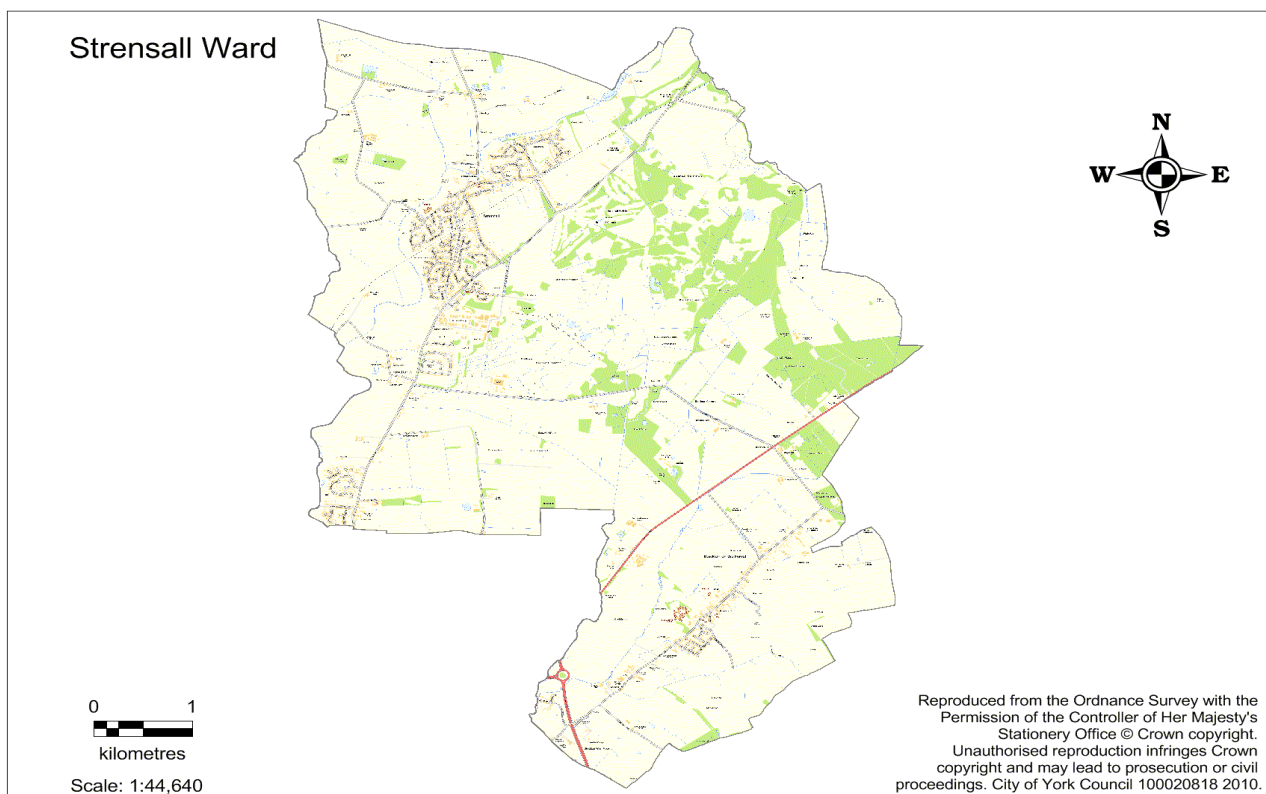




## York Summary

- York has 204,439 residents with 9.8% 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.
- £537.41 was the Average Weekly Household Income in 2011/2012 (£405.83 in 2007/2008).
- 66% own their own home, either outright or with a mortgage, 18% are private renters and 14% are social tenants.
- 73.5% of residents have a NVQ level 1 - 4 qualification and 18.0% have no qualifications at all.
- 10.6% of children live in poverty and there are 9.0% of households in fuel poverty.
- 6.9% of the working population (aged 16-64) claim out of work benefits and 0.8% claim job seekers allowance.



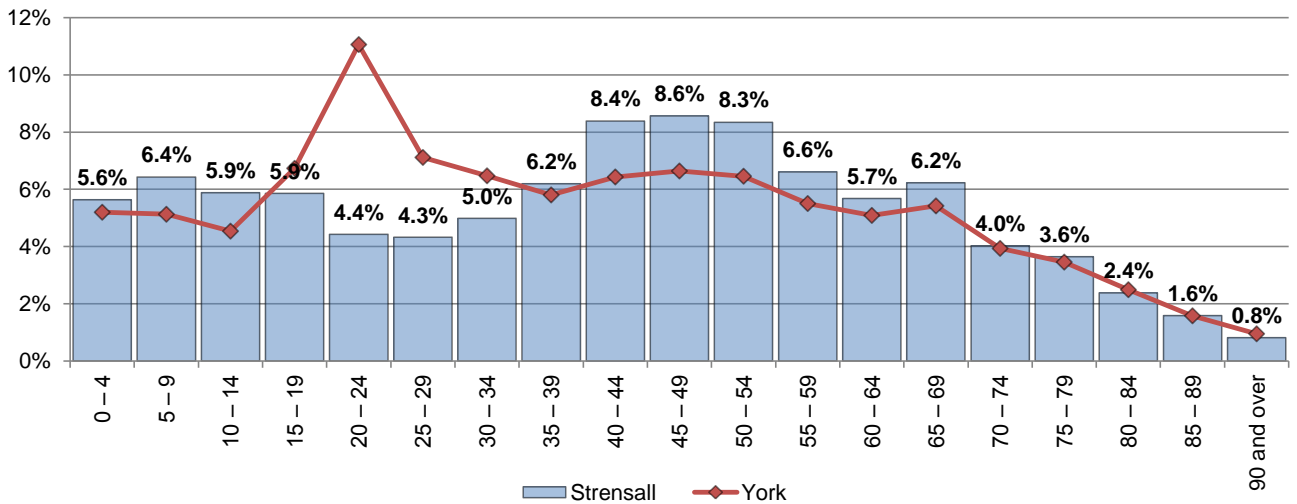
## Ward Summary

- Strensall has 8,183 residents with 4.9% from a black and minority ethnic community group. 86.4% are in good health, with 13.4% stating that they have some limitation in day to day activities.
- £606.24 was the Average Weekly Household Income in 2011/2012 (£480.00 in 2007/2008).
- 80% own their own home, either outright or with a mortgage, 13% are private renters and 6% are social tenants.
- 75.2% of residents have a NVQ level 1 - 4 qualification and 16.3% have no qualifications at all.
- 3.5% of children live in poverty and there are 6.1% of households in fuel poverty.
- 5.2% of the working population claim out of work benefits and 0.4% claim job seekers allowance.

# Strensall Ward Profile



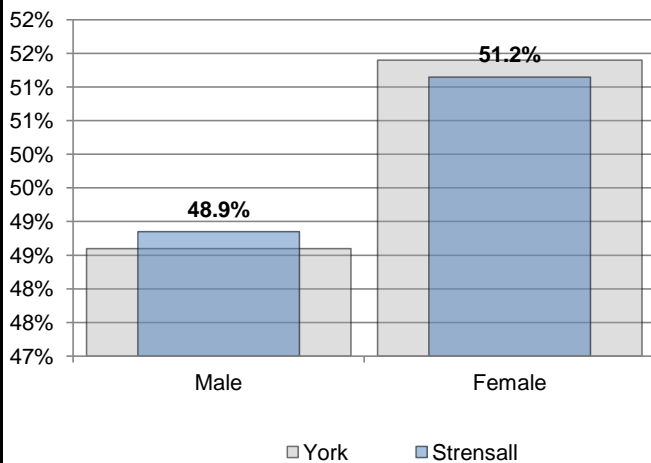
## Population by Age



Source: ONS - 2014 Ward population estimates

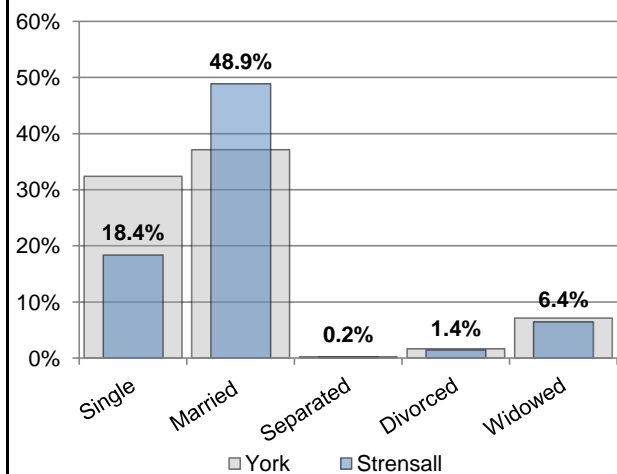
## Census 2011 Update

### Gender



Source: Census 2011

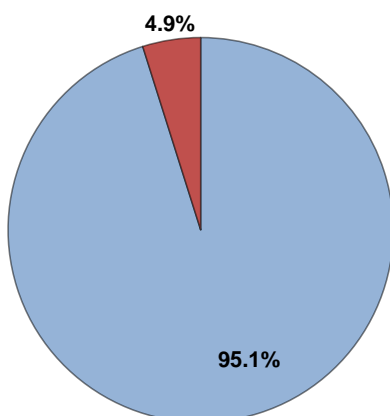
### Marital Status



Source: Census 2011

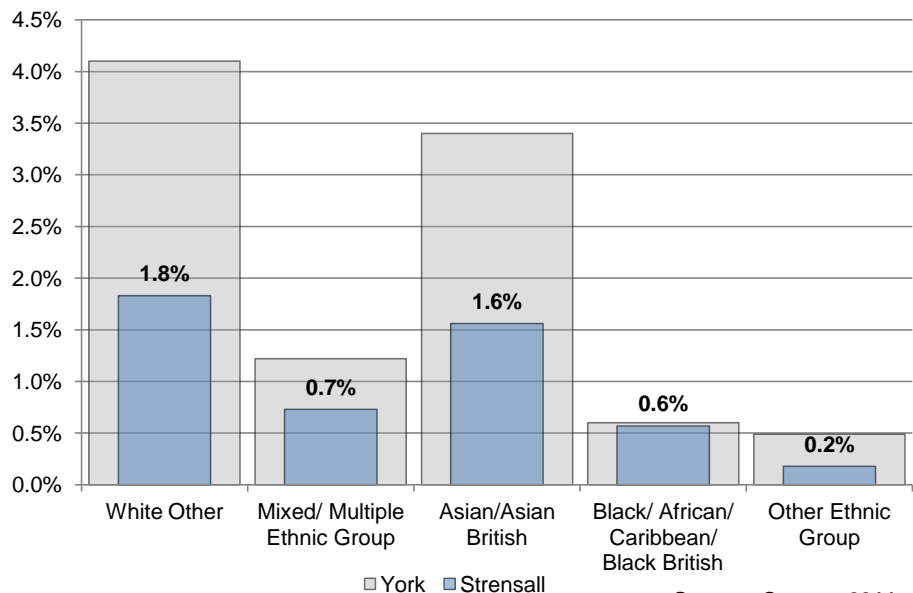
## Ethnicity

### Ward Ethnicity



■ White British  
■ BME Community

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



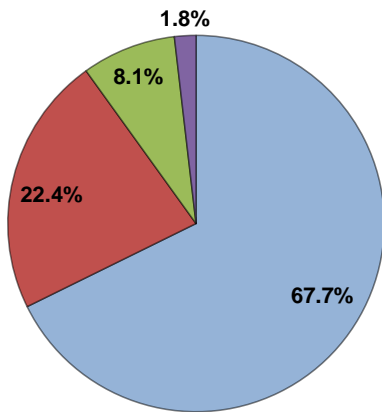
Source: Census 2011

# Strensall Ward Profile

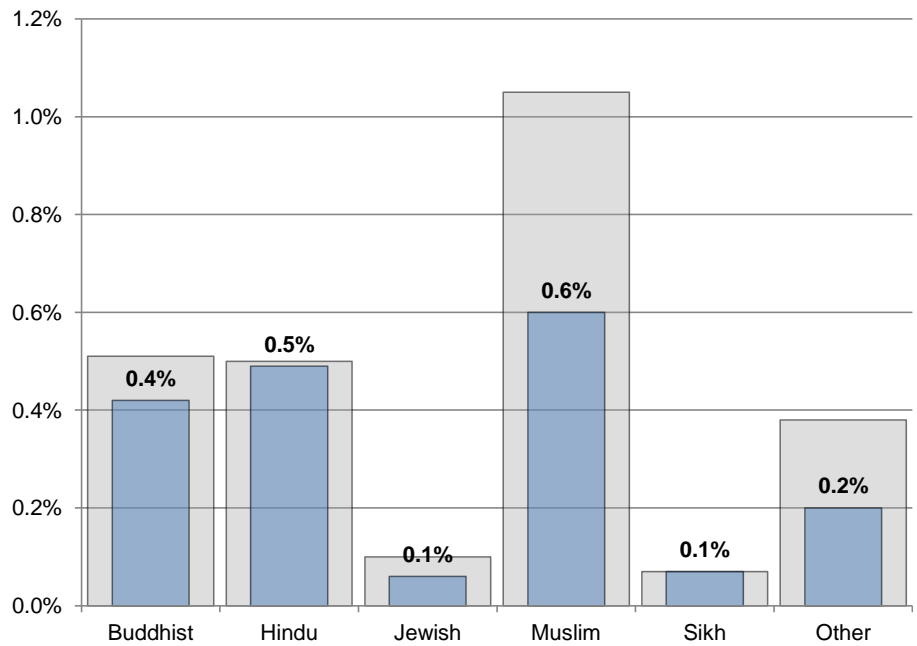


## Religion

### Other Religions



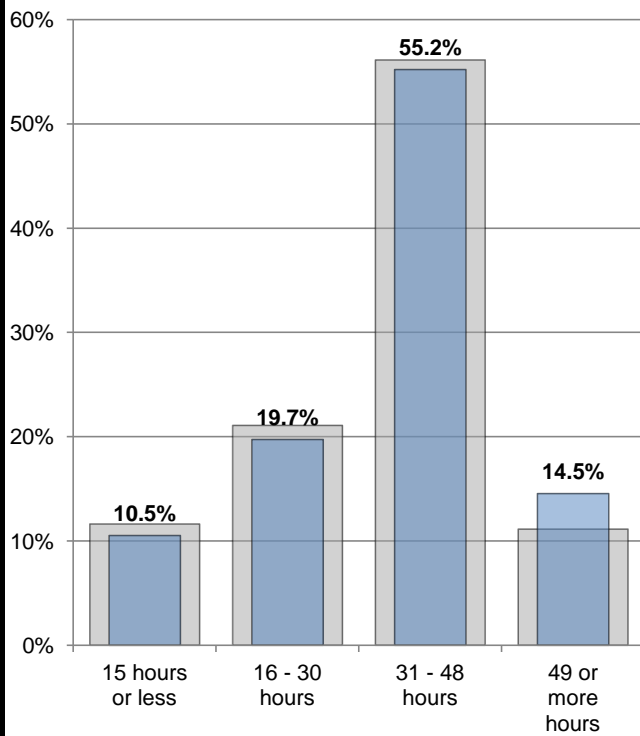
- Christian
- None
- Not stated
- Other Religions



■ York ■ Strensall

Source: Census 2011

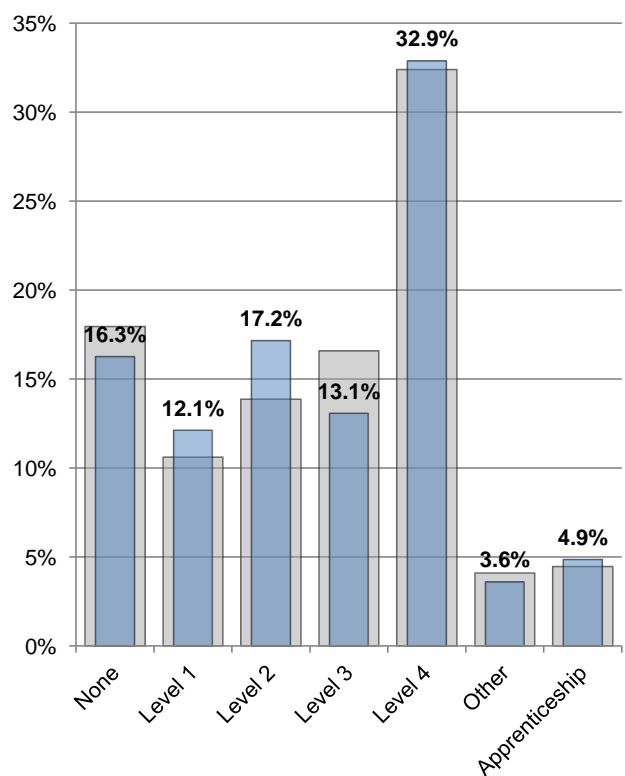
## Hours Worked



■ York ■ Strensall

Source: Census 2011

## Qualifications



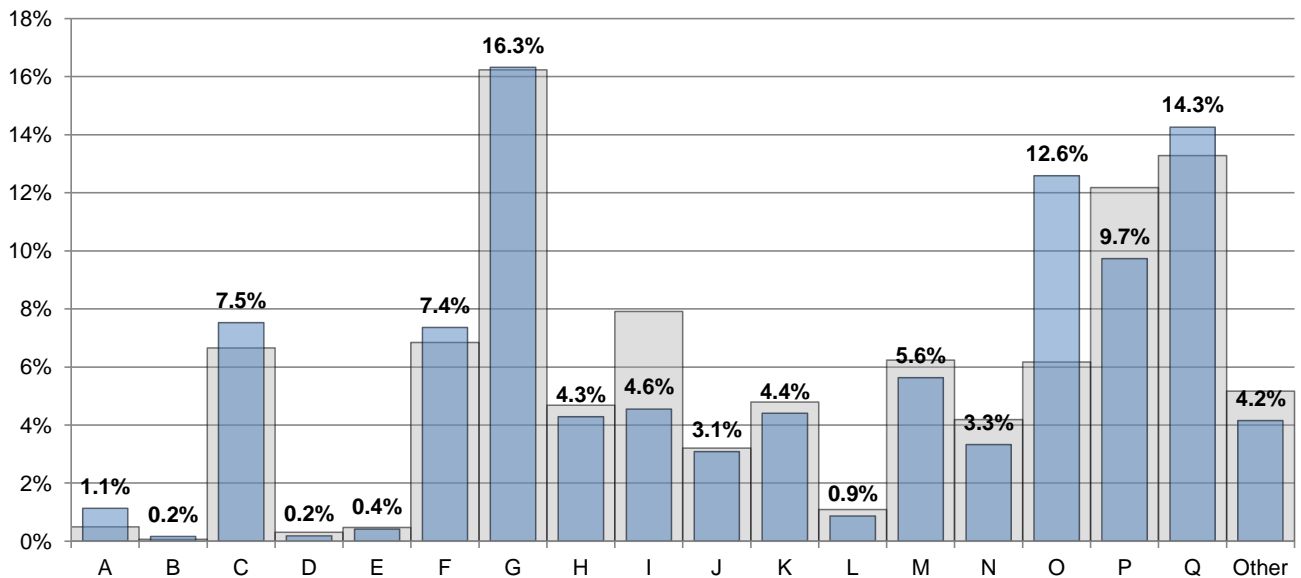
■ York ■ Strensall

Source: Census 2011

# Strensall Ward Profile



## 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

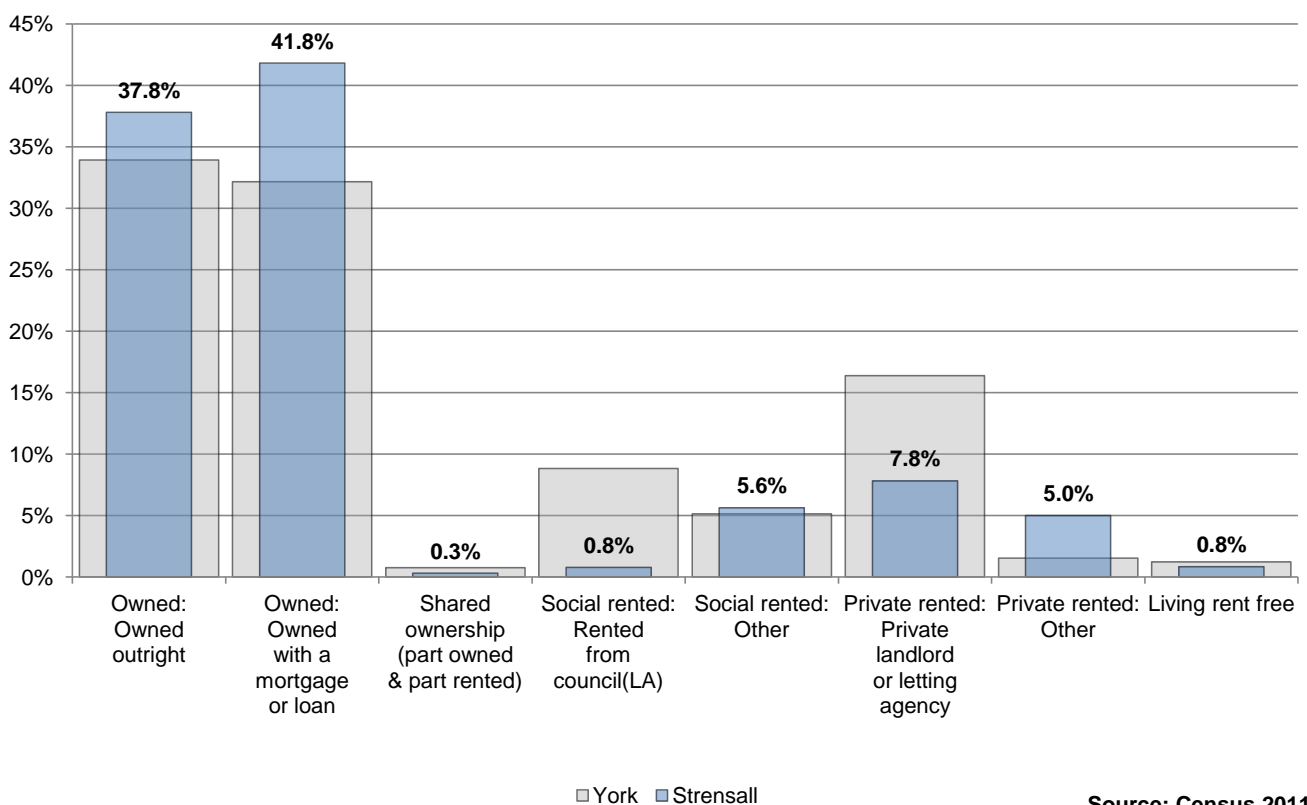
G: Wholesale and retail trade; repair of motor vehicles and motor cycles, H: Transport and storage, I: Accommodation and food service activities, J: Information and communication, K: Financial and insurance activities, L: Real estate activities

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 ■ Strensall

Source: Census 2011

## Tenure



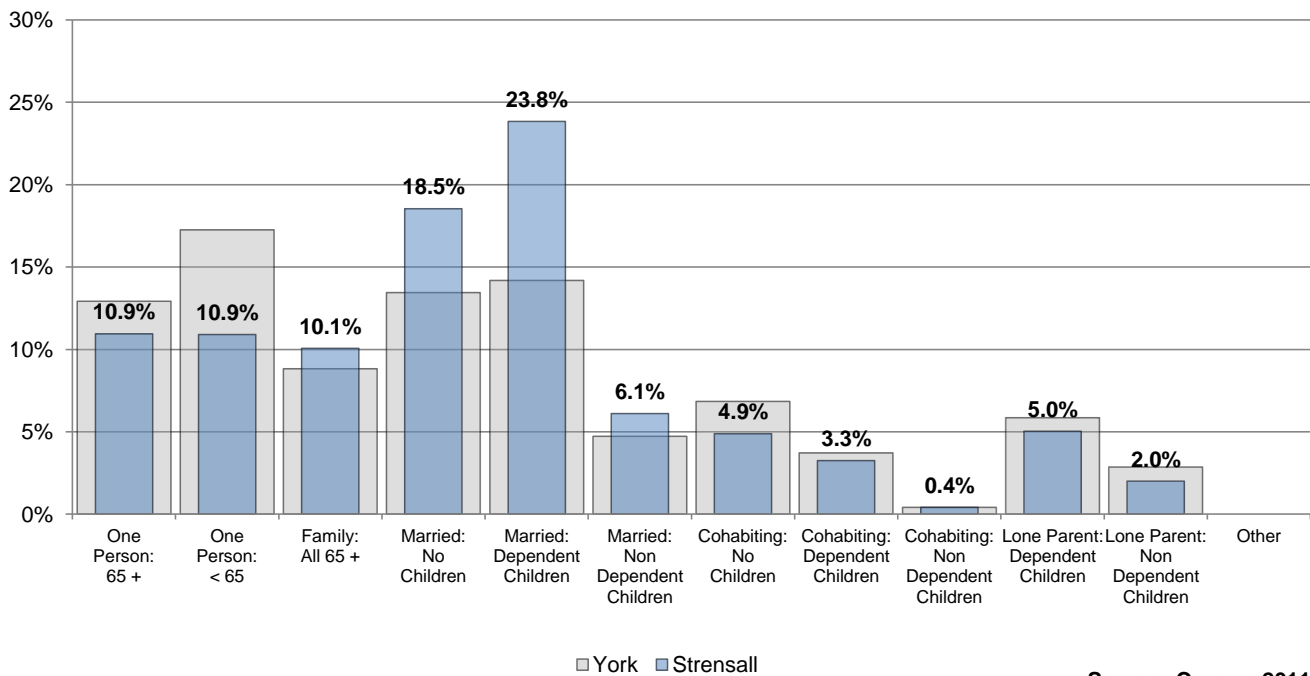
■ York ■ Strensall

Source: Census 2011

# Strensall Ward Profile



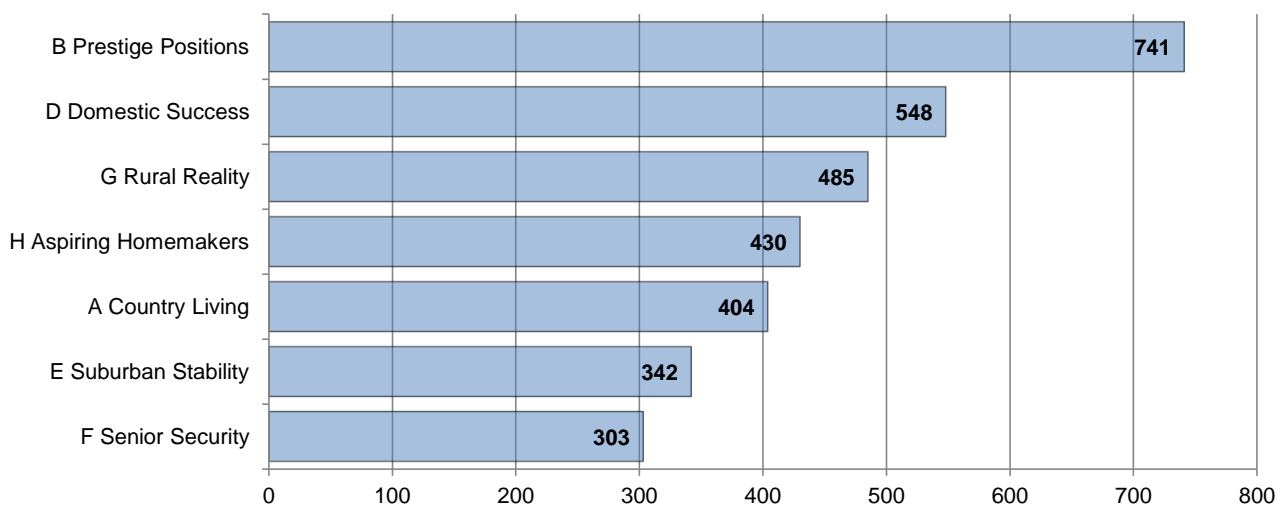
## Household Composition



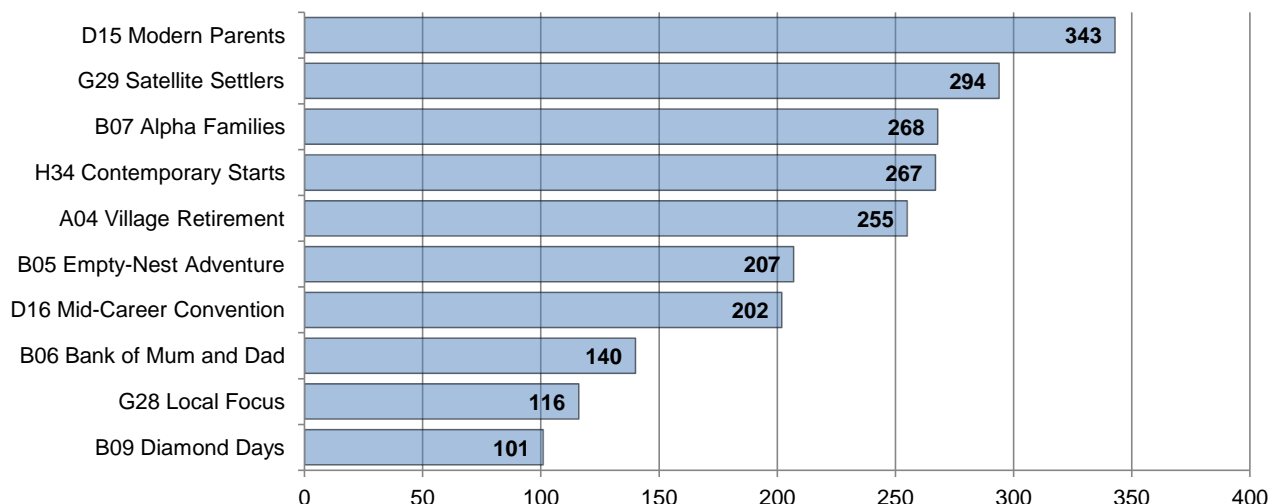
Source: Census 2011

## Household Types

### Experian Groups (2015)



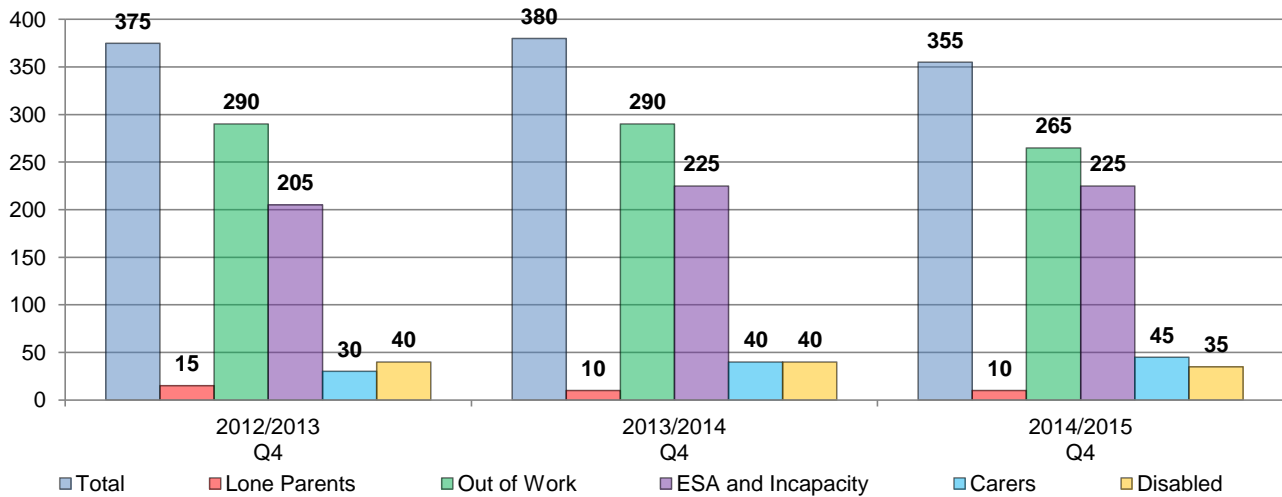
### Experian Types (2015)





## Economy

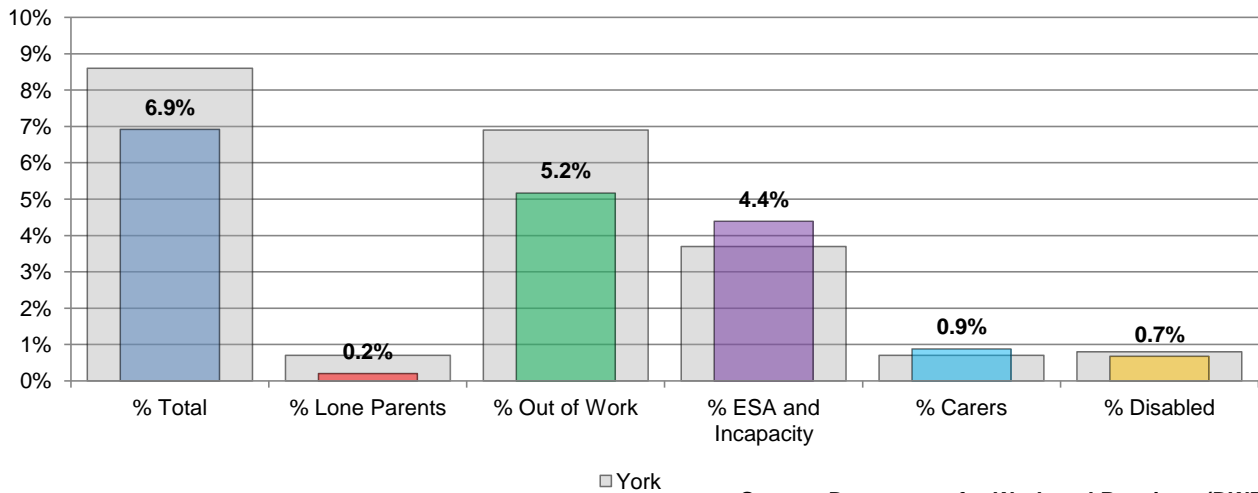
**Benefit Claimant Numbers  
Working age Population (16-64)**



Source: Department for Work and Pensions (DWP)

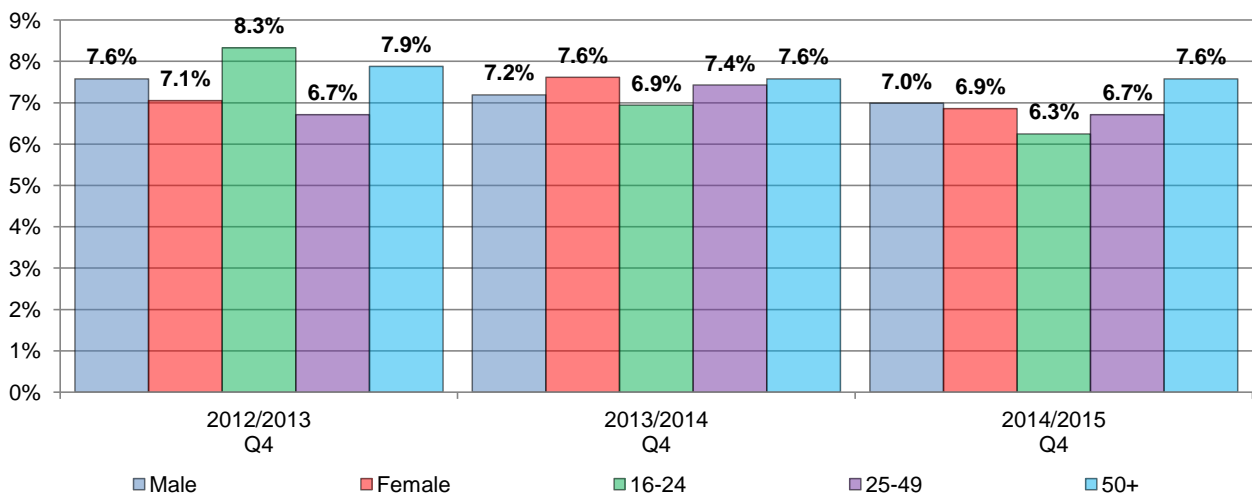
**Benefit Claimant Rate  
Working age Population (16-64)**

Q4 2014/2015



Source: Department for Work and Pensions (DWP)

**Total Benefit Claimant Rate (Age and Gender)  
Working age Population (16-64)**

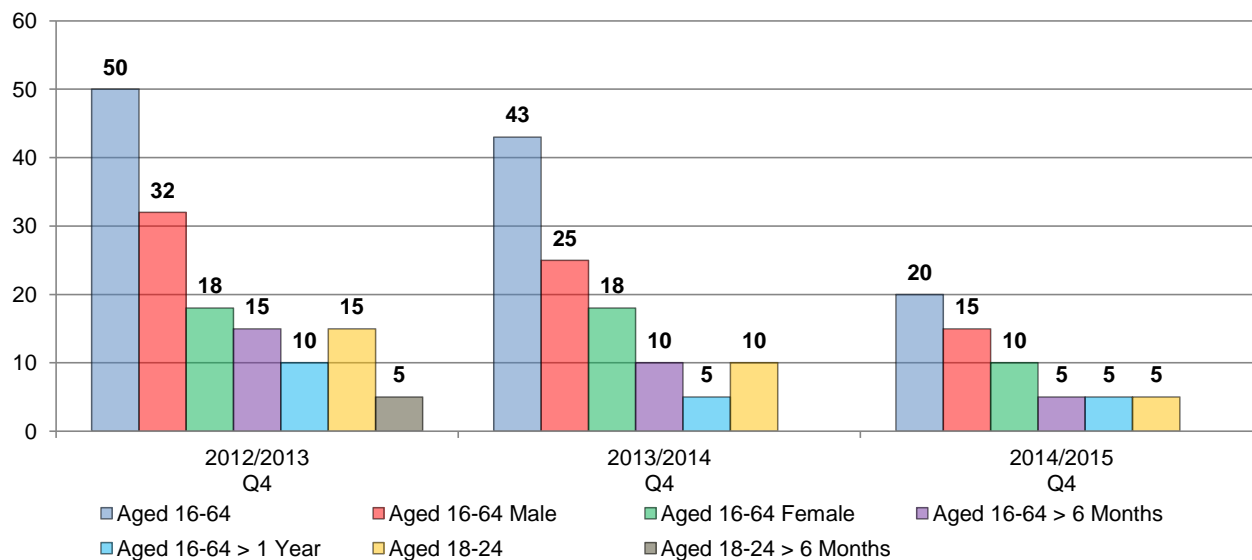


Source: Department for Work and Pensions (DWP)

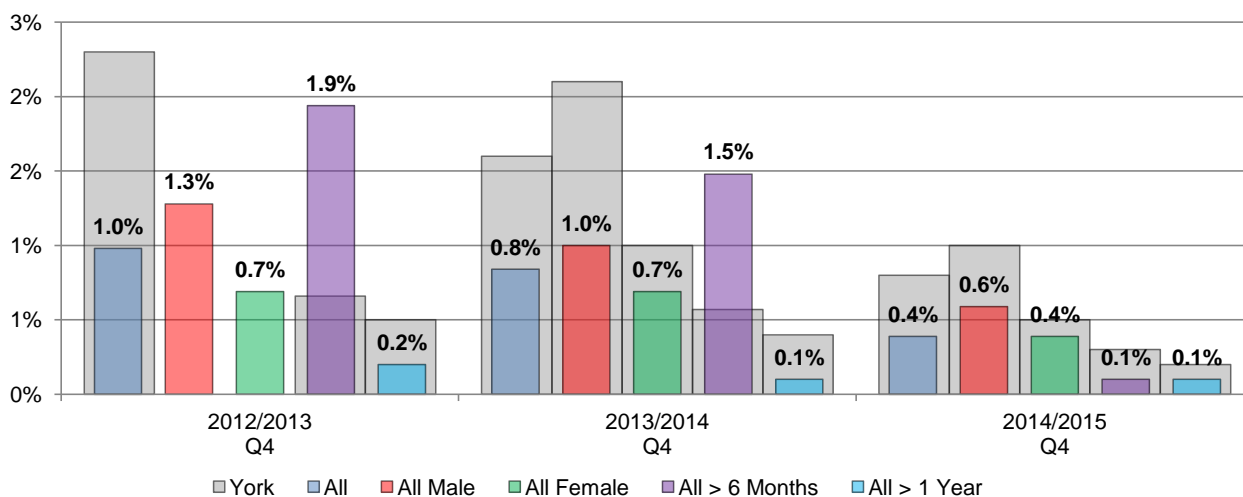


## Economy

### JSA Claimant Numbers



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

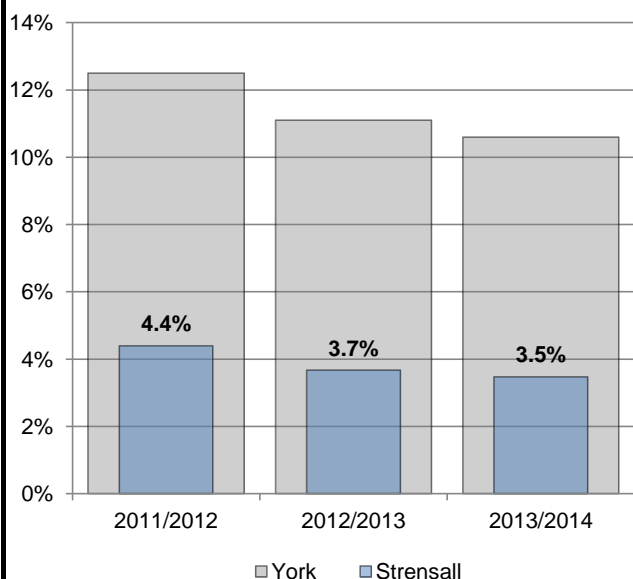




## Poverty

### Child Poverty

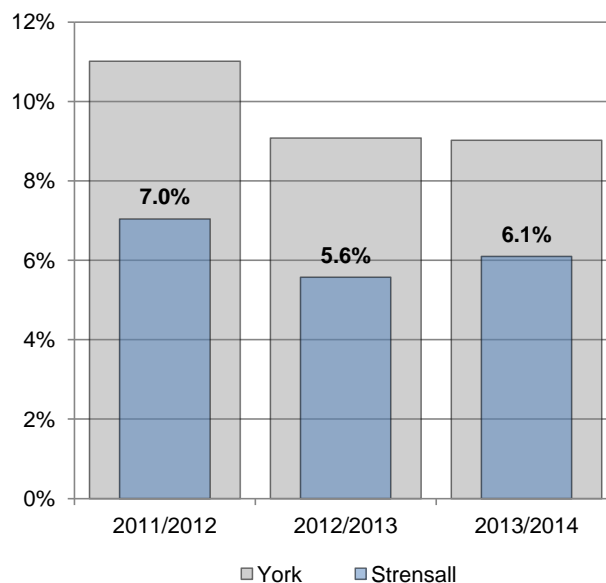
The proportion of children living in families in receipt of out-of-work (means-tested) benefits or in receipt of tax credits where their reported income is less than 60 per cent of UK median income.



Source: HM Revenue & Customs

### Fuel Poverty

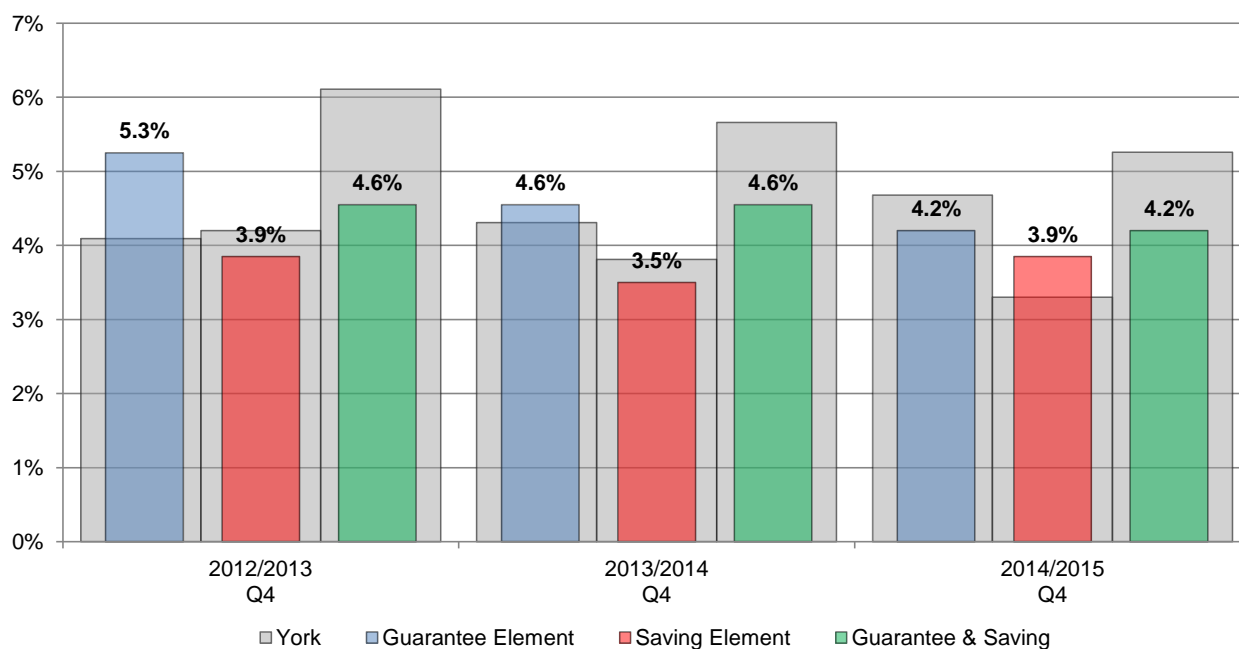
A household is said to be fuel poor if it needs to spend more than 10% of its income on fuel to maintain an adequate standard of warmth.



Source: Department of Energy & Climate Change

## Pension Credit

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



Source: Department for Work and Pensions (DWP)



# Strensall Ward Profile



## 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.



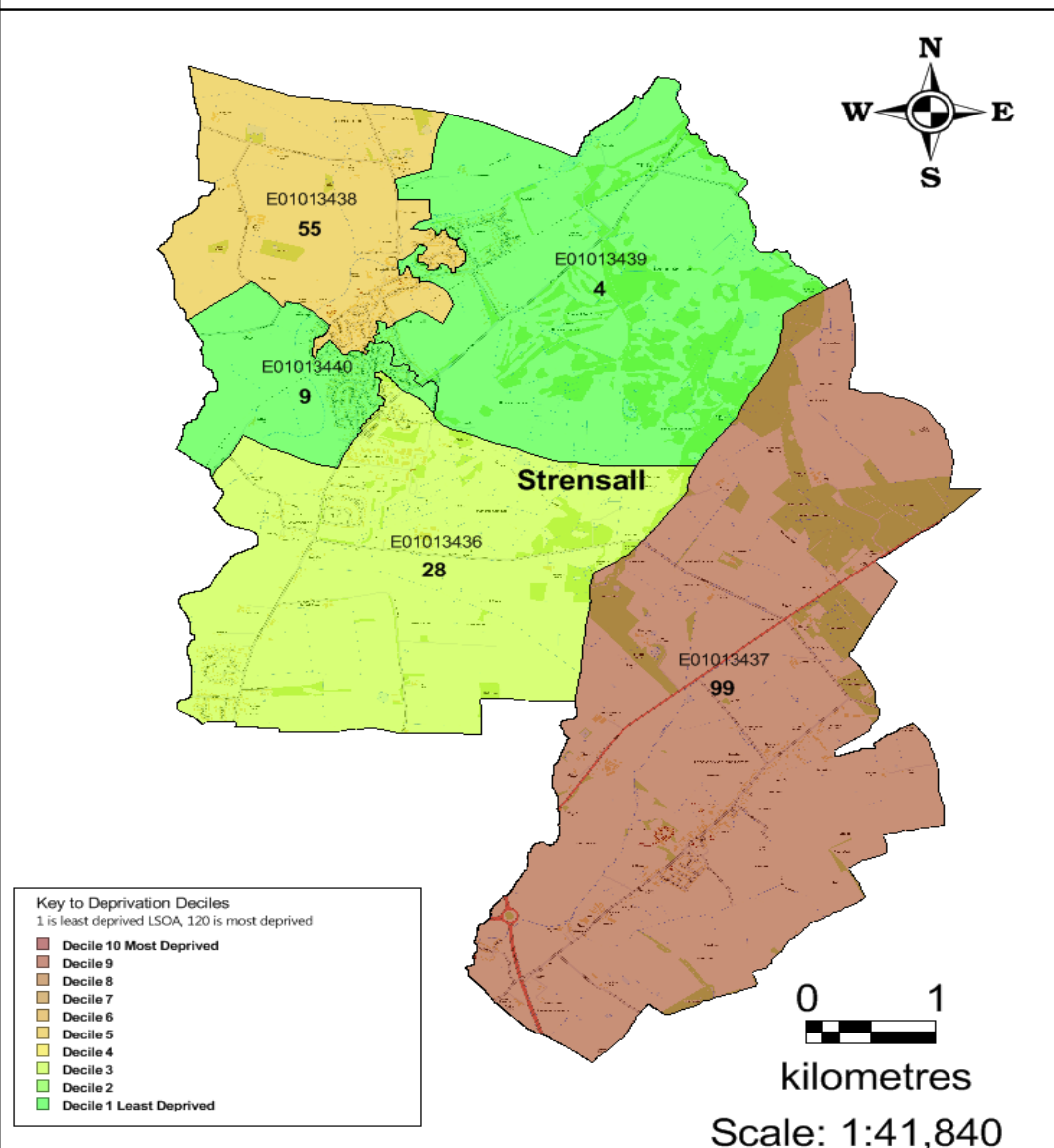
Ward Rank in York (Low is Bad)  
12 out of 21

13 out of 21

12 out of 21

Source: Department for Communities and Local Government (DCLG)

### Index of Multiple Deprivation 2015 - Strensall Ward: breakdown by LSOA



Produced by:

Business Intelligence Hub

Created

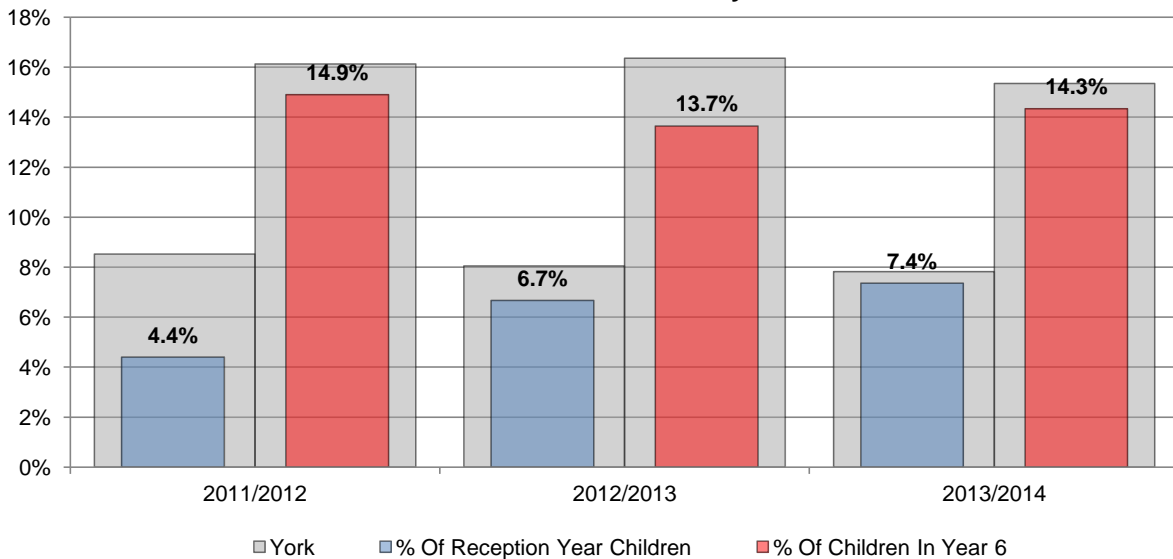
09/10/2015

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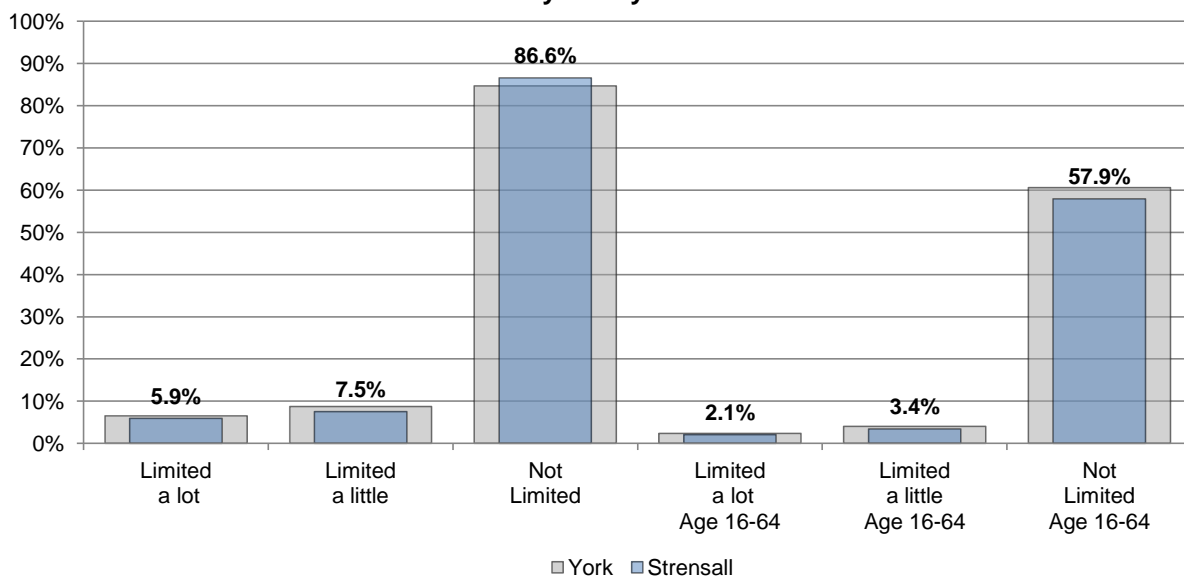
## Health and Wellbeing

### Childhood Obesity



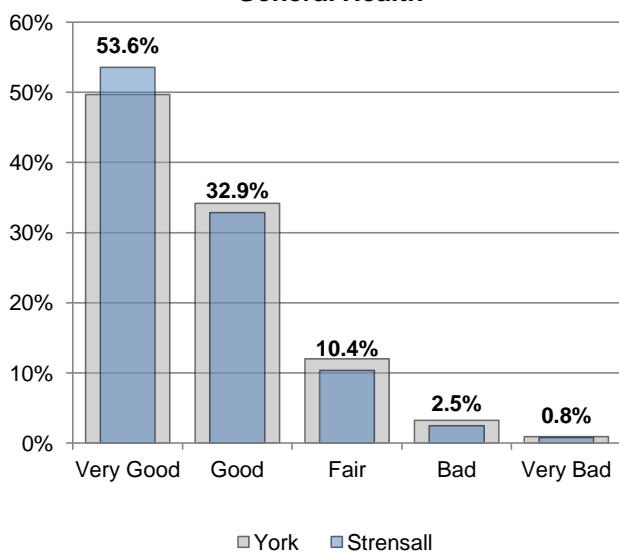
Source: National Child Measurement Programme (NCMP)

### Day to Day Activities



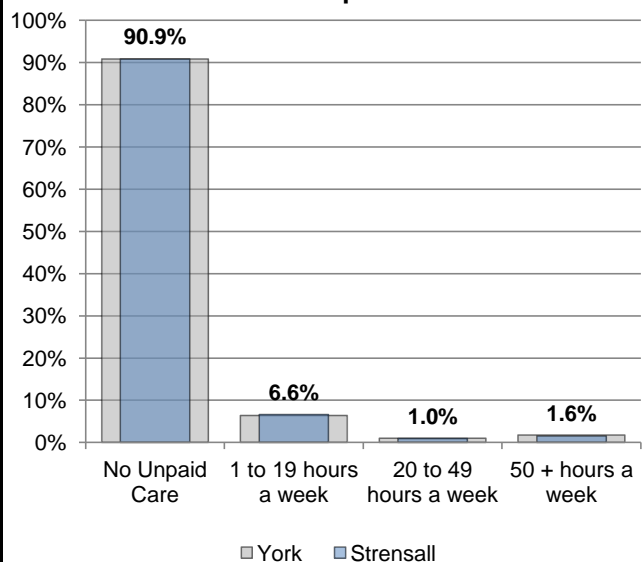
Source: Census 2011

### General Health



Source: Census 2011

### Provide Unpaid Care

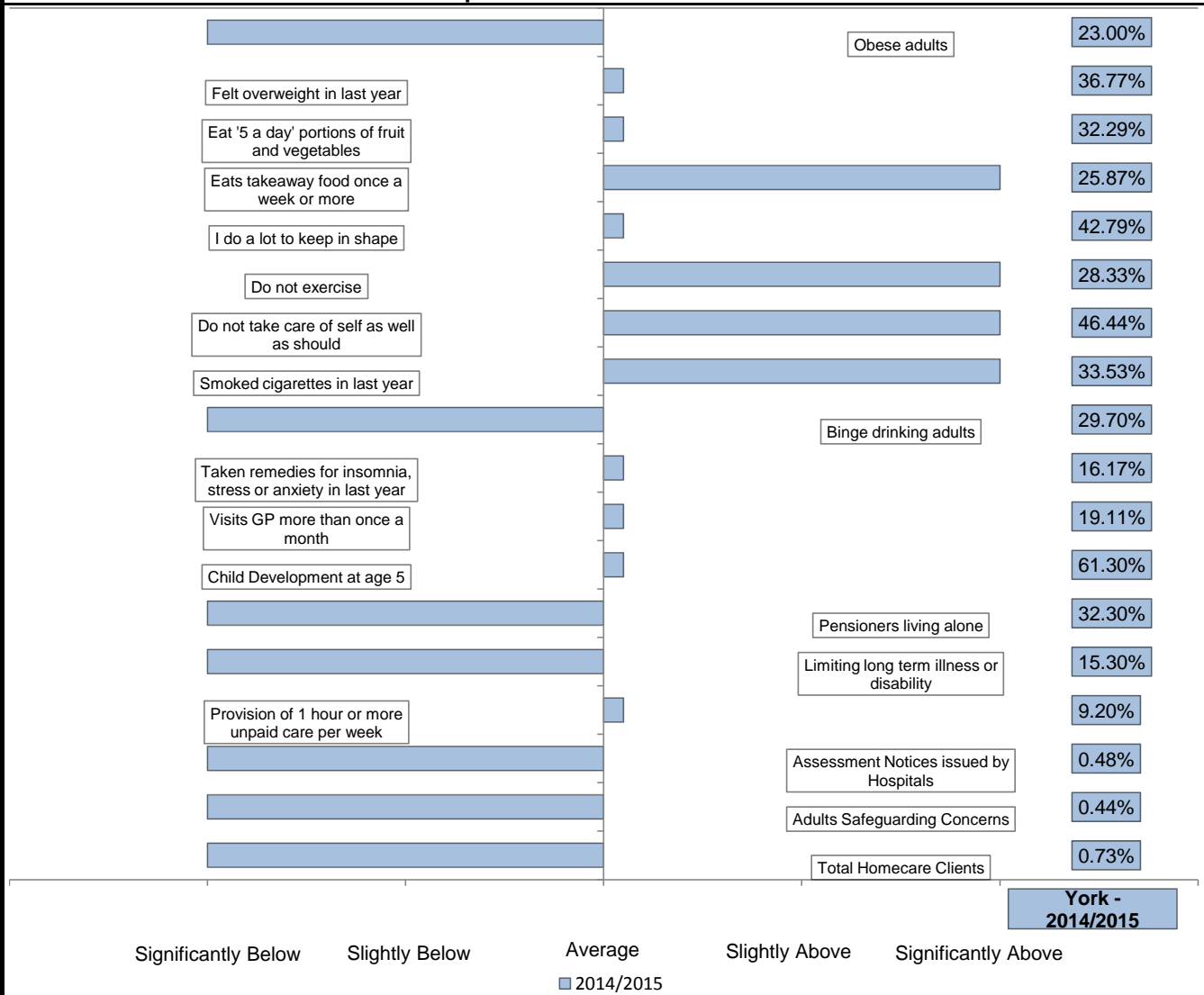


Source: Census 2011

# Strensall Ward Profile

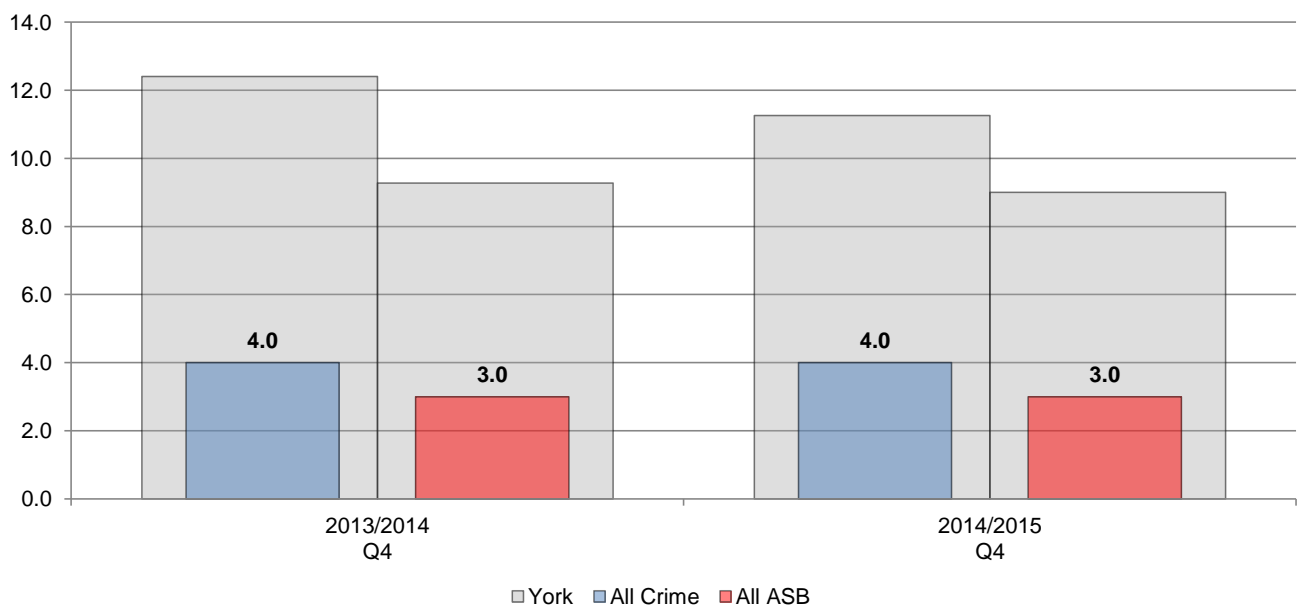


## Experian & Public Health Data



## Crime and Anti-Social Behaviour

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

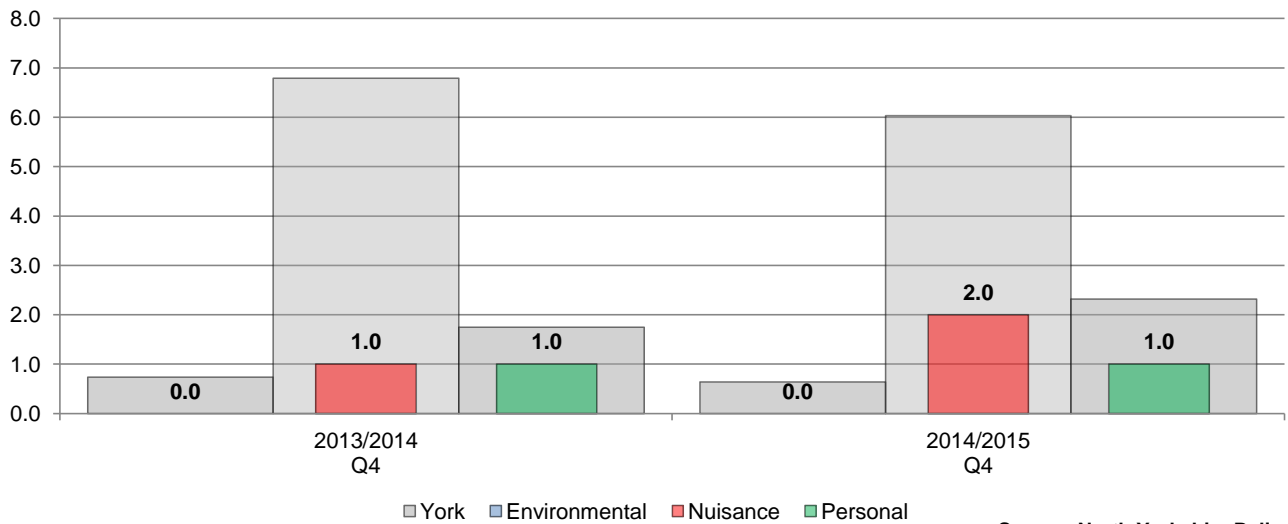


Source: North Yorkshire Police

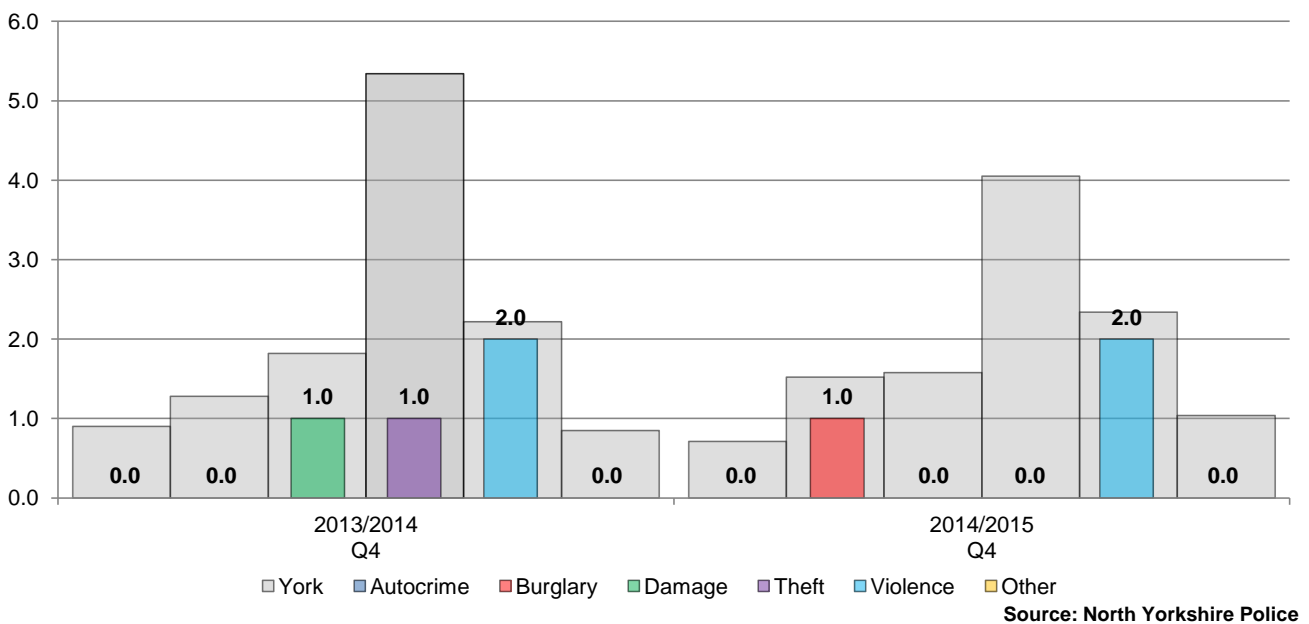
# Strensall Ward Profile



## ASB per 1,000 population

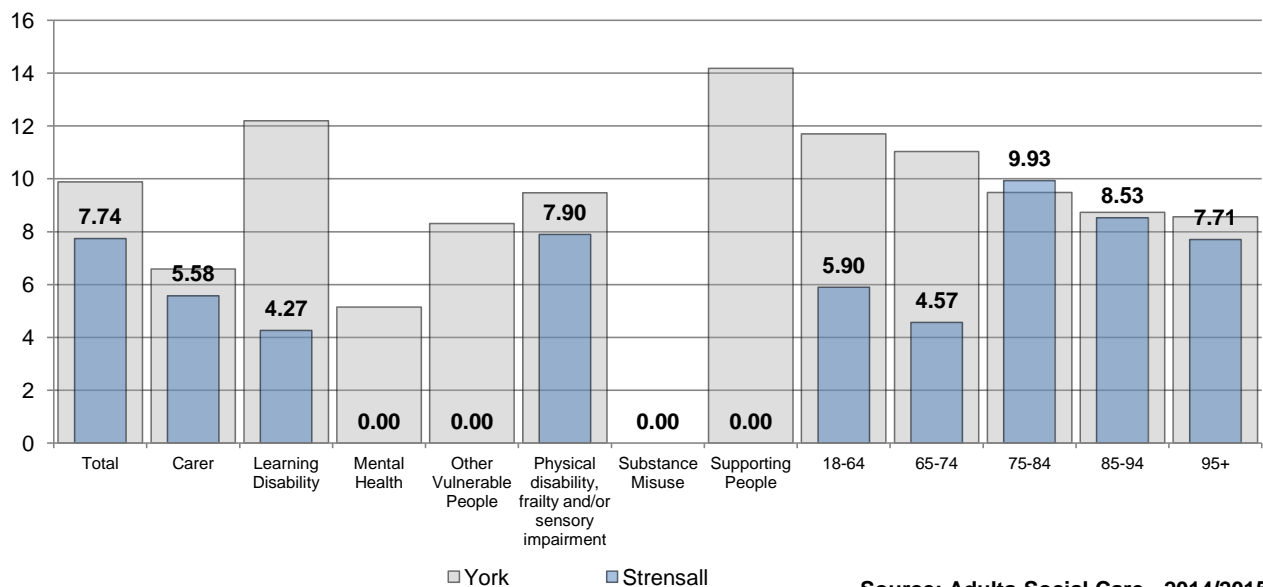


## Crime Rate per 1,000 population



## Adult Social Care

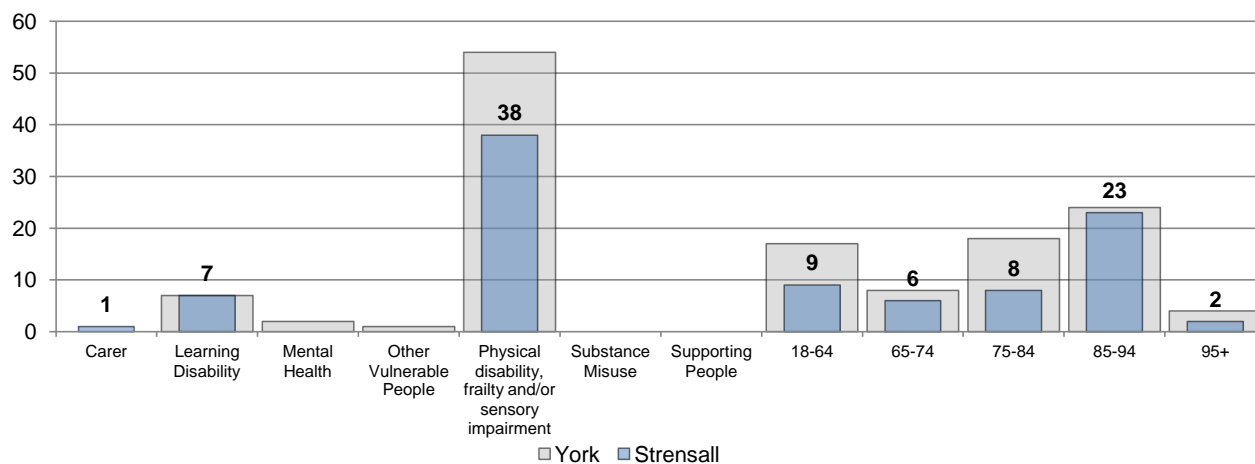
### Average Weekly Homecare Hours by Client Type and Age



# Strensall Ward Profile

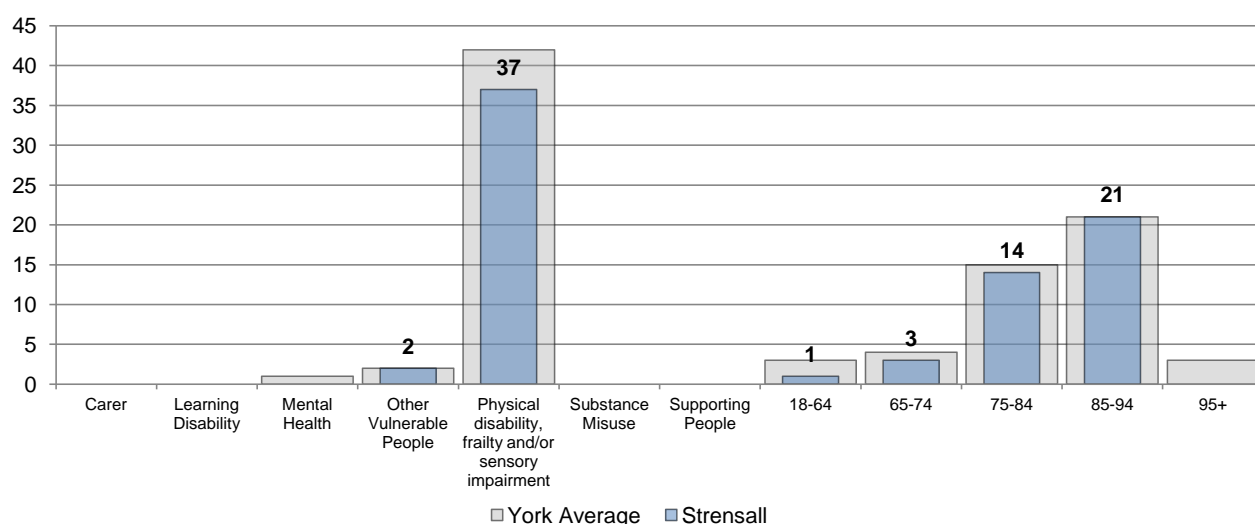


## Homecare Clients by Type and Age



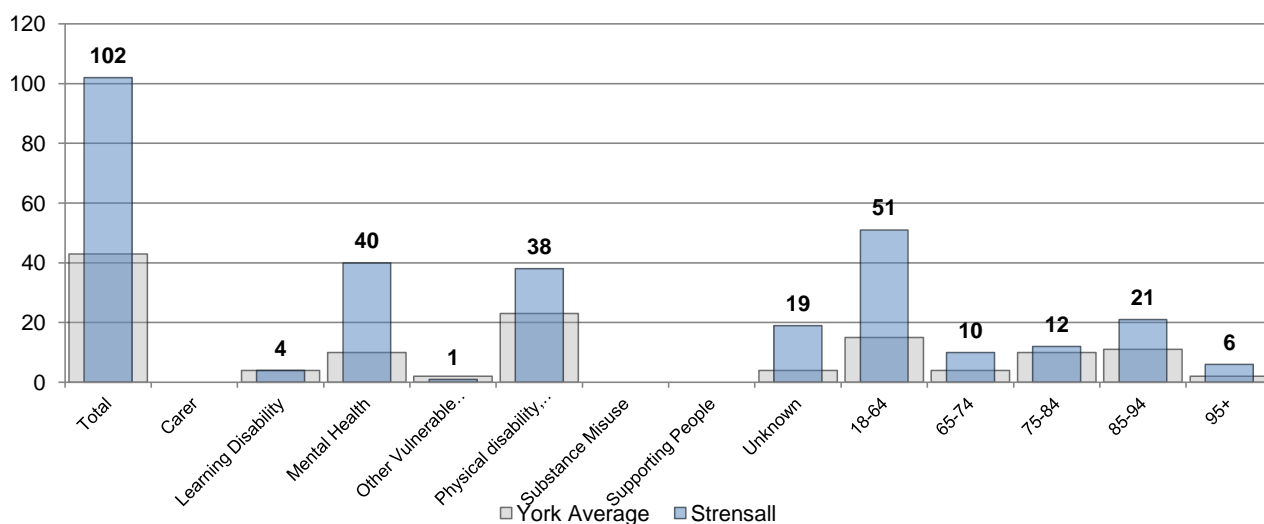
Source: Adults Social Care - 2014/2015

## Assessment Notices (formerly Section 2 Notices) issued by Hospitals by Primary Client Type and Age



Source: Adults Social Care - 2014/2015

## Adults Safeguarding Concerns by Client Type and Age



Source: Adults Social Care - 2014/2015

# Strensall Ward Profile



<b>Experian Groups</b>
<b>B Prestige Positions</b> High value detached homes, married couples, managerial and senior positions, supporting students and older children, high assets and investments.
<b>D Domestic Success</b> Families with children, upmarket suburban homes, owned with a mortgage, 3 or 4 bedrooms, high internet use.
<b>G Rural Reality</b> Rural locations, village and outlying houses, agricultural employment, most are homeowners, affordable value homes.
<b>H Aspiring Homemakers</b> Younger households, full-time employment, private suburbs, affordable housing costs, starter salaries.
<b>A Country Living</b> Rural locations, well-off homeowners, attractive detached homes, higher self-employment, high car ownership.
<b>E Suburban Stability</b> Older families, some adult children at home, suburban mid-range homes, 3 bedrooms, have lived at same address some years.
<b>F Senior Security</b> Elderly singles and couples, homeowners, comfortable homes, additional pensions above state, don't like new technology.
<b>Experian Types</b>
<b>D15 Modern Parents</b> Families with school age children, modern housing, good quality detached homes, double income families, own tablets.
<b>G29 Satellite Settlers</b> Mature households, live in larger villages, close to transport links, own pleasant homes, online groceries.
<b>B07 Alpha Families</b> Married couples, two professional careers, school age children, high salaries, large mortgage, online shopping to save time.
<b>H34 Contemporary Starts</b> Cohabiting couples and singles, late 20s and 30s, some have young kids, modern housing, owned or rented, further away from centres, use ebay.
<b>A04 Village Retirement</b> Retired couples and singles, larger village location, like to be self-sufficient, enjoy uk holidays, most likely to play cricket and golf.
<b>B05 Empty-Nest Adventure</b> Couples aged 56 and over, children have left home, live in long-term family home, book holidays and tickets online, comfortable detached homes.
<b>D16 Mid-Career Convention</b> Married couples with kids, traditional suburbs, professional jobs, likely to have life cover, high proportion with mortgage.
<b>B06 Bank of Mum and Dad</b> Married couples aged 50-65, adult children at home, high salaries from senior positions, quality 4 bed detached homes, mortgage nearly paid off.
<b>G28 Local Focus</b> Rural families, rent or own affordable homes, skilled trades, long distance from towns and cities, shop locally.
<b>B09 Diamond Days</b> Well-off retirees, spacious detached homes, comfortable retirement income, wide range of investments, check stocks and shares online.