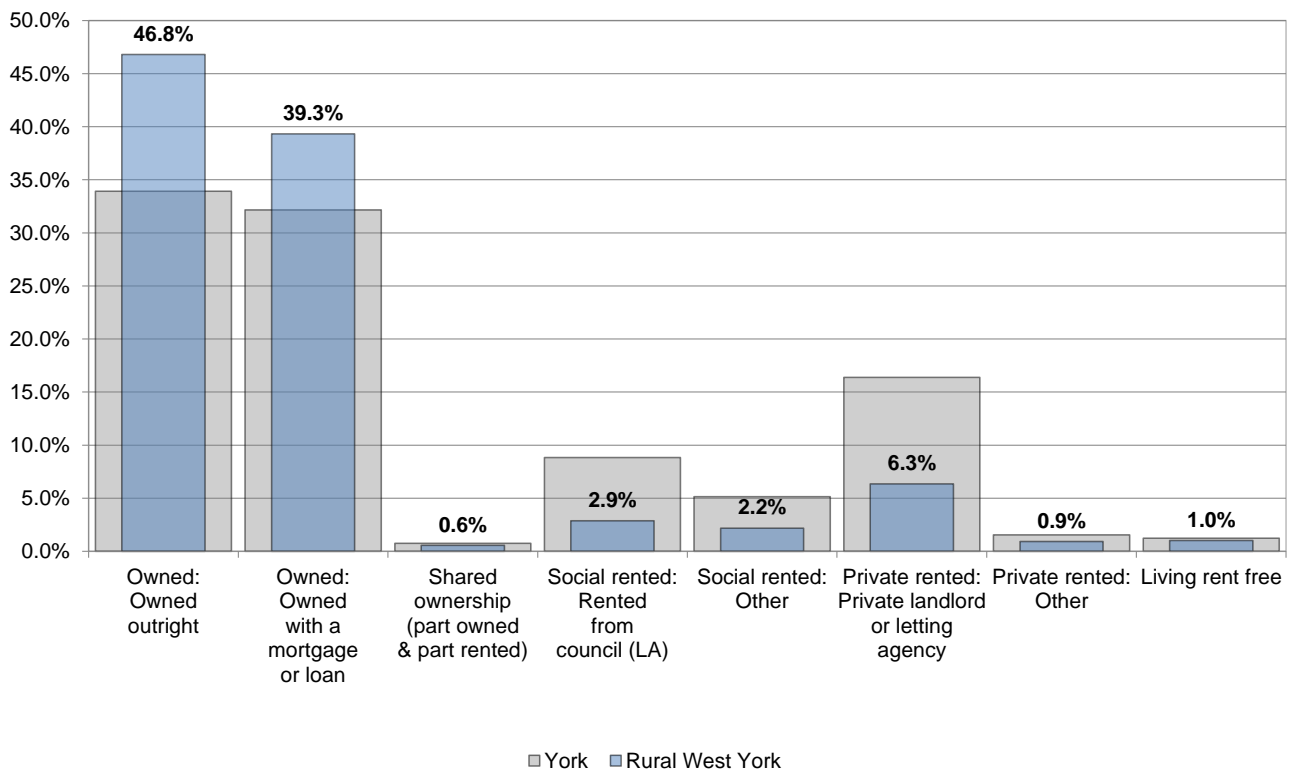
G: Wholesale and retail trade; repair of motor vehicles and motor cycles, H: Transport and storage, I: Accommodation and food service activities, J: Information and communication, K: Financial and insurance activities, L: Real estate activities

M: Professional, scientific and technical activities, N: Administrative and support service activities, O: Public administration and defence; compulsory social security, P: Education, Q: Human health and social work activities

■ York ■ Rural West York

Source: Census 2011

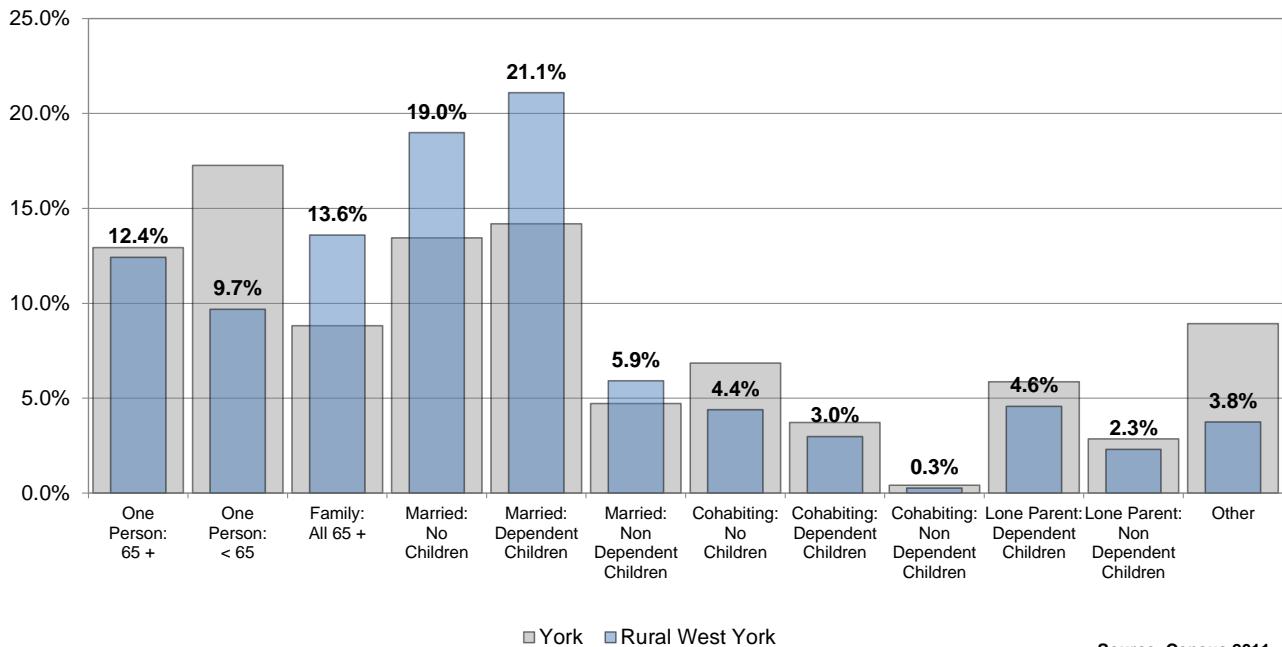
## Tenure



■ York ■ Rural West York

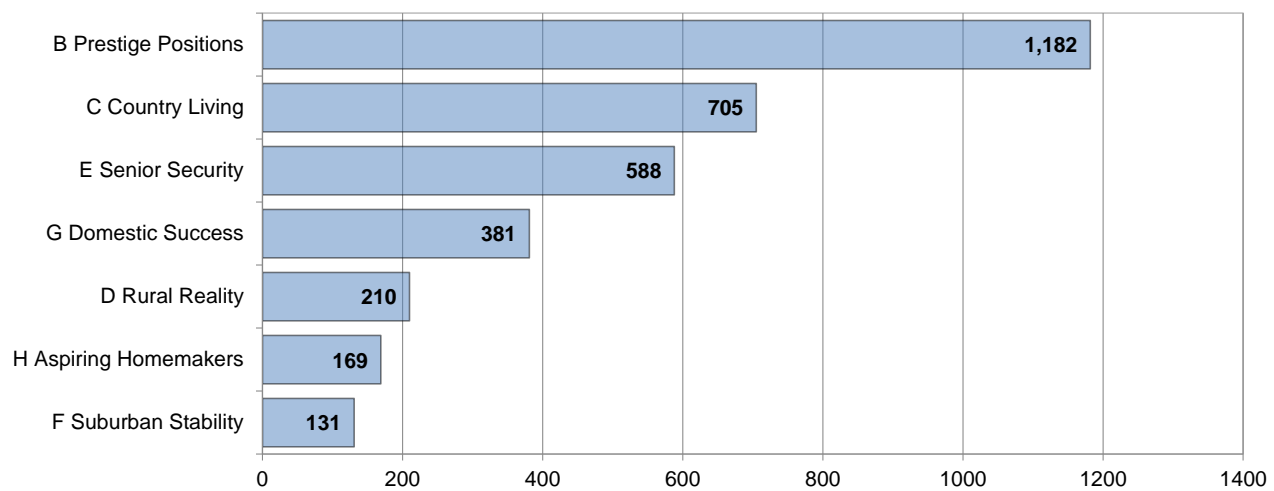
Source: Census 2011

## Household Composition

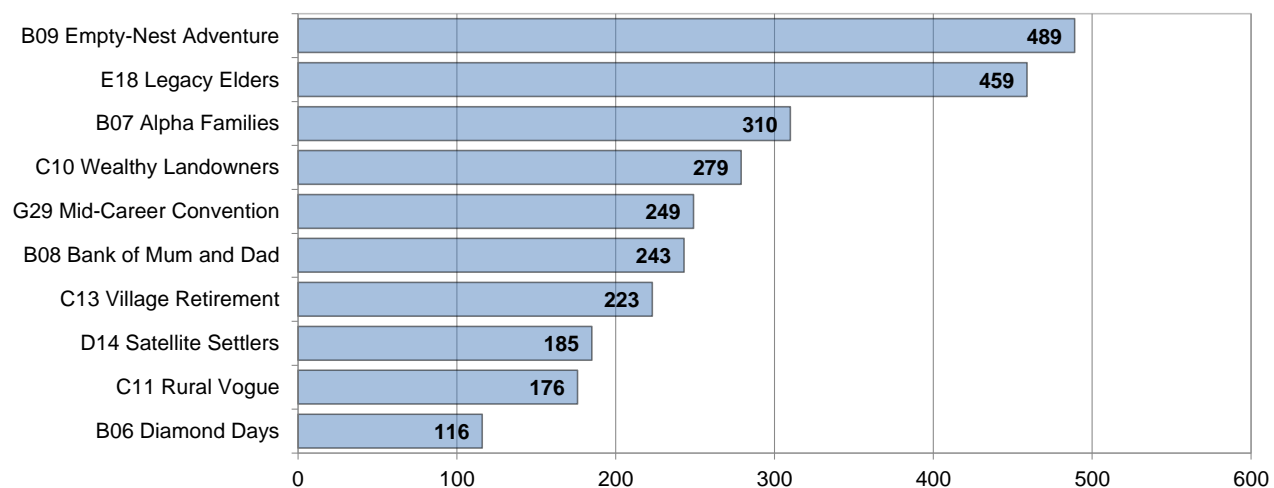


## Household Types

### Experian Groups (2020)

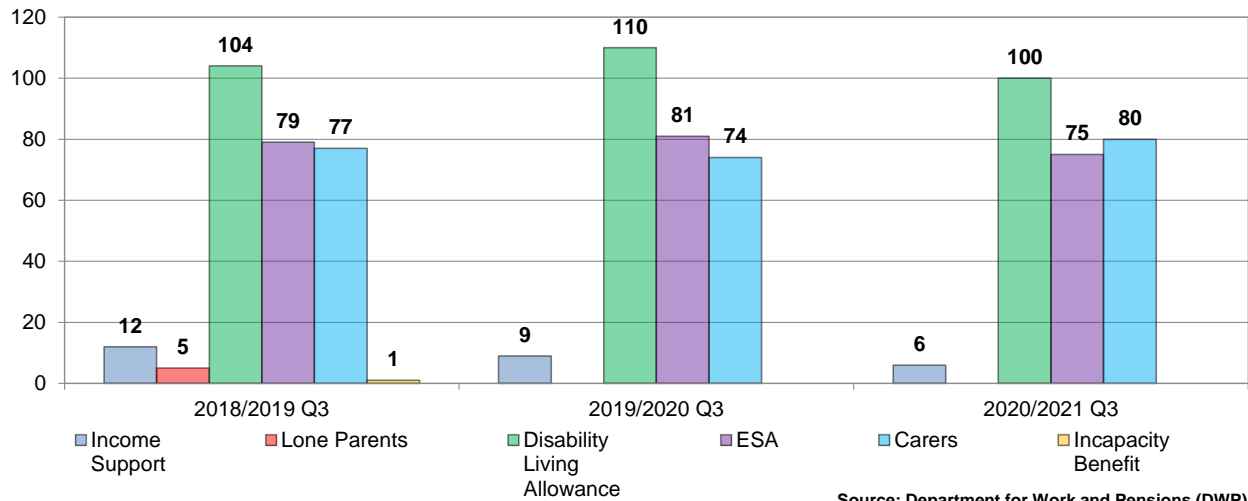


### Experian Types (2020)



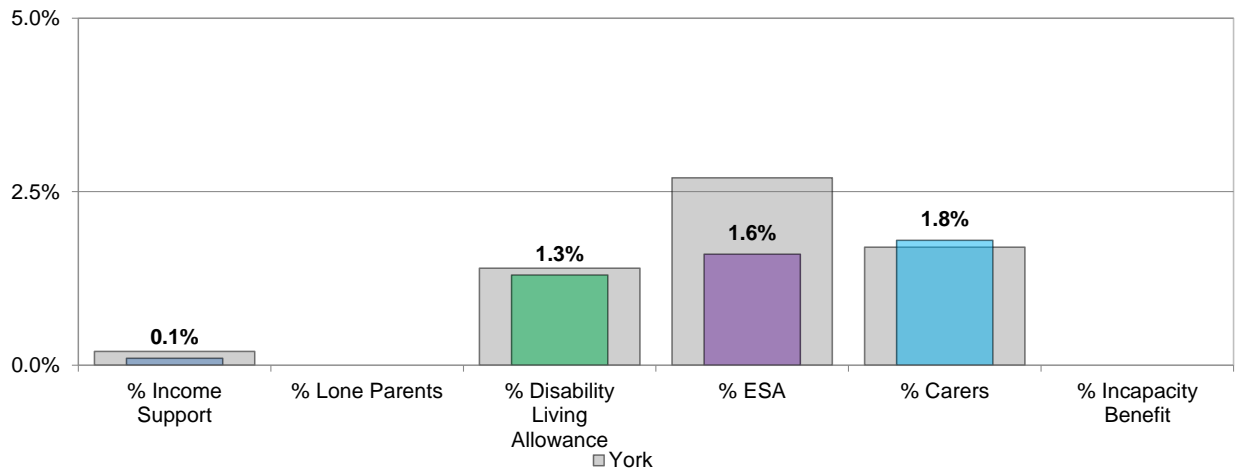
## Economy

### Benefit Claimant Numbers Working age Population (16-64)

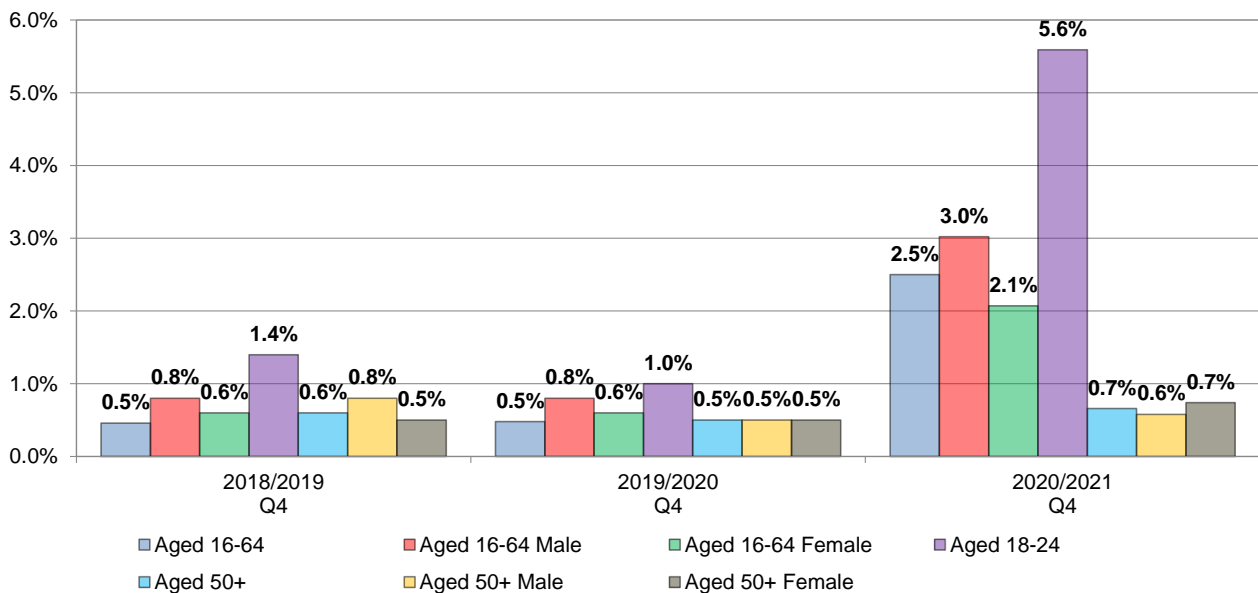


### Benefit Claimant Rate Working age Population (16-64)

Q3 2020/2021



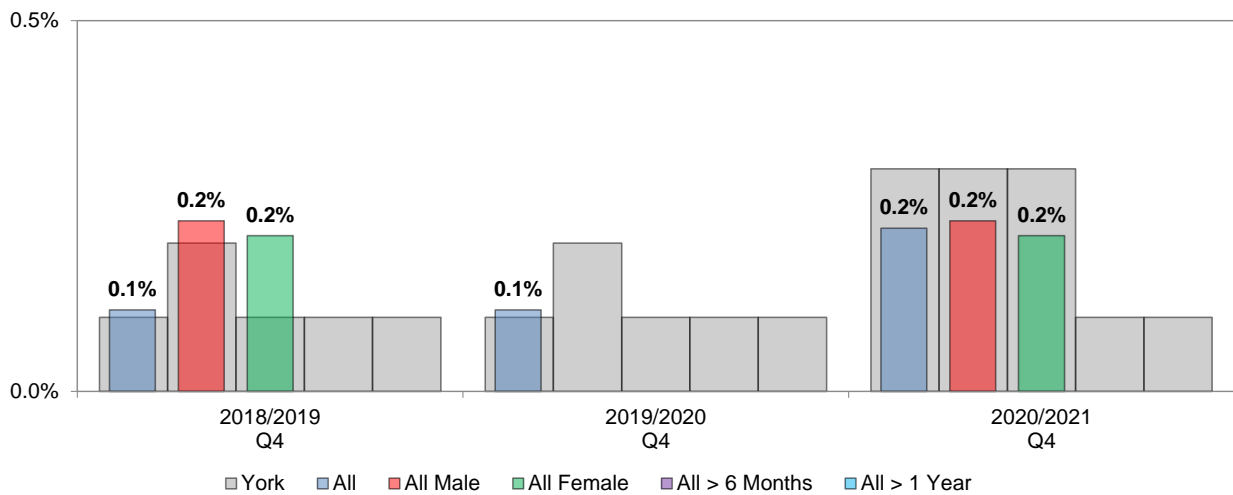
### JSA and Universal Credit (out of work) Claimant Rate





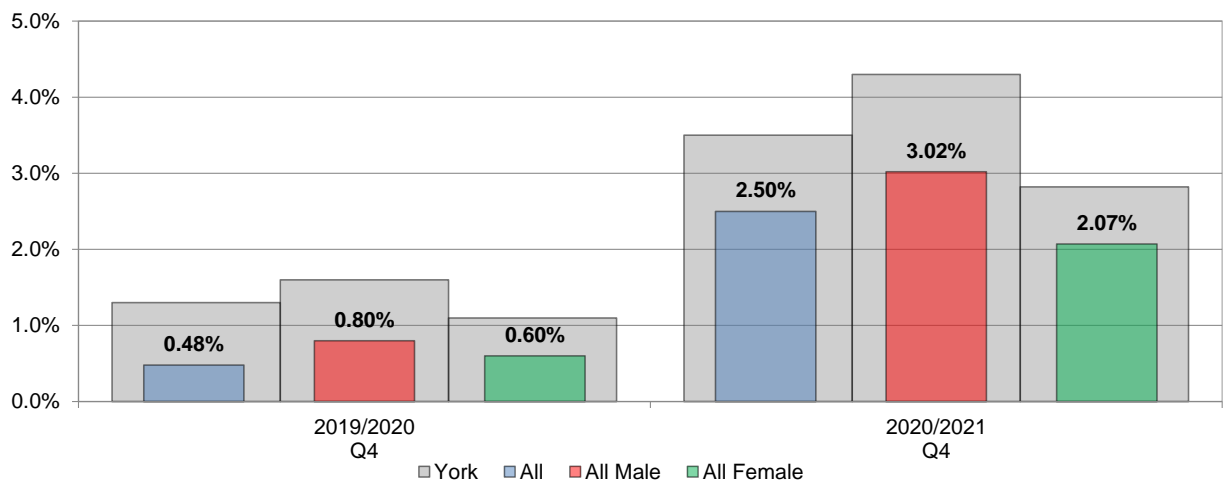
## Economy

### JSA Claimant Rate (Age and Gender) Working age Population (16-64)



Source: Office for National Statistics (ONS)

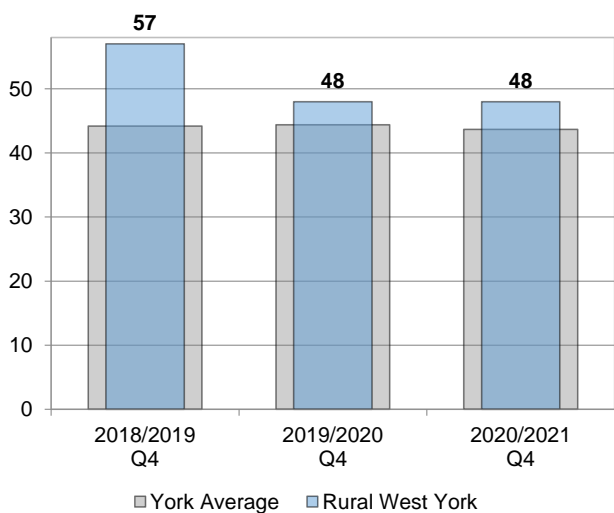
### JSA and Universal Credit (out of work) Claimant Rate Working age Population (16-64)



Source: Office for National Statistics (ONS)

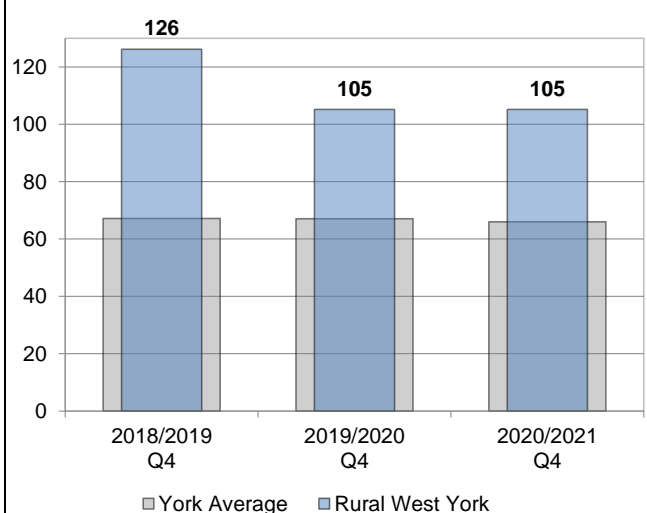
## Business Start Ups

### Numbers (YTD)



BankSearch Information Consultancy Ltd

### per 10,000 working age population (YTD)

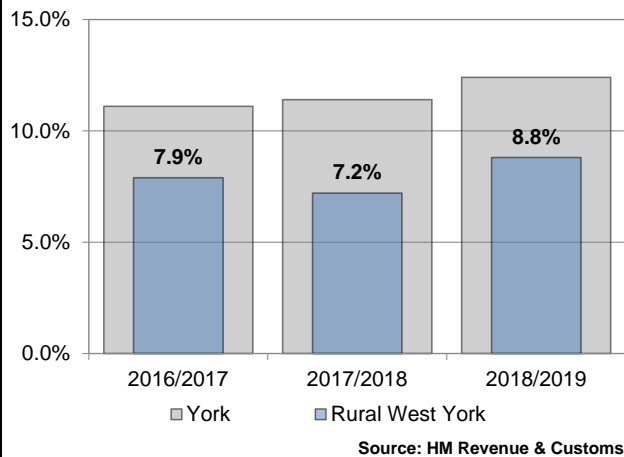


BankSearch Information Consultancy Ltd

## Poverty

### Child Poverty

The proportion of children (under 16) who are living in families whose reported income is less than 60 per cent of UK median income

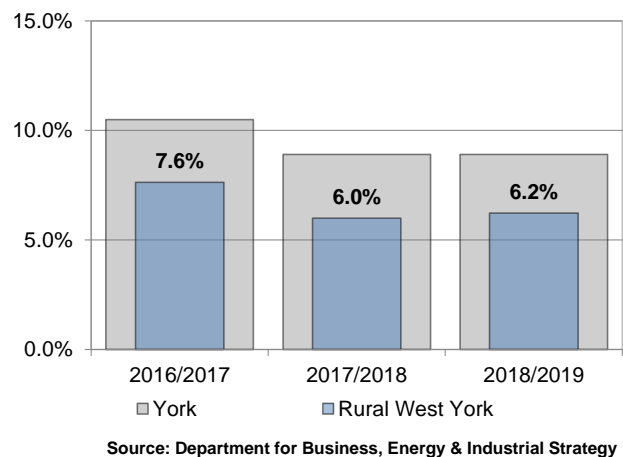


### Fuel Poverty

The Low Income High Costs indicator is a twin indicator consisting of:

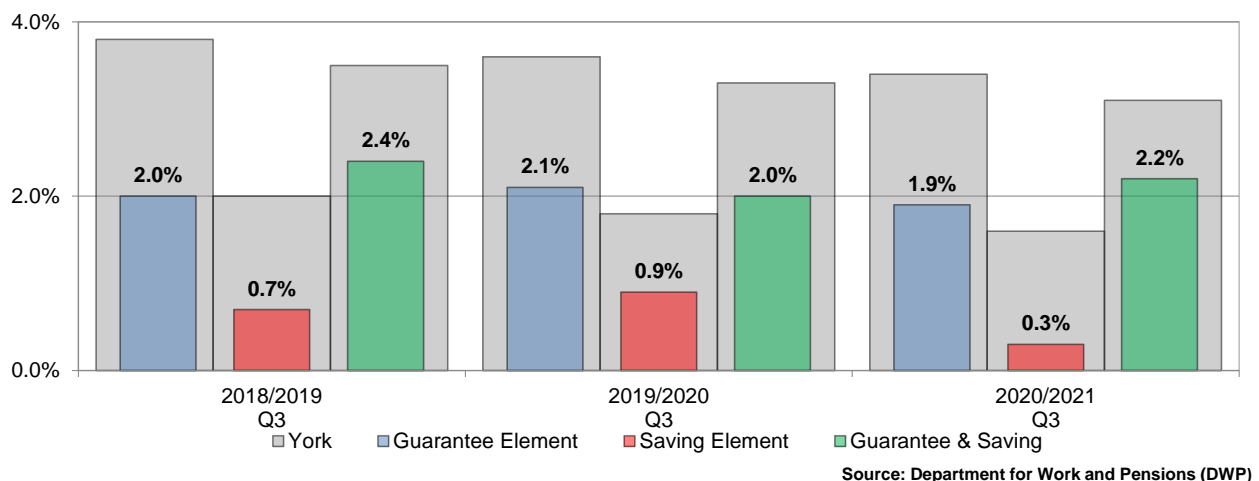
- the number of households that have both low incomes and high fuel costs; and
- the depth of fuel poverty amongst these fuel poor households.

This is measured through a fuel poverty gap which represents the difference between the required fuel costs for each household and the median required fuel costs.



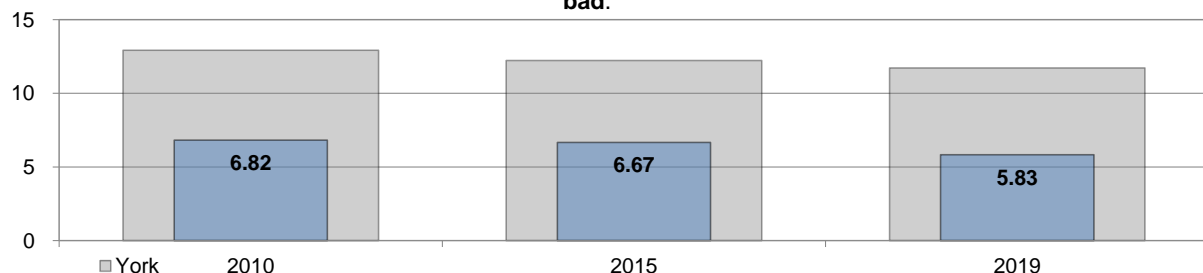
### Pension Credit

Pension Credit is an income-related benefit made up of 2 parts - Guarantee Credit and Savings Credit.



## Indices of Multiple Deprivation

The IMD measures and rates a number of different domains affecting quality of life including income, employment, education and skills, health and disability, crime, barriers to services and quality of living environments. **A high score is bad.**

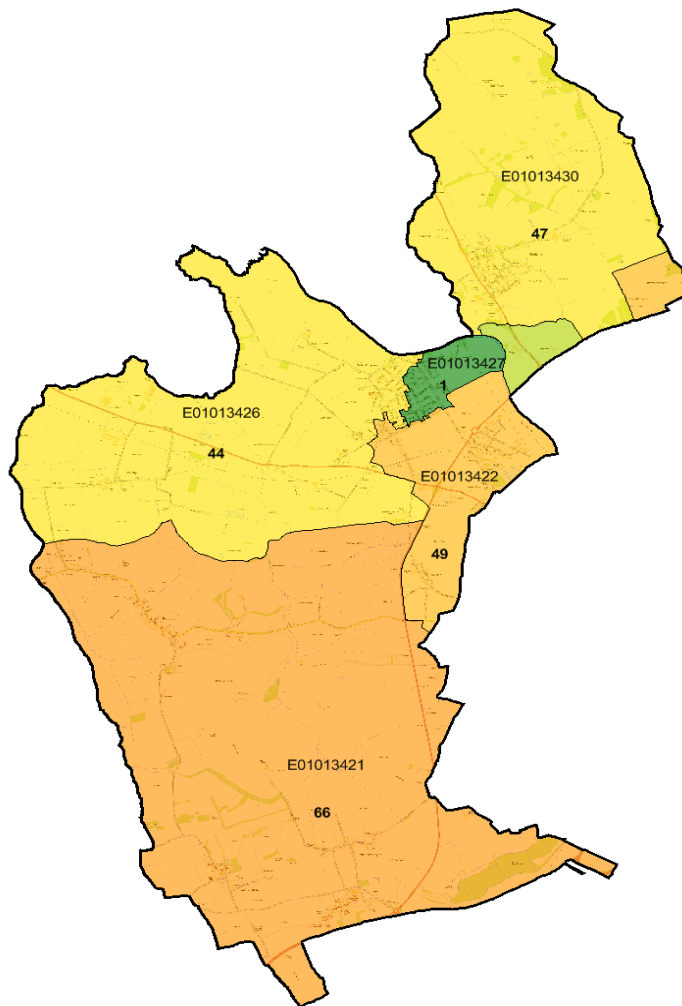


Ward Rank in York (Low is Bad)		
14 out of 21	15 out of 21	16 out of 21

Source: Department for Communities and Local Government (DCLG)

## Index of Multiple Deprivation 2019

### Rural West York Ward: breakdown by LSOA



**Key to Index of Multiple Deprivation Deciles 2019**  
1 is least deprived; 120 is most deprived

<span style="display: inline-block; width: 15px; height: 15px; background-color: #f08080; border: 1px solid black;"></span> Decile 10 Most Deprived	<span style="display: inline-block; width: 15px; height: 15px; background-color: #f0e68c; border: 1px solid black;"></span> Decile 5
<span style="display: inline-block; width: 15px; height: 15px; background-color: #ff6347; border: 1px solid black;"></span> Decile 9	<span style="display: inline-block; width: 15px; height: 15px; background-color: #ffff00; border: 1px solid black;"></span> Decile 4
<span style="display: inline-block; width: 15px; height: 15px; background-color: #ffa500; border: 1px solid black;"></span> Decile 8	<span style="display: inline-block; width: 15px; height: 15px; background-color: #90ee90; border: 1px solid black;"></span> Decile 3
<span style="display: inline-block; width: 15px; height: 15px; background-color: #ff4500; border: 1px solid black;"></span> Decile 7	<span style="display: inline-block; width: 15px; height: 15px; background-color: #32cd32; border: 1px solid black;"></span> Decile 2
<span style="display: inline-block; width: 15px; height: 15px; background-color: #ff8c00; border: 1px solid black;"></span> Decile 6	<span style="display: inline-block; width: 15px; height: 15px; background-color: #228b22; border: 1px solid black;"></span> Decile 1 Least Deprived



Scale: 1:70,980

Produced by

Business Intelligence Hub

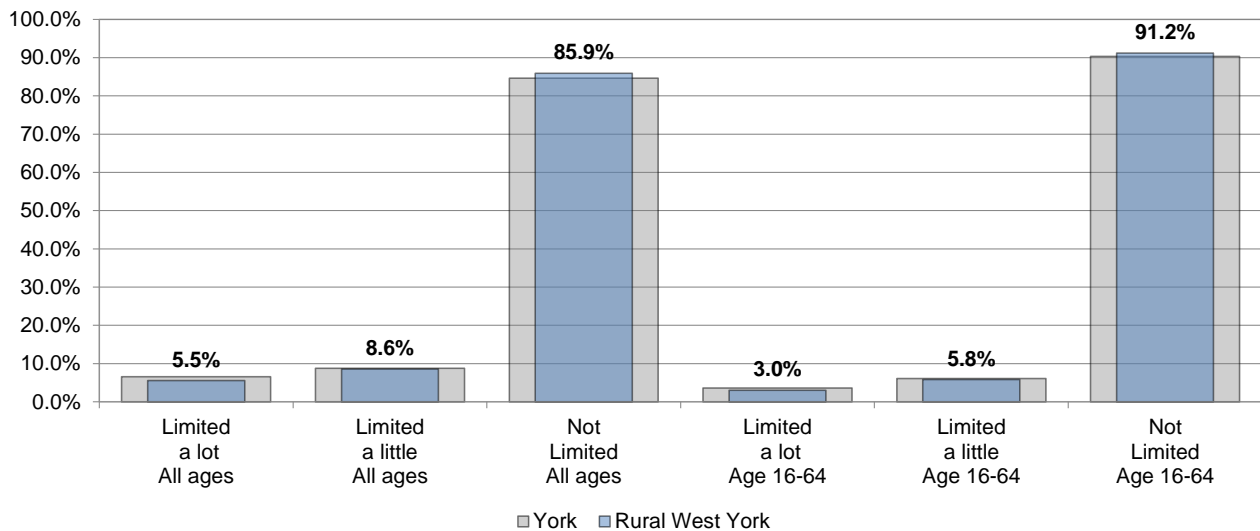
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03/10/2019

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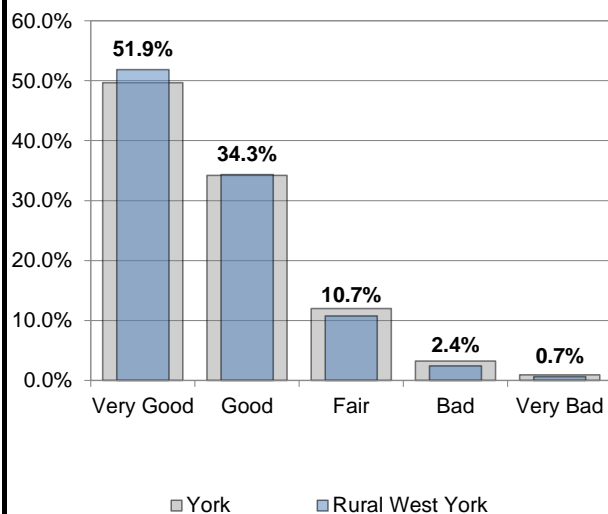
## Health and Wellbeing

### Day to Day Activities



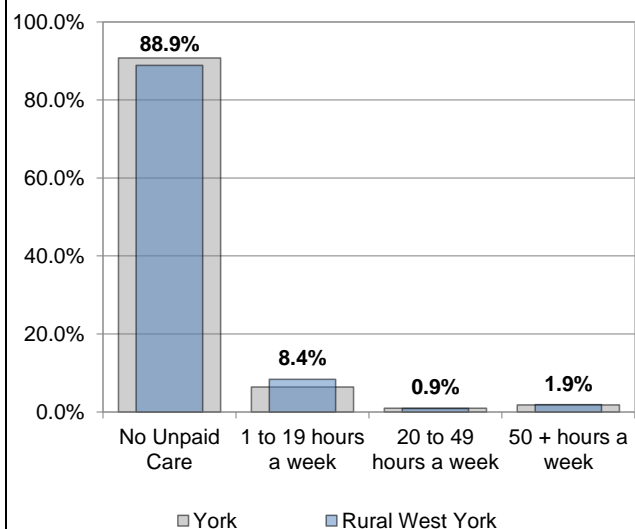
Source: Census 2011

### General Health



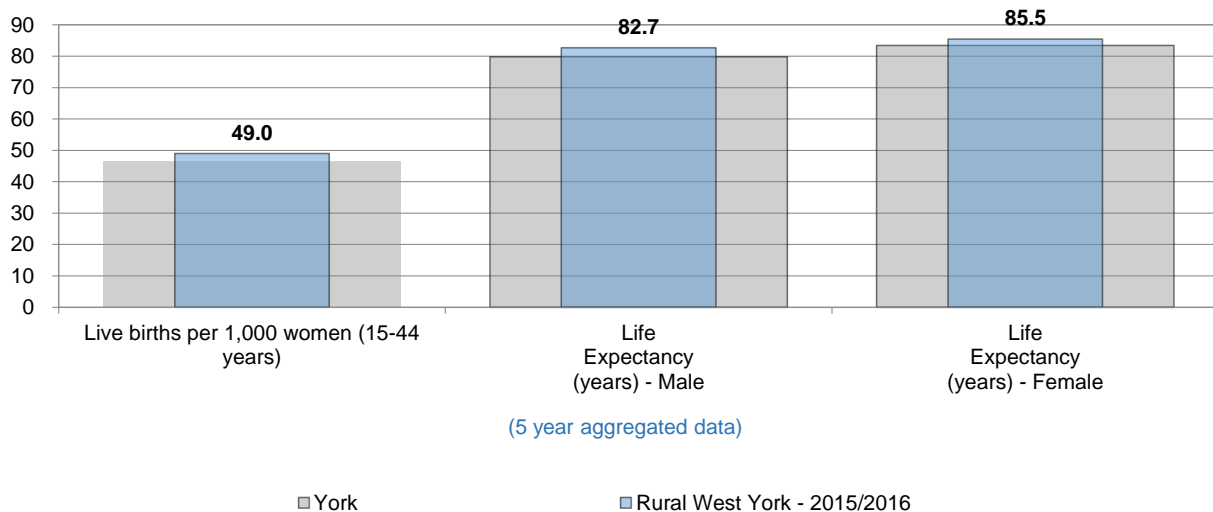
Source: Census 2011

### Provide Unpaid Care



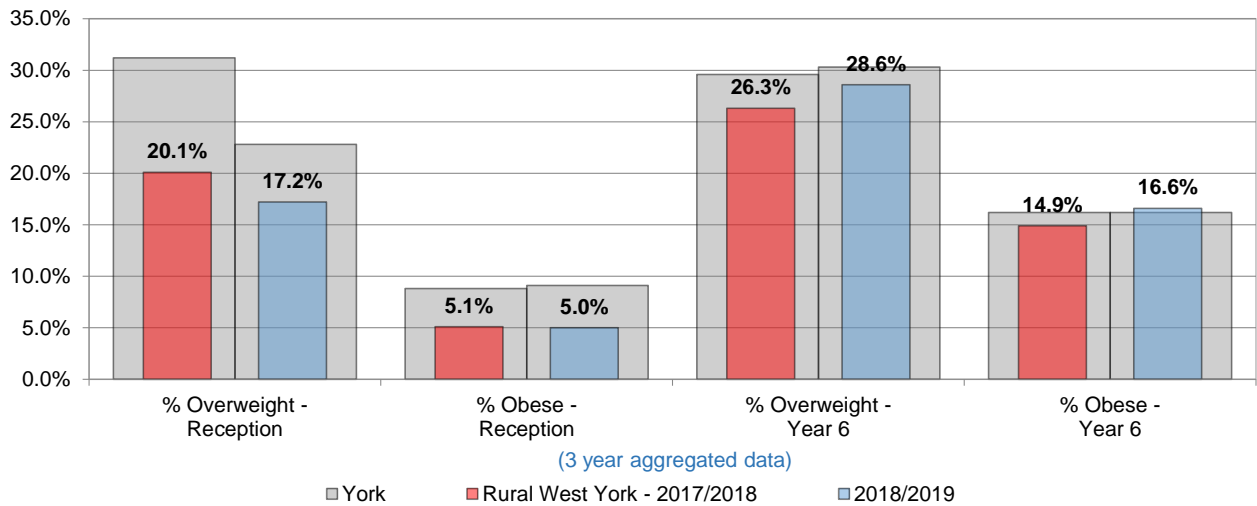
Source: Census 2011

### Fertility and Life Expectancy



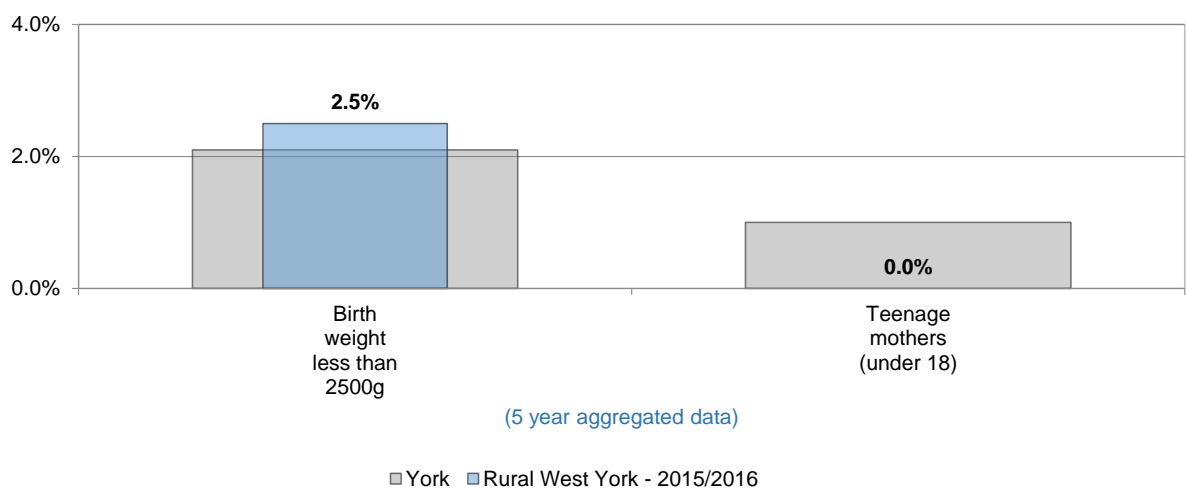
Source: Public Health England

### Childhood weight



Source: Public Health England

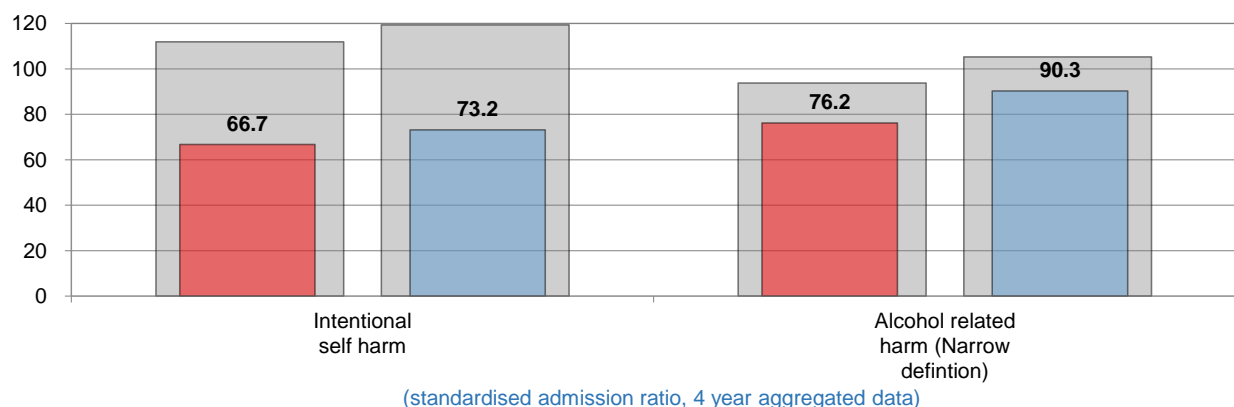
### Births



Source: Public Health England

### Hospital Admissions

#### Hospital Admissions, All ages

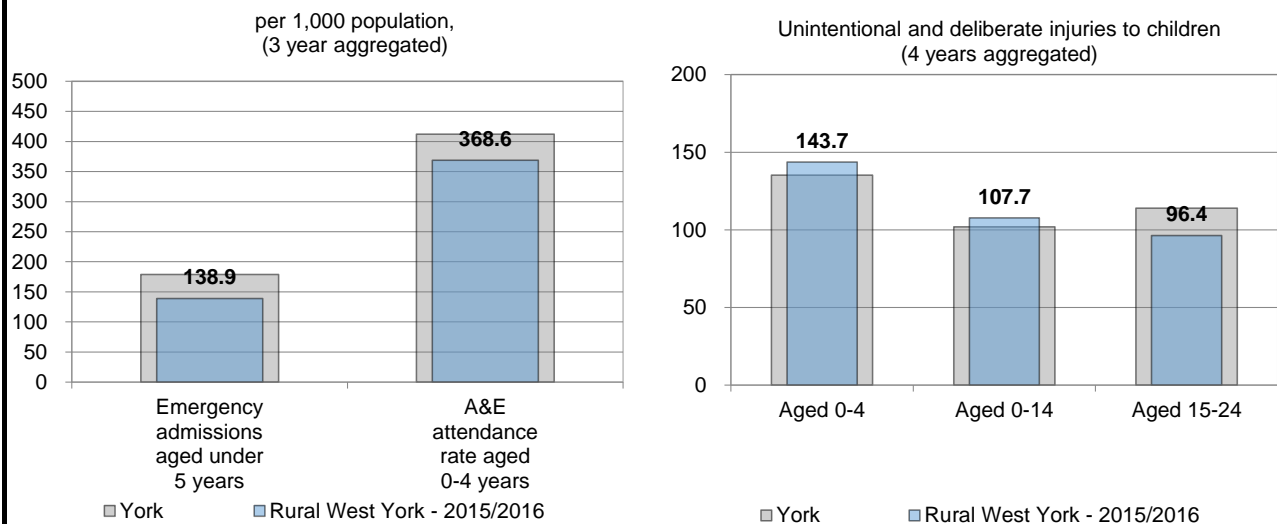


The Standardised Admission Ratio (SAR) is a summary estimate of admission rates relative to the national pattern of admissions and takes into account differences in a population's age, sex and socioeconomic deprivation. The National value is 100.

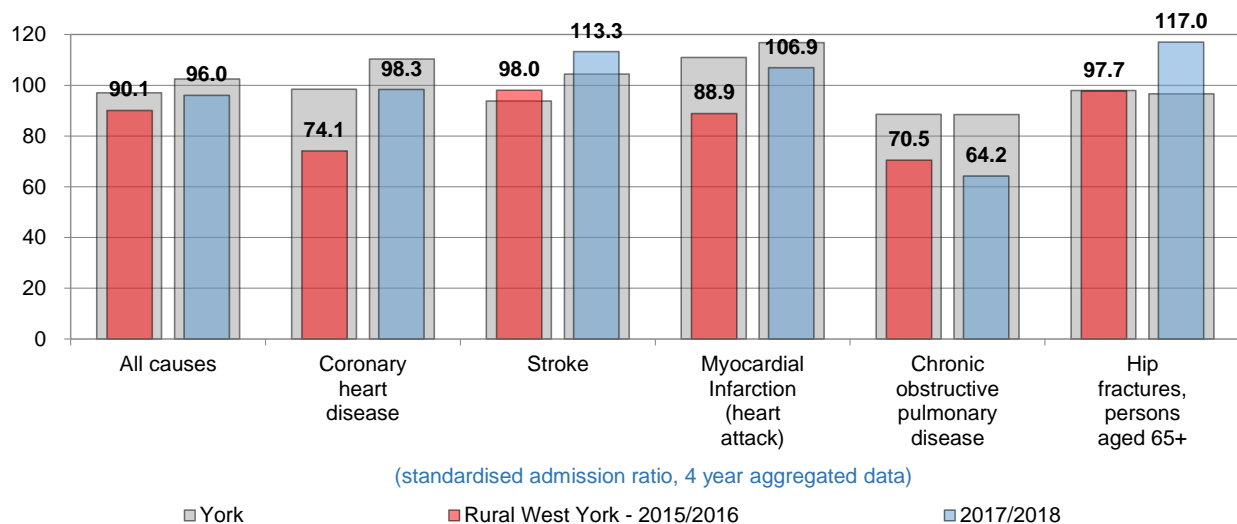
York Rural West York - 2015/2016 2017/2018

Source: Public Health England

## Hospital Admissions - Children & Young People

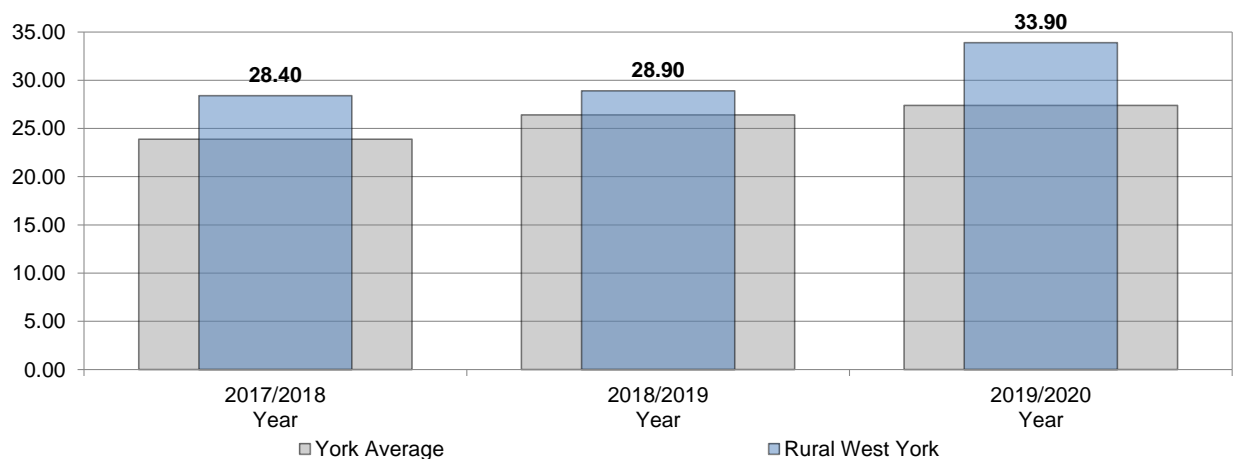


## Emergency hospital admissions



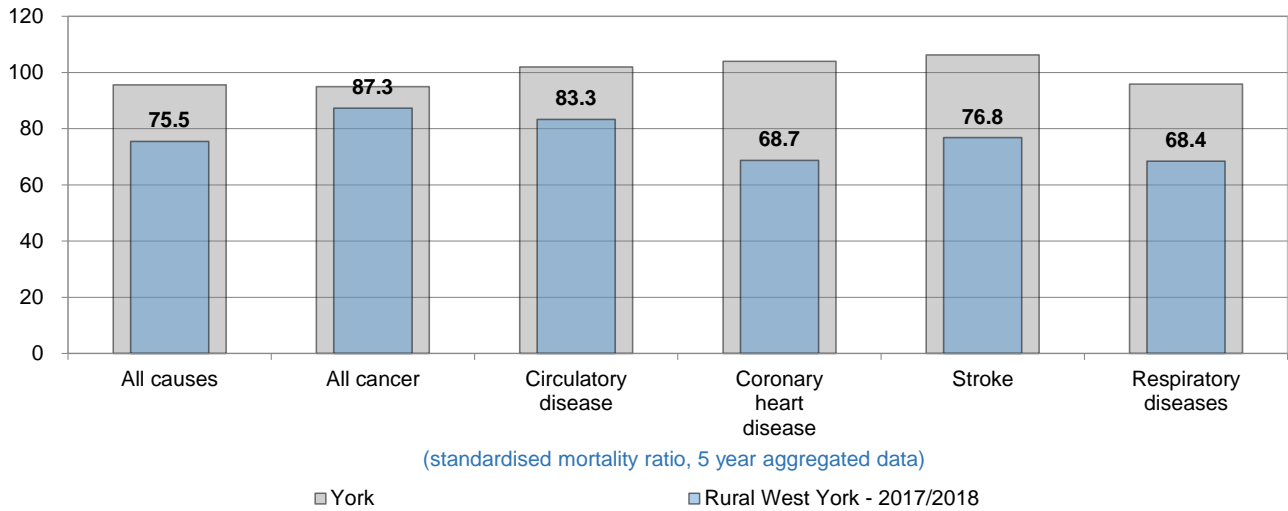
## Emergency hospital admissions for injuries resulting from a fall (over 65), per 1,000 population

**Falls data:** the figures given here are taken from Hospital Episode Statistics data, which takes the number of those aged 65 or over being admitted to hospital on a non-elective basis at least once in each year as a result of a fall and divides it by the number of those of that age group resident in each ward to give a rate per 1,000 population.



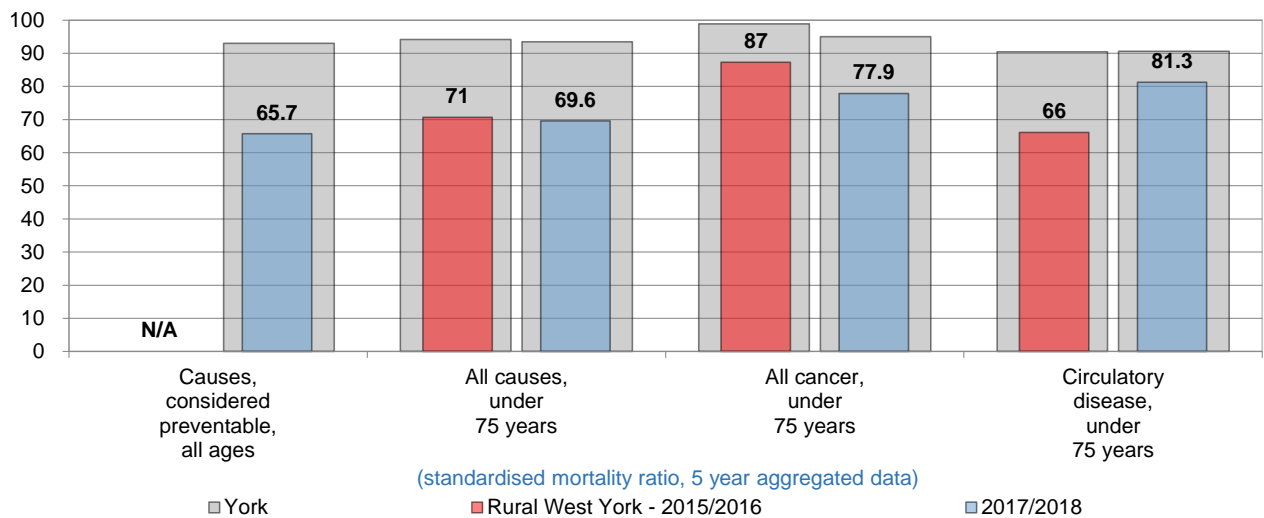
## Mortality

### Mortality, All ages



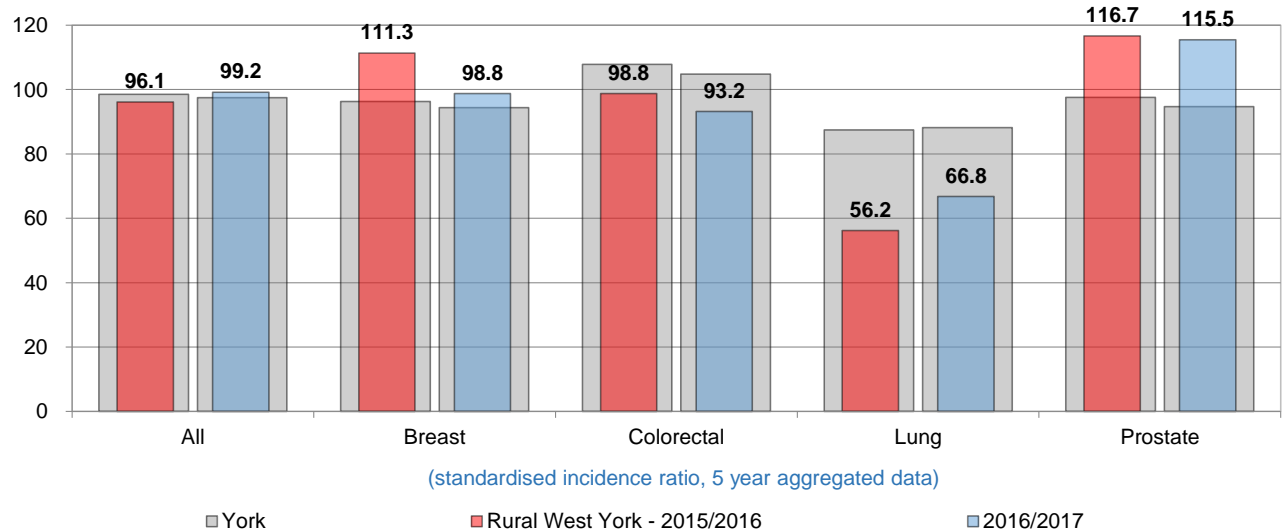
Source: Public Health England

### Premature mortality



Source: Public Health England

### New cases of cancer



Source: Public Health England

## Adult Social Care

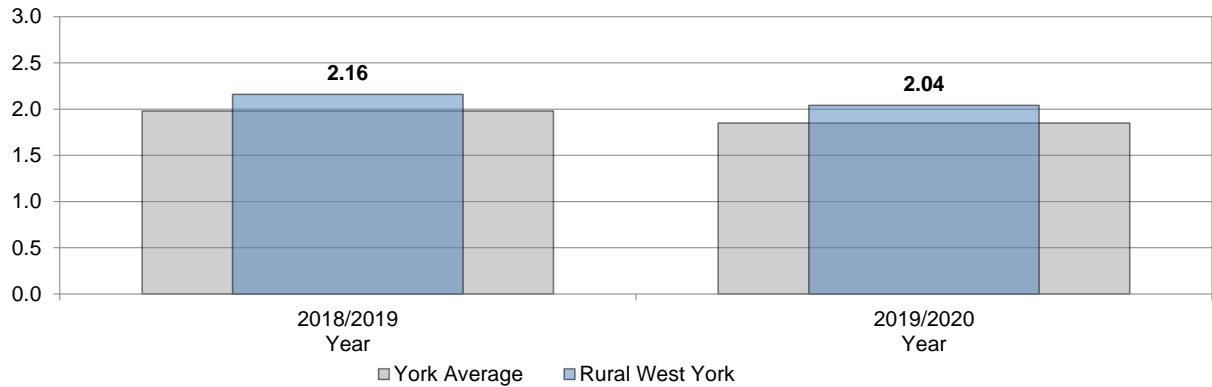
### Social isolation

Social isolation: This is based on respondents to two questions on the Adult Social Care Survey regarding social contact and how time is spent.

A score of 1 indicates that the respondent has plenty of social contact and that they spend their time doing things they enjoy

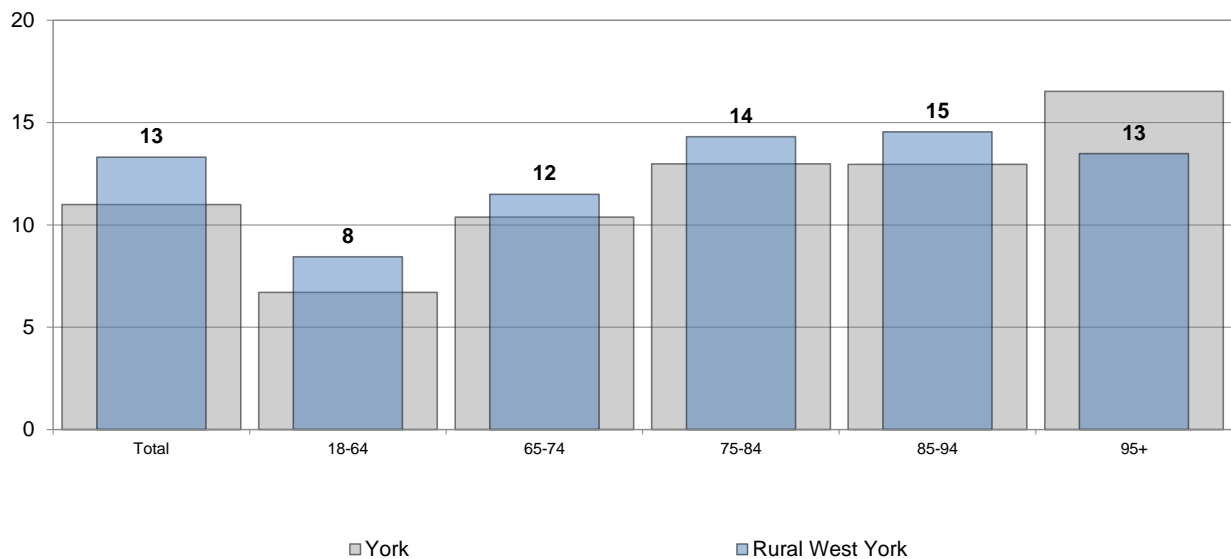
A score of 4 indicates that the respondent feels socially isolated and that they don't feel they do anything of value with their time.

The mean of all respondents' responses to both questions is the score presented here.



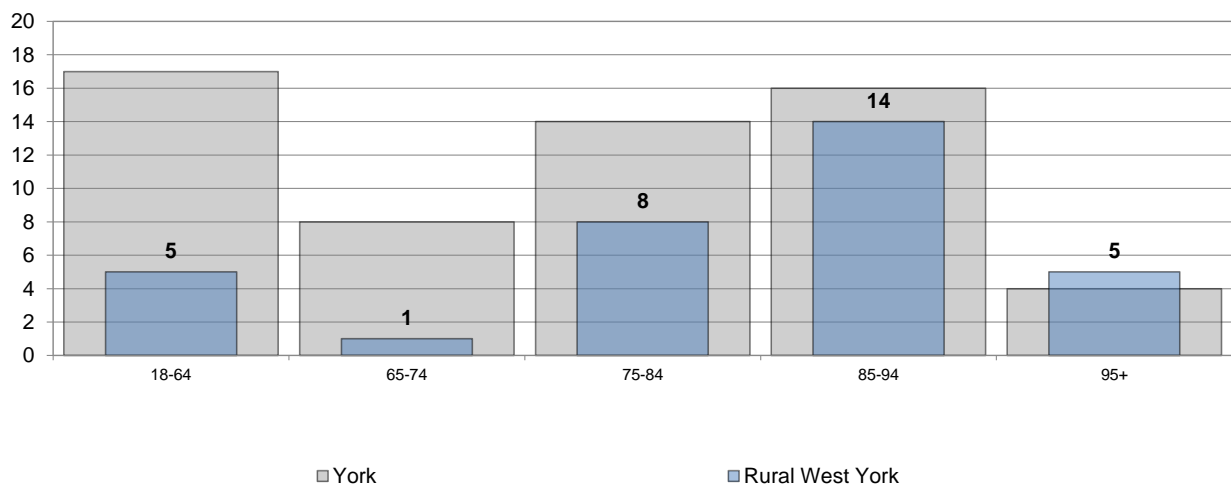
Source: Adult Social Care User Survey

### Average Weekly Homecare Hours by Client Age



Source: Adults Social Care - 2020/2021

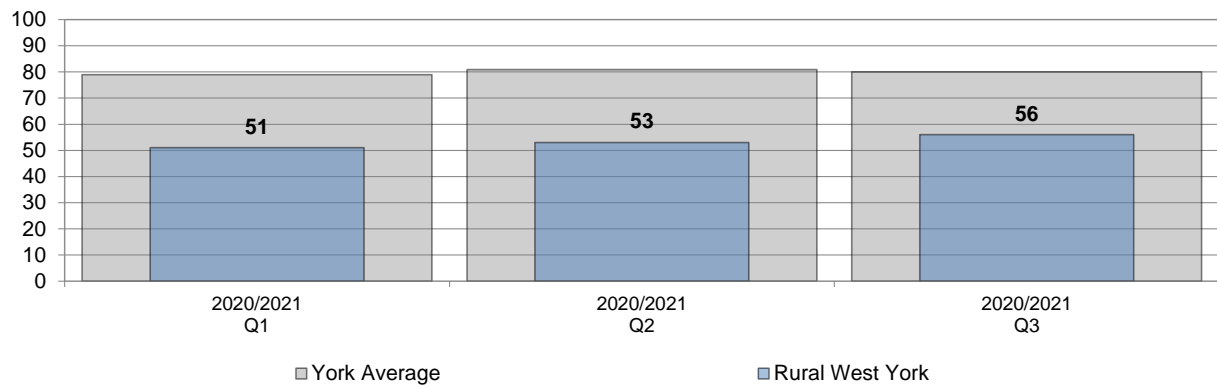
### Homecare Clients by Age



Source: Adults Social Care - 2020/2021

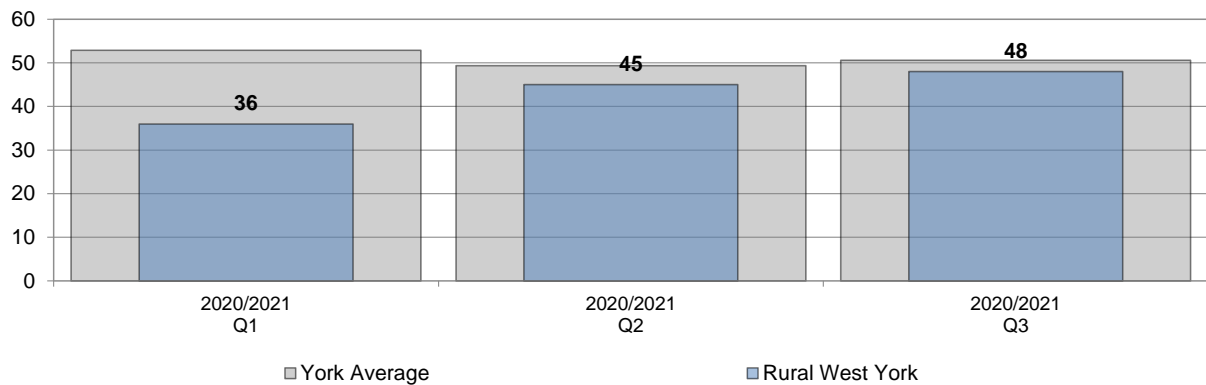


### Number of clients getting paid packages of care that are not residential/nursing care



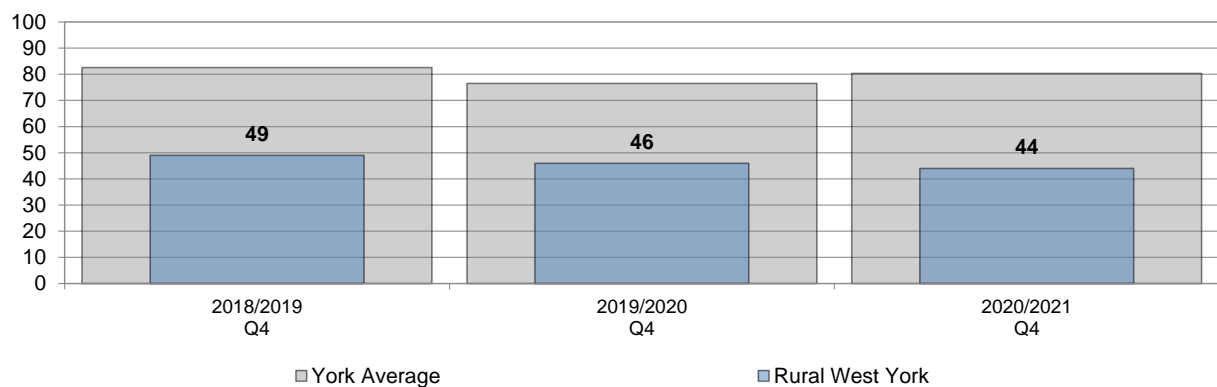
Source: Adults Social Care - 2020/2021

### Number of new customers requesting Adult Social Care support



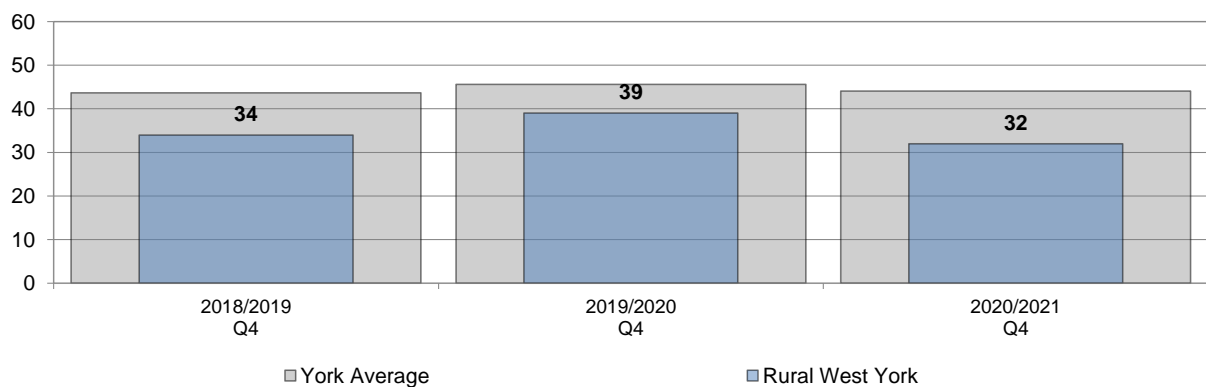
Source: Adults Social Care - 2020/2021

### People supported to live independently through social services packages of care



Source: Adults Social Care - 2020/2021

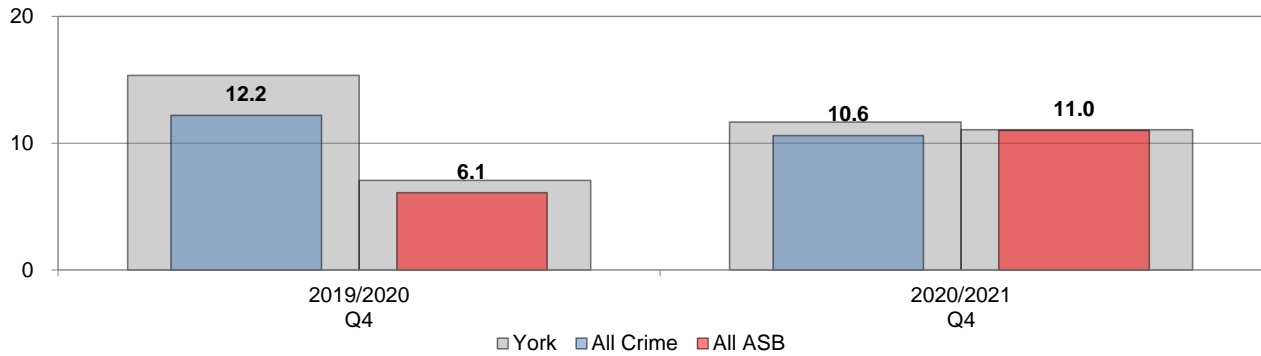
### People supported to live independently through social services intervention



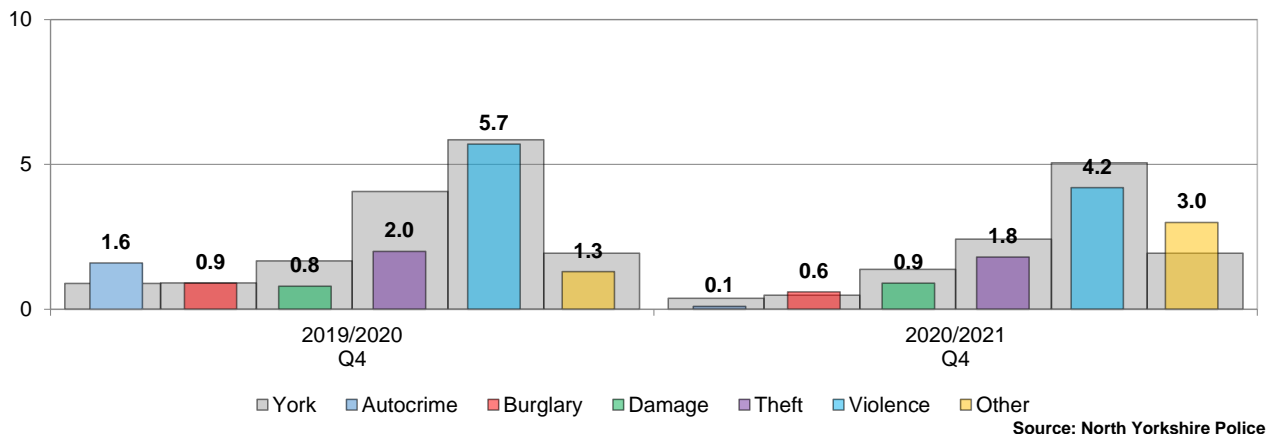
Source: Adults Social Care - 2020/2021

## Public Realm

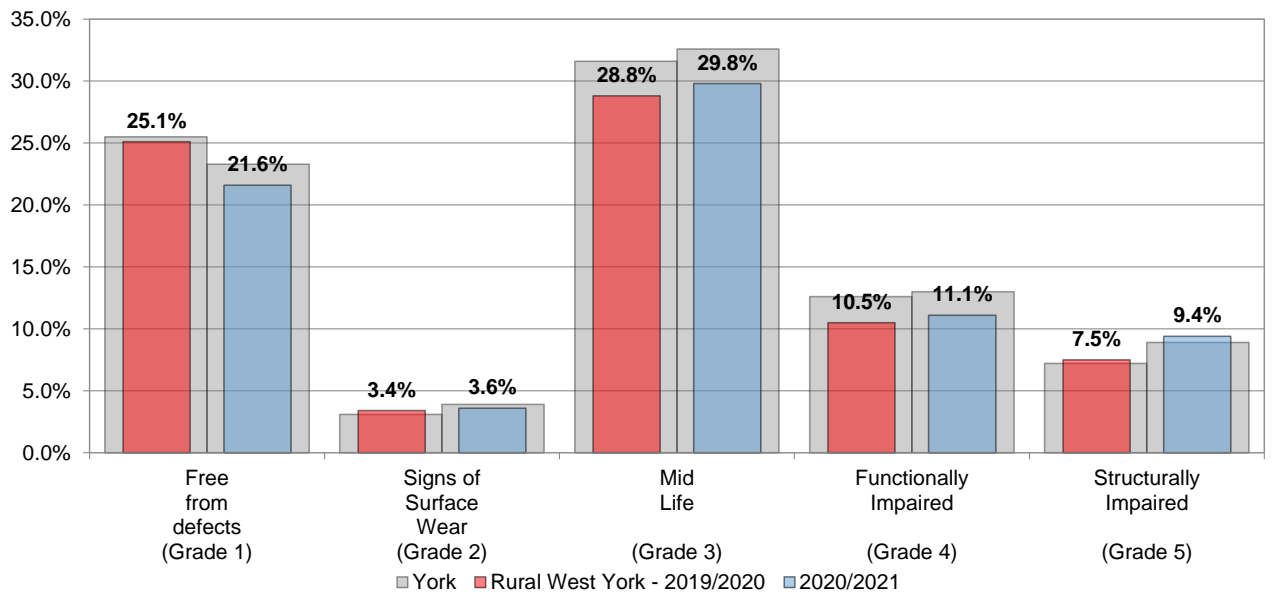
### Total Crime and Total Anti-Social Behaviour per 1,000 population



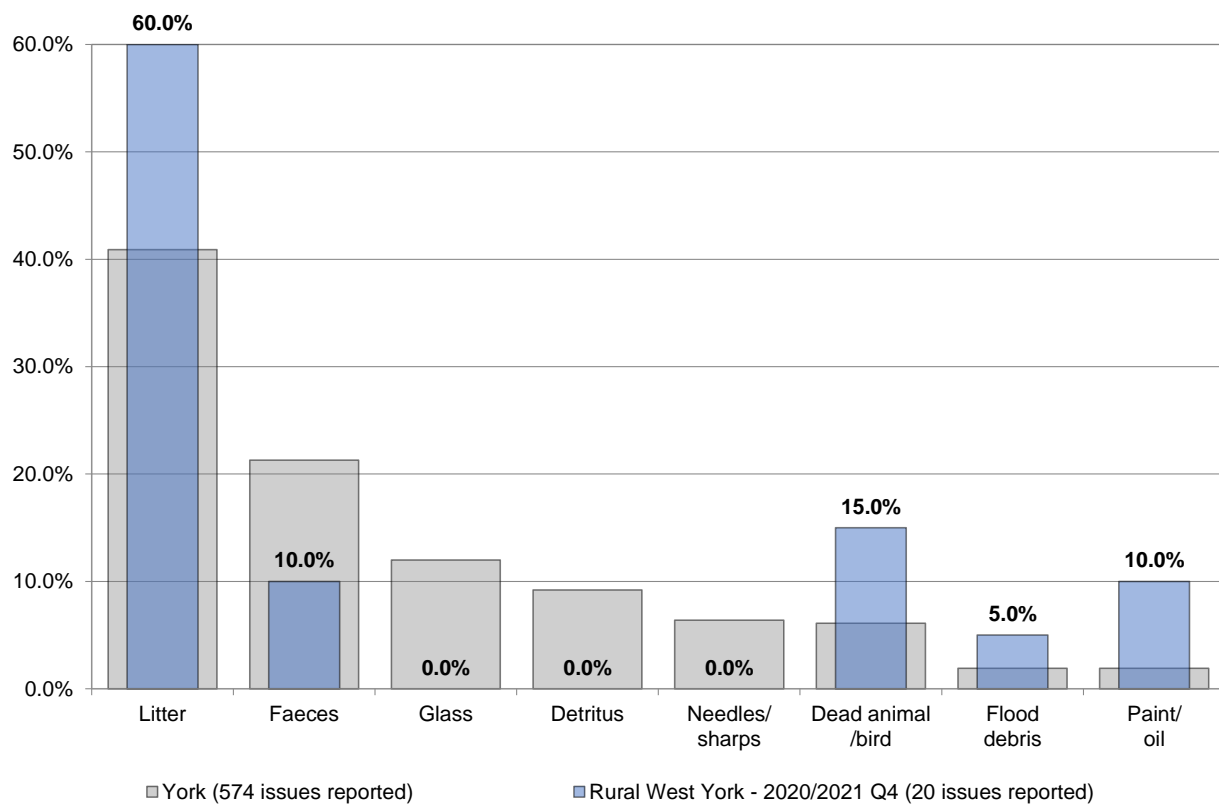
### Crime Rate per 1,000 population



### Percentage of road area that is/has

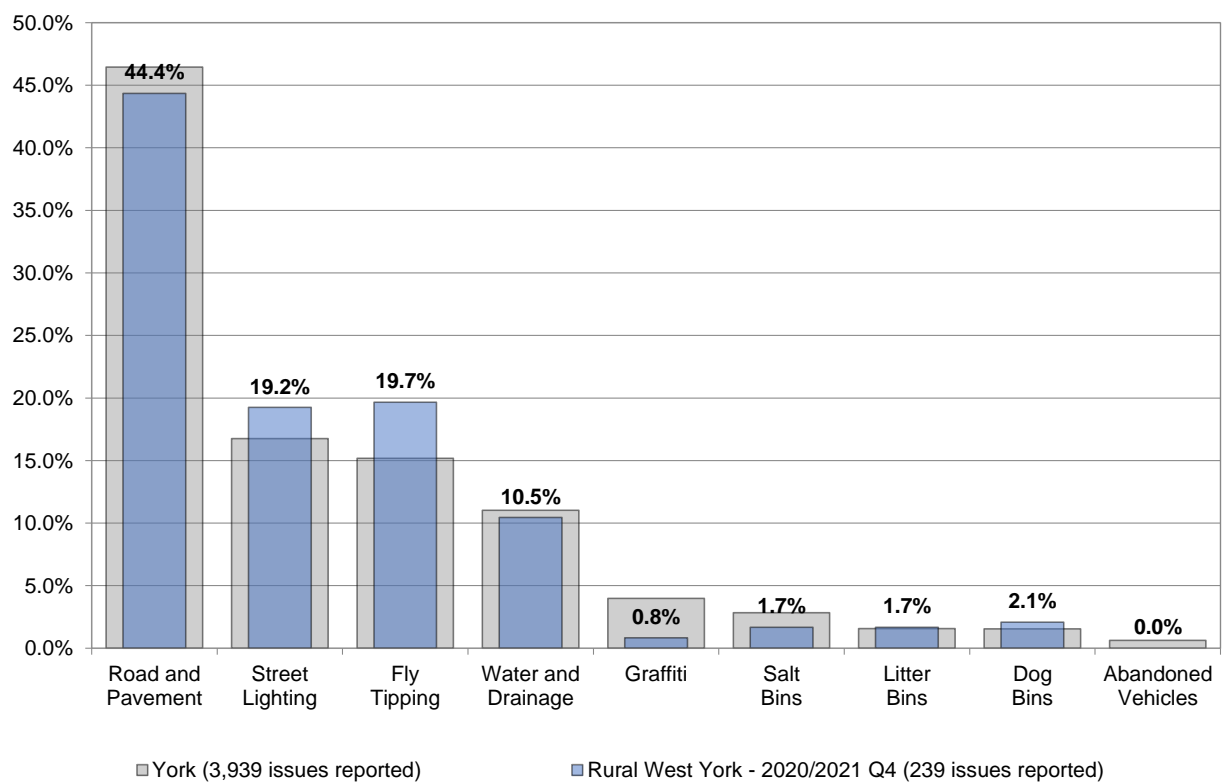


### Street Cleaning - % of issues reported



Source: City of York Council

### Other Public Realm - % of issues reported



Source: City of York Council

## Education and Schools

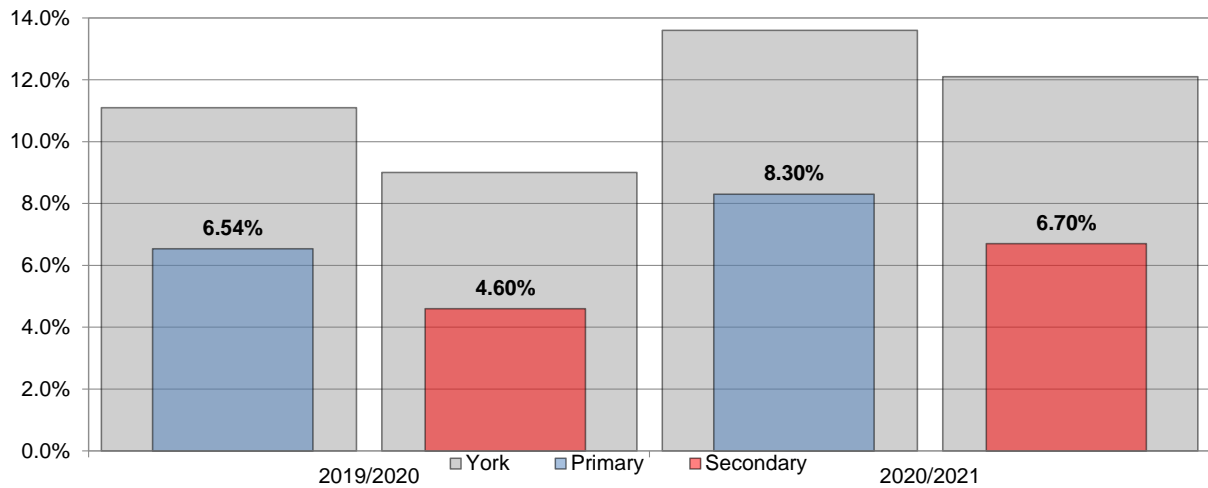
The following school catchment areas are part of Rural West York Ward:

Primary: Lakeside, Poppleton Ousebank, Rufforth, Skelton, St. Mary's CE, Westfield and Woodthorpe.

Secondary: Vale of York Academy, Millthorpe and York High.

The following data only relates to those pupils, from this ward, who attend York Schools.

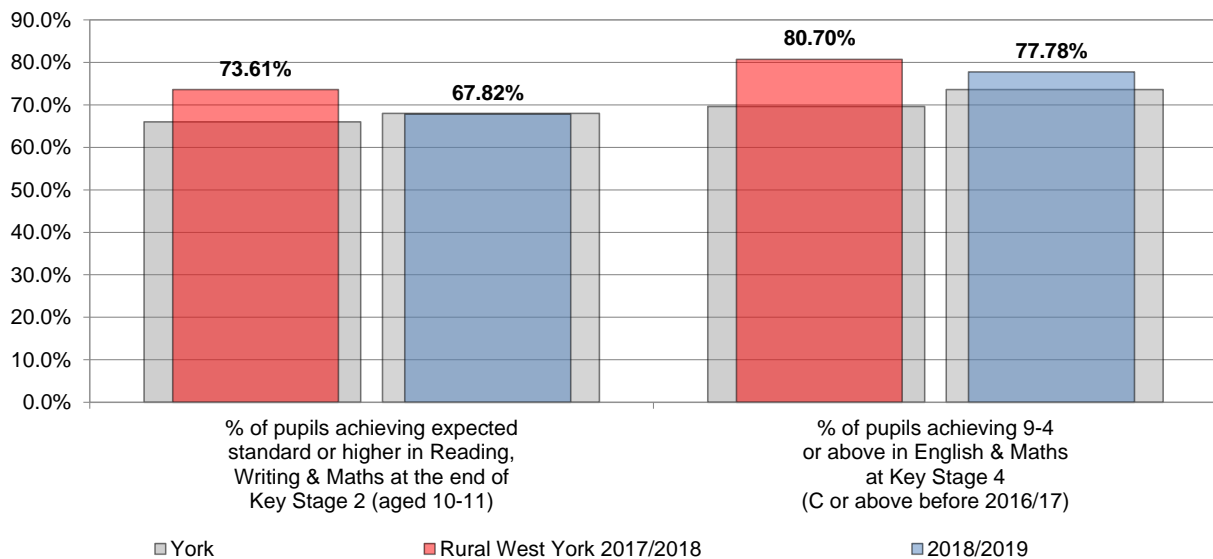
### % Free School Meal pupils - (excluding subsidiary pupils)



Number of Pupils	2019/2020	2020/2021
Primary	596	591
Secondary	409	415

Source: School Census - October

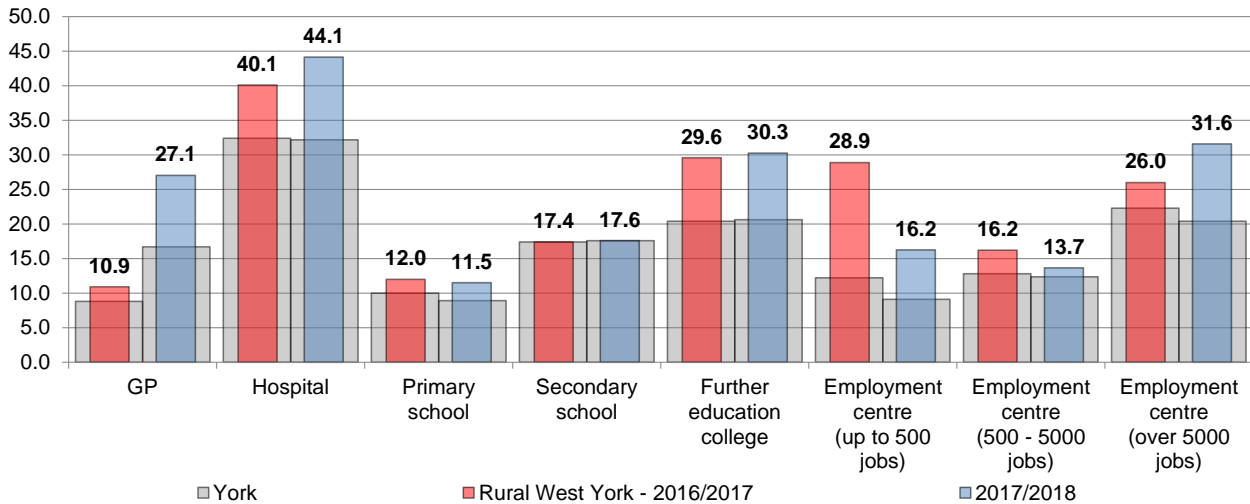
### Educational Attainment



Source: Department for Education - 2018/19

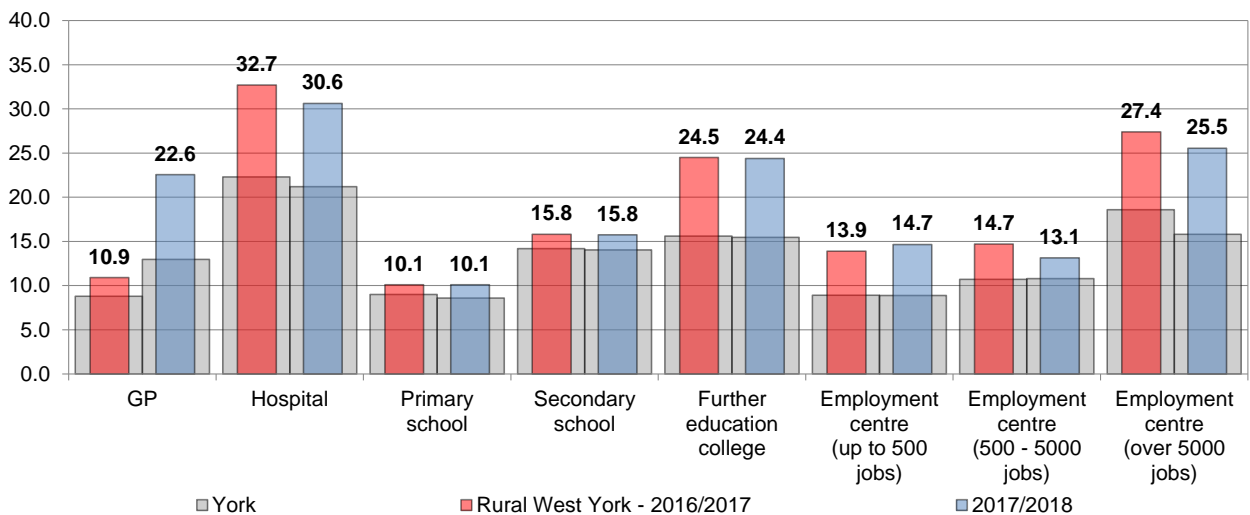
## Access to local services

Travel time (minutes) by public transport / walking to nearest...



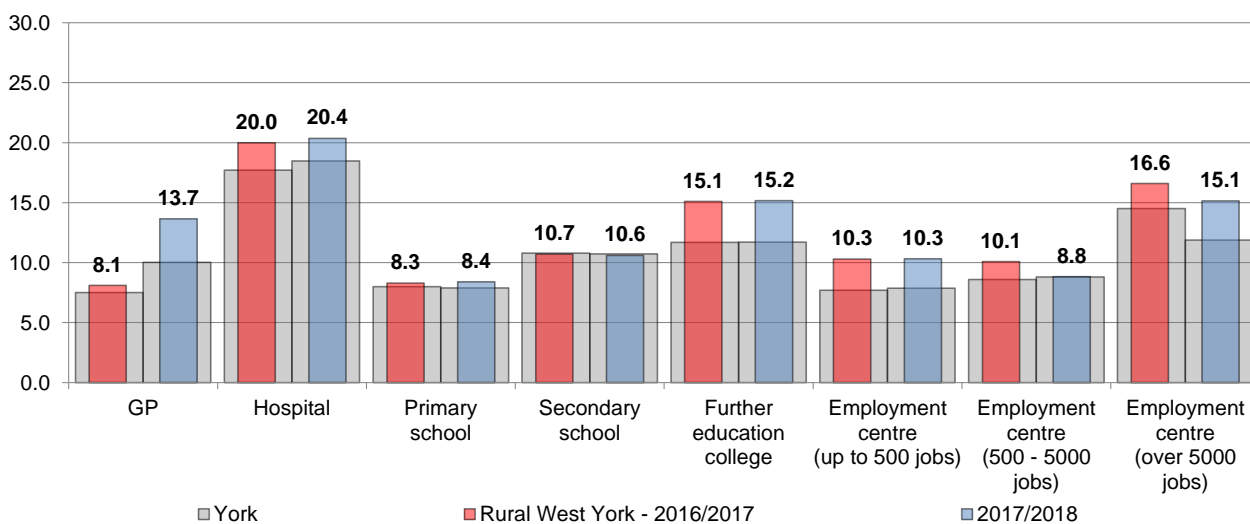
Source: Department of Transport - Journey time statistics

Travel time (minutes) by cycle to nearest...



Source: Department of Transport - Journey time statistics

Travel time (minutes) by car to nearest...



Source: Department of Transport - Journey time statistics

## Broadband coverage and speeds

In March 2017 the UK Government introduced the Universal Service Obligation (USO) for broadband as part of its commitment in the UK Digital Strategy to ensure that the UK has world-class digital connectivity and inclusion.

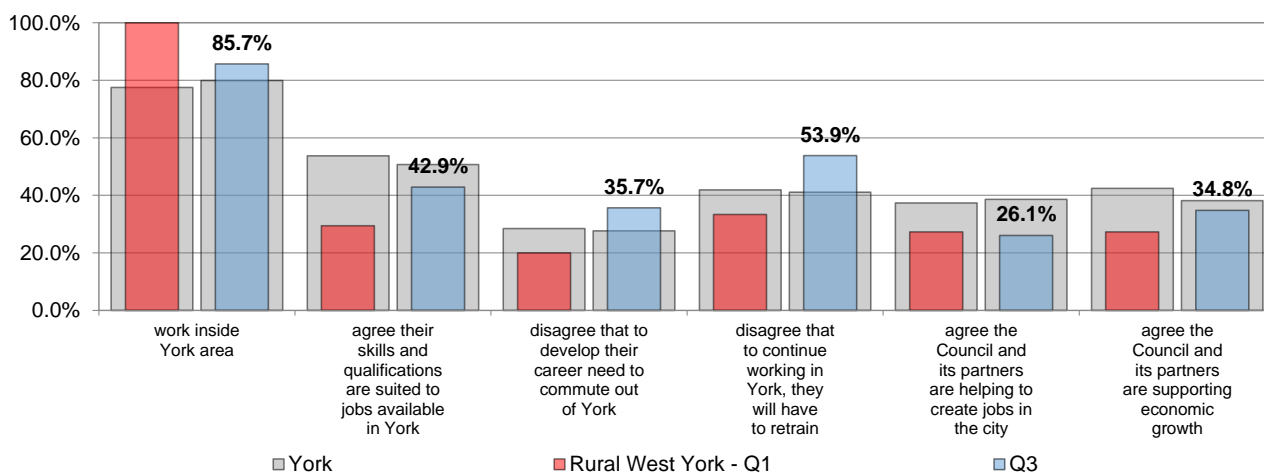
Measure	Rural West York	York	Summary
Average download speed (Mb/s)	146.67	147.10	slower than the York average
Superfast broadband availability	91.79%	94.13%	worse than the York average
Connections receiving:			
slowest speeds (under 2 Mb/s)	0.18%	0.04%	higher than the York average
slower speeds (under 10 Mb/s)	2.10%	0.81%	higher than the York average
superfast speeds (over 30 Mb/s)	88.53%	93.35%	lower than the York average

This data is based on analysis of Ofcom's Connected Nations data for 2020/2021. Ofcom collected and analysed data from major fixed telecoms operators (BT, Virgin Media, Sky, Talk Talk, Vodafone and KCOM). The availability data also includes coverage information provided by alternative network providers (B4RN, BU-UK, City Fibre, Gigaclear, Hyperoptic, ITS and Relish). Due to variations in broadband performance over time, Ofcom cautions that the data should not be regarded as a definitive and fixed view of the broadband infrastructure but rather a snapshot of current variation in availability and performance across the country. Due to privacy concerns Ofcom did not present the information in postcodes with fewer than four broadband connections.

## Resident Engagement

### Resident responses about the Local Economy

Respondents who are retired or not working due to long term illness or disability were ineligible to answer the following

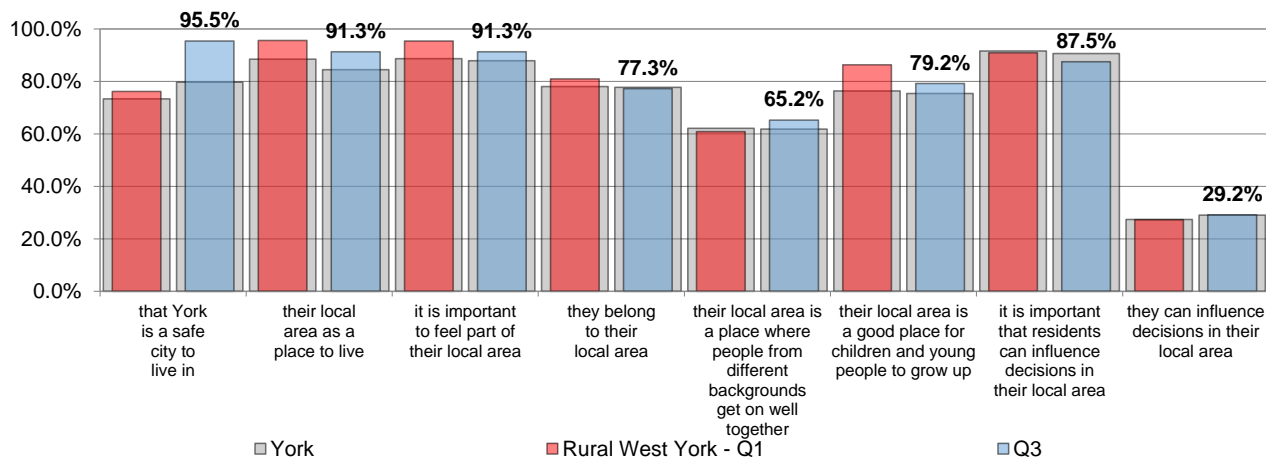


NB - Number of responses varies for each question

Source: Talkabout Survey - Q1 + Q3 2019/2020

### Resident satisfaction responses about their Local Area

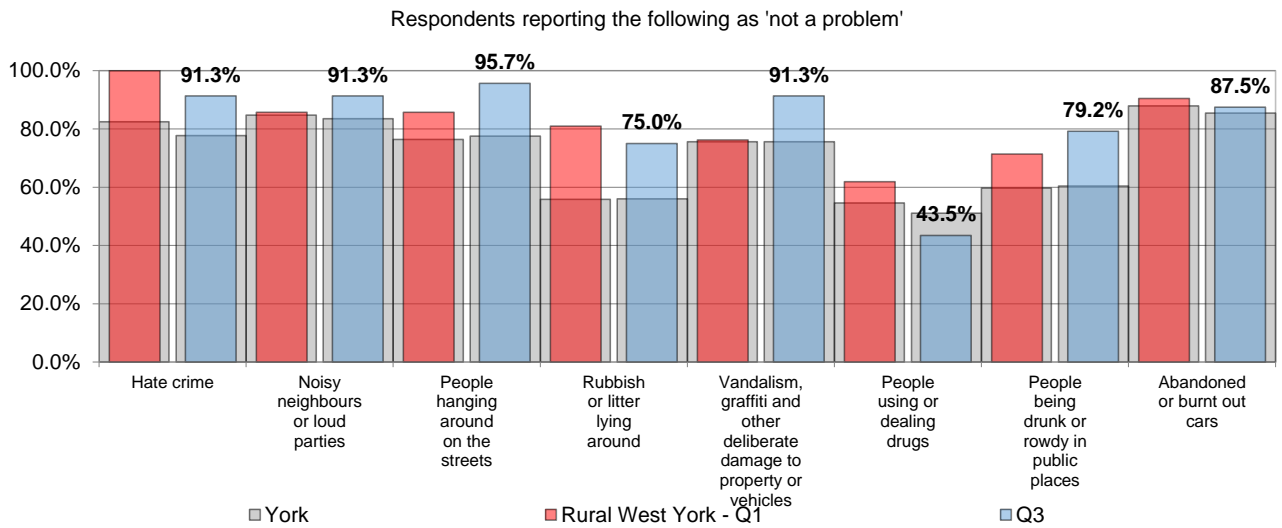
Respondents were asked to consider their Local Area as the area within 15-20 minutes walking distance from their home



NB - Number of responses varies for each question

Source: Talkabout Survey - Q1 + Q3 2019/2020

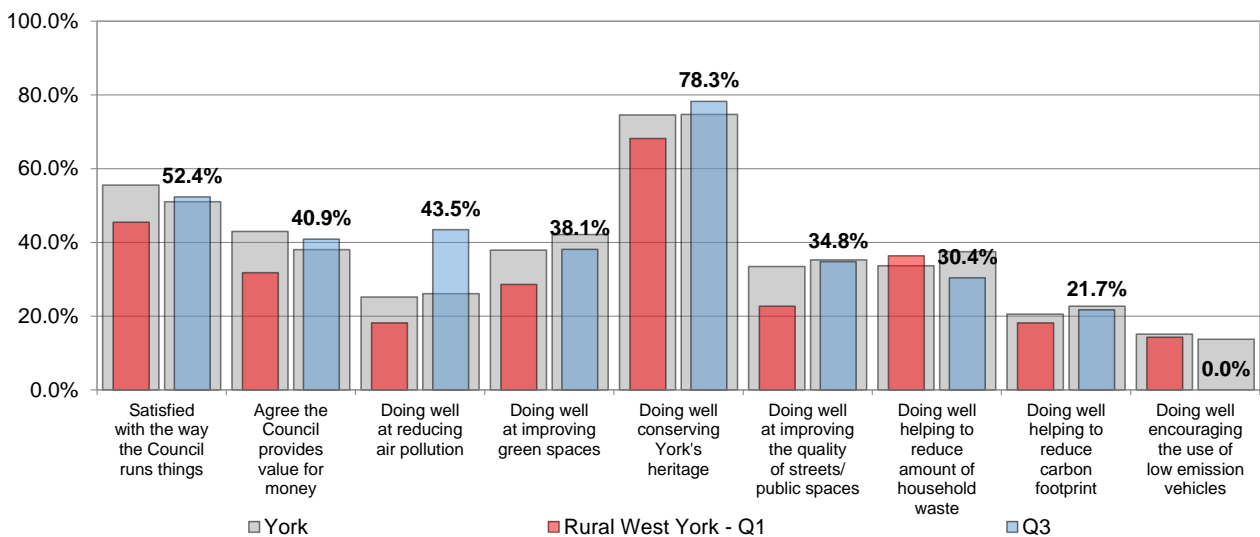
## Resident satisfaction responses about Public Realm in their Local Area



NB - Number of responses varies for each question

Source: Talkabout Survey - Q1 + Q3 2019/2020

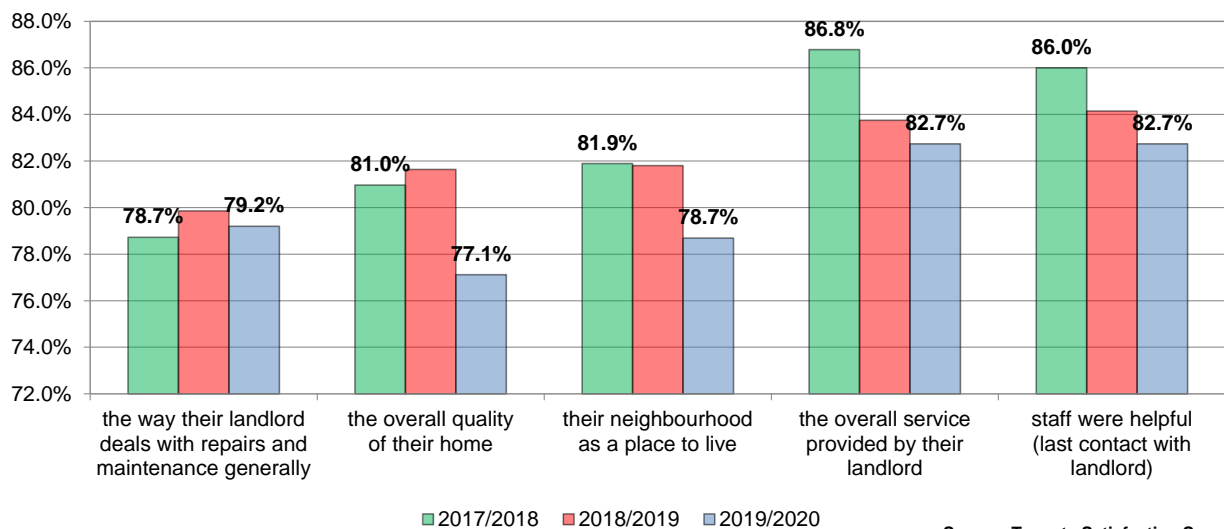
## Resident satisfaction responses about the Council (and partners)



NB - Number of responses varies for each question

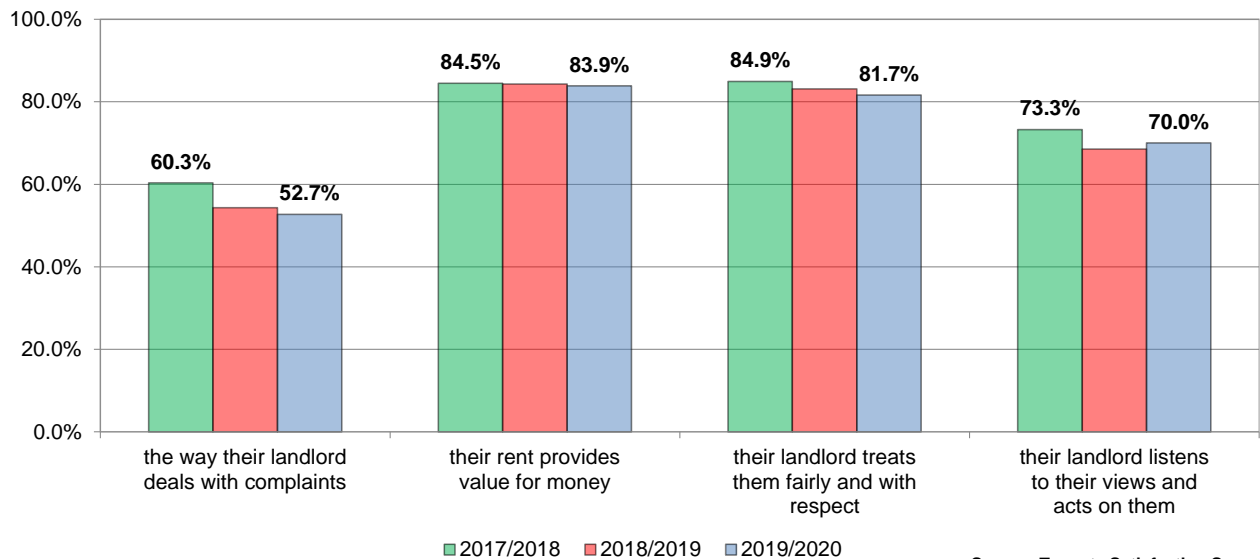
Source: Talkabout Survey - Q1 + Q3 2019/2020

## York Council house tenants satisfied with / agree that...

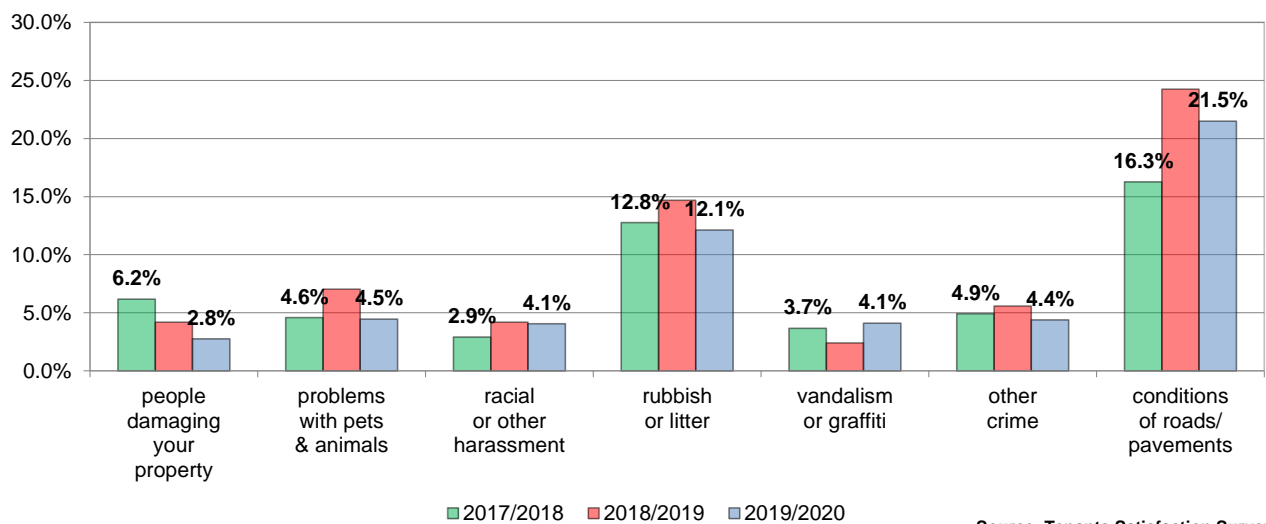
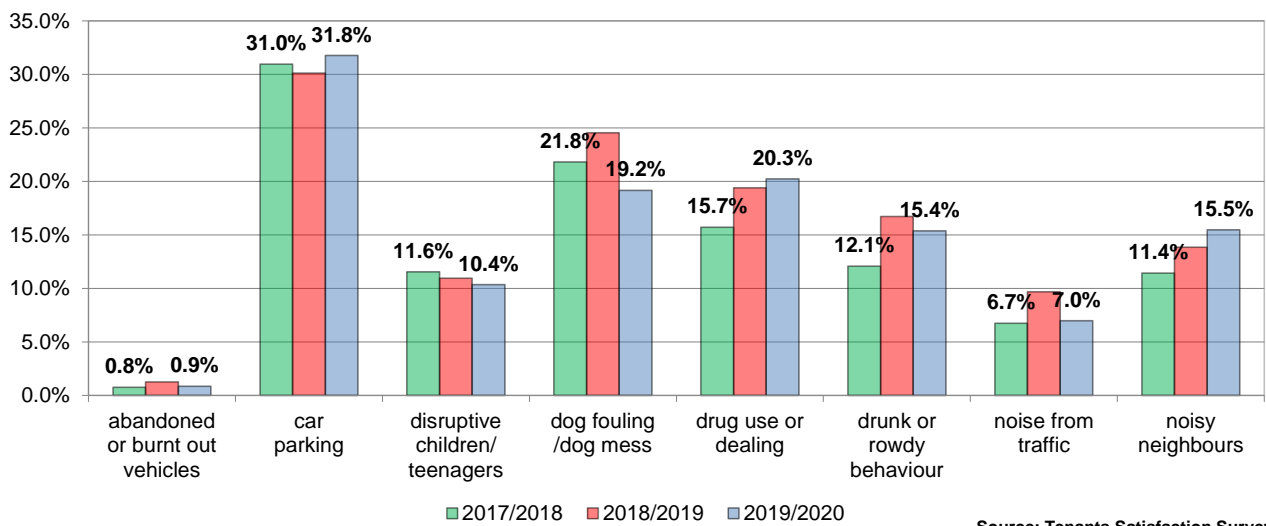


Source: Tenants Satisfaction Survey

### York Council house tenants satisfied with / agree that...



### York Council house tenants say is a major problem in their neighbourhood...





<b>Experian Groups</b>
<b>B Prestige Positions</b> Own large, detached houses, highly educated, high discretionary income, garden or allotment, pay credit cards in full.
<b>C Country Living</b> Rural locations, own old, detached houses, electronic money transfers, garden or allotment, oil central heating.
<b>E Senior Security</b> Retired singles and couples, pre-war generation, established in community, low internet use, have wills.
<b>G Domestic Success</b> Families with children, mid to high household income, monthly discretionary income under £1000, very high mortgage debt, internet via smartphone.
<b>D Rural Reality</b> Rural areas, oil/solid fuel central heating, internet at home, free mobile phone apps, watch tv.
<b>H Aspiring Homemakers</b> Families with young children, 3 bedrooms, high outstanding mortgages, internet via smartphone, texts and photos on smartphone.
<b>F Suburban Stability</b> Older families, no children, own mid-value semis, 3 bedrooms, established in community, news and media sites.
<b>Experian Types</b>
<b>B09 Empty-Nest Adventure</b> Married couples, no children, baby boomers, large, detached houses, highly educated, high discretionary income.
<b>E18 Legacy Elders</b> Retired singles, pre-war generation, university degrees, homeowners, no outstanding mortgage.
<b>B07 Alpha Families</b> Families with 2+ children, large, detached houses, high value properties, university degrees, high income, large mortgage.
<b>C10 Wealthy Landowners</b> Large, detached houses, university degrees, high discretionary income, horse or pony, oil central heating.
<b>G29 Mid-Career Convention</b> Married couples, 2+ children, generation x, homeowners, outstanding mortgage.
<b>B08 Bank of Mum and Dad</b> Settled families, adult children at home, own large, detached houses, company directors, high discretionary income.
<b>C13 Village Retirement</b> Retired singles and couples, no children, pre-war generation, large, detached houses, no outstanding mortgage.
<b>D14 Satellite Settlers</b> Rural areas, older households, no children, homeowners, garden or allotment, internet from desktop/laptop.
<b>C11 Rural Vogue</b> Rural areas, families with school-age children, large, detached houses, good income, electronic money transfers.
<b>B06 Diamond Days</b> Retired, expensive detached houses, highly educated, quality news, mywaitrose.