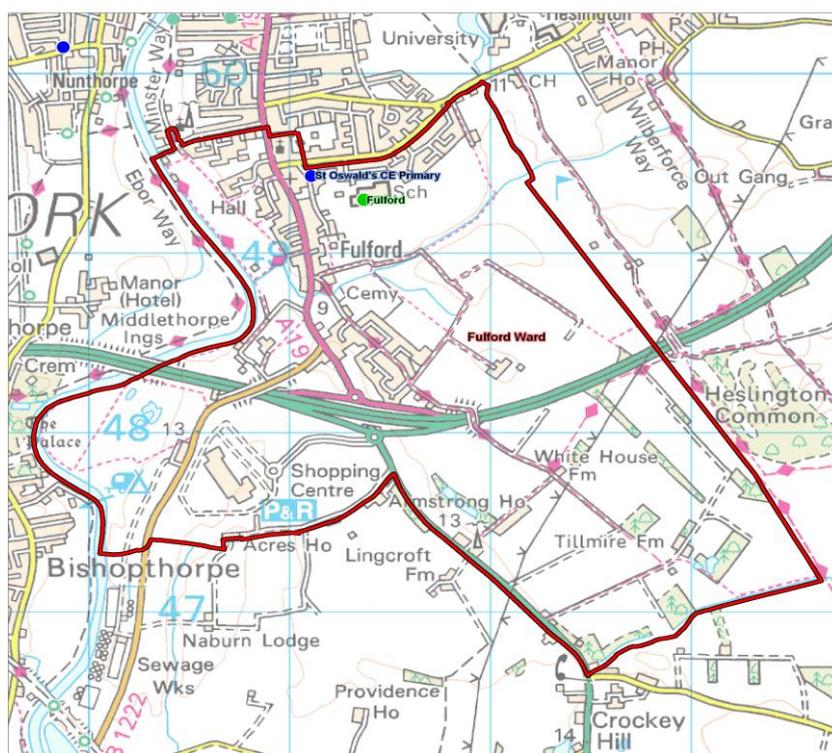


## Profile:

## Fulford

### York Summary

- York has **198,051 residents** with 9.8% from a black and minority ethnic community group. 84% are in good health, with 15.3% stating they have some limitation in day to day activities. Males can expect to live to 79.6 and females to 83.1 years of age. There are 28.3% of the population classed as healthy eating adults, however obesity accounts for 23%.
- There are **83,552 houses** in York with 66% of residents owning their own home outright or via a mortgage, 18% are private renters and 14% social tenants.
- 73.5% of residents have a NVQ level 1-4 qualification with 18% having no qualification at all.
- 4575 (12.9%) children live in poverty. 115 of 696 (16.5%) pensioners receive pension credit.
- 8.8% of the working population claim out of work benefits and 2.1% claim job seekers allowance.
- Telephone is the favoured communication channel for contacting the council with 44% of contacts from York residents, face to face accounts for 11% while self serve accounts for 6%.



### Ward Summary

- Fulford has 2785 residents with 10.9% from a black and minority ethnic community group. This compares to 2595 residents and a BME proportion of 5.3% in 2001.
- 80.7% are in good health, with 19.3% stating they have some limitation in day to day activities.
- 29.4% of adults are single and 48.5% are married.
- Males can expect to live to 81.3 and females to 83.1 years of age. There are 34.1% of the population classed as healthy eating adults, however obesity accounts for 14%.
- There are 1181 houses in this ward with 69% of residents owning their own home outright or via a mortgage, 18% are private renters and 10% social tenants.
- 72.3% of residents have a NVQ level 1-4 qualification with 19.3% having no qualification at all.
- 25 (5.9%) children live in poverty and 115 of 696 (16.5%) pensioners receive pension credit.
- 6% of the working population claiming out of work benefits and 0.9% claim job seekers allowance. There are 16 JSA claimants in Fulford with 0 claiming over 6 months.
- Telephone is the favoured communication channel for contacting the council at 47%, face to face accounts for up 9% while self serve accounts 10%.

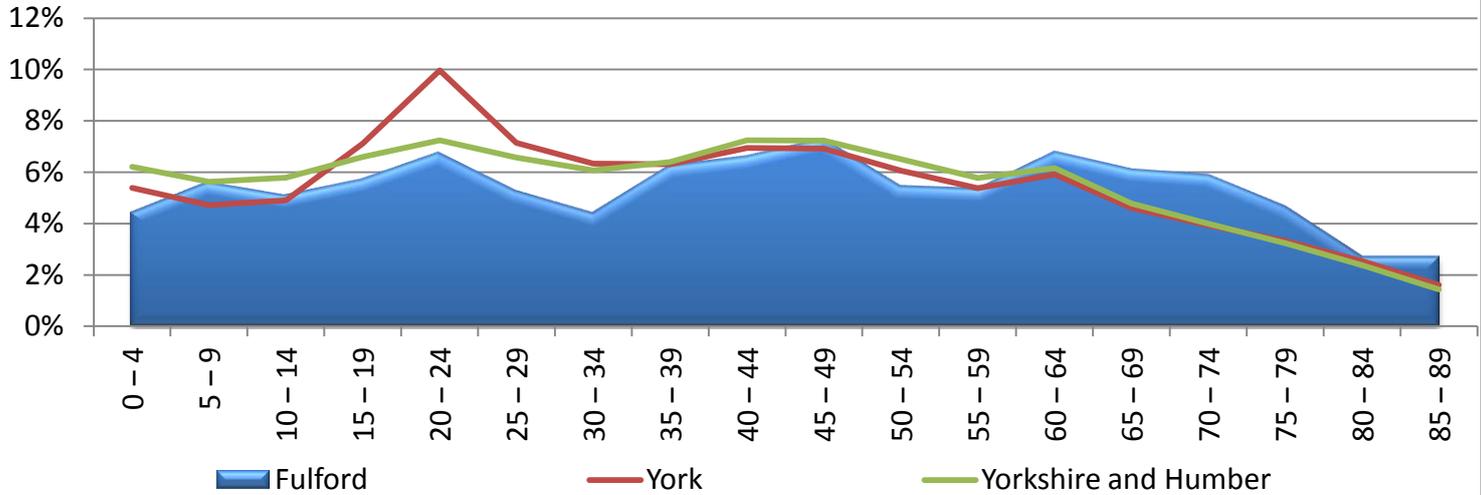
# Profile:

# Fulford

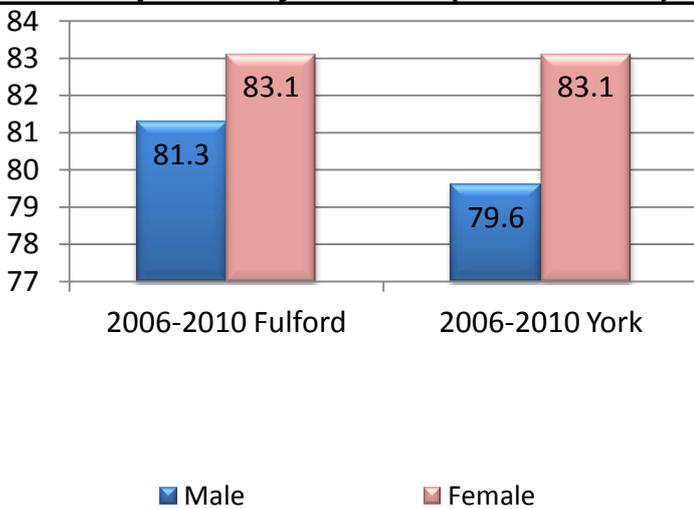
## Population

In 2011 the ward's population was 2,785, or 1.4% of York's total population. 27.6% were under the age of 25, and 25% were over 65. (Census 2011)

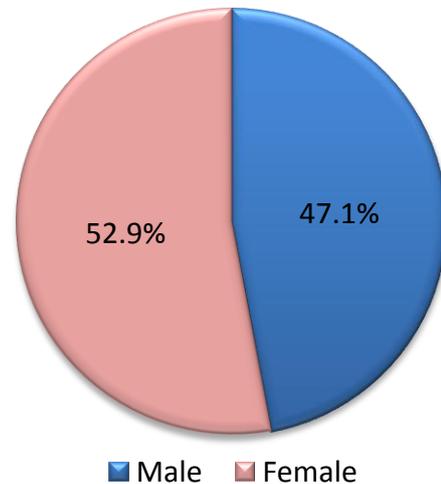
### % Population by age (Census 2011)



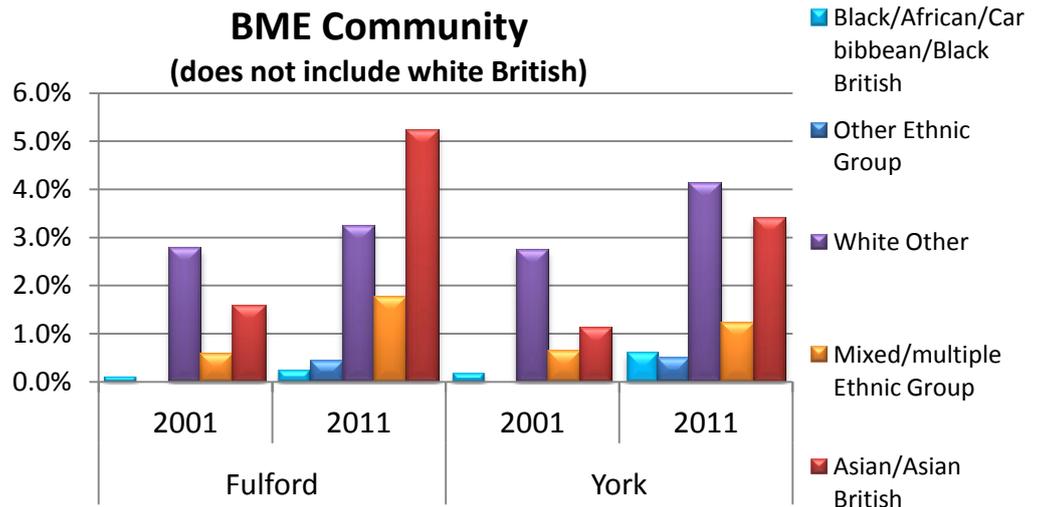
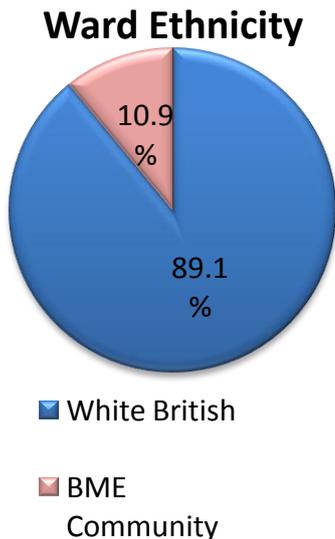
### Life Expectancy at birth (APHO 2011)



### Gender (Census 2011)

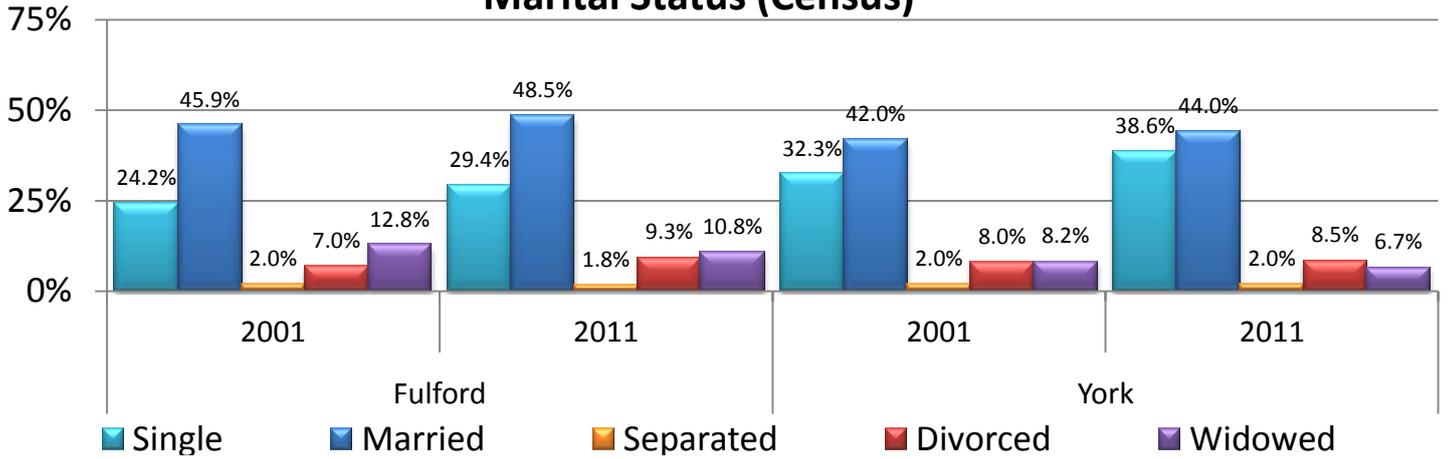


### Ethnicity (2011 Census)



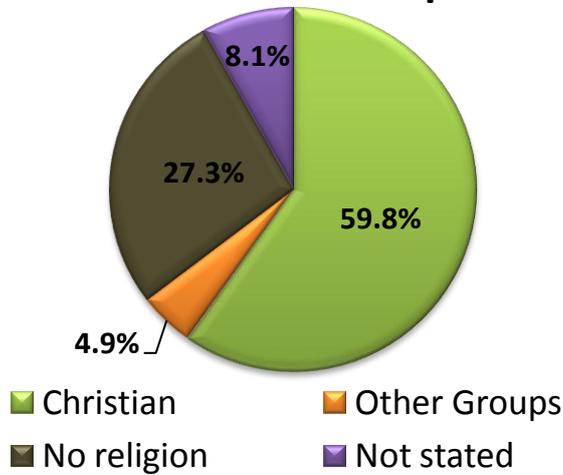
**Census 2011 Update**

**Marital Status (Census)**

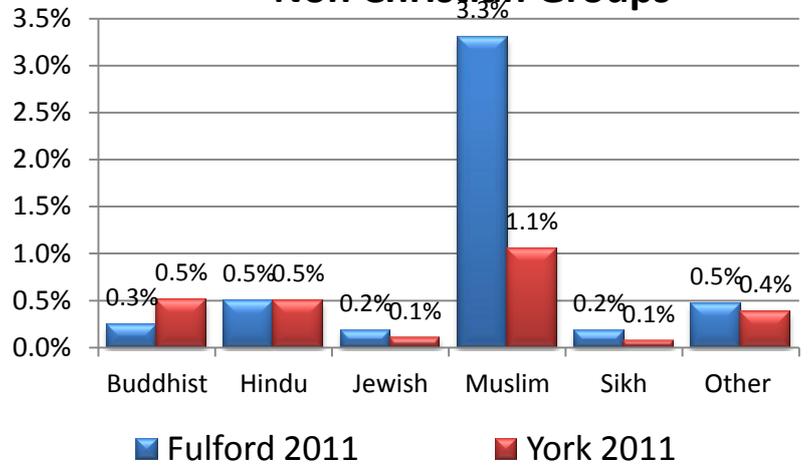


**Religion**

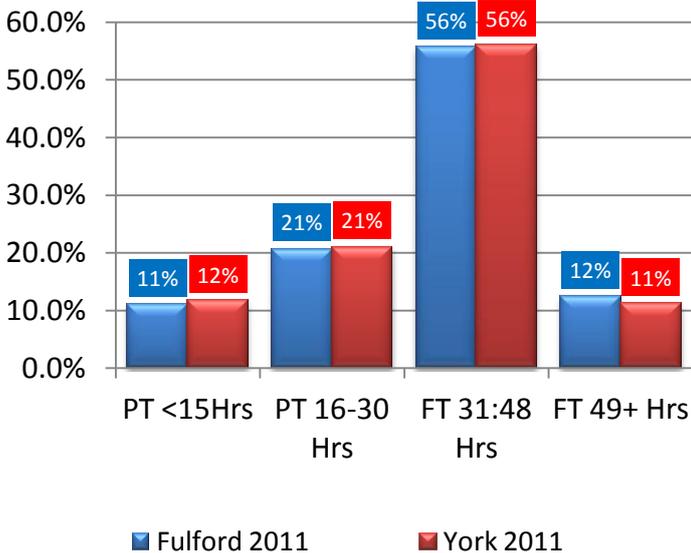
**Christian Groups**



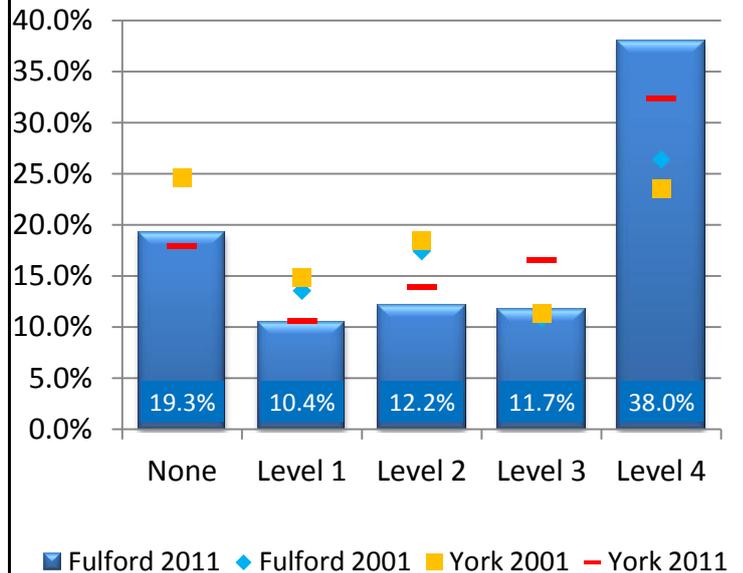
**Non Christian Groups**



**Hours Worked**



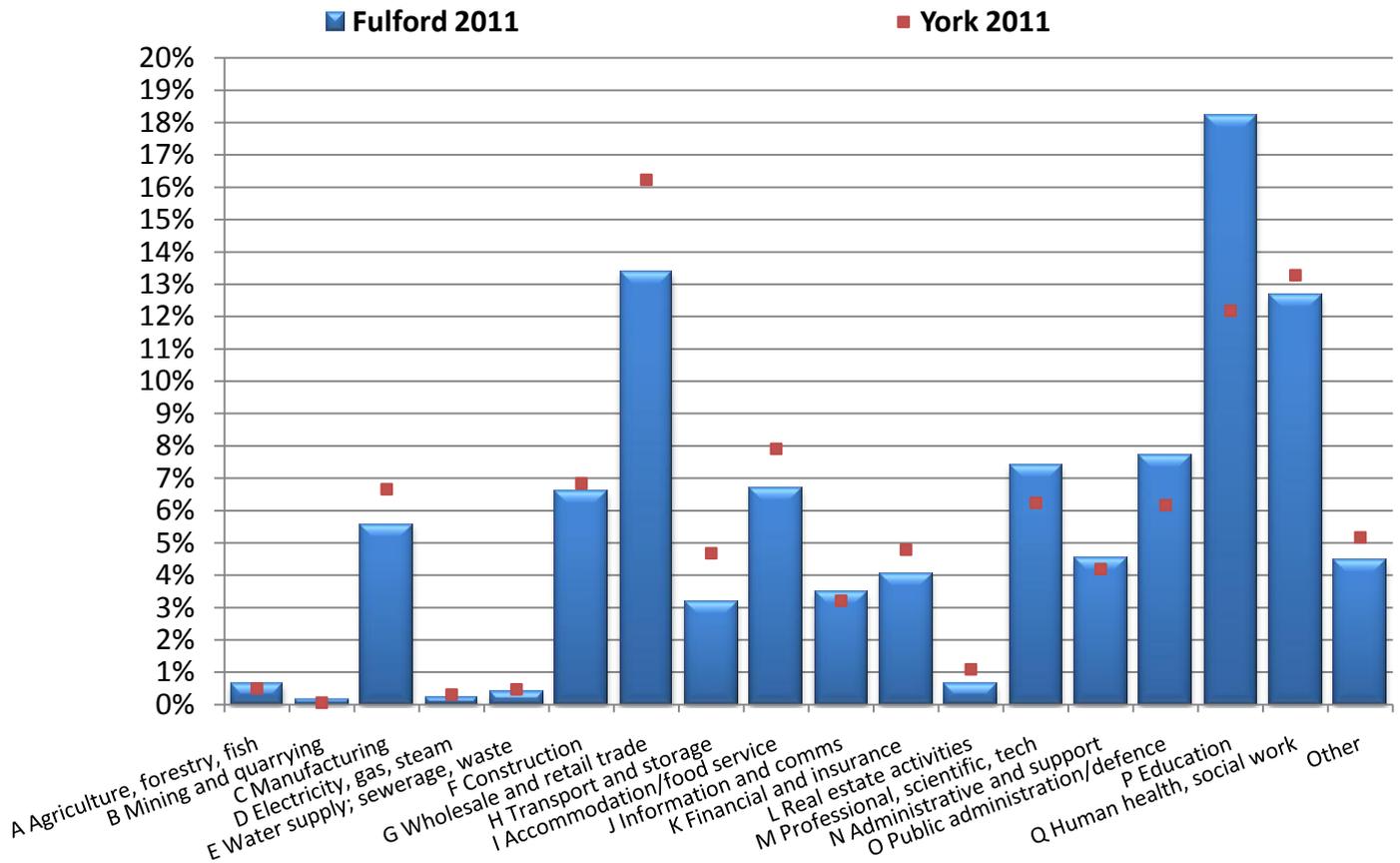
**Qualifications**



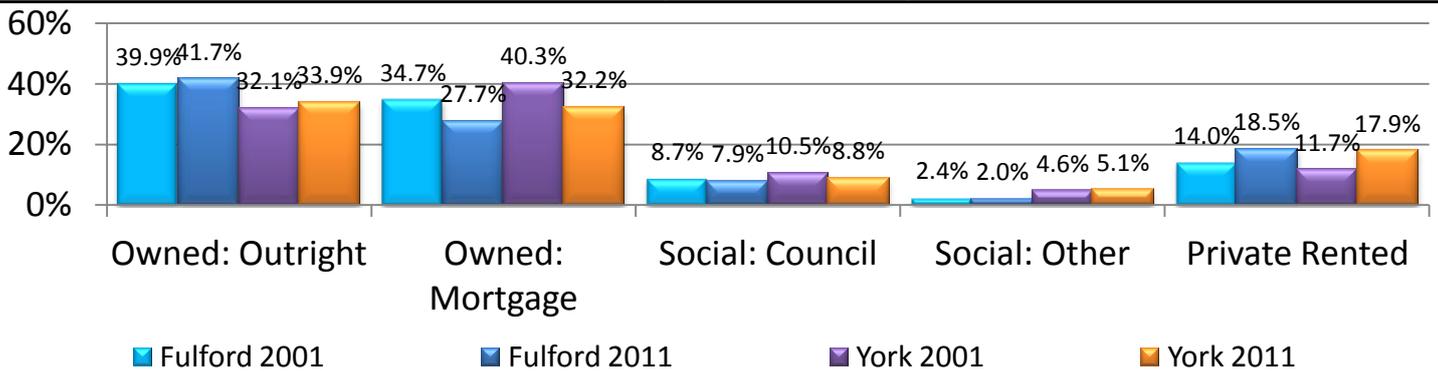
# Profile:

# Fulford

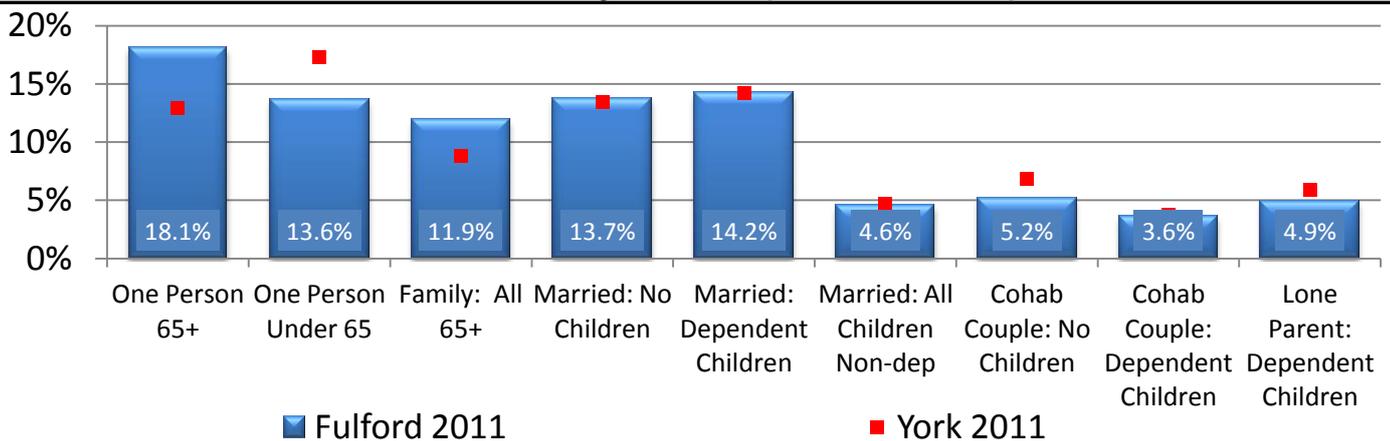
## Industry



## Tenure (Census 2011)



## Household Composition (Census 2011)

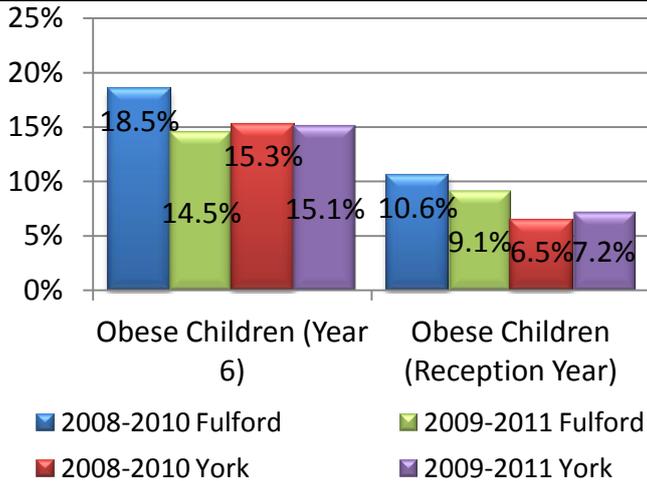


# Profile:

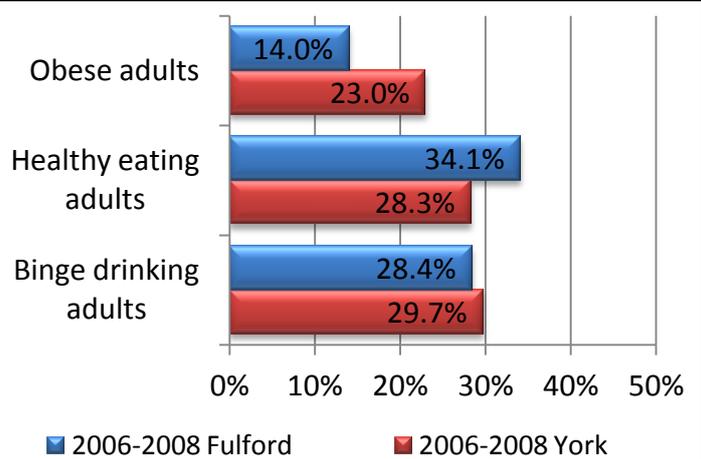
# Fulford

## Health and Wellbeing

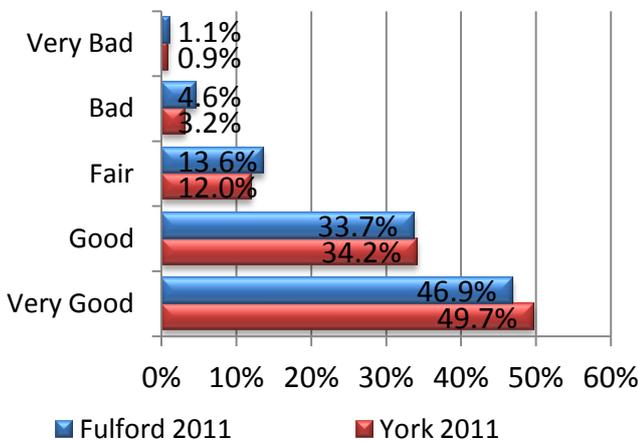
### % Child Obesity (NHS 2010)



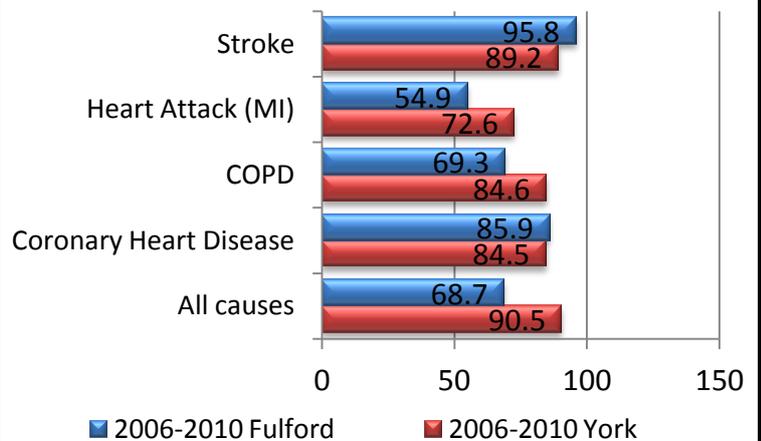
### % Healthy Adults (APHO 2010)



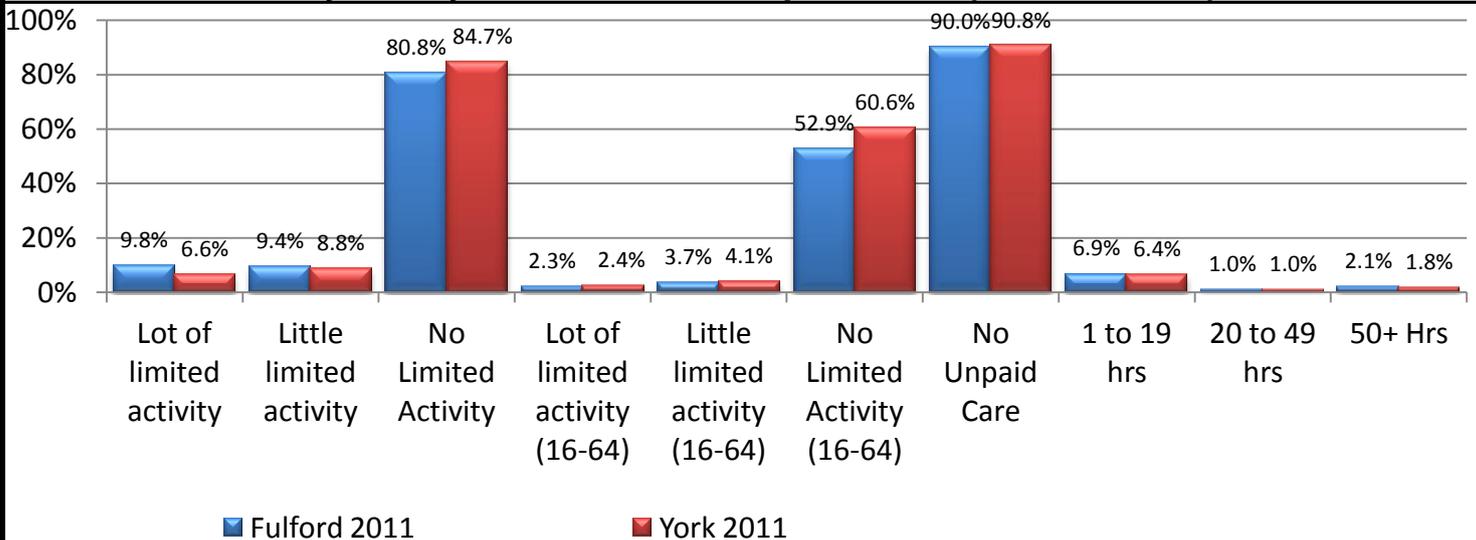
### General Health (Census 2011)



### SAR Emergency Hospital Admissions (NHS 2012)\*



### Day to Day Activities and Unpaid Care (2011 Census)



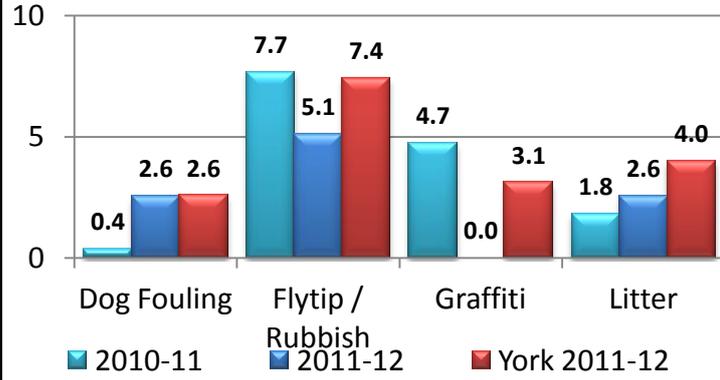
\*SRR/SAR/SMR are standardised ratios which represent the decrease or increase in registration/admission/mortality for the cohort against the general population (100 is equal to general population).

# Profile:

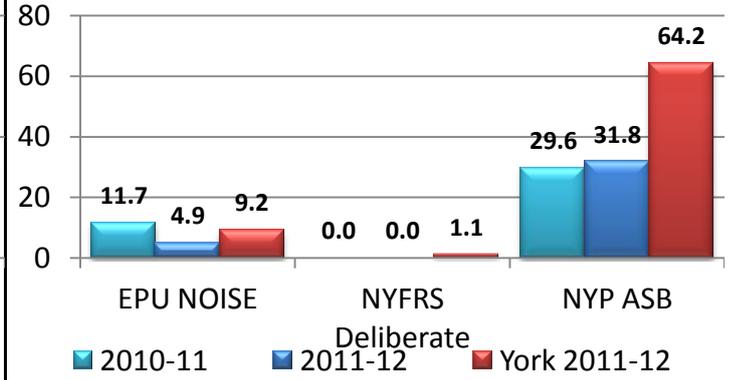
# Fulford

## Crime and Anti-Social Behaviour

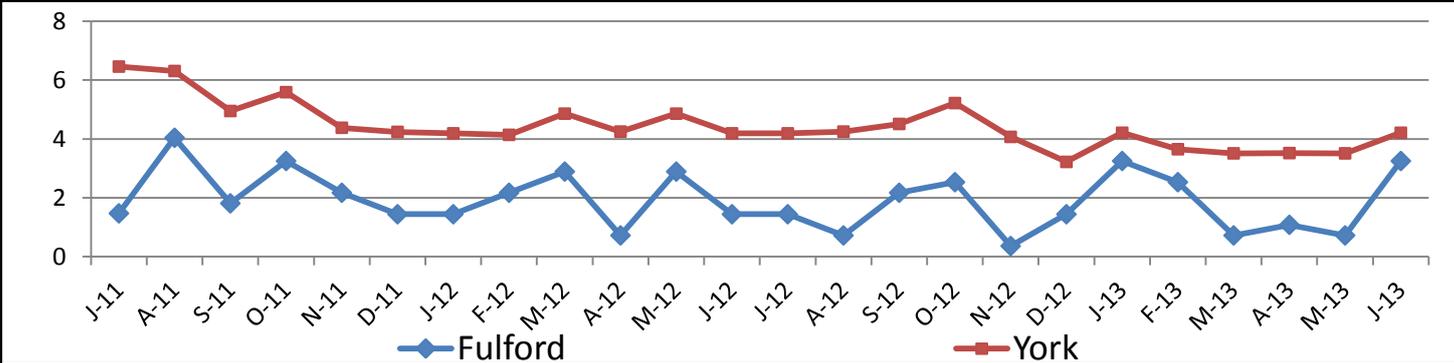
### Environment Crime per 1000 population (SYP 2012)



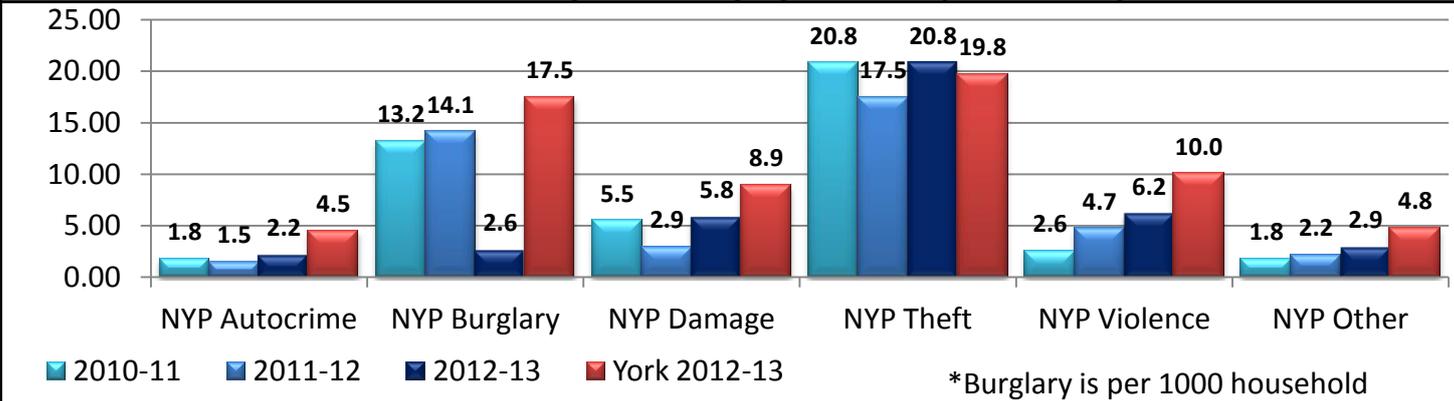
### Anti-Social Behaviour per 1000 population (SYP 2012)



### Monthly Total ASB per 1000 population for Fulford

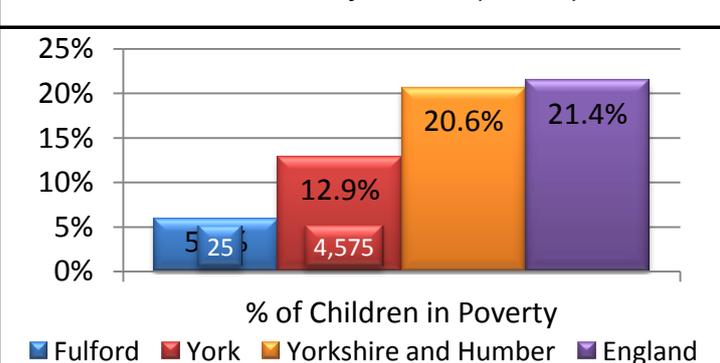


### Crime Rate per 1000 population (SYP 2012)

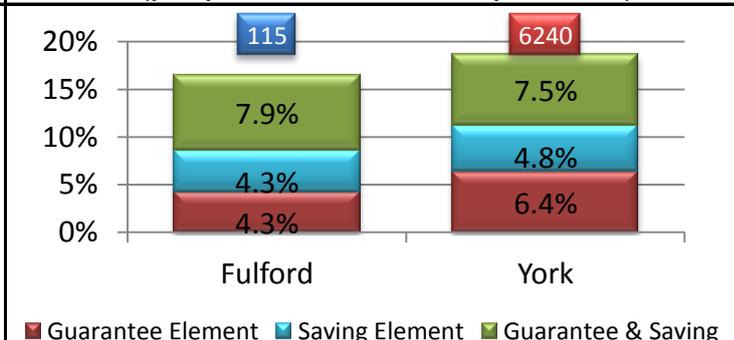


## Poverty

### Child Poverty 2010 (DWP)



### Pension Credit - NOMIS (proportion of 65+ Population)

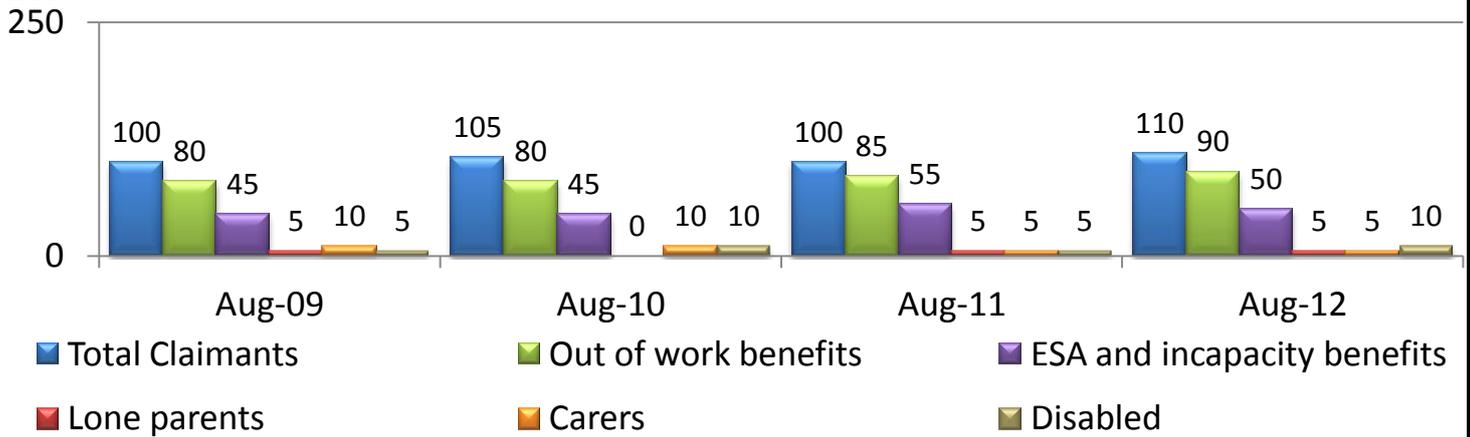


\*Children in families receiving CTC only, and income <60% median income

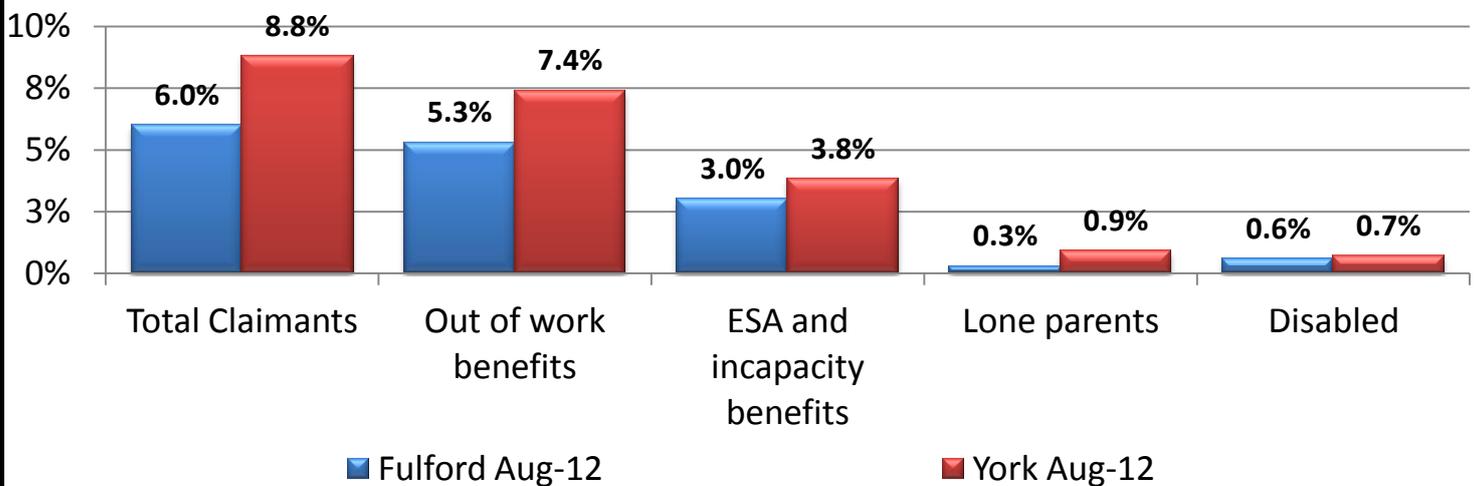
\*Pension credit is a benefit for older people that is based on your income. 2 parts to it - guarantee and saving credit.

**Economy**

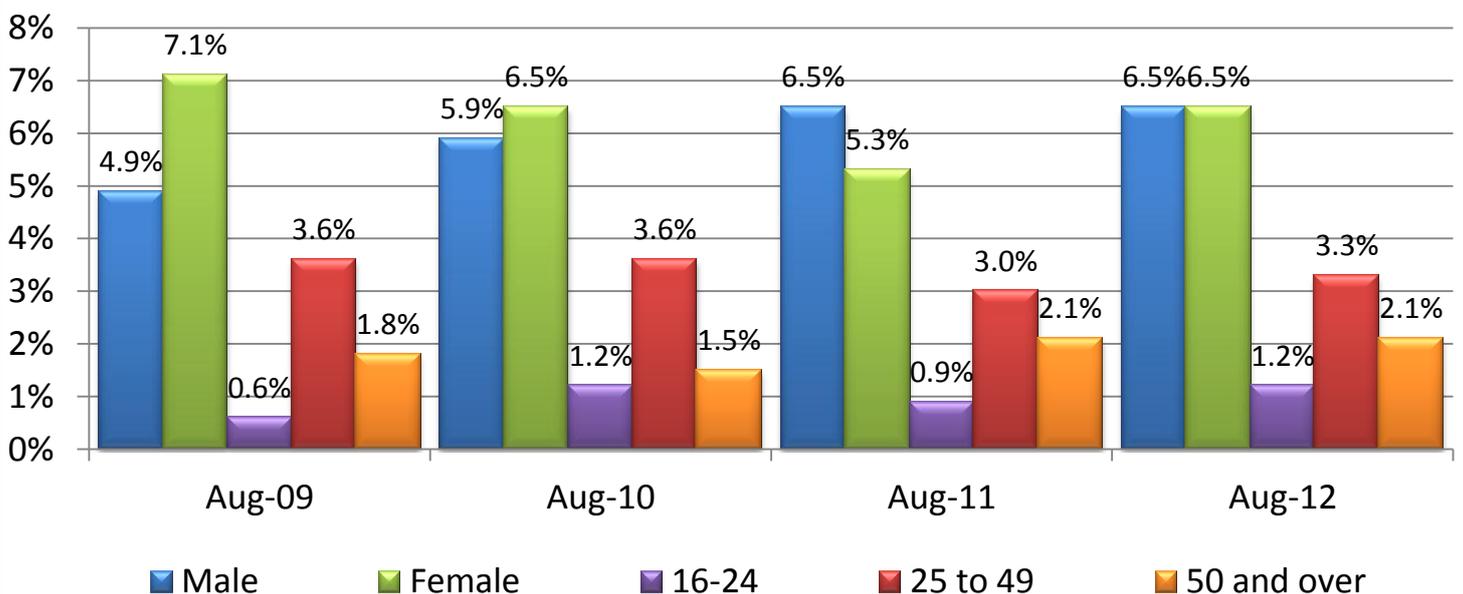
**Benefits Claimants Numbers (NOMIS) By Ward**



**Benefits Claimants Rate (16-64) Benchmark (NOMIS)**

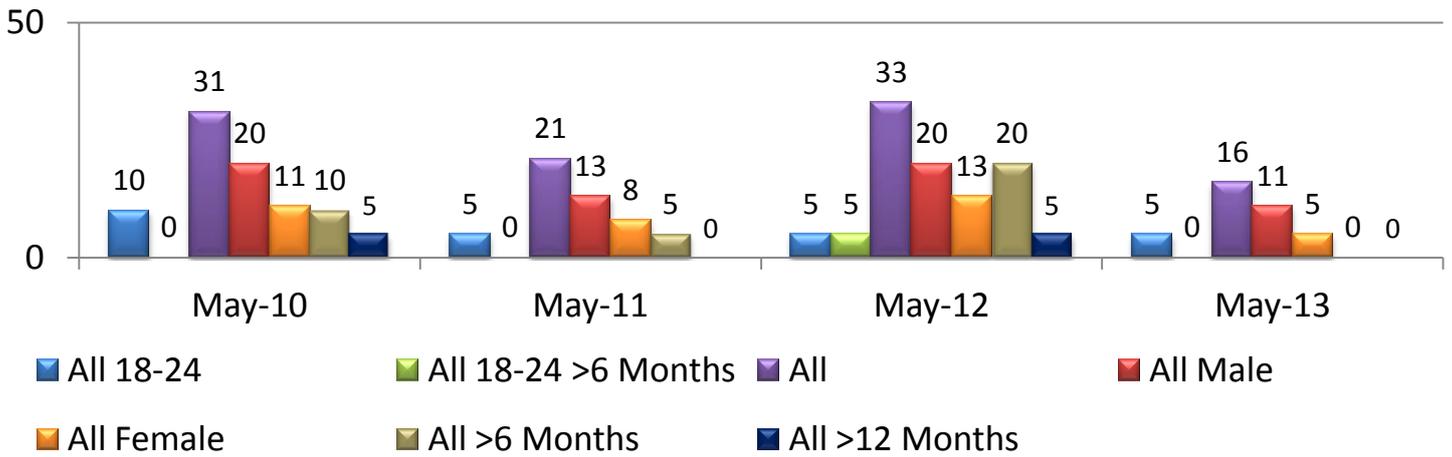


**Total Ward Claimant Rate (Age and Gender) Benchmark (NOMIS)**

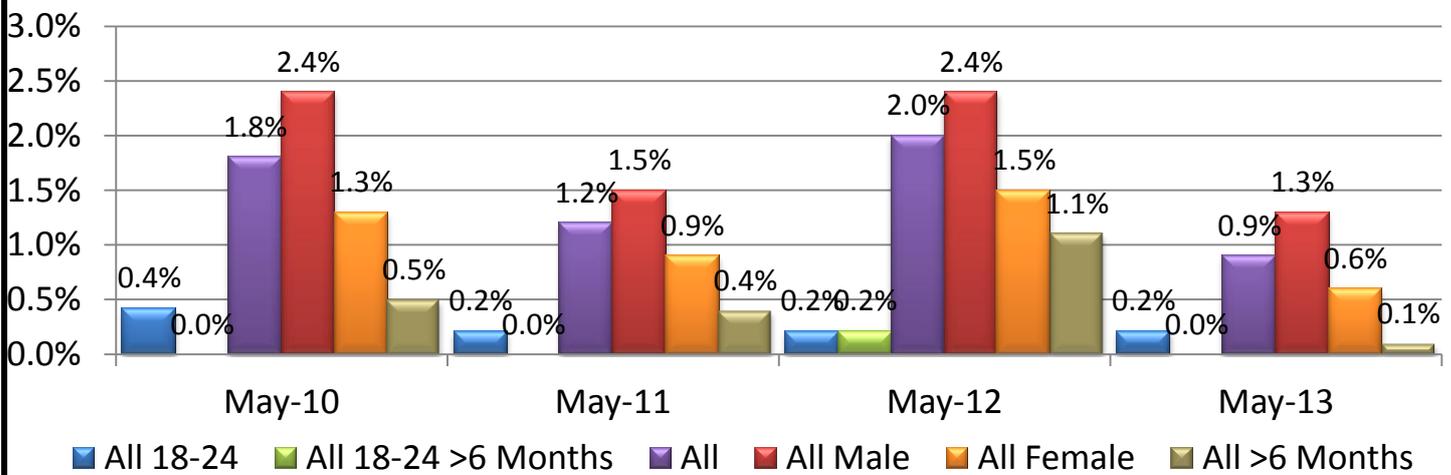


**Economy**

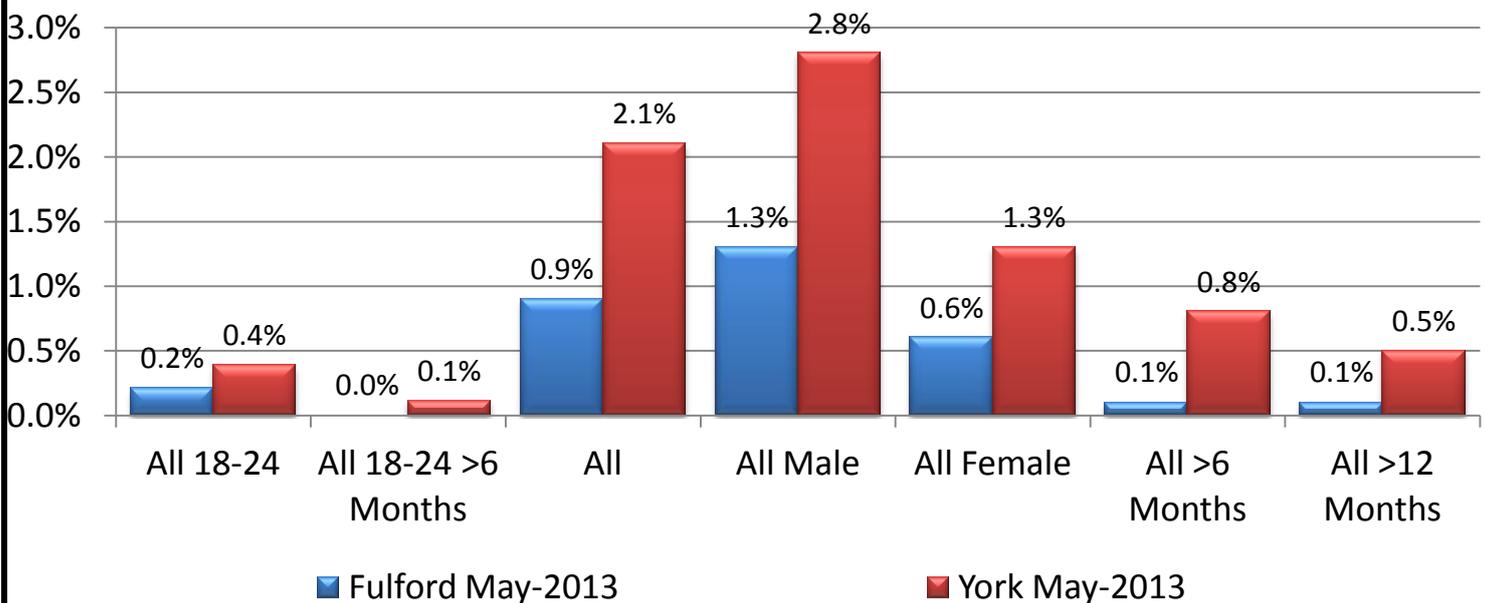
**JSA Claimants Numbers (NOMIS) By Ward**



**JSA Claimants Rate (NOMIS 16-64) By Ward**

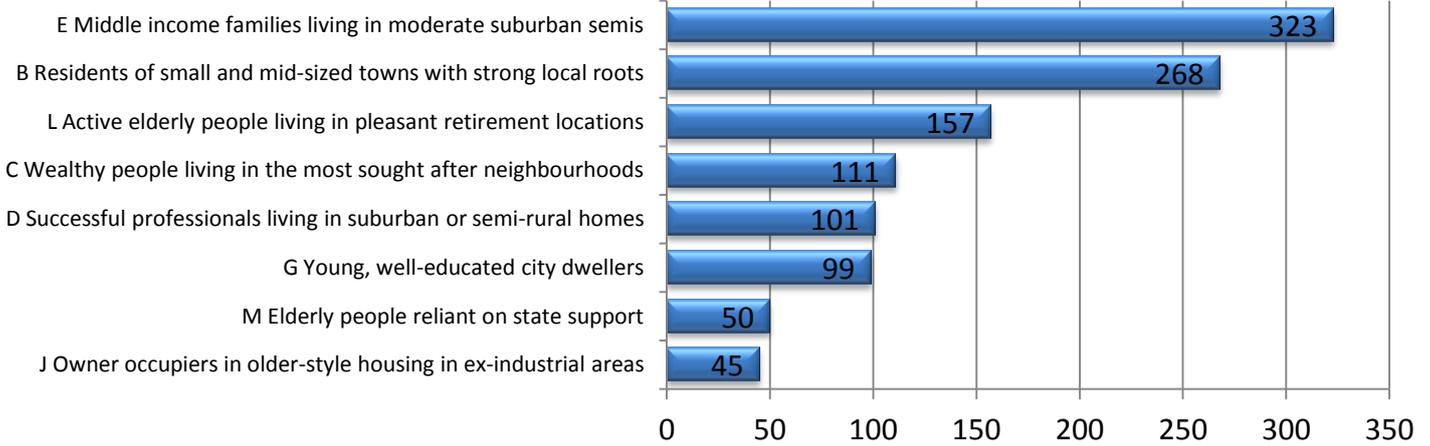


**JSA Claimants Rate Benchmark (NOMIS 16-64)**

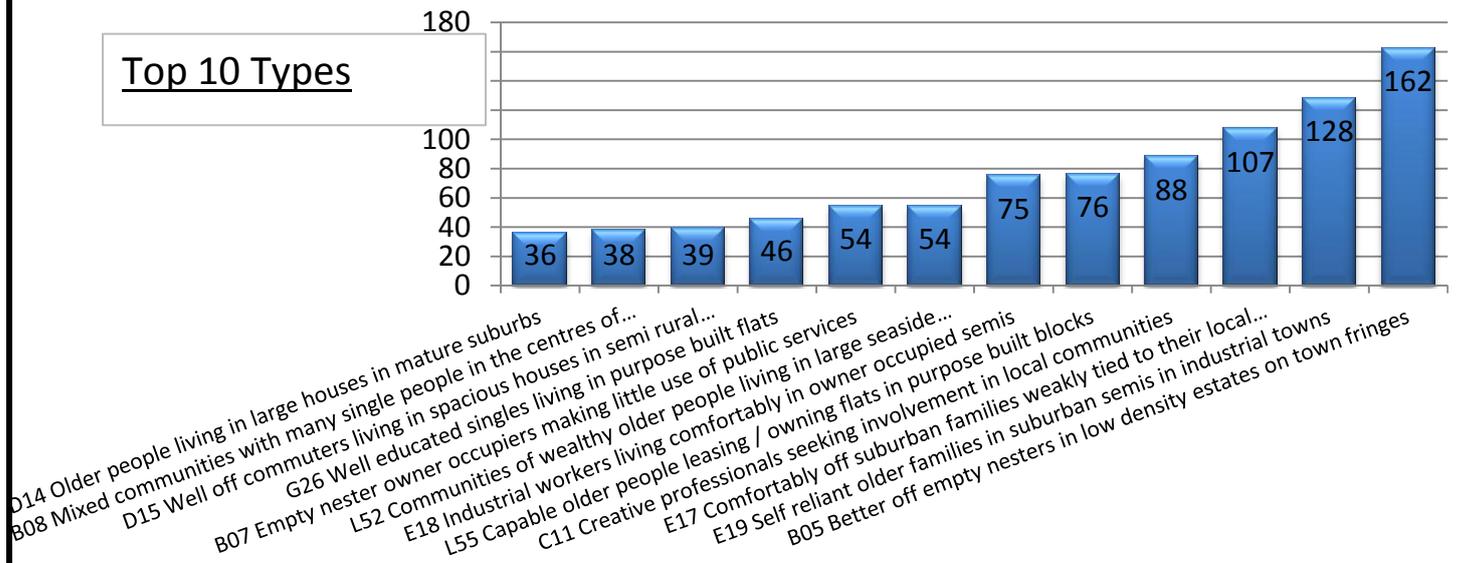


**Community groups and Customer Contact**

**Experian Groups (Experian)**

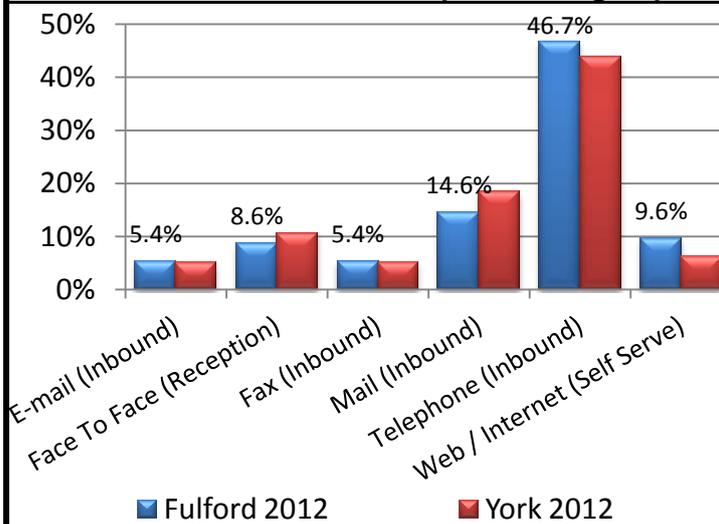


**Top 10 Types**

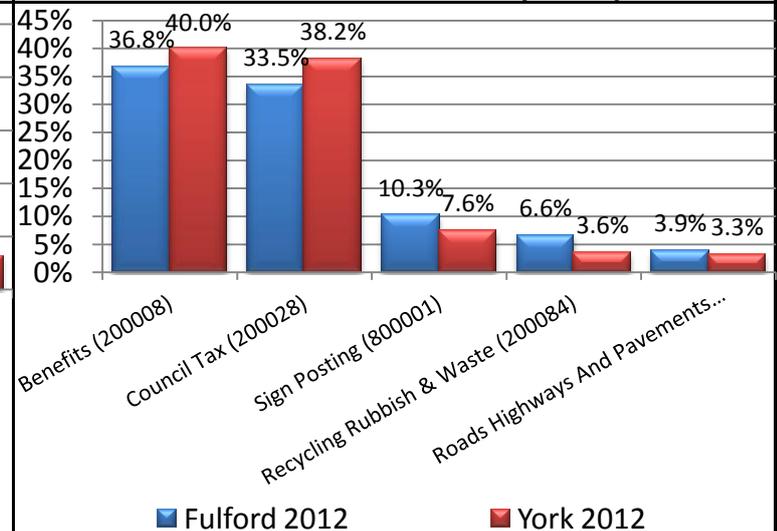


**How people engage with the council**

**Interaction Channel (CRM Lagan)**



**Interaction Reason (Main)**



This profile was created by the Business Intelligence Team. Contact [business.intelligence@york.gov.uk](mailto:business.intelligence@york.gov.uk) or 01904552047 for further information.

## Glossary

Page 1	BME – Black and Minority Ethnic community	
	NVQ – National Vocational Qualification	
Page 2	APHO – Association of Public Health Observatories	<a href="http://www.apho.org.uk">http://www.apho.org.uk</a>
	Census – 2011 survey carried out by the Office for National Statistics	<a href="http://www.ons.gov.uk/census">www.ons.gov.uk/census</a>
Page 5	COPD - Chronic Obstructive Pulmonary Disease is the name for a collection of lung diseases including chronic bronchitis, emphysema and chronic obstructive airways disease.	<a href="http://www.nhs.uk/conditions/chronic-obstructive-pulmonary-disease/Pages/Introduction.aspx">http://www.nhs.uk/conditions/chronic-obstructive-pulmonary-disease/Pages/Introduction.aspx</a>
	SRR/SAR/SMR - Standardised ratios which represent the decrease or increase in registration/admission/mortality for the cohort	
Page 6	ASB – Anti-Social Behaviour	
	CTC – Child Tax Credit	
	DWP – Department for Work and Pensions	<a href="http://www.gov.uk/dwp">http://www.gov.uk/dwp</a>
	EPU – Environmental Protection Unit	
	NOMIS – Official labour market statistics provided by the Office for National Statistics	<a href="http://www.nomisweb.co.uk/">http://www.nomisweb.co.uk/</a>
	NYFRS – North Yorkshire Fire and Rescue Service	
	NYP – North Yorkshire Police	
	SYP – Safer York Partnership	
Page 7	ESA – Employment and Support Allowance	
Page 8	JSA – Job Seekers Allowance	
Page 9	CRM Lagan – Customer Relationship Management system	
	Experian – Classification system used to provide a detailed understanding of citizen’s location, demographics, lifestyle and behaviour	