

CRE@TE



Ipswich Borough Ward Profiling Project

Main Report

**CREATE Research Centre
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Purpose

The purpose of this project is to develop ward-level statistical profiles of the 16 electoral wards in Ipswich Borough. The project has been funded by the Local Strategic Partnership (LSP), 'One Ipswich', and the results will be made available to each of the members of this group. Once completed, the report and data will be of use to the LSP and its partners to inform the allocation of resources, in identifying funding sources and in making funding applications.

- **Collation** – the project has collated data from a number of sources, including data which may not have been available in this format before and presents them by ward and by topic.
- **Analysis** – the data has been grouped together according to topic to reflect the interests of the LSP. This report contains a statistical analysis of these areas and an analysis which highlights wards where there are particular challenges in topic areas and topics which present particular challenges in wards.
- **Identification of gaps** – in the process of gathering the data for this project a number of gaps have been identified where it has not been possible to collect data at the ward level. This report helps to raise awareness of these areas and asks the LSP partners to consider whether data collection processes could/should be altered accordingly.
- **Tracking and evaluation** – the data collected in this project will allow LSP partners to track and evaluate the impact of interventions designed to 'make a difference' to the lives of Ipswich residents. By comparing time series data it will be possible to monitor changes from which inferences about the impact of particular projects can be made.

The outputs of this project include: a main report containing summary statistics and analysis by ward and topic (this document); an annex which sets out the complete dataset by topic; and an annex setting out the methods used to collect and analyse data.

The dataset is a valuable resource which needs to be kept up to date and could be extended as the LSP partners see fit. As new data becomes available it ought to be used to amend the data collected so that the central resource contains the most accurate information possible. If changes are made to the way that data is gathered by LSP partners, or at a national level, so that it is possible to record more information at a ward level then the dataset ought to be updated so that it presents the most complete picture possible.

Presentation of Project Outputs

The main report presents summaries of the statistical data and an analysis for each of the thematic areas and for each of the 16 electoral wards. In each case, the analysis will highlight the major challenges faced by each ward. The focus of this report is on creating a clearer picture of the Town which can then be used by LSP partners in making decisions about the allocation of resources and in making strategic plans about future funding.

The focus of this report is on the presentation of summary data which gives a picture of each ward in relation to others in the Town. Information from this report should not be used without reference to the dataset and to the methodological annex for further information about the source and date of the data and the way in which it may have been manipulated for use in this project.

The data annex to the report will contain the complete dataset, presented by topic area. This will make it easy for those who need access to specific statistics to find them easily and to make comparisons with other wards as necessary.

The methodological annex contains information about the data sources used to gather the information presented in this report and details how indicators have been adapted for use here. In some cases, such as where data has been generated by survey, it may be necessary to indicate limitations on the reliability of the data; these are detailed in this section. This section also contains information about why indicators originally chosen for inclusion in this project have not been included in the final report. In some cases this is to preserve anonymity or because the numbers were too small to make them statistically reliable. In others it may be that the data is not available at the ward level. Please see the *Issues with Data Collection* section for further details about challenges faced in collecting data for this project.

Approach

The notion of constructing statistical pictures of the electoral wards in Ipswich follows on from the borough and district 'area profiles' that the Audit Commission compiles. These profiles have been designed to

"paint a rich picture of the quality of life and service provision in a local area. An Area Profile helps you to focus on people and place, and identify priorities that cut across service boundaries."¹

The indicator set for the profiling of the electoral wards in Ipswich is based on that used by the Audit Commission for creating their area profiles. With a very few exceptions, information for each of the level 1 (specific) and level 2 (contextualising) indicators was sought: a dataset with in excess of 225 fields for each ward.

Data has come from three main sources:

- **National statistical resources** – where available, data has been obtained from national sources such as the Office for National Statistics, the Neighbourhood Statistics website, the 2001 census and others.
- **Extrapolation of national data** – in some cases, nationally available data has been manipulated or extrapolated to give data at a ward level. A good example of this is the manipulation of information from the Indices of Multiple Deprivation which have been manipulated to give ward data.
- **LSP Partners** – LSP partners have been invited to contribute to the data collection process and to help ensure that the data presented in this report is as up-to-date as possible.

One of the most important aspects of this work is bringing together the sources of information from those that are available freely from national sources and those which LSP partners have, collect, and use themselves, but which may not be freely accessible to other partners. This aspect highlights the 'value add' of a project such as this: the collection and analysis of the data from several sources gives individual organisations access to a more comprehensive set of data than they might otherwise have had.

Bringing together the data held by a number of organisations has highlighted a need to create an understanding for future data-sharing. CREATE is happy to support the idea of an 'information sharing protocol' which details how LSP partners can use and share data obtained from colleagues in other organisations. The experiences of CREATE on this project (and others) have shown that organisations are rightly concerned with how their information will be used and how their service users' confidentiality can be preserved. With several of the LSP partners developing datasets with potentially sensitive data, the need for a protocol which sets out how individual datasets may be used and disseminated is clear. *It is a recommendation of the final report that the LSP works engage partners to develop such an information sharing protocol.*

¹ Audit Commission, *What are areas profiles and why use them?*, [http://www.areaprofiles.audit-commission.gov.uk/\(ncyj1e454bmzvm55tcsWSl55\)/StaticSequencePage.aspx?info=35&menu=58](http://www.areaprofiles.audit-commission.gov.uk/(ncyj1e454bmzvm55tcsWSl55)/StaticSequencePage.aspx?info=35&menu=58) [last accessed 12/05/08]

Issues with Data Collection

A number of challenges were faced when gathering data for use in this ward profiling exercise. This has meant that it has not been possible to collect data for some indicators, and for others older sources have been used (principally Census material). This section sets out some of these challenges. Further details of issues with specific datasets have been outlined in the methodological annex to this report.

Anonymity

Several of the datasets which cover indicators from the profiling dataset restrict the use of data where numbers are small. This is to preserve the anonymity of those whose personal information may be exposed if data is published without such limitations. Restrictions tend to include either the withholding of data below a threshold level (where a number is replaced by a symbol to indicate withheld data) or the merging of classifications in order to ensure that the total exceeds the threshold for anonymity.

These challenges are more likely to occur where numbers are low; collecting data at a ward level increases the frequency with which these issues are faced and has presented a serious challenge to the collection of up to date and accurate data. For further information, please see notes on the Annual Business Inquiry and data relating to Children and Young People in the methodological annex to this report.

Small Numbers

Where indicators rely on data with a low frequency, relatively small fluctuations in observed or recorded data can result in large changes in percentage or proportional terms. Where the total across Suffolk or Ipswich was seen to be low, once broken down to ward level, numbers become even lower and even more susceptible to fluctuations and concerns over their validity. Small numbers make the timing of data collection more important and may serve to magnify the impact of seasonal or other influences.

Interpolation of Survey Data

A number of possible data sources rely on surveys to collect data and which have been designed to be used at a district or local authority level (or greater). In this project, this has been the case with both the Annual Business Inquiry and also the Best Value Performance Indicator General Survey. In both these cases, the accuracy of data is known at the local authority level and provides an acceptable level of uncertainty. Once this data is interpolated to the ward level, the accuracy of the data is lessened due to the reduced sample population. These issues are examined in more detail in the methodological annex to this report.

Realistically, in order to be able to use survey data at the ward level, it must have been designed with this purpose in mind and care must be taken to ensure that the sample population is sufficiently large and has the right characteristics to ensure that the survey results can be applied to the general population with a reasonable degree of certainty (or uncertainty).

Geographical Areas of Focus

During the data collection phase of this project it became apparent that the use of ward boundaries to divide Ipswich into reasonably-sized 'communities' was somewhat arbitrary. Whilst electoral wards are an appropriate way to think about

the town in terms of public administration and local government, other LSP partners do not necessarily think of the town in similar ways. For example, the Fire Service split the town into 'turnout areas' based on the areas around fire stations. The Children and Young People's Services Directorate at Suffolk County Council split the County into 3 'areas' and then the areas into 'clusters'. In the case of Ipswich, the town is covered by four clusters, although in each case they extend beyond the boundaries of the town itself (in the case of Ipswich West, well beyond the town boundary).

In some cases, the use of wards as the geographical level of focus results in a blurring of the available data. For example, data from the Indices of Deprivation is available at Lower Super Output Area (smaller than wards). Presenting this data by ward means that information is lost as a result of the merging process so that patterns which may be visible at the LSOA level are not visible at the ward level.

The project to develop statistical profiles of the electoral wards in Ipswich has highlighted the fact that the LSP partners (and other agencies more generally) do not necessarily gather and use data in the same way. If the profiles are to be useful to partners in the future, and the accuracy of data is to be maintained and improved where possible, then some agreement on how best to provide and use data at this level is important.

Analysis by Theme

This section looks at the data collected at a ward level through 5 thematic lenses to give a picture of Ipswich as a whole. Whilst a statistical profile of Ipswich already exists on the Audit Commission website, this approach gives an additional level of granularity which may prove useful. The thematic areas reflect the nature of the data that was collected about the wards:

- Background and Context – information about ward sizes, population and ethnic mix;
- Economy – information about employment in the wards, travel to work patterns, data on unemployment and benefits and data from the indices of multiple deprivation;
- Education and Young People – information about the primary school and secondary school performance in the Town and data on the highest qualifications held by residents;
- Crime – information on the level and type of recorded crime in the Town;
- Health and Wellbeing – data on life expectancy, mortality rates and teenage conception rates.

Comparisons between Ipswich and the 15 comparator local authorities identified by the Institute for Public Finance are made in this section. These authorities have been selected to aid local authorities in comparative and benchmarking activities. These family groups have been calculated using a wide range of socio-economic indicators. The full list can be found in the Appendix at the end of this report².

Representations of the way in which the indicators map across wards have been provided for most of the indicators discussed below. These aim to give a visual impression of the distribution of scores and geographical patterns which result (as appropriate). Keys have been provided to help explain the maps. The images in the analysis below make use of 'snapshot' data, some of which was collected as part of the Census in 2001. Whilst every effort has been made to ensure that the data used in this report is as up to date as possible, collecting data at such a level of granularity has limited the number of sources available. The data used does not give an impression of trends or patterns in the way that the data is changing.

Before making use of this data it is vital that the full dataset and methodology are consulted and issues concerning the reliability of data are understood.

² Audit Commission, [http://www.areaprofiles.audit-commission.gov.uk/\(ncyj1e454bmzvm55tcsws155\)/SelectComparisonAreas.aspx?comparisongroup=NN](http://www.areaprofiles.audit-commission.gov.uk/(ncyj1e454bmzvm55tcsws155)/SelectComparisonAreas.aspx?comparisongroup=NN) [last accessed 14/05/08]

Background and Context

This section sets out to give a sense of the variation between the 16 electoral wards in terms of population, size and ethnic diversity. In part this section is a justification of undertaking an analysis at a ward level; showing that Ipswich is distinctly heterogeneous when viewed at in this way.

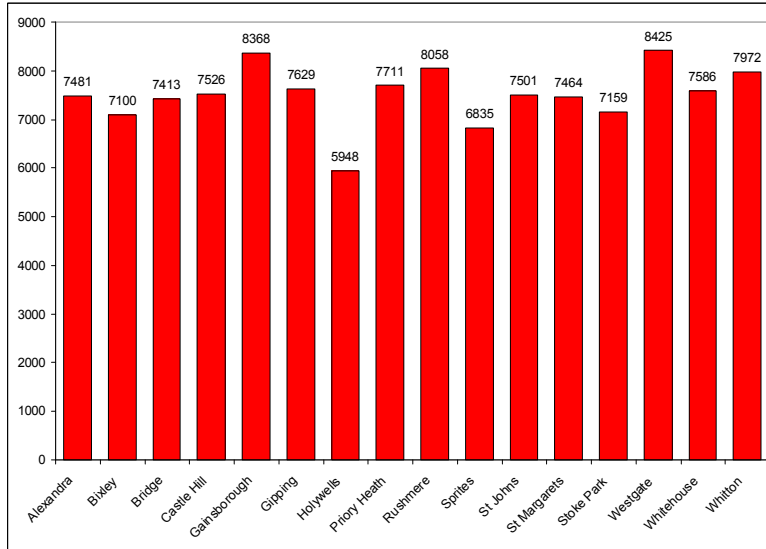
In the 2001 Census, the population of Ipswich was measured as 117,045³, it is estimated that by 2005, this had grown to 120,176⁴ (growth of around 2.6% during that period). Ipswich ranks third on the list of 16 Institute of Public Finance comparator local authorities (populations range from 195,800 - Northampton to 74,000 - Wellingborough). The figure below shows the distribution of the population by electoral ward and shows significant variation, some 40%, between greatest (Westgate – 8425) and least (Holywells – 5948). It is perhaps worth noting that the One-Ipswich Community Strategy suggests that the current population of Ipswich is around 130,000 and is predicted to grow to 150,000 by 2021⁵. The later section on housing will look at some of the key areas for this expansion.

³ Census 2001, Standard Table S001

⁴ This estimate is based upon the Small Area Population Estimates (see methodology annex).

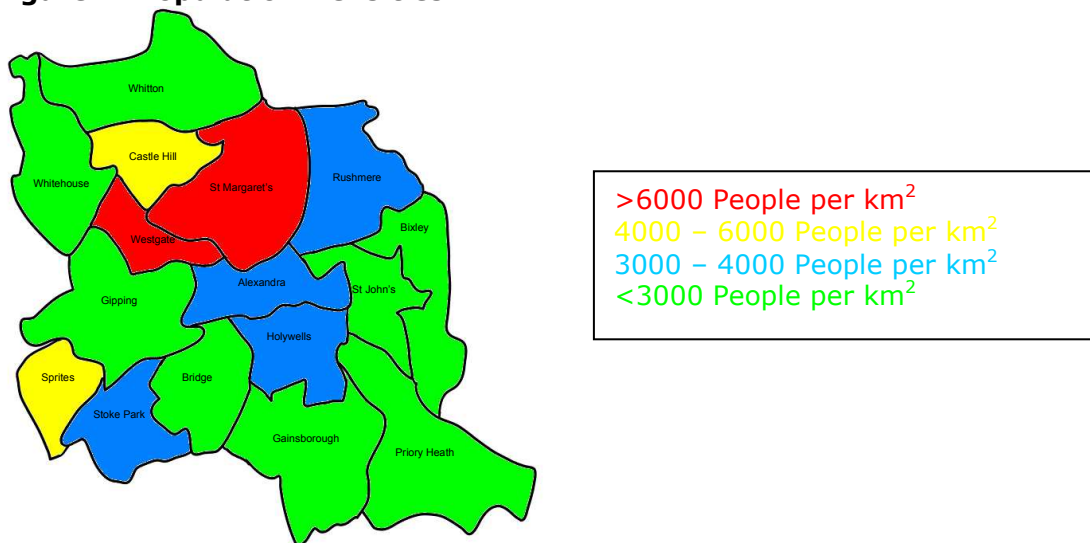
⁵ One-Ipswich, 2008, *Community Strategy: everybody matters 2008-2010*, p1

Figure 1: Small Area Population Estimates for Ward Population



The population density of the wards gives another indication of the variation between these areas in terms of population per km² and illustrates further the differences between the wards. The chart below illustrates the variation in population densities between the wards. The highest population densities are to be found in the town centre and to the north of the town centre, with more suburban wards having lower population densities (less than half those shaded in red).

Figure 2: Population Densities

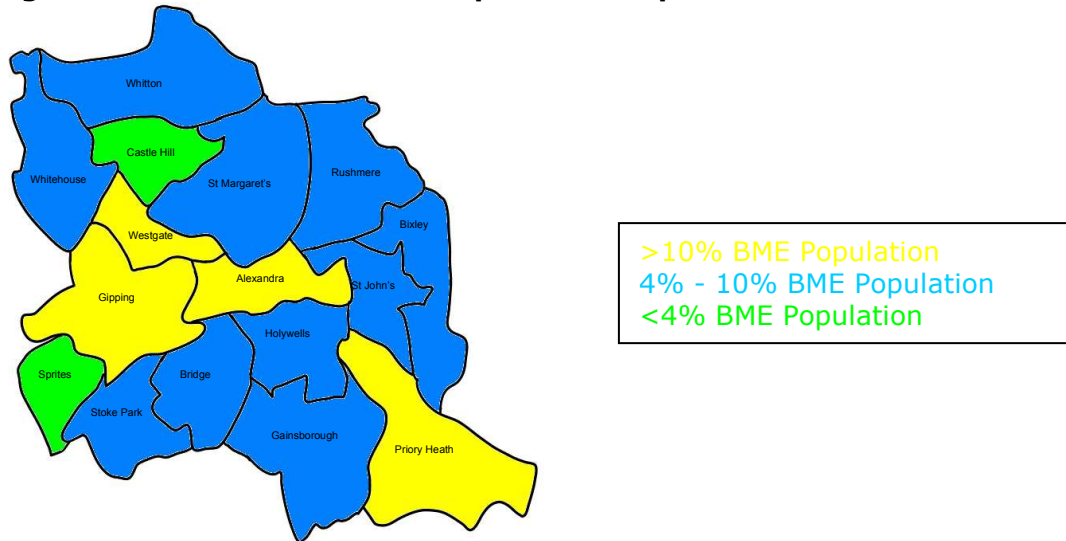


Overall, Ipswich is a relatively densely populated town. Compared to the IPF nearest neighbours, Ipswich is the second most densely populated (3010 people per km²; Stevenage 3038 people per km²). These comparisons are made more complex because in some cases the city or borough councils cover far greater areas than Ipswich (Cardiff covers 1040km² compared to Ipswich's 39km²).

The population of Ipswich has an average level of ethnic diversity (7th out of 16 IPF comparators). At the 2001 census, 6.6% of the Town's population was from Black and Minority Ethnic (BME) groups. The graph below illustrates the distribution of these groups and indicates significant variation in the proportion of

the population from BME groups. Westgate ward (12.9%) is shown to have more than twice the Town average, and Sprites (2.8%) and Castle Hill (3.0%) less than half.

Figure 3: Distribution of BME Population in Ipswich



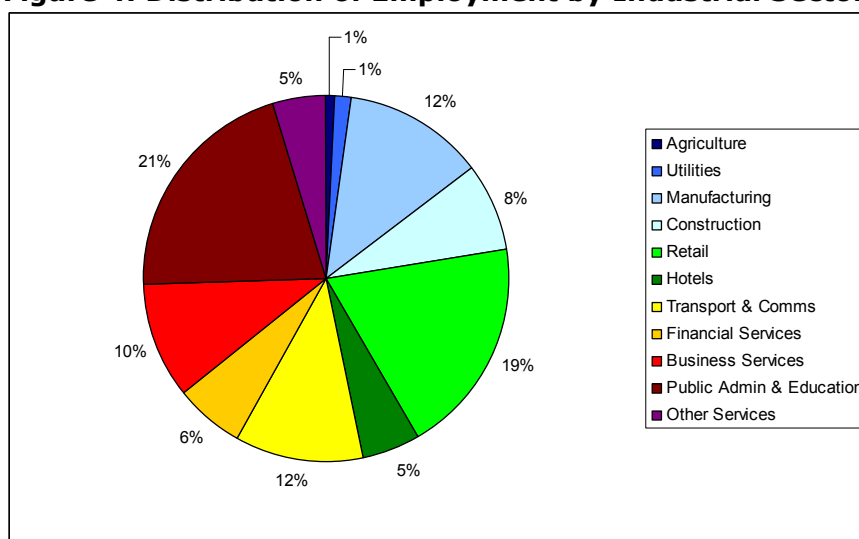
The following sections continue to look at the thematic areas from an Ipswich perspective; provide some comparison with IPF comparator authorities; and, where possible, highlight patterns which may not be apparent from the individual ward profiles.

Economy

This section looks at the composition of the workforce in the wards and considers their structure in terms of occupation and industrial sector as well as travel to work patterns (both in and out of the wards). It also seeks to describe the nature of concerns related to economic deprivation.

The chart below shows the distribution of employment of those living in Ipswich by Industrial Sector⁶. Employment in Ipswich is dominated by Public Administration and Education (21%), Retail (19%), and Business and Financial Services (16% when combined).

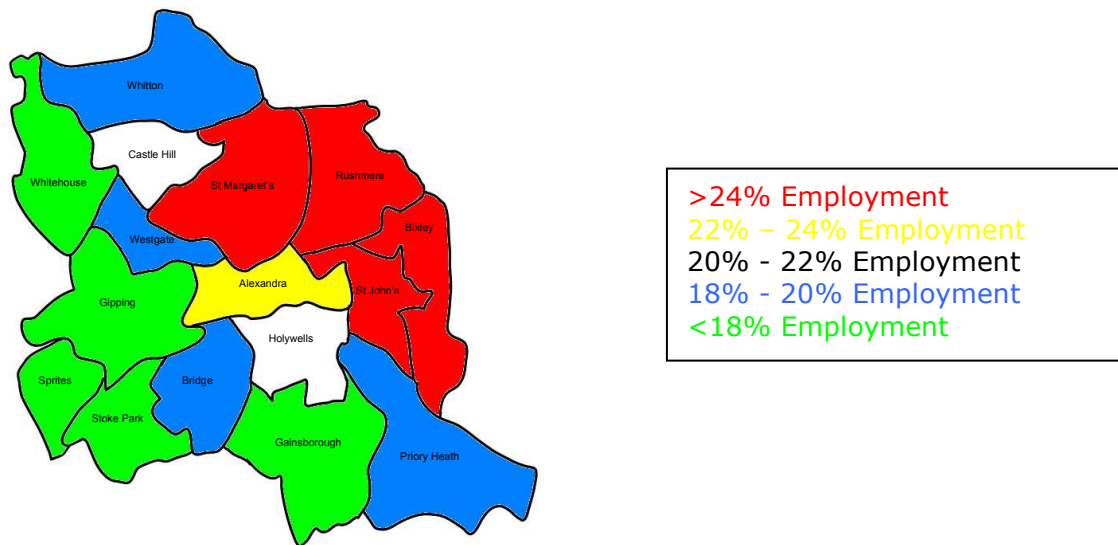
Figure 4: Distribution of Employment by Industrial Sector



The figure below shows the distribution of employment in Public Administration and Education, clearly indicating greater employment in this sector towards the east of the Town.

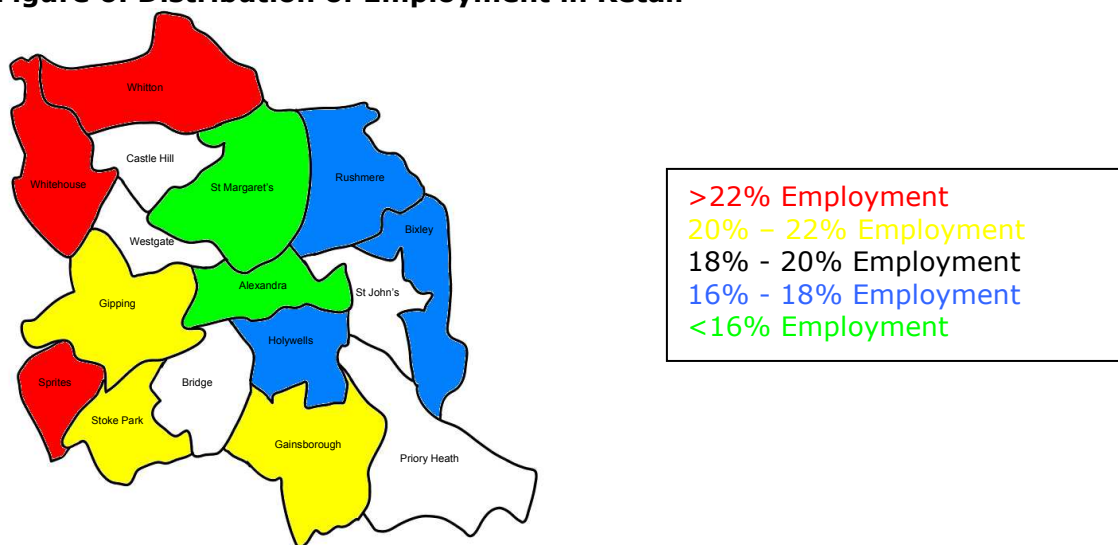
⁶ For a full description of the industrial sectors please see the Methodological annex to this report.

Figure 5: Distribution of Employment in Public Administration and Education



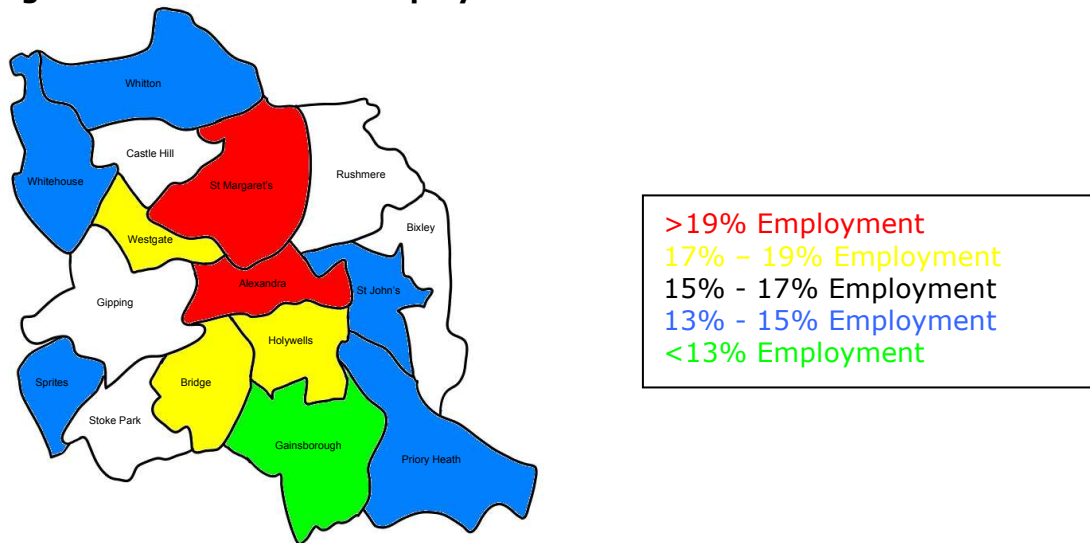
The figure below illustrates the distribution of employment in Retail, showing a much wider distribution of employment within this sector (the variation between wards is not as great). However, it is possible to say that employment is lower towards the east of the Town.

Figure 6: Distribution of Employment in Retail



In Business and Financial Services, the distribution of employment is more complicated with greater employment in central and north-central wards. Wards on the northern and southern extremities of the Town have less employment in these sectors.

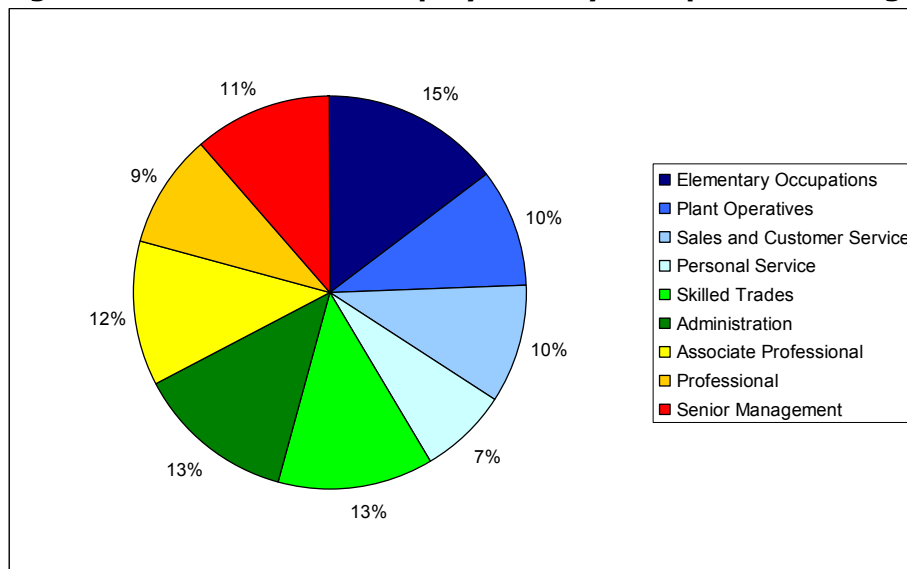
Figure 7: Distribution of Employment in Business and Financial Services



These illustrations of the distribution of employment by industrial sector suggest that Ipswich divides into two very broad sections, the East-Centre and the North-West-South.

The figure below illustrates the distribution of employment by occupational category⁷. From this chart, it is clear that employment within the Town is evenly distributed across the occupational sectors with none seemingly dominant. The distribution of this employment across ward boundaries is of particular importance because it can act as a proxy for both income and skills. Those occupations towards the bottom of the list (the red-end of the chart) are associated with higher income and higher skills requirements.

Figure 8: Distribution of Employment by Occupational Category

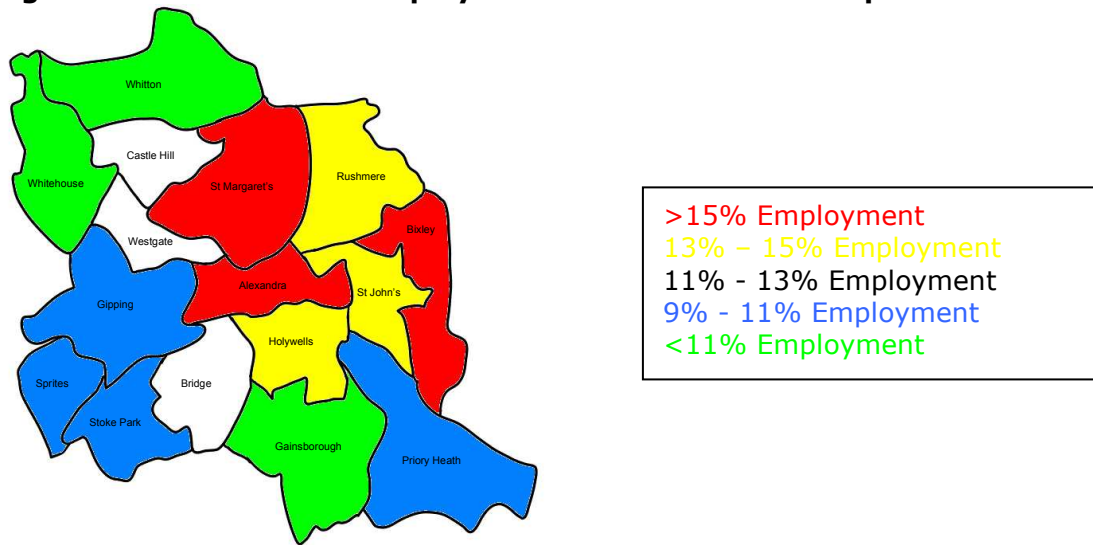


The figure below shows the distribution of employment within professional occupations and clearly shows that the wards in the east and centre of the Town

⁷ For more information about the occupational categories used, please see the Methodological annex to this report.

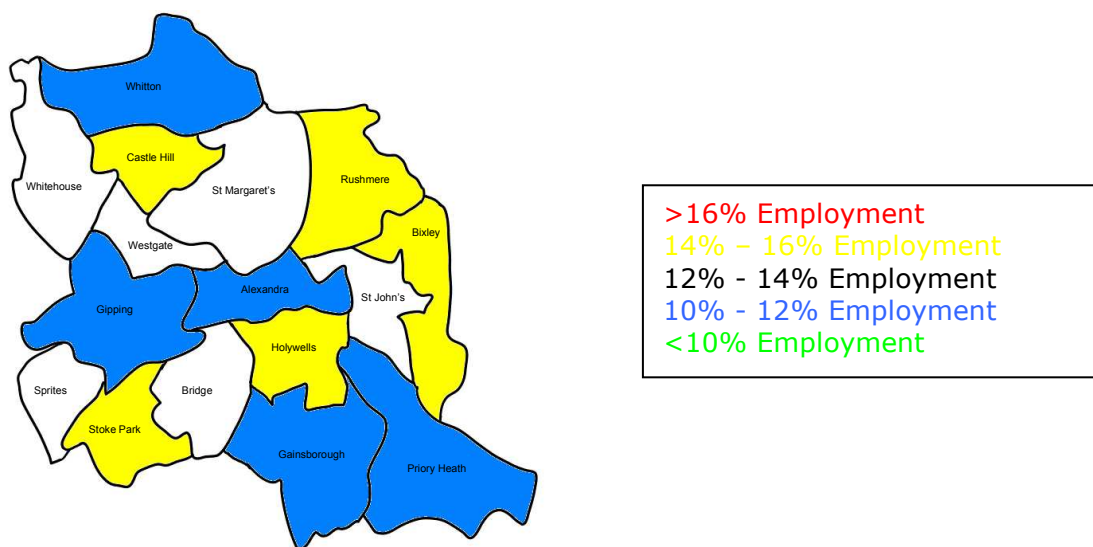
have greater employment in this occupational category (characterised by higher-than-average incomes and skills levels).

Figure 9: Distribution of Employment in Professional Occupations



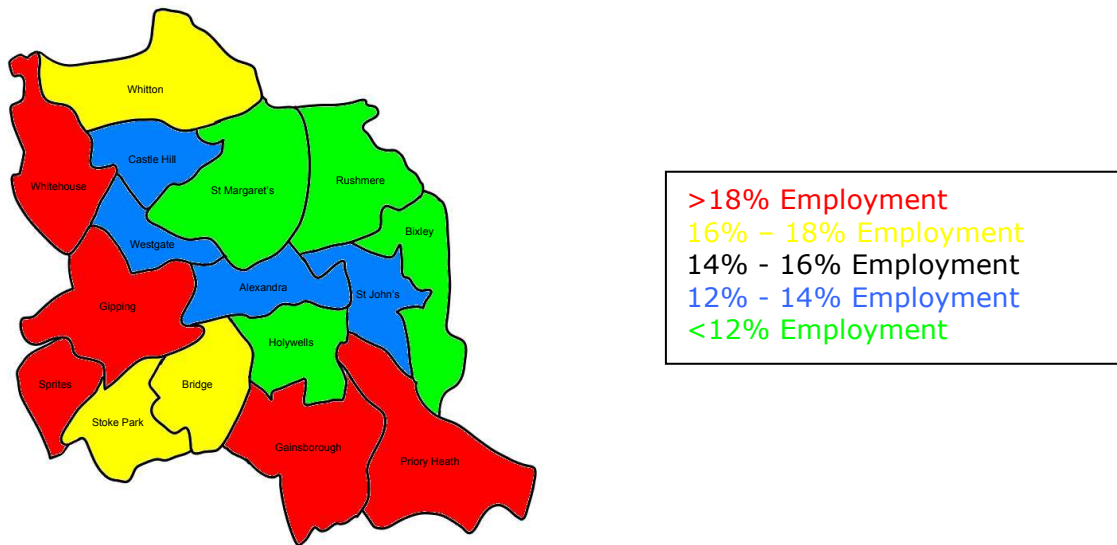
The figure below illustrates the distribution of employment in Administration. In this occupational category, associated with mid-level salaries and skills, the distribution is much more even, with no wards showing relatively high or low levels of employment.

Figure 10: Distribution of Employment in Administration



The distribution of employment in Elementary occupations (those with the lowest salary and skills levels) is very clear and illustrated in the figure below. Wards to the north, west and south of the Town have greater employment than those in the centre and east. This distribution is almost the opposite of that for those in professional occupations, reinforcing a suggestion of a split between these two areas that was proposed above.

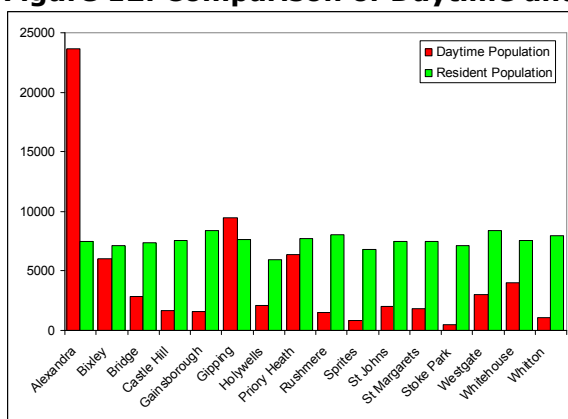
Figure 11: Distribution of Employment in Elementary Occupations



The Audit Commission dataset looks at estimated traffic flows in order to give an impression of road use in the comparator local authorities. Amongst the IPF comparators, Ipswich ranks 15th of 16 (low) with 5,947 million vehicle kilometres. The highest is Gravesham with 14,486 million vehicle kilometres.

No similar data is available for the electoral wards although information on the distance travelled to work by both the resident and workplace populations of the wards has been gathered and is presented in the dataset annex to this report. The chart below shows a comparison of daytime and resident populations in the wards and clearly shows that Alexandra ward has by far the highest daytime populations. Its location in the centre of the town accounts for this. Only one other ward (Gipping) has a daytime population higher than the resident population. All other wards have a net outflow during the day, indicating that most people work outside the ward in which they live.

Figure 12: Comparison of Daytime and Resident Populations



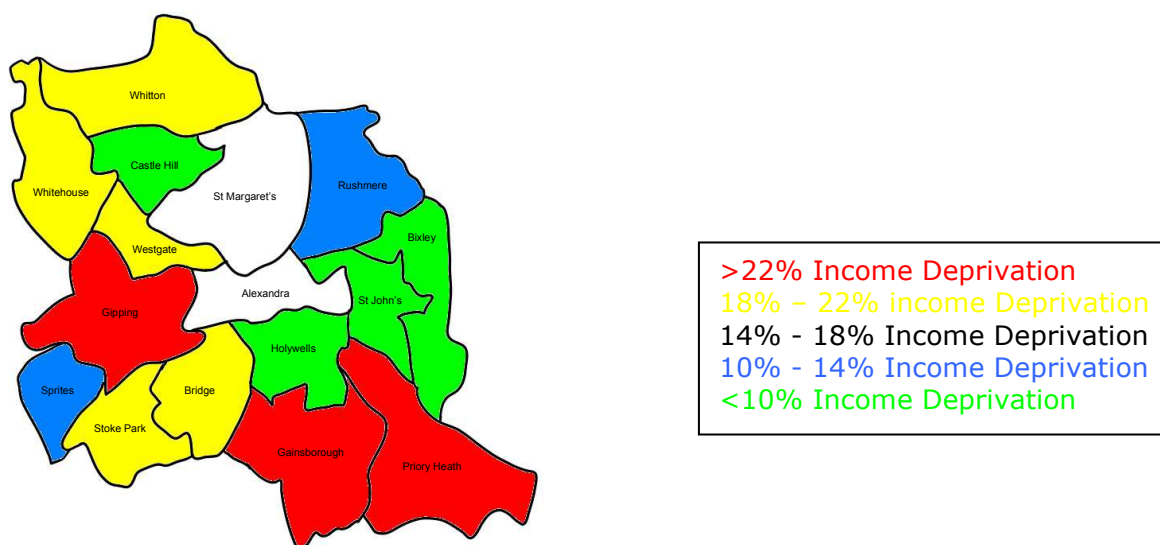
This project looks at five separate measure of deprivation, each based on an interpretation of the Indices of Multiple Deprivation. These indicators look at: % of population living in the most deprived Super Output Areas; % population who are income deprived; % of population who are employment deprived; % of children living in families that are income deprived; % of older people living in income deprived households. The SOA-based measure is somewhat crude,

suggesting that in some wards there are no issues of deprivation. A more useful analysis of the ward-level figures can be obtained by using the other indicators.

Amongst the IPF comparator authorities, Ipswich (15%) is 6th (of 16) on the % of population living in income deprivation⁸. Lowest scoring is Cheltenham (9.6%) and highest Burnley (18.1%). On the % children living in families that are income deprived, Ipswich (22.4%) again ranks 6th with Cheltenham (15.8%) lowest and Lincoln (28.3%) highest. The measure looking at % of older people living in households that are income deprived has Ipswich (17.3%) ranked 6th, with Cheltenham (11%) lowest and Preston (18.6%) highest.

The figures below show the distribution of income deprivation amongst the wards in Ipswich. From these images it is clear to see that patterns of deprivation resemble those identified in the distribution of employment by both industry and occupational category. Central and eastern wards have fewer people identified as 'income deprived'; subsequent charts indicate that the % of children in income deprived families and % of older people living in income deprived households follow similar patterns. Distribution of this latter indicator is slightly more complex, with some wards which have shown relatively low levels of deprivation showing greater numbers. This is perhaps explained, at least in part, by greater proportions of older people in some of these wards (see distribution of population by age above).

Figure 13: Distribution of Income Deprivation



The figure below, showing % of children living in families which are income deprived, shows a greater variation in proportions between those wards where there is relatively low deprivation and those where there are greater levels of deprivation by this measure.

⁸ The high degree of correlation between income deprivation and employment deprivation means that only income deprivation will be used in this report. The figures for employment deprivation can be found in the Dataset Annex to this report.

Figure 14: Distribution of Children in Income Deprived Families

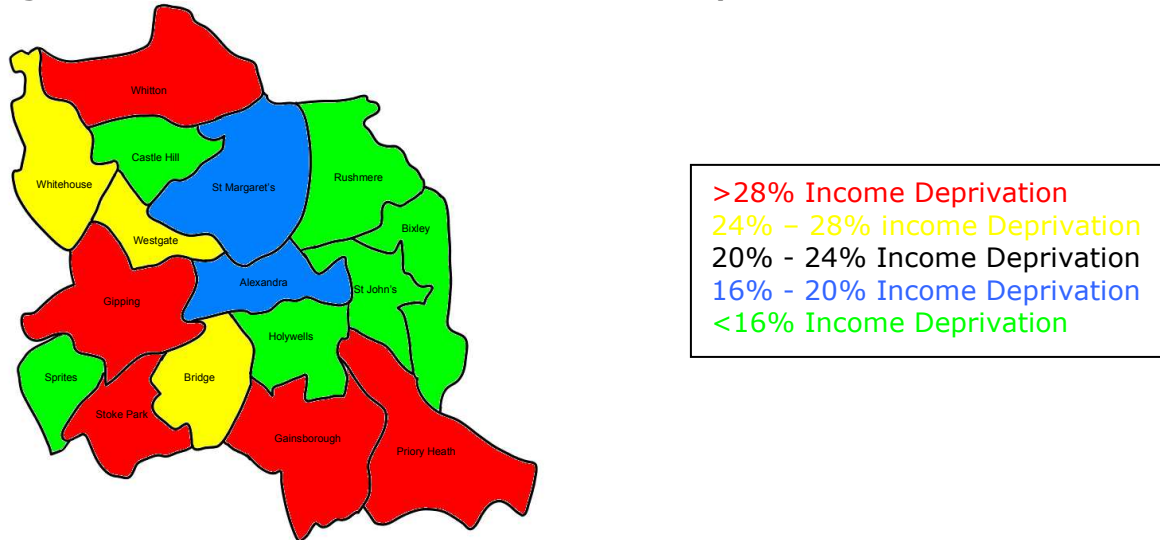
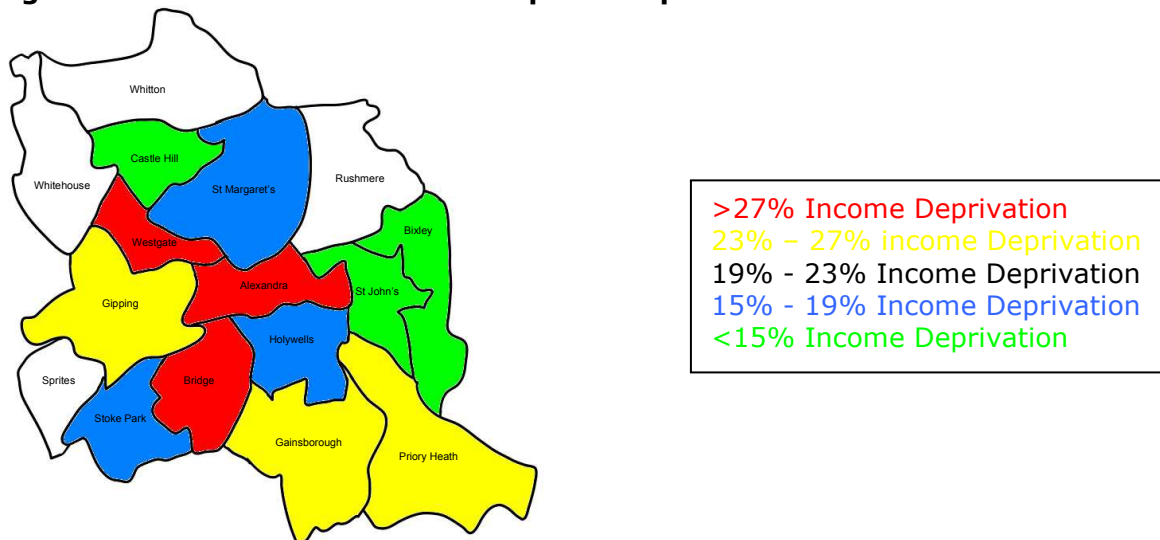


Figure 15: Distribution of Older People in Deprived Households



Analysis of the ward-level economic data for Ipswich suggests that there is a split between central and eastern wards, where there is lower deprivation and greater employment in sectors which are associated with higher salaries and higher levels skills, and wards in the north, west and south where the opposite tends to be true.

In the case of issues of deprivation this distinction has normative implications. Where deprivation 'hotspots' can be identified then this suggests a motivation for taking steps to reduce the impact of these socio-economic challenges.

In the case of differences between employment by industry and by occupational category, the same normative conclusions cannot necessarily be drawn. It cannot be said that having a high proportion of people employed in retail or in manufacturing is something that needs to be corrected in the same way that one can with areas of high deprivation. Areas where there are low wages are more likely to suffer in times of rises in the cost of living and economic slow-down, particularly if jobs are lost amongst those with low levels of skills (in particular, transferable skills which could be of use in other sectors or occupations). There is, perhaps, a greater degree of security amongst those in professional and senior

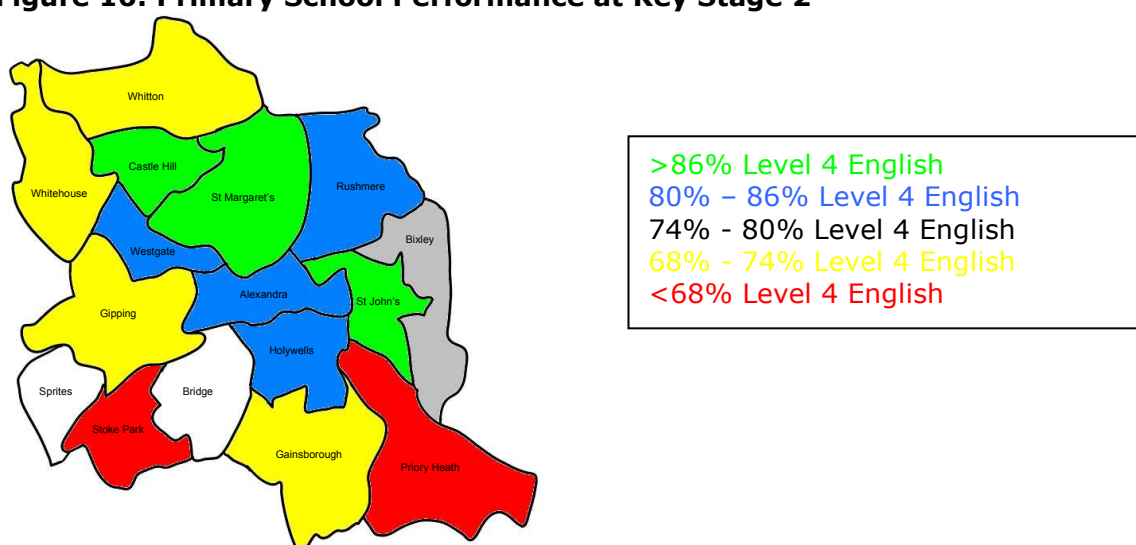
managerial occupations and employed in sectors such as public administration and education or financial and business services.

Education and Young People

The picture of the economy of Ipswich suggests qualification and skills issues which may cause disparities between wards. In this section the education, skills and qualificatory issues will be addressed. In addition, this section will include a description of issues relating to children and young people⁹.

Performance in terms of school results is a somewhat crude way of measuring education standards across the wards of Ipswich. A number of issues with this methodology are raised in the Annex to this report. The figure below gives an indication of the education in wards (approximated by the location of primary schools). These results should be considered somewhat unreliable, although the pattern suggested below suggests that there are distinct patterns of achievement across the Town.

Figure 16: Primary School Performance at Key Stage 2¹⁰

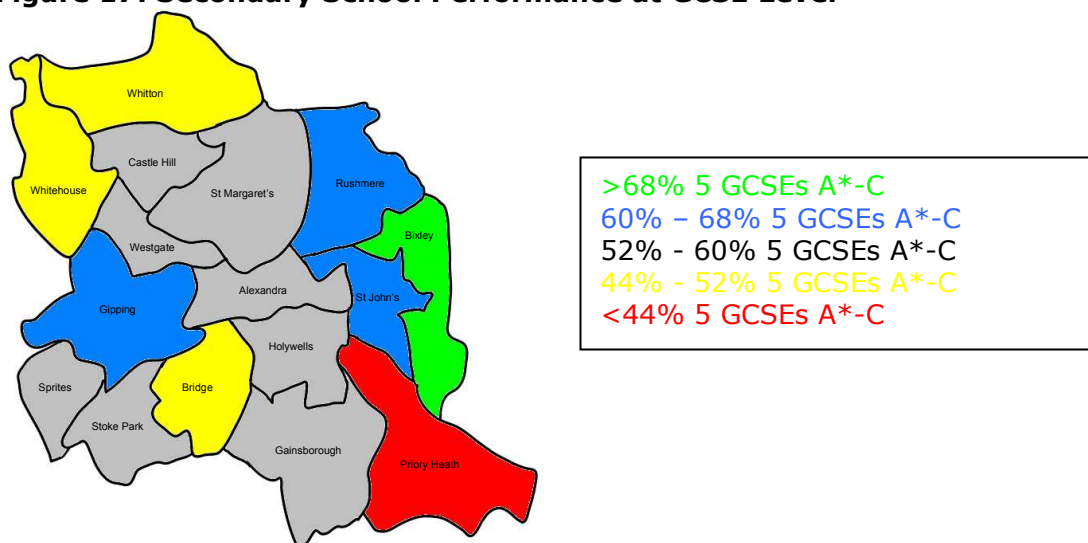


Measuring achievement levels at secondary school level is difficult because not every ward has a primary school. A lack of data means that drawing conclusions about the distribution of educational performance is difficult. It is more likely to be the result of particular challenges faced by the individual schools rather than a reflection of the nature of the ward(s) served by the school. It is perhaps worth noting that the wards which face challenges in other areas have schools in which exam results are less favourable than in other wards.

⁹ Data relating to Children and Young People has not been included in the dataset for this project. For a full discussion of the reasons for this, please see the Methodological Annex to this report. As a result of this, this report contains a discussion of some of the issues for children informed by the Cluster Report produced by Suffolk County Council.

¹⁰ This chart refers to attainment of Level 4 or better English at KS2. Distribution patterns of Level 4 Maths at KS2 are similar and have not therefore been reproduced here. Bixley ward does not have a primary school.

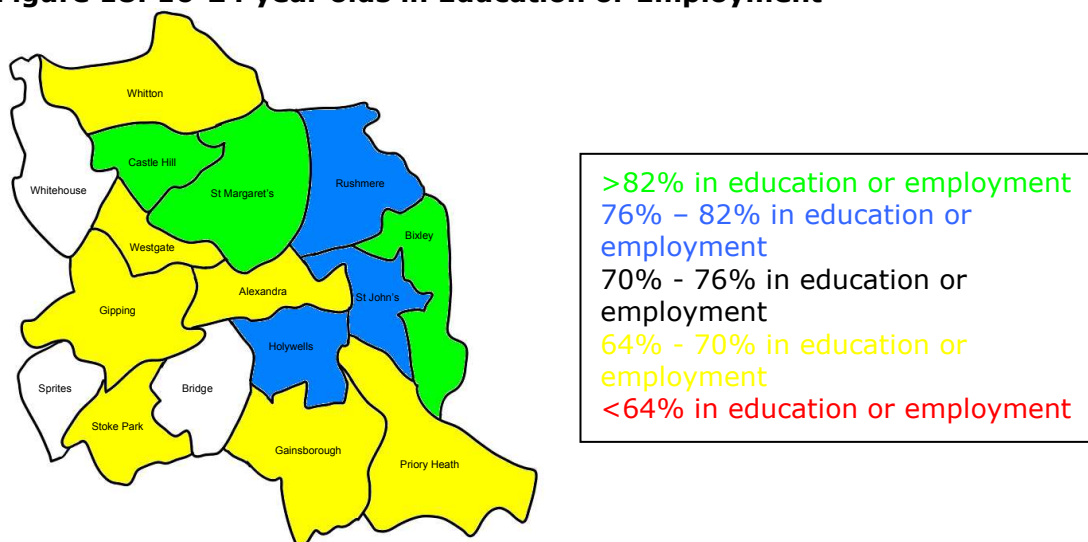
Figure 17: Secondary School Performance at GCSE Level¹¹



In recent years, the government has been concerned with the 'NEET' group of young people: those that are *Not in Education, Employment or Training*. The audit commission approximates this by measuring the proportion of 16 to 24 year old in education or employment. Amongst the IPF comparator authorities, Ipswich (68.6%¹²) is ranked 14th out of 15 (no result for Wellingborough). Only Chesterfield (67.4%) scores lower, with Cheltenham (95.3%) the best performing council.

The figure below shows the distribution of 16 to 24 year olds that are in education or employment (approximating the proportion that is not classified as NEET). Whilst there is a suggestion of a pattern, it is worth noting that variation between wards is not as great as it is on other indicators.

Figure 18: 16-24 year olds in Education or Employment



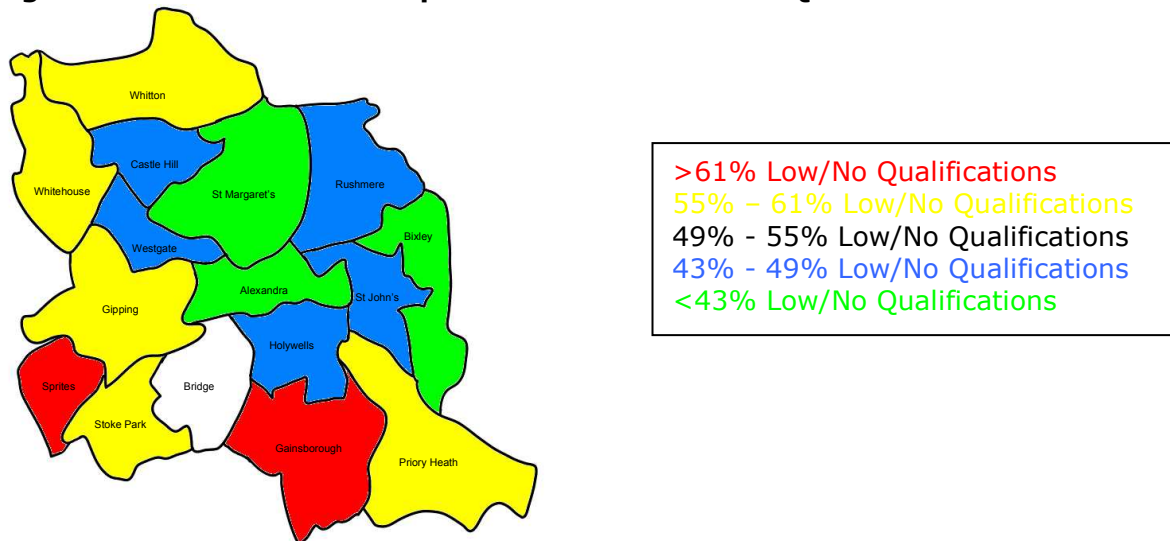
¹¹ This chart refers to the percentage of pupils achieving 5 or more GCSEs A*-C. Those wards shaded in grey do not have a secondary school.

¹² Due to differences in the way the results were calculated, this is slightly different to the score gathered for Ipswich in this project.

Increasing the skills base of the UK economy has been recognised as vital to ensuring that the UK can remain competitive on the world stage. The Leitch review set targets proportions of the population achieving each skills level by 2020. At Level 2 (equivalent to 5 GCSEs A*-C) Leitch set a target of 90% by 2020 and to progress to 95% as soon as possible after that. Ipswich ranks 13th out of 16 IPF comparators at this level with 51.9% of the population having 'low or no qualifications'¹³. The best performing authority is Cheltenham (36.7%) and the worst Mansfield (57.5%).

The figure below shows the distribution of those with low or no qualifications. It is worth noting that St Margaret's ward has a significantly lower proportion of those with low or no qualifications (29.1%) than other wards.

Figure 19: Distribution of Population with Low or No Qualifications

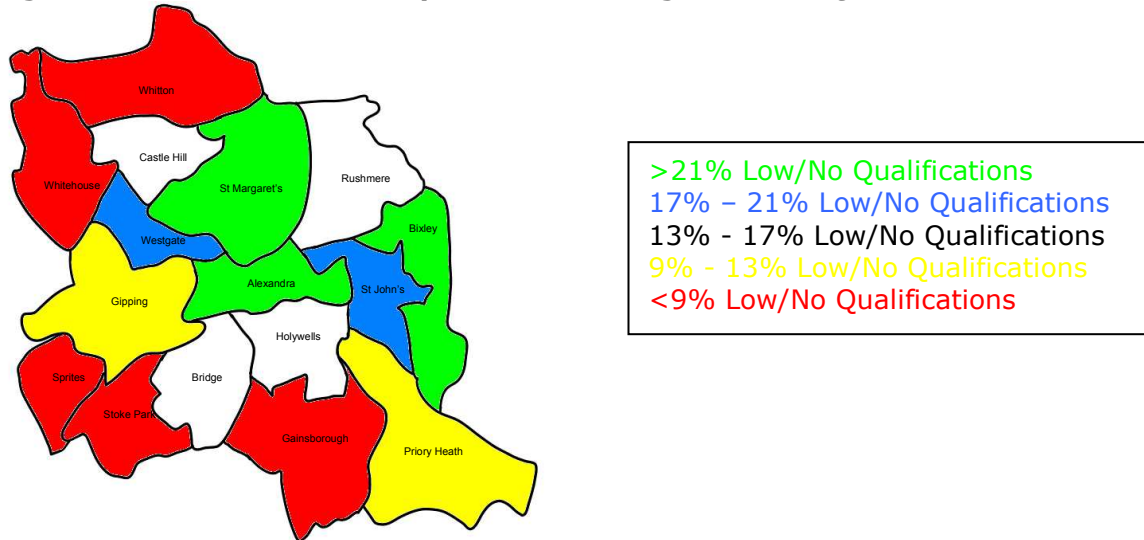


Another key target identified in the Leitch report is the proportion of the population with level 4 or above qualifications (equivalent to sub-degree higher education). The Audit commission dataset has no indicator that matches this precisely, but it does compare the proportion of the local authority population educated to first degree level. It is also perhaps worth noting that Suffolk is recognised as having a lower proportion of young people entering higher education than many other counties and that this was one reason behind the creation of University Campus Suffolk. Ipswich ranks 9th out of 16 (although a number of authorities are only fractionally higher than Ipswich). The best performing authority is Cheltenham (26.5%) and the worst performer Mansfield (10%).

The figure below shows the distribution of population with level 4 or 5 qualifications across the wards of Ipswich. It is again worth noting that St Margaret's ward is a significant outlier with 37.1% of the ward population having level 4 or 5 qualifications.

¹³ It is assumed that those with 'low or no' qualifications hold either a level 1 or lower qualification.

Figure 20: Distribution of Population with Higher Level Qualifications

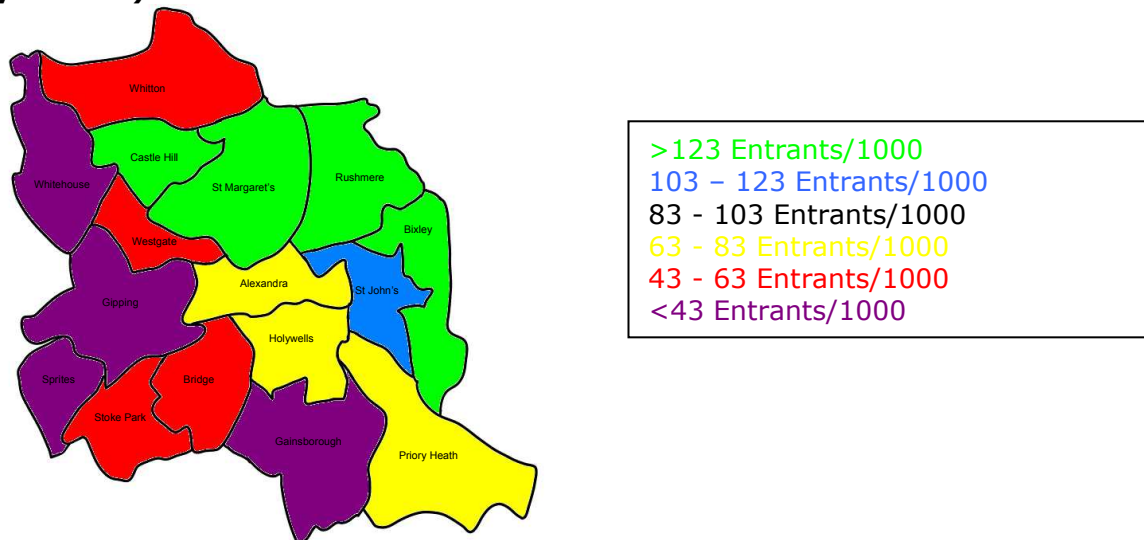


Studying the distribution of qualifications again shows a split between the central and eastern wards and those in the north, west and south. An indicator of how these qualification levels may be changing (especially higher level qualifications) is entrants to higher education.

The distribution of entrants to higher education (shown in the figure below) indicates that more young people from the wards on the east of the Town are choosing to go into higher education than those on the north, west and south. In terms of outlying wards, St Margaret’s again shows many more entrants per 1000 young people (337, next highest 171). Gainsborough and Gipping wards are outliers at the bottom of the range at 16 and 17 entrants per 1000 young people respectively.

The government target of 50% participation in higher education by young people is some distance away in all cases, suggesting that work needs to be done in terms of aspiration raising and helping young people overcome any barriers to participation in higher education.

Figure 21: Distribution of Entrants to Higher Education (per 1000 18-20 year olds)



Data from CYP

The Children and Young People's Services Directorate (CYP) at Suffolk County Council collects data covering a wide range of indicators related to the 5 *Every Child Matters* outcomes: Be Healthy; Stay Safe; Enjoy and Achieve; Make a Positive Contribution; and Achieve Economic Well-Being. For the purposes of managing and monitoring performance, Suffolk is split into 3 *areas* which, in turn, are sub-divided into *clusters*. An annual 'cluster profile' is produced by the performance team which provides contextual and performance data for each cluster.

Ipswich is covered by the Southern Area. Four clusters within this area cover the Town, although their boundaries do not correspond to ward boundaries, or even to the boundaries of the local authority. This makes analysis by electoral ward extremely difficult, although it may be possible to work with CYP more closely in the future and to draw up a set of indicators for which the data is available at the ward level.

Whilst the cluster profile allows users to get a picture of individual clusters, the data is presented with a health warning against using the data provided to compare clusters directly with one another. This is because clusters vary to such an extent that such comparisons become meaningless.

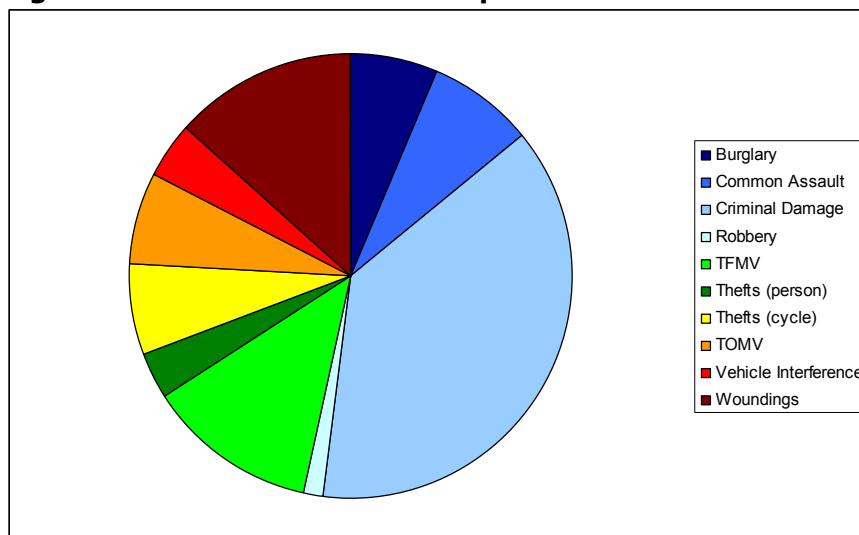
Whilst collecting data about children and young people is clearly important in drawing up accurate pictures of the electoral wards in Ipswich, current data available to this project does not allow this sort of analysis. The situation with this data serves to highlight issues with data collection which were addressed earlier in this report and which are explored in some detail in the methodological annex to this report. In order to move the analysis of this data on in a way which allows for ward profiling, issues of confidentiality, geography and relating to relatively small numbers must be addressed.

Crime

This section will seek to show patterns of crime over Ipswich as a whole and to give a sense of comparison between Ipswich and the Institute for Public Finance comparator authorities. Differences in the way that data is made available and collected at a ward level mean that it is not necessarily possible to replicate Audit Commission data at a ward level. This section offers a sample of patterns for different crimes, the full dataset is available in the Annex to this report.

In terms of the proportion of the town population that have been a victim of personal crime at least once, Ipswich (4.54%) ranks 3rd out of 16 comparators with Carlisle (3.29%) the best performing and Preston (8.09%) the worst performing. In terms of household crime, Ipswich (14.55%) ranks 6th with Carlisle (13.08%) the best performing and Mansfield (23.91%) worst. Overall then, Ipswich appears to have a relatively low crime rate when compared to authorities deemed to be comparable over a range of socio-economic indicators. The figure below indicates the relative frequency of recorded crimes in Ipswich during the period March 2007 to February 2008.

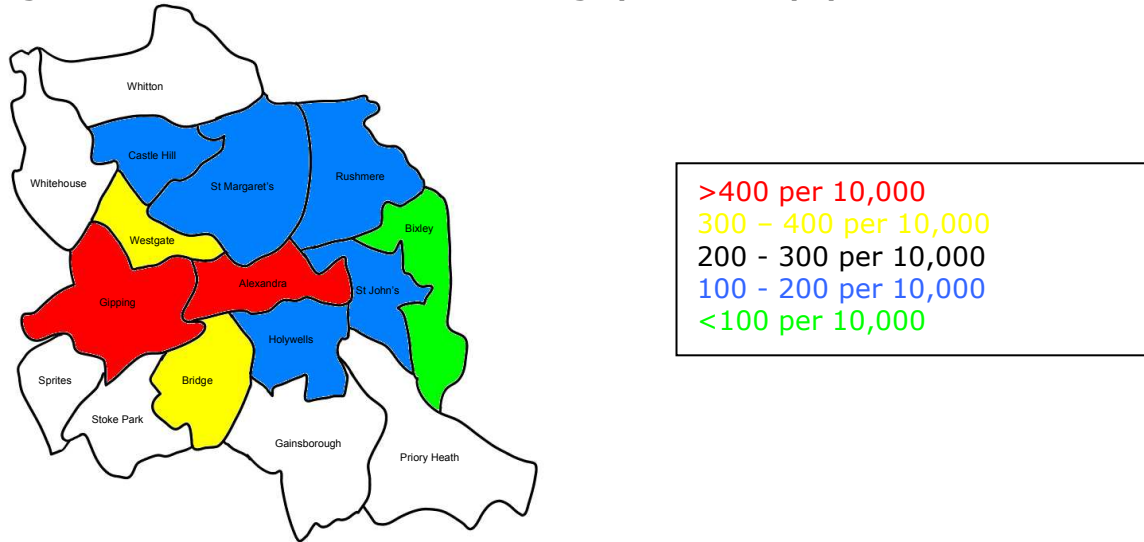
Figure 22: Recorded Crimes in Ipswich



The distribution of crime in Ipswich (measured in terms of recorded offences) is skewed towards Alexandra ward for the majority of types of crime because of its location in the town centre. For some types of crime this skew is greater than others; an example of this is in the number of woundings per 10,000 population which in the period March 2007 to February 2008 was 424 in Alexandra and 134 in Westgate (the 2nd ranked ward).

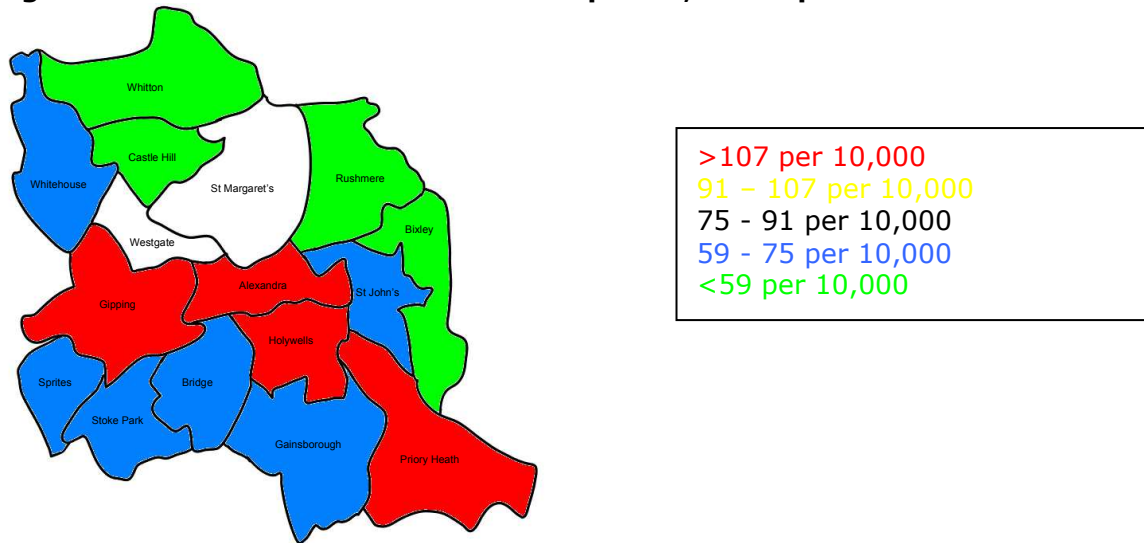
In the example below, instances of criminal damage are more frequent in the town centre and towards the west of the town centre and less frequent towards the east.

Figure 23: Instances of Criminal Damage per 10,000 population



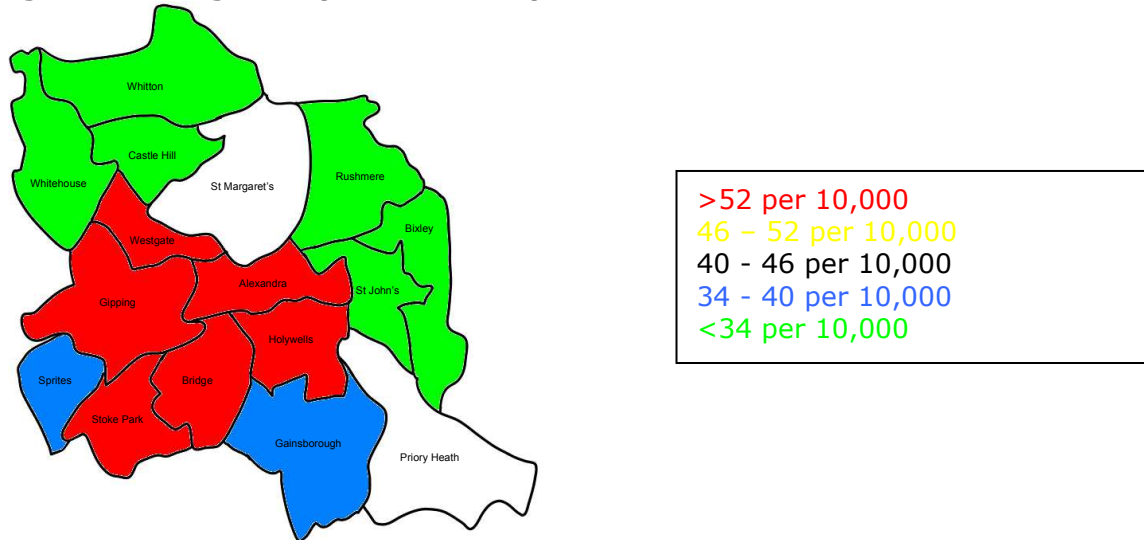
The measure of Thefts From a Motor Vehicle offers the chance for comparison of Ipswich with the IPF comparator authorities and amongst the wards. Overall, Ipswich (9.61 per 1,000) ranks 9th out of 16 with Stevenage (5.8) lowest and Mansfield (17.93). At ward level, where the measure is per 10,000, thefts from motor vehicles occur most often in central wards and in Priority Heath, with bands to the north and south of the Town having lower offending rates by this measure.

Figure 24: Thefts From a Motor Vehicle per 10,000 Population



The distribution of burglaries is quite clear, with high variation between the highest (Bridge, 90 per 10,000) and lowest (Whitton 8 per 10,000). All wards with the highest instances of burglaries are clustered in the centre and south-west, with wards to the north and east showing the lowest instances of burglary.

Figure 25: Burglaries per 10,000 Population



The picture presented through the analysis of crime data indicates that patterns for this indicator differ to those identified for both economic and skills and education. In this case, the highest levels of crime tend to be in the town centre and towards the west and south-west of the Town with the north and east having a lower crime rate. More detail of the individual ward-cases will be presented in the ward profile section.

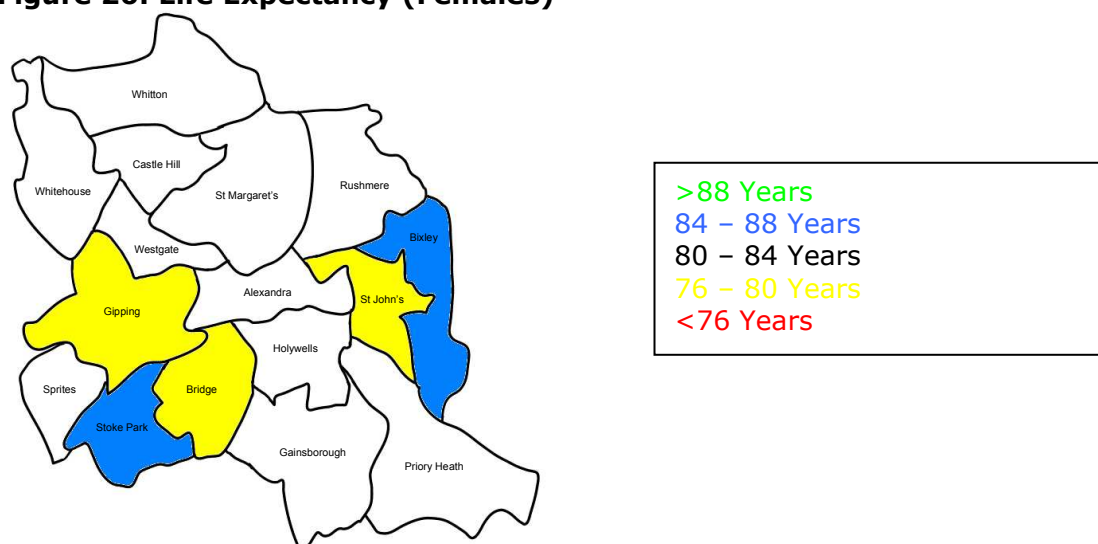
Health and Wellbeing

This section will look at patterns of life expectancy for both females and males and teenage conception rates and to give comparisons between Ipswich and the 15 Institute of Public Finance comparator authorities.

Amongst the IPF comparator authorities there is little variation between life expectancies for either females or males. For females, Ipswich (81.6) ranks 2nd of 16 with only Cheltenham (81.9) better but the worst performer, Lincoln (79) is not far behind. Amongst males, Ipswich (76.4) ranks 6th of 16, with Cheltenham (78.5) highest and Mansfield (75.4) lowest.

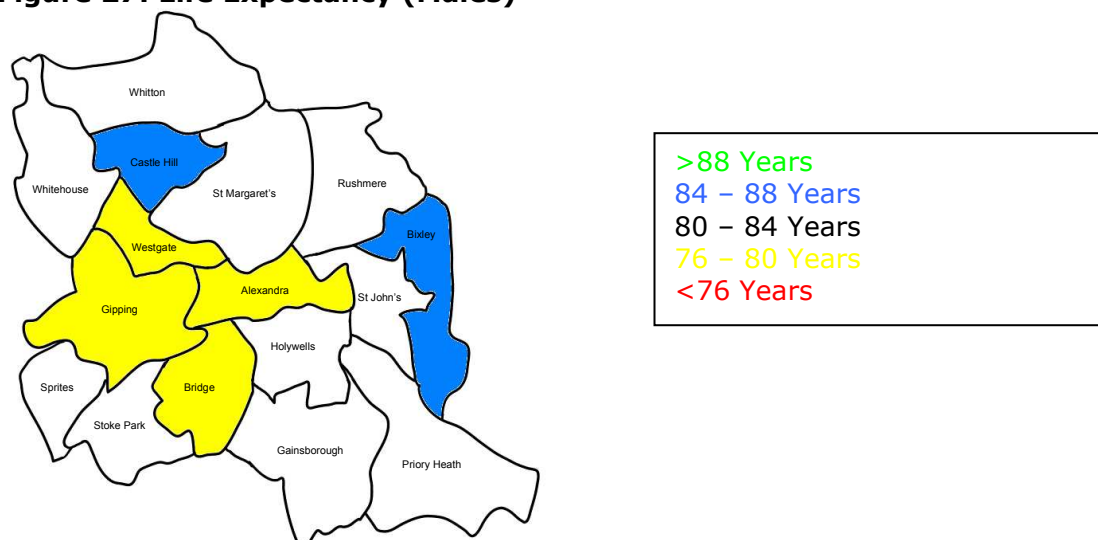
At the ward level, there is little variation in life expectancies for either females or males. The figures below illustrate wards with higher or lower than average life expectancies.

Figure 26: Life Expectancy (Females)



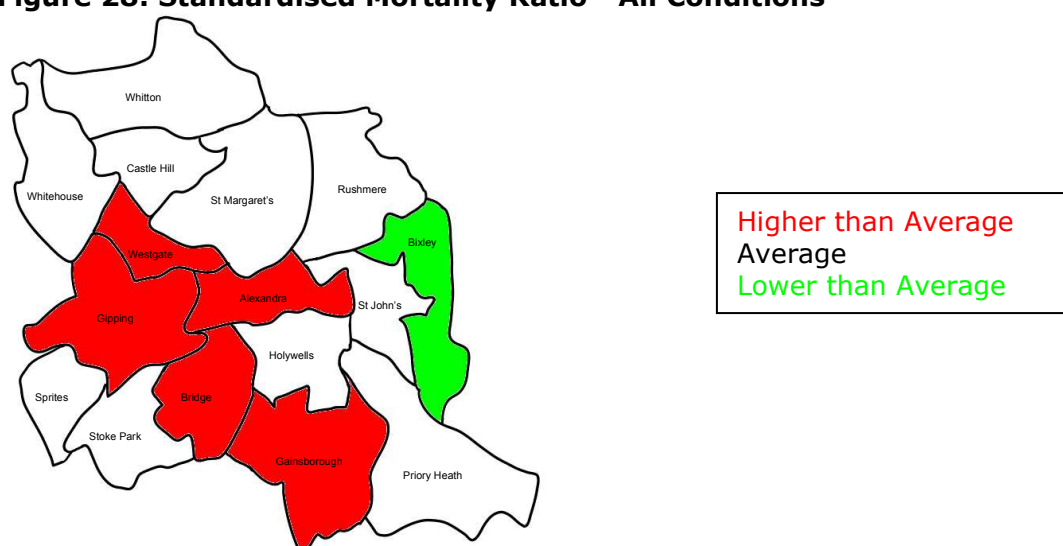
For males, there is little variation between wards, although there is a suggestion of a cluster of wards to the centre and south-west which have slightly lower than average life expectancy.

Figure 27: Life Expectancy (Males)



The figure below shows how the standardised mortality ratios (SMR) in the wards in Ipswich compare to the Suffolk average. These have been adjusted for the influence of age and so variations shown are not the result of wards being 'older' or 'younger' than average. Those that are shown as high (red) have significantly higher mortality rates than the Suffolk average indicating more deaths than expected on average. Whilst the SMR indicates that most wards in Ipswich have mortality rates which are not statistically different to those across Suffolk as a whole, there is a cluster of wards to the centre and south-west of the town which have lower-than-average SMRs, possibly indicating poorer general health in these areas.

Figure 28: Standardised Mortality Ratio - All Conditions

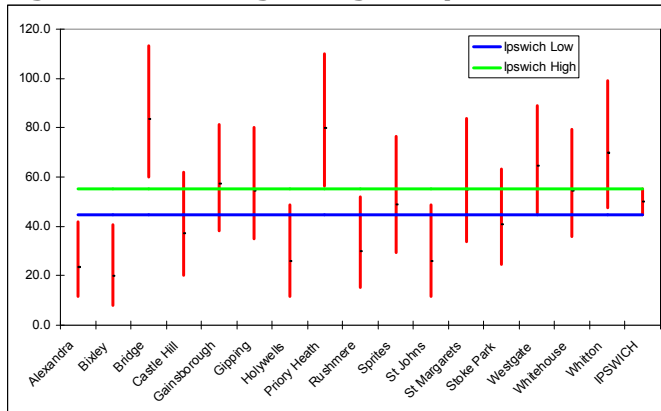


Further analysis of Standardised Mortality Ratios for specific conditions (or groups of conditions) suggests that Ipswich has a higher than average mortality rate for Circulatory Diseases and for Respiratory Diseases as well as a higher than average overall mortality rate.

The teenage conception rate measure shows that Ipswich (33.9 per 1,000 15-17 year olds) is ranked 12th of 16 comparator authorities with Stevenage (27.4) the best performing and Wellingborough and Northampton (43.1) joint worst performers.

The figures for teenage conception rates at ward level are estimates, subject to confidence intervals. The nature of the way in which this data is collected means that a precise figure cannot be given and rather an interval between which we can be confident the true value lies is shown. The graph below shows that most wards must be considered to be 'average': their teenage pregnancy rate overlaps the Ipswich confidence interval. Alexandra and Bixley wards are considered to have lower than average teenage pregnancy rates because their confidence interval does not overlap that of Ipswich (and is lower). In the case of Bridge and Priory Heath wards, the opposite is true. The confidence interval for these wards does not overlap that of Ipswich and is higher, indicating that the teenage pregnancy rate in these wards is higher than the town average.

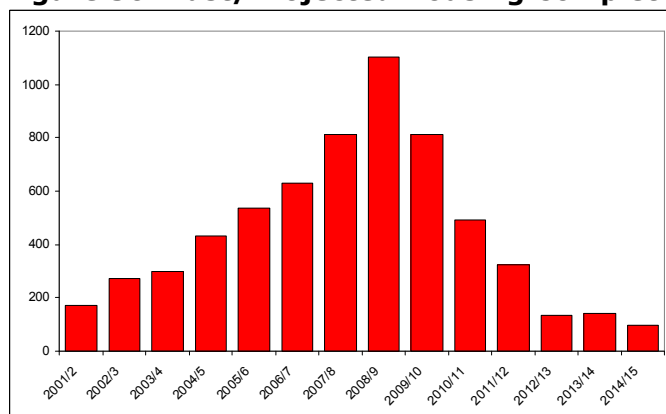
Figure 29: Teenage Pregnancy Rates



Housing

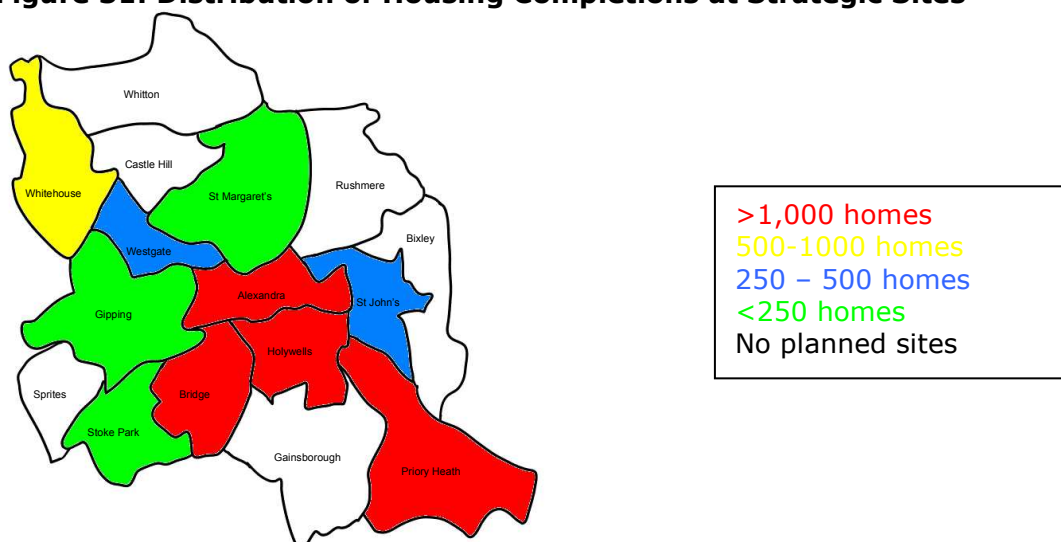
Data on housing completions and proposed new building projects can inform how the populations of electoral wards may have changed in the time since data was collected, and how they may continue to change in the future. The graph below uses data provided by Ipswich Borough Council to show past and projected new housing completions across the Town in the period 2001-2015. In this period, over 6,200 new homes will be built across strategic sites, with an additional 9,200 coming from 'unidentified windfalls'.

Figure 30: Past/Projected Housing Completions at Strategic Sites



The new build homes on strategic sites will be distributed unevenly between wards: some wards will have considerable growth whereas in other wards there are no plans for new housing at strategic sites. The figure below gives an impression of this distribution and shows that the majority of planned housing completions at strategic sites can be found in the town centre and towards the south-east of the Town. Additionally, a considerable number of homes are planned in Whitehouse ward in the north-west of the Town.

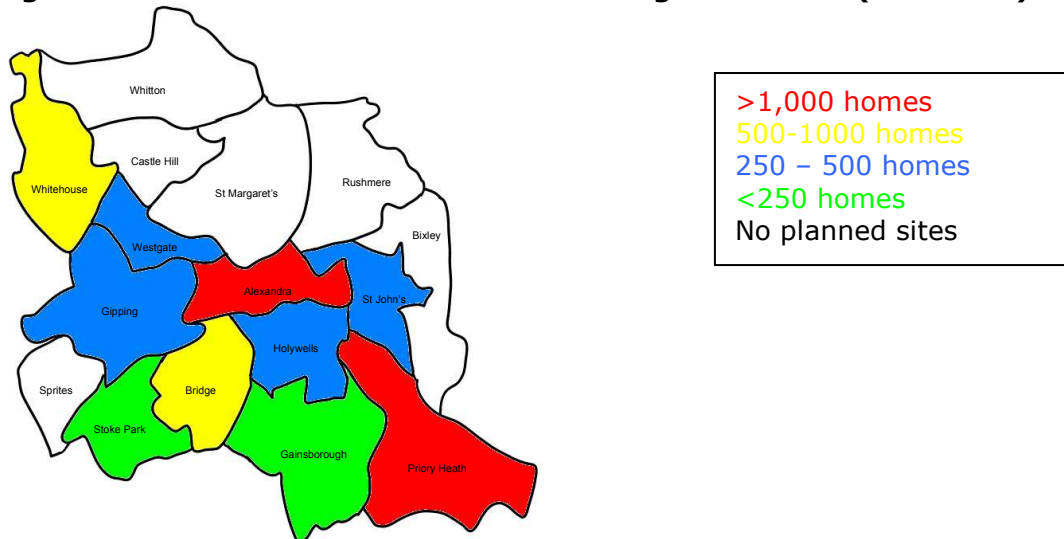
Figure 31: Distribution of Housing Completions at Strategic Sites



Planning permission records can also be used to give an impression of the predicted growth in housing across Ipswich. In the figure below, data on sites with planning permission for more than 20 units (net increase) has been used to illustrate the distribution of this growth in housing across Ipswich. Two wards

show more than 1,000 net units' growth: Alexandra, accounted for by the Waterfront developments; and Priory Heath, the ward which includes the Ravenswood development. Expansion in most other wards is modest, although Bridge and Whitehouse wards can both expect between 500 and 1,000 net units' growth.

Figure 32: Distribution of Sites with Planning Permission (>20 units)



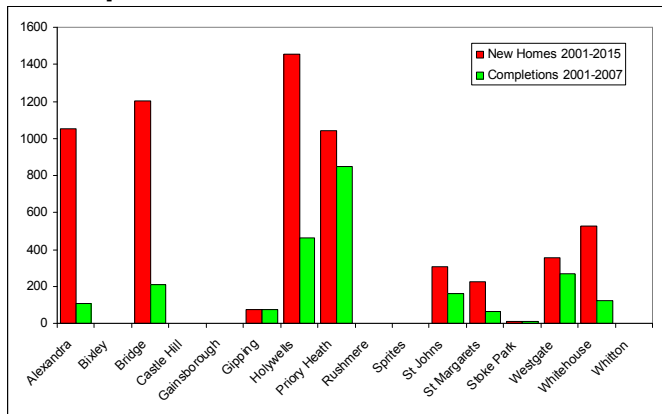
Obtaining a clear picture of the changes to housing stock and population in the electoral wards is not easy. Data from Ipswich Borough Council suggests that as at 1st April 2007 there were 499 net units with planning permission at sites with fewer than 10 net units each (at least 50 sites). Keeping track of these and mapping these changes is very difficult.

Greatest change from 2001 data will be seen in central wards (Alexandra, Bridge and Holywells) and in Priory Heath ward. Both sources of data indicate net growth in these areas. Across the south of Ipswich substantial net growth is forecast according to information on planning permission for sites of more than 20 units. To the north and east, expansion is forecast to be lower, with fewer strategically important sites and low or no sites with planning permission for 20 or more homes.

Changes in the housing stock in a ward will lead to changes in the population of the ward: the 1,250 units at Ravenswood will have a massive impact on the population of Priory Heath ward. It may also lead to changes in the distribution of this population by age. Where new homes are being built which are specifically aimed at families this could lead to an increase in the proportion of children. Conversely, new developments of flats may attract younger adults.

The figure below compares the completed new housing at strategic sites between 2001 and 2007 with the predicted housing stock growth at these sites between 2001 and 2015. It shows that in the case of Priory Heath ward, much of the housing growth has been completed but that in Alexandra, Bridge and Holywells wards, although considerable growth is forecast over the period to 2015, only a small percentage has been completed to date.

Figure 33: Comparison of Completions and Predicted Housing Developments



Care should be taken to ensure that the way those new housing developments and other changes to housing stock can be taken into account when considering the population of electoral wards in Ipswich. This data suggests that there will be considerable, asymmetric changes in the population of wards resulting in significant changes to the distribution of population in Ipswich over the coming 5-10 years.

Analysis by Ward Area

Unless otherwise specified, the electoral ward boundaries used in the analysis of this data are the 2003 statistical ward boundaries. In Ipswich, there are 16 electoral wards:

- Alexandra
- Bixley
- Bridge
- Castle Hill
- Gainsborough
- Gipping
- Holywells
- Priory Heath
- Rushmere
- Sprites
- St John's
- St Margaret's
- Stoke Park
- Westgate
- Whitehouse
- Whitton

This section will look at each ward in turn in order to identify the particular challenges and issues suggested by the gathering of statistical information during this project. In each case, data will be presented on the five thematic areas: Background; Economy; Education and Young People; Crime; and Health and Wellbeing.

The profiles in this section have been designed so that they may be read individually or may be used to draw comparisons between wards. This has necessitated a degree of consistency in the profiles, although, where appropriate, additional information has been provided to highlight particular issues for individual wards.

This section will present a summary of data. The full dataset provides a wider range of indicators, including some that are not mentioned for reasons of space and clarity in this report. The dataset can be found in the Dataset Annex to this report.

Interpreting the Ward Profiles

The ward profiles are split into five thematic areas as described above. In each, a summary of statistical data is presented to give a picture of issues relating to the theme. As a result of limitations in the full dataset, some thematic areas have more coverage than others, meaning that the picture which can be drawn is clearer and differentiations between wards more reliable.

In most cases, data has been summarised using *quartiles*. This is a way of showing the relative standing of a ward for a particular indicator. The wards are listed according to their scores for a particular indicator and then split as follows:

- Positions 1-4 – First (top) Quartile
- Positions 5-8 – Second Quartile
- Positions 9-12 – Third Quartile
- Positions 13-16 – Fourth (bottom) Quartile

Colours have been used to indicate the quartile in which a ward is placed for each indicator. In these charts, the size of the segment does not give an impression of score, the only variable is colour.

Where it is possible to determine a 'best' score for an indicator, then wards which are the best scoring are determined to be in the top quartile and the worst scoring wards are in the bottom quartile. In other cases, wards with the greatest score or proportion are considered to be 'top quartile' and wards with the least are considered to be 'bottom quartile'. It is recognised that in these cases there is no normative conclusion to be drawn from being one or the other, it is simply a way of distinguishing relative scores.

The colours used to indicate quartile scores are as follows:

- Top Quartile – Green
- Second Quartile – Blue
- Third Quartile – Yellow
- Fourth Quartile – Red

Particular care should be taken when using quartile scores to draw conclusions about the relative performance of wards. This information should never be used without prior reference to the full dataset: quartile scores may give the impression that a significant difference between ward scores exists where actual variation is not statistically significant.

The performance of wards for given indicators may be described as 'relatively high' or 'relatively low'. This indicates a relative position in comparison with other wards in Ipswich and does not necessarily indicate that the score for that ward is either high or low in absolute terms or in comparison to other areas of the Country. Some further information can be obtained from the Analysis by Theme (above) or the full dataset.

The thematic analysis for each ward is summarised as part of the profile, indicating the key points which define that ward. In each case, the ward profile concludes with a limited number of challenges. These are the areas which the data suggests are of particular significance for that ward and which may indicate areas which could be considered for future investigation or investment.

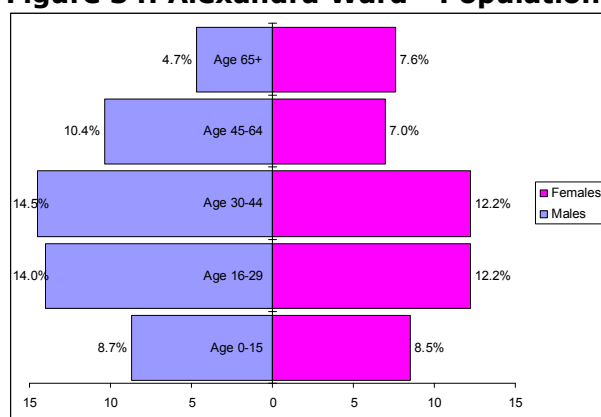
In the case of wards facing significant and potentially cross-cutting problems, these challenges will not necessarily represent the full range of issues facing the ward. In the case of those wards which face less obvious problems, the challenges identified may be considered to be 'stretch targets', the achievement of which will be of significant benefit to the ward, its residents and to the Town.

Alexandra

Alexandra ward is located in the centre of Ipswich and incorporates the town centre, this location means that many of the patterns of employment, travel and crime are different to those in the rest of the town.

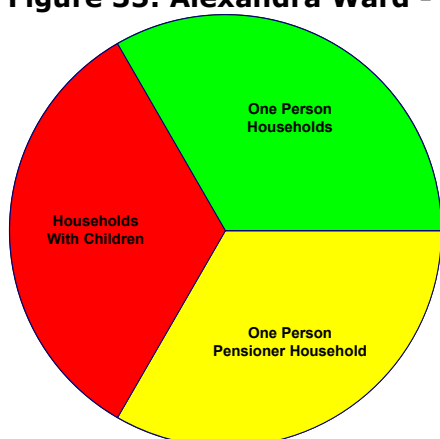
The Small Area Population Estimates suggest that the population of Alexandra ward in June 2005 was just under 7,500. The chart below shows the distribution of this population by sex and age. It shows that Alexandra ward has high proportions of males and females aged 16-44 but lower than average proportions of adults older than 65 and children (0-15). In fact, Alexandra ranks 2nd highest for the 16-44 age groups in both sexes, and in the bottom quartile for all other population sub-groups.

Figure 34: Alexandra Ward - Population Pyramid



The figure below compares the type of household in Alexandra ward with those in the rest of the town. It shows that Alexandra is in the top quartile for one-person households and in the bottom quartile for those household with children. Taken together, these pieces of evidence suggest that Alexandra has a high number of young, single people living alone (certainly in comparison to the rest of Ipswich).

Figure 35: Alexandra Ward - Household Comparison



Summary - Population

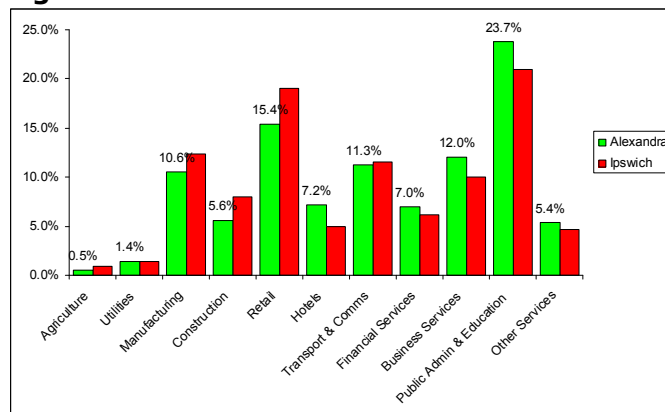
Alexandra ward has a high proportion of people living alone and a high proportion of younger people.

Economy

The economy of Alexandra ward is dominated by the fact that it includes the town centre. It is, therefore, a main centre of employment not only for those living in the Town but also in the region. This is clearly evidenced by the ratio of daytime population to resident population, which in the case of Alexandra is 3.2 indicating that the population of the ward grows during the day to over 3 times the number of people who live there. In comparison, only one other ward (Gipping) has a ratio greater than 1 (which indicates inward movement), the remaining 14 wards have smaller daytime populations than resident populations, indicating that the population travel away from their wards and work either in the town centre or elsewhere.

The figure below shows the distribution of employment by industrial sector for the resident population. It shows that the main sectors of employment are Public Administration and Education, Financial and Business Services and Retail. Alexandra has greater than average employment in Public Administration and Retail and in Business Services.

Figure 36: Alexandra Ward - Distribution of Employment by Industry



The figure below illustrates the distribution of employment by industry for the resident population of Alexandra ward and illustrates the comparative proportions of employment in each sector. It is important to note that this figure relates to proportions and not to total numbers of people employed in each sector. It does not illustrate the employment *within* Alexandra ward.

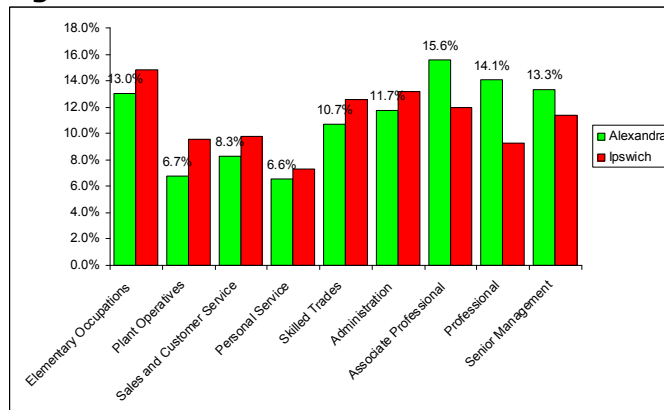
This figure shows that those living in Alexandra ward are more likely than other residents of Ipswich to be employed in Financial and Business Services, Hotels and Restaurants and Other Services, and slightly more likely to be employed in Public Sector and Education. Residents of this ward are less likely to be employed in Manufacturing, Construction and Retail than those in other wards.

Figure 37: Alexandra Ward – Comparative Employment by Industry



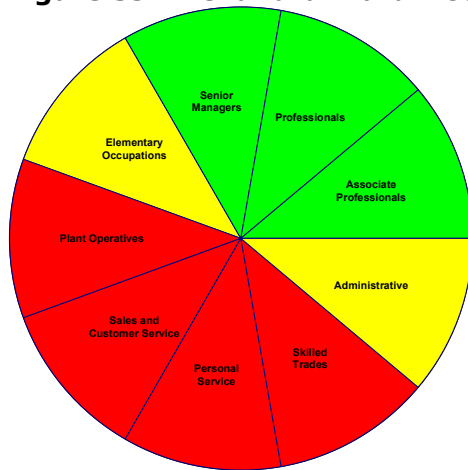
The figure below illustrates the distribution of employment by occupational category for the resident population and shows that Alexandra ward has high employment in managerial occupations, professionals and associate professionals. Alexandra ward also has a significant number of residents employed in elementary occupations although this proportion is still below the average for Ipswich.

Figure 38: Alexandra Ward - Distribution of Employment by Occupation



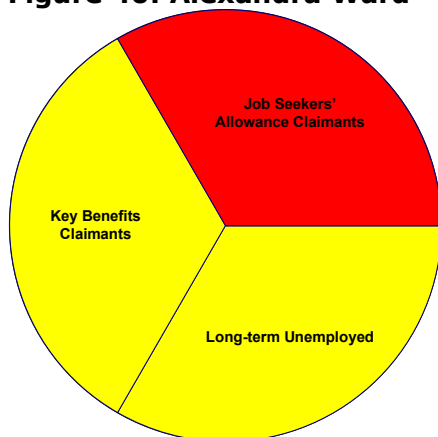
The figure below compares the proportions of employment in each occupational category with those of other wards in Ipswich and clearly shows that Alexandra ward has a higher proportion of people employed in occupations associated with higher wage levels and higher-level skills: Senior Management, Professionals and Associate Professionals. With lower than average employment in those occupations associated with lower wage levels and lower-level skills a clear picture of employment in Alexandra can be formed.

Figure 39: Alexandra Ward - Comparison of Employment by Occupation



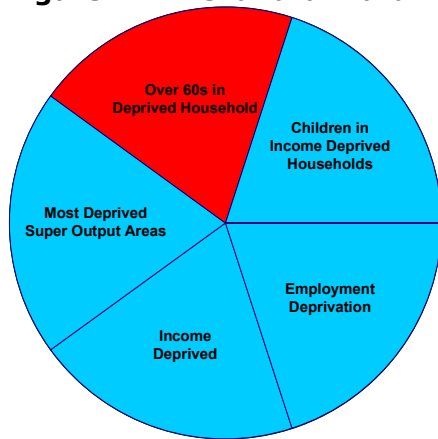
Alexandra ranks 3rd in terms of Job Seeker's Allowance claimants indicating a higher than average proportion of unemployed residents. The figure below summarises the data on unemployed residents and suggests that Alexandra has issues with long-term unemployment and those who are not in employment for other reasons (and claiming benefits).

Figure 40: Alexandra Ward - Comparison of Unemployment Data



Issues of deprivation in wards have been measured using a number of indicators based on the Indices of Multiple Deprivation collected by the Department for Communities and Local Government. The figure below summarises the data for Alexandra ward. Alexandra actually ranks 16th in terms of the proportion of over 60s living in deprived households indicating that this is an area of concern within the ward. The Ward is ranked 9th in the other three main indicators of deprivation. The percentage of the population living in the most deprived super output areas is a crude measure but does indicate that a proportion of the ward's population live in an area that has been identified as 'deprived' across a range of indicators.

Figure 41: Alexandra Ward - Comparison of Deprivation Indicators



The economic picture of Alexandra ward is somewhat complex. The ward has higher than average unemployment and significant issues of deprivation, particularly amongst its older residents. Amongst those in employment, patterns suggest that many residents are employed in industries and occupations associated with higher wages and high-level skills.

Summary – Economy

Patterns of employment distribution in Alexandra suggest that most residents are employed in relatively high-waged and high-skilled jobs although the ward does still have a significant proportion of residents employed in elementary occupations.

Unemployment levels are high in the ward in comparison to the rest of the Town.

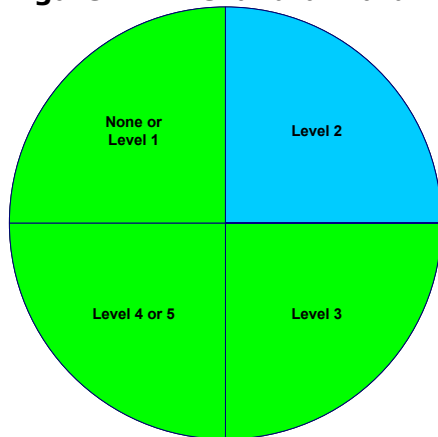
Alexandra has significant issues of deprivation, especially amongst its older population. The ward has the highest proportion of its population over 60 in income deprived households.

Education and Young People

The picture of Alexandra ward drawn above indicates that the ward has a complex economic structure with both high-waged and low-waged and unemployed residents.

The figure below illustrates a comparison of the highest qualifications held by residents of the ward. This representation shows that as a whole, the population of Alexandra has amongst the best qualification levels in Ipswich, with a better than average performance across each of the measures.

Figure 42: Alexandra Ward - Comparison of Highest Qualifications



Other indicators of educational performance, such as the results achieved by primary school pupils in the ward suggest that Alexandra is set to build on this firm skills base.

However, amongst 16-24 year olds, the ward does have slightly fewer than average young people in education or employment, suggesting either issues with unemployment amongst young people or disengagement with education after the age of 16. In terms of entrants to HE, Alexandra ranks 6th with 79 young people per thousand going to university, because of a heavily skewed distribution, this figure remains substantially lower than the Ipswich mean (93 per thousand).

Summary – Education and Young People

Alexandra ward has relatively high levels of qualifications amongst its resident population, although little can be said about the relationship between those that are poorly qualified and who might face issues of deprivation. This may be an area for further investigation.

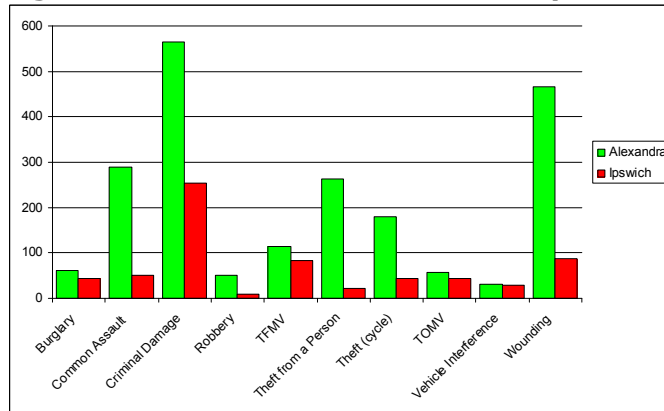
Alexandra has a slightly higher than average proportion of young people who are not in education or employment and a lower than average number of entrants to higher education.

Crime

Alexandra ward's location in the town centre means that there is an inevitability about some of the data concerning crime. With the majority of nightlife located within its boundaries, crime associated with alcohol such as wounding, common assault and thefts from a person can be expected to be higher than in peripheral wards.

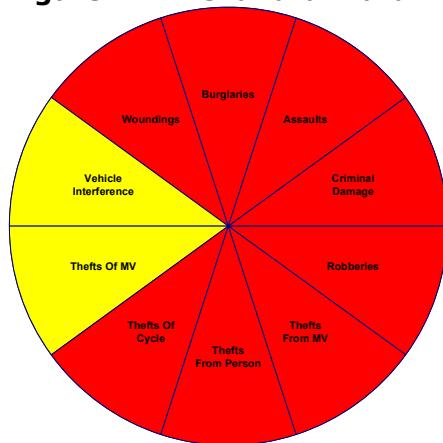
The chart below shows a comparison between the frequency of crimes in Alexandra and in Ipswich as a whole. Whilst in all cases, crime levels are higher in Alexandra ward, the differences are most obvious amongst types of crime which are (as suggested above) associated with town centre nightlife.

Figure 43: Alexandra Ward - Crimes per 10,000 population



The figure below confirms that the incidence of all types of crime in Alexandra is worse than the Ipswich average. In all but two cases, the incidence of each type of crime is in the bottom quartile.

Figure 44: Alexandra Ward - Comparison of Incidences of Crime



Summary – Crime

Crime is a big issue for Alexandra ward, although making comparisons with other areas of Ipswich is problematic. The town centre location of the ward means that many of the issues result either from nightlife related crime or might be associated with groups of large numbers of people.

Particular issues have been identified around Criminal Damage, Wounding, Common Assault and Theft from a Person.

Health and Wellbeing

Comparisons between life expectancies in the electoral wards were made in the Ipswich-wide overview above. This analysis showed that there is little evidence of large variations between the wards in terms of average life expectancy for either males or females.

Analysis of Standardised Mortality Ratios shows that Alexandra ward has an overall SMR which is higher than the Suffolk average and also has an SMR for Respiratory Diseases which is higher than the Suffolk average. These scores

indicate that there are more deaths than average in the ward amongst those under the age of 75 and might be considered an indicator of general poor health in the ward. The higher than average score for respiratory diseases may be a result of the ward being in the town centre and therefore more likely to have poorer air quality as a result of congestion.

The analysis of teenage conception rates indicates that Alexandra ward has a lower-than-average rate compared to Ipswich as a whole.

Other indicators of healthy living collected give a mixed picture of the Ward. In terms of those living with a limiting long-term illness, Alexandra ranks 15th (low) with 27.9% of households reporting one or more people suffering in this way. However, Alexandra also has the most overcrowded homes (11.4%), with nearly twice as many as average.

As might be expected with its town centre location, Alexandra has the highest number of road traffic accident casualties split by pedestrians, cyclists and all casualties.

Data on the incidences of fires in wards has been collected and shows that Alexandra ward has a high incidence rate of primary fires (60 per 10,000, ranks 1st).

Summary – Health and Wellbeing

Alexandra ward has a higher than average mortality rate as measured by the overall score and that which relates to respiratory diseases. Other indicators give a mixed picture of health in the ward.

Alexandra ward has a lower than average teenage conception rate.

The town centre location of the ward explains the high road traffic accident rate in the ward and the relatively high incidence rate of primary fires.

Challenges for Alexandra Ward

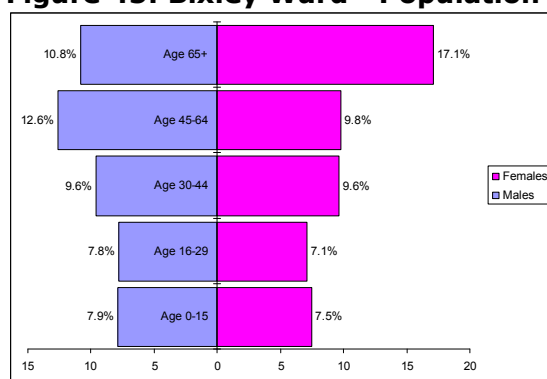
1. Crime – whilst there are good explanations for the relatively high crime rate in Alexandra ward this statistical picture suggests that this is a primary concern in this area.
2. Deprivation amongst older people – this analysis suggests that Alexandra has a significant problem with deprivation amongst its older population.
3. Unemployment – Alexandra has a higher than average unemployment (or non-employment) rate which suggests this ought to be a target for future activities.

Bixley

Bixley ward is located on the eastern periphery of the Town. Its population was estimated in June 2005 as being about 7,100 making it one of the smallest wards by population (14th). The chart below shows the distribution of the population by sex and age. It shows that Bixley has a large proportion of older people: in the male population it ranks 2nd in both 45-64 and 65+ year olds; amongst females it ranks 4th for 45-64 year olds and 1st for 65+ year olds as a proportion of the total population.

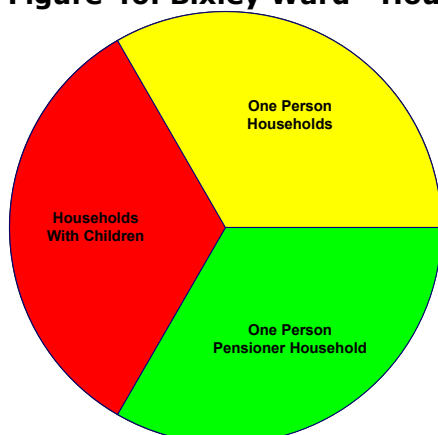
Bixley ranks in the bottom quartile for all other sex/age groups, and 16th (lowest proportion) for males aged 0-15 and females aged 0-15 and 16-29. This picture indicates an aging population with a lower proportion of families.

Figure 45: Bixley Ward - Population Pyramid



The figure below compares the types of households in Bixley ward with those in the other wards in Ipswich. It shows that Bixley is in the top quartile for One Person Pensioner Households; ranked 2nd. It also shows that Bixley is in the bottom quartile for Households with Children, backing up the evidence from the population pyramid above which suggested that Bixley has relatively few families.

Figure 46: Bixley Ward - Household Comparison



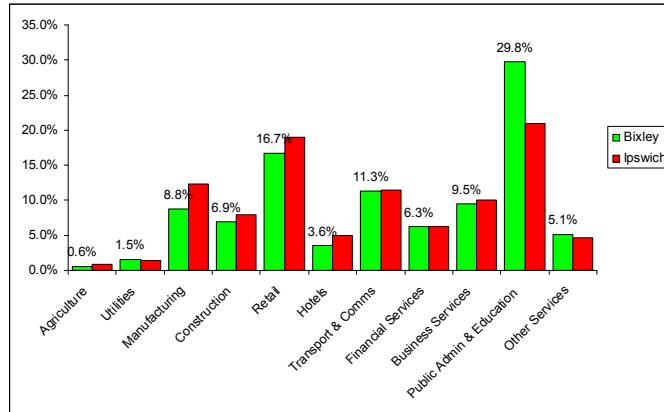
Summary – Population

Bixley has an aging population with a high proportion of adults over the age of 45. It also has a high proportion of one person pensioner households suggesting that requirements for social services and care provision associated with older people are likely to be felt strongly in this ward.

Economy

The figure below shows the distribution of employment by industrial sector for the resident population of Bixley ward. It shows that employment patterns in the ward follow those of Ipswich quite closely, although there is substantially more employment in Public Administration and Education than average.

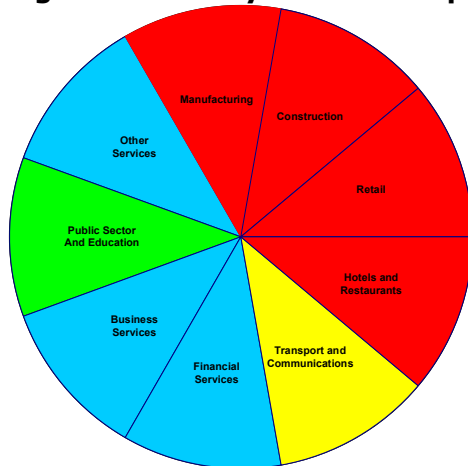
Figure 47: Bixley Ward - Distribution of Employment by Industry



The figure below confirms the distribution of employment and highlights the dominance of Public Administration and Education in this ward – the only sector in which the proportion of employment is in the top quartile. Other areas where employment is in the second quartile are dominated by service industries: business services, financial services and other services.

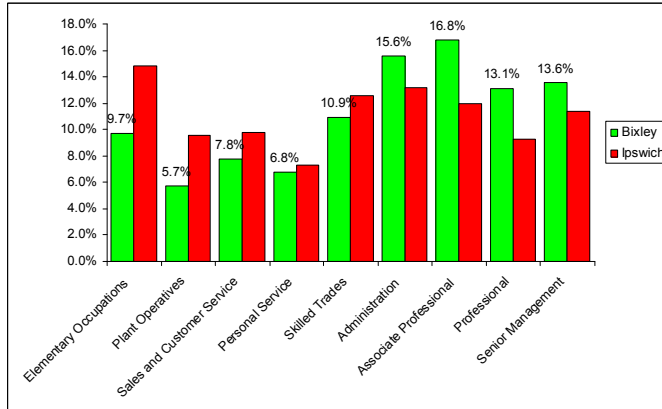
Although the figure above shows that retail is the second largest proportional employer in the ward, the figure below illustrates that this proportion is amongst the lowest in Ipswich. This highlights the importance of retail as an employment sector (showing that it is vital even in wards where it is comparatively weak).

Figure 48: Bixley Ward - Comparative Employment by Industry



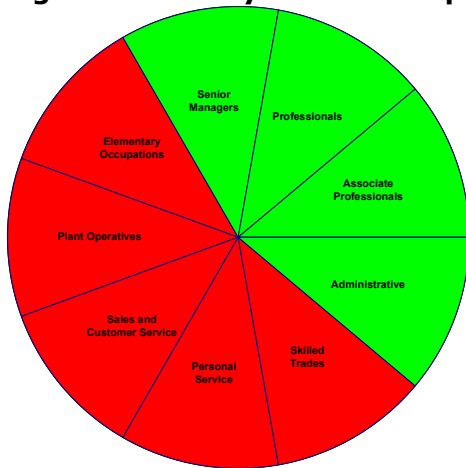
The distribution of employment by occupational category (see figure below) shows that residents of Bixley are more likely to be employed in occupations associated with high wages and higher-level skills: Senior Management; Professional; Associate Professional; and Administration. Equally, residents are less likely to be employed in the lower-waged and lower-skills occupations. However, a significant proportion of the resident population are still employed in elementary occupations (nearly 10%).

Figure 49: Bixley Ward - Distribution of Employment by Occupation



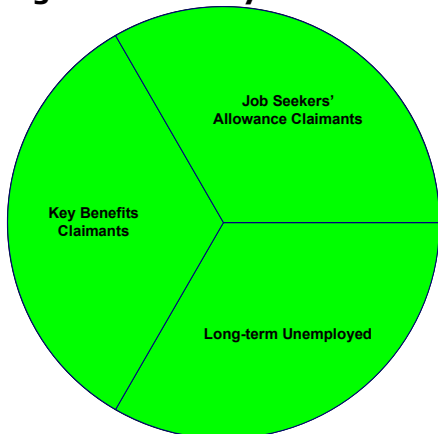
The figure below illustrates the comparison between Bixley ward and the other wards of Ipswich, clearly showing the 'split' between those occupations where Bixley is in the top quartile (greatest proportion of resident population) and those where it is in the bottom quartile (least proportion of resident population).

Figure 50: Bixley Ward - Comparative Employment by Occupation



Bixley has a high proportion of its working age population in employment with only 1.2% claiming Job Seeker's Allowance (rank 16th). The figure below clarifies that Bixley has relatively strong employment compared to other wards in Ipswich. Bixley ranks in the top quartile (fewest claimants) in each of the indicators.

Figure 51: Bixley Ward - Comparison of Unemployment Data



There is a similar picture in terms of deprivation, with Bixley ranked in the top quartile for each of the indicators (lowest proportion of deprived population). The ward has none of the most deprived super output areas, indicating that there are no pockets of deprivation hidden within the ward.

Figure 52: Bixley Ward - Comparison of Deprivation Indicators



Summary – Economy

Distribution patterns suggest that Bixley ward is dominated by employment in Public Administration and Education and that in terms of occupational groups, most residents are employed in relatively high-waged and high-skilled jobs.

The ward has low unemployment and deprivation giving a picture of an economically healthy ward.

Education and Young People

The comparison of highest qualifications of residents of Bixley with those in Ipswich (see figure below) shows that Bixley is in the top quartile for both Level 1/No qualifications (low proportion) and for Level 4 or 5 qualifications (high proportion). These distributions are to be expected given the distribution of employment by industry and occupation. Senior Managers, Professionals and Associate Professionals are occupational groups associated with higher-level skills and therefore with high level qualifications as well.

The ward is second quartile for both Level 2 and Level 3 qualifications. This may reflect (in part) the lower proportion of younger people who may be more likely to have taken these qualifications following drives over recent years.

Figure 53: Bixley Ward - Comparison of Highest Qualifications



Although there is no primary school in Bixley ward, the secondary school performs well with many of its students achieving good grades at Key Stage 3 and especially at GCSE level.

The Ward has the highest proportion of 16-24 year olds in education or employment (85%) and the third highest entrance rate to higher education (163 per 1,000 18-20 year olds)

Summary – Education and Young People

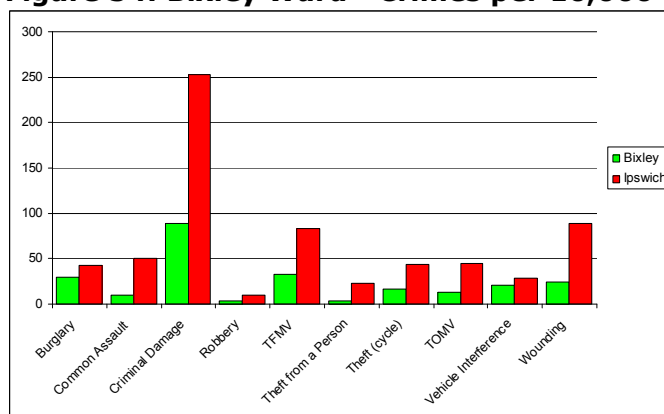
Alexandra is a well qualified ward with excellent secondary school performance and relatively strong progression to higher education.

Whilst its performance at Level 1 and at Level 4 or 5 is among the strongest wards, it does have slightly weaker performance at Level 2 and Level 3 (although even here, it is ranked 5th).

Crime

Crime rates in Bixley ward are low in comparison to the rest of Ipswich and whilst Criminal Damage is the most common recorded crime, its incidence rate is far below the town average (89 per 10,000 population c.f. 253 per 10,000 population). The figure below shows a comparison of the frequency of crimes in Bixley compared with Ipswich as a whole.

Figure 54: Bixley Ward - Crimes per 10,000 population



The figure below shows a comparison of incidences of crime between wards by type of crime. Whilst all crime rates are low, Bixley ranks in the second quartile for Burglaries, Robberies, Thefts from a Person and Vehicle Interference.

Figure 55: Bixley Ward - Comparison of Incidences of Crime



Summary – Crime

Bixley has a low crime rate in comparison to the rest of Ipswich. Whilst Criminal Damage is the most common crime in the Ward, performance is relatively worst in Robberies and Thefts from a Person where the ward ranks 10th (16 is lowest).

Health and Wellbeing

The comparisons of life expectancies that were done in the Ipswich-wide overview show that although variation between wards is small, Bixley has greater than average life expectancy for both males and females.

The overall Standardised Mortality Ratio indicates that there are a lower number of deaths amongst under-75s in Bixley ward than across Suffolk as a whole.

The available figures suggest that the teenage conception rate amongst girls in Bixley ward is lower than the Ipswich average.

Other indicators back up the notion that Bixley is a relatively healthy ward with fewer than average overcrowded homes (5.7%, ranked 10th). Data for limiting long-term illness shows that Bixley is ranked 8th with over 32% of households having at least one person suffering in this way. This can be explained by the high proportion of older residents, possibly more likely to suffer from these sorts of conditions.

Bixley ward has few road traffic accidents, with only 20 total casualties in 2007 (ranked 10th). Similarly there were very few cyclists injured, and no reported pedestrian injuries.

Data on incidences of fires in wards shows that Bixley has a relatively moderate incidence rate primary fires (21 per 10,000 population, ranks 7th).

Summary – Health and Wellbeing

Available indicators suggest that there are no significant health problems within Bixley ward. The Standardised Mortality Ratio, which is lower than the County Average suggests that the general level of health in the ward is good.

Bixley has a lower than average teenage conception rate.

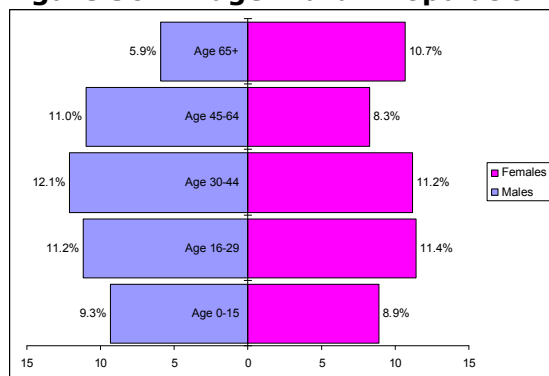
Challenges for Bixley Ward

1. Aging Population – Bixley has a high proportion of older residents which will mean that issues relating to aging, care and support services are likely to be felt much more strongly in this ward.
2. One Person Pensioner Households – Bixley has amongst the most One Person Pensioner Households; these residents need special consideration and support.
3. Level 2 and 3 Qualifications – whilst the proportion of residents with level 2 and 3 qualification is still better than average, Bixley should aim to improve the proportion of residents with these benchmark qualifications.

Bridge

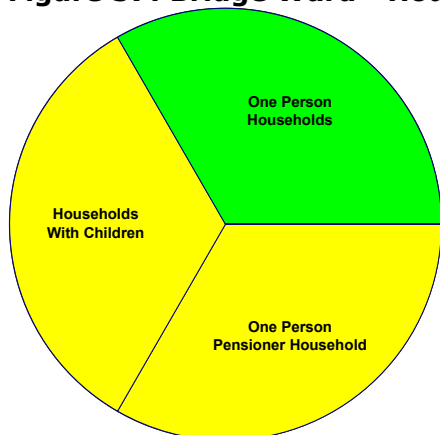
Bridge ward is located to the south of Ipswich. Its population was estimated to be about 7,400 in June 2005. The chart below shows the distribution of this population by sex and age. The chart below shows a fairly evenly balanced distribution of population although Bridge is in the top quartile of wards for proportion of males 16-44 and females 16-29 and in the bottom quartile (lowest proportion) of females aged 45-59.

Figure 56: Bridge Ward - Population Pyramid



Comparing the types of households in Bridge ward with those in other wards shows that there are high proportion of One Person Households in Bridge (23%, ranks 3rd). The proportions of One Person Pensioner Households and Households with Children are third quartile.

Figure 57: Bridge Ward - Household Comparison



Summary – Population

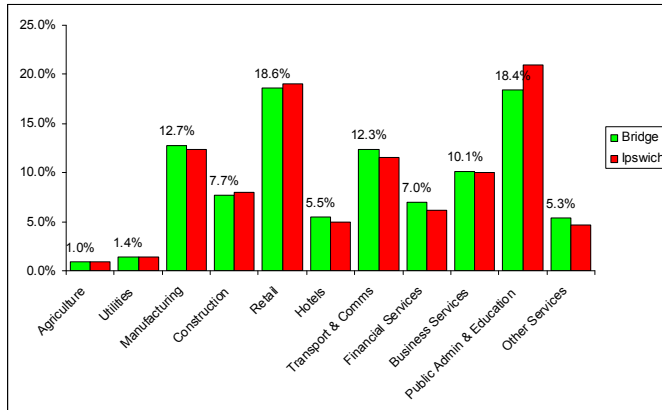
Bridge ward has no significant population issues, although there are a high proportion of One Person Households in the ward.

Economy

The figure below shows a comparison of employment distribution by industry in the ward with Ipswich as a whole. Variations between the proportion of employment in the ward and across the whole town are small in all cases, although there is marginally higher than average employment in Transport and Communications (proximity to both Ipswich Port and the A12/14) and Financial

Services. There is slightly lower than average employment in Public Administration and Education.

Figure 58: Bridge Ward - Distribution of Employment by Industry



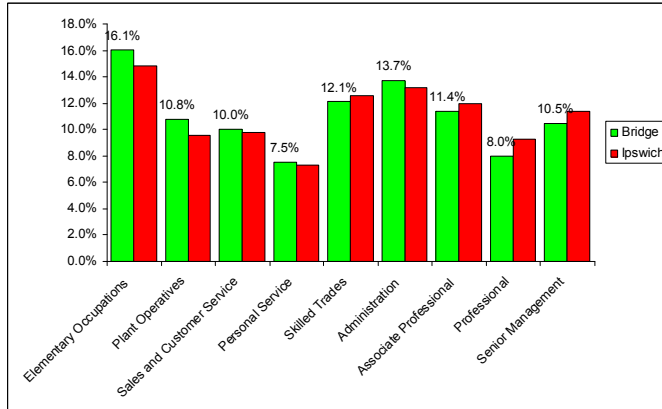
The figure below compares the proportions of employment by industry in Bridge ward with those in other wards. It shows that there are no sectors where employment is in the bottom quartile (relatively very low), but that employment is relatively high in Transport and Communications, Financial Services and Other Services.

Figure 59: Bridge Ward - Comparative Employment by Industry



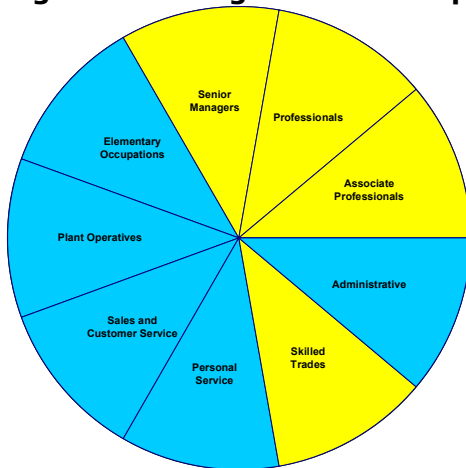
In terms of employment by occupational sector, the figure below illustrates that employment in Bridge ward is lower than the Ipswich average in occupational groups such as Senior Managerial, Professional and Associate Professional and higher than average in groups such as Elementary Occupations and Plant Operatives. This implies that there is greater employment in occupations associated with lower wages and lower-level skills.

Figure 60: Bridge Ward - Distribution of Employment by Occupation



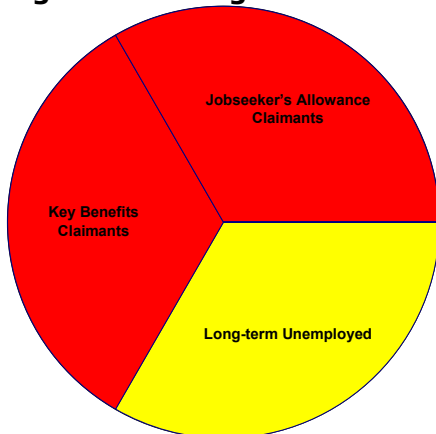
The comparative analysis shows that whilst the variation in the occupational groups identified above is important, Bridge ward is very much in the middle of the range of ward proportions: each group is in either the second or third quartile with none showing very high or very low relative employment.

Figure 61: Bridge Ward - Comparative Employment by Occupation



Bridge ward ranks 4th in terms of Jobseeker’s Allowance claimants and 3rd in terms of total claimants. The ward also has a significant proportion of long-term unemployed (claimed for more than 6 months).

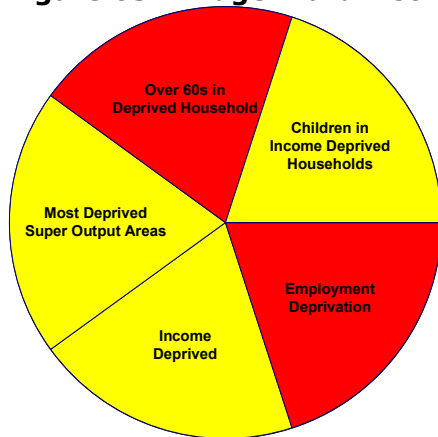
Figure 62: Bridge Ward - Comparison of Unemployment Data



Data taken from the Indices of Multiple Deprivation shows that Bridge ward has significant deprivation issues, particular in terms of Employment Deprivation (which reinforces the issues identified above) and for Older People in Deprived Households. In both cases, Bridge is in the bottom quartile.

Although a crude indicator, the Population Living in the Most Deprived Super Output Areas is significant (20%) and indicates that Bridge has pockets of deprivation.

Figure 63: Bridge Ward - Comparison of Deprivation Indicators



Summary – Economy

Whilst the distribution of employment by industry shows little variation from the Ipswich average, the distribution by occupational group suggests that those in Bridge ward may be employed in the lower-paid and lower-skilled occupations in those industries.

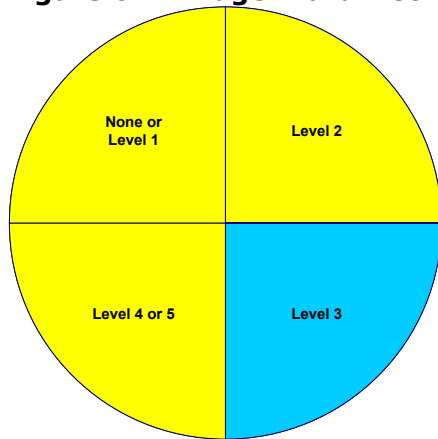
Bridge ward has significant unemployment issues – particular amongst those who are not claiming Jobseeker’s Allowance but who are on other types of benefit.

Deprivation indicators reinforce the issues related to employment and highlight a potential problem for older residents living in income deprived households. These indicators also suggest a pocket of deprivation which may include about 20% of the ward population.

Education and Young People

The figure below compares the highest level of qualifications amongst residents of Bridge ward with Ipswich as a whole. It shows that whilst Bridge ward is not amongst the highest achieving in terms of qualifications, neither is it amongst the very lowest achieving wards.

Figure 64: Bridge Ward - Comparison of Highest Qualifications



Pupils at primary and secondary schools in the ward achieve at approximately the middle of the Ipswich range.

Bridge ward has a slightly lower than average proportion of 16-24 year olds in education or employment (71%, ranked 9th). This reinforces issues of unemployment identified above, and suggests a degree of disengagement with education after the age of 16. This is confirmed by information about the number of entrants to higher education: Bridge has 50 entrants per 1,000 18-20 year olds and ranks 12th.

Summary – Education and Young People

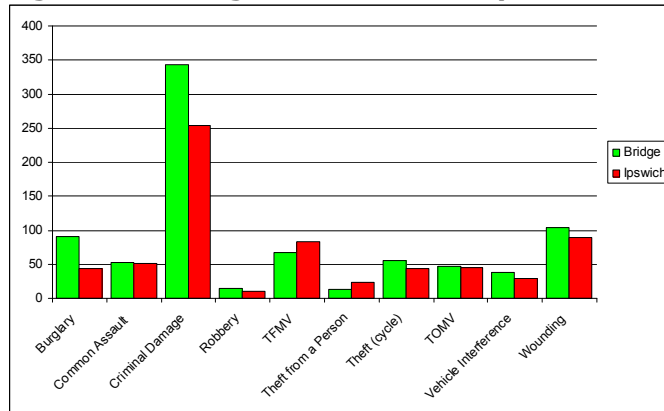
Bridge ward has levels of qualifications amongst its resident population which are approximately median in the range of scores for Ipswich wards. This does, nevertheless suggest that there is scope for considerable improvement in this area.

Bridge also has slightly lower than average proportions of young people in education or employment and lower than average rates of entrance to higher education.

Crime

The chart below shows a comparison between frequency of crime by type in Bridge ward and in Ipswich as a whole. Rates of Criminal Damage, Wounding and Burglary are significantly higher than the Ipswich average. In the case of Burglaries, Bridge ward ranks 1st (highest rate) with 90 per 10,000 population recorded between March 2007 and February 2008. Rates for Thefts from a Motor Vehicle and Thefts from a Person are marginally below the Ipswich average.

Figure 65: Bridge Ward - Crimes per 10,000 population



The figure below shows a comparison of the rates of crime in Bridge ward with the other wards in Ipswich and confirms that for most types of crime recorded here, Bridge ranks in the worst 4 wards (the bottom quartile). Although the rate of Thefts from a Person is below the Ipswich average, Bridge is still in the bottom quartile due to very skewed data (Alexandra ranks 1st with 262/10,000, Bridge 4th with 13/10,000).

Figure 66: Bridge Ward - Comparison of Incidences of Crime



Summary – Crime

Bridge ward has significant problems with the level of crime. In comparison to other wards, rates are amongst the worst performing four wards in the majority of crime-types for which data has been collected.

Particular issues of concern are: Burglary (where Bridge is the worst ward); Criminal Damage; and Woundings. In these three cases, Bridge is in the worst performing four wards and significantly higher than the Ipswich average.

Health and Wellbeing

The comparisons of life expectancies carried out as part of the Ipswich-wide overview showed that whilst there was little variation between wards in Ipswich, Bridge ward had slightly lower than average life expectancies for both males and females. In both cases, Bridge is about 3-4 years below the town mean figure.

Analysis of Standardised Mortality Ratios shows that Bridge ward has an overall SMR which is higher than the Suffolk average and also has an SMR for Respiratory Diseases which is higher than the Suffolk average. These scores indicate that there are more deaths than average in the ward amongst those under the age of 75 and might be considered an indicator of general poor health in the ward.

Data for teenage conception rates shows that in Bridge ward the rate is higher than the Ipswich average.

Other indicators give a mixed picture of issues related to healthy living in Bridge ward. Data on limiting long-term illness shows Bridge ranked 8th and is therefore in the middle of the range of Ipswich wards. Bridge ranks 4th in terms of overcrowding (8.2% c.f. Ipswich average of 6.2%).

Data on the incidence of fires in the ward shows that Bridge has moderate incidence of primary fires (28 per 10,000 population, ranks 5th).

Summary – Health and Wellbeing

The available indicators suggest a mixed picture of health within Bridge ward, although Standardised Mortality Ratios suggest a poorer level of overall health in this ward than across Suffolk as a whole. This is particularly true in the case of respiratory diseases.

Bridge ward has a higher than average teenage conception rate.

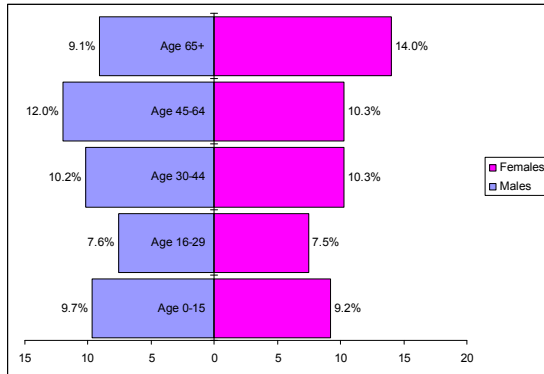
Challenges for Bridge Ward

1. Crime – Bridge has a relatively high crime rate, especially with regard to Burglaries, Criminal Damage and Woundings.
2. Unemployment and Deprivation – Bridge has a higher than average proportion of its resident population employed in low-waged and low-skilled occupations. It also has a relatively high unemployment rate, and issues of employment deprivation and deprivation amongst its older population (in both cases it ranks in the bottom quartile).
3. Education and Skills – Whilst Bridge ranks near the middle of the range of wards in Ipswich, the combination of highest qualification data, school performance, entrants to higher education and data on employment by occupation suggests a low-skilled workforce in this area.

Castle Hill

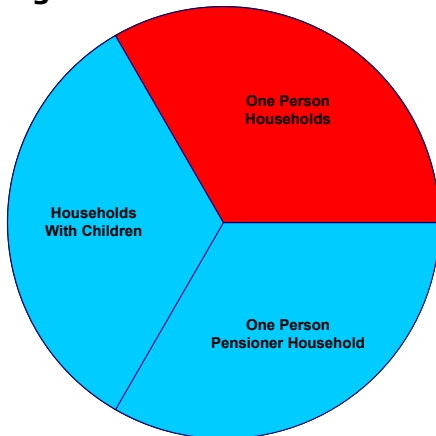
Castle Hill ward is located towards the north-west of the town. In June 2005, its resident population was estimated to be approximately 7,500. The chart below shows the distribution of this population by sex and age. It shows that the population of Castle Hill has a tendency to be older: it is in the top quartile for males and females aged 45 and older. In the 16-29 age group, Castle Hill ranks 15th for both males and females, indicating a relatively low proportion of younger people.

Figure 67: Castle Hill Ward - Population Pyramid



The figure below compares the types of households in Castle Hill with those in other wards of Ipswich. Although Castle Hill has approximately average proportions of Households with Children and One Person Pensioner Households, it has the lowest proportion of One Person Households in Ipswich.

Figure 68: Castle Hill Ward - Household Comparison



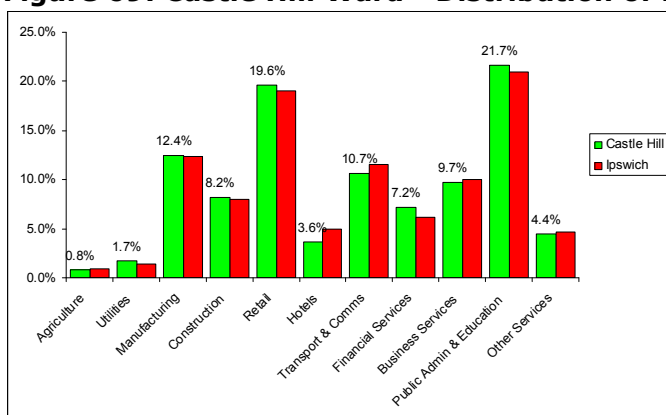
Summary – Population

Castle Hill has an older than average population suggesting that that requirements for social services and care provision associated with older people are likely to be felt strongly in this ward.

Economy

The figure below shows a comparison of employment by industry for residents of Castle Hill wards with those in Ipswich as a whole. It shows that the distribution of employment in this ward is very similar to that across the town as a whole.

Figure 69: Castle Hill Ward - Distribution of Employment by Industry



While the distribution of employment seems to follow the average pattern for the Town, the comparison between Castle Hill and other wards shows a slightly different pattern which suggests that employment in certain industries is skewed towards certain parts of the town. It also serves to highlight an issue (picked up in the Methodological Annex) whereby the quartile analysis used in this report can sometimes overstate differences between wards – it is for that reason that these figures are represented in two ways.

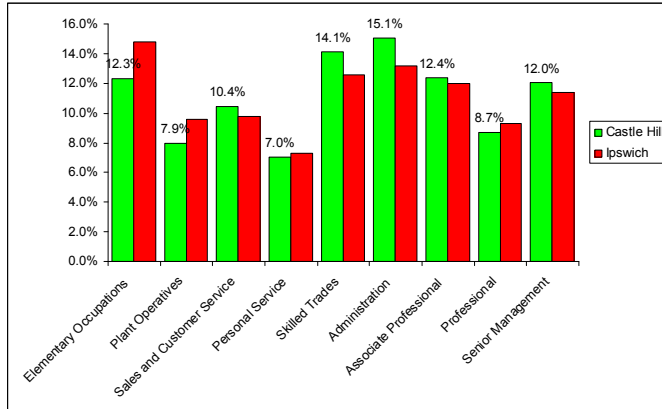
The figure below shows that whilst employment in Financial Services is a little higher than the Ipswich average, Castle Hill ward ranks in the top quartile for proportion of its resident population employed in this sector. In Hotels and Restaurants and Transport and Communications, employment is a little below the town average and yet Castle Hill is amongst the bottom quartile for proportion employed in this industry.

Figure 70: Castle Hill Ward - Comparative Employment by Industry



The chart below shows the comparison of employment by occupational category for Castle Hill ward and Ipswich as a whole. It shows that the greatest variation between the Castle Hill distribution and that of Ipswich can be found in Skilled Trades and Administration groups – associated with mid-level wages and skills levels. The proportion employed in Elementary occupations is lower than the town average.

Figure 71: Castle Hill Ward - Distribution of Employment by Occupation



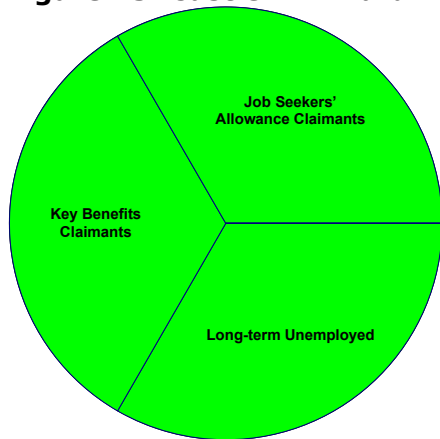
The comparison below shows how the distribution of employment by occupation in Castle Hill compares with other wards. It confirms that employment in Skilled Trades and Administration is amongst the highest proportions across Ipswich and that the ward is mid-ranking in other occupational groups. There is a slight trend towards higher than average proportions of employment in the higher-level occupations and lower proportions in the lower-level occupations. Overall these two ways of analysing this data suggest that Castle Hill ward has a distribution of employment by occupation which is slightly skewed towards those occupations with associations with slightly higher wages and skills levels.

Figure 72: Castle Hill Ward - Comparative Employment by Occupation



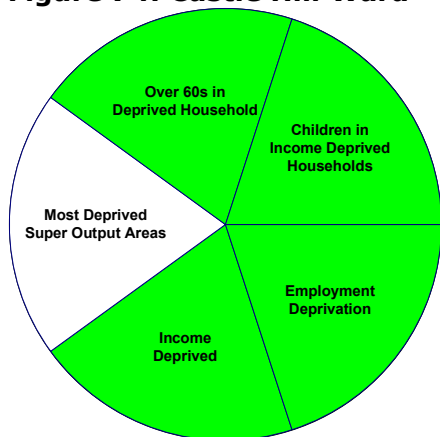
Castle Hill ranks 14th in terms of Jobseeker’s Allowance claimants and 3rd in terms of the proportion of the working age population who are in employment. The figure below summarises the data relating to unemployment and shows that Castle Hill is in the top quartile for each of the indicators, suggesting that there are no specific unemployment issues in this ward.

Figure 73: Castle Hill Ward - Comparison of Unemployment Data



The Indices of Multiple Deprivation are used to give a picture of deprivation issues in the wards. The figure below confirms that Castle Hill has relatively low deprivation across the indicators selected (in the top quartile for each) and that there are no super output areas within the ward which show hidden pockets of deprivation.

Figure 74: Castle Hill Ward - Comparison of Deprivation Indicators



Summary – Economy

The distribution of industry of employment for residents of Castle Hill suggests a pattern which is broadly in line with the Ipswich average, with only slight variations. The distribution by occupational category suggests that Castle Hill has a greater proportion its population employed in mid-level occupational groups, slightly more in high-level groups and fewer in low-level groups.

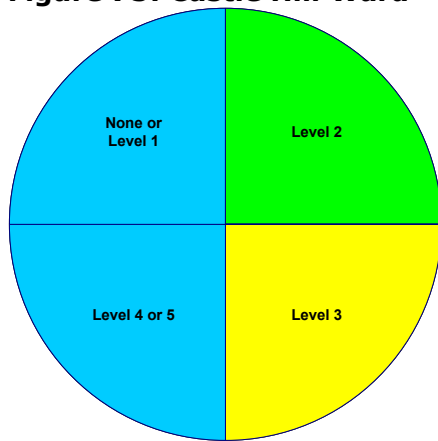
Unemployment and deprivation rates in this ward are relatively low.

These indicators give a picture of a ward with no specific economic concerns.

Education and Young People

The figure below illustrates a comparison of the highest qualifications held by residents of Castle Hill ward. It suggests that residents of Castle Hill are fairly well-qualified in comparison to the residents of other wards in Ipswich, particularly at Level 2 where the ward is in the top quartile. At other levels, the ward has proportions which are approximately mid-range for Ipswich wards.

Figure 75: Castle Hill Ward - Comparison of Highest Qualifications



Other indicators of educational performance, such as the performance of primary school pupils in the ward suggest a good educational base in this ward.

Castle Hill has the 3rd highest proportion of 16-24 year olds engaged in either education or employment, reinforcing the comments about unemployment rates above, and also highlighting a good engagement with post-16 education. The ward has the 4th highest rate of entrants to higher education (127 per 1,000 18-20 year olds) suggesting good progression in this area too.

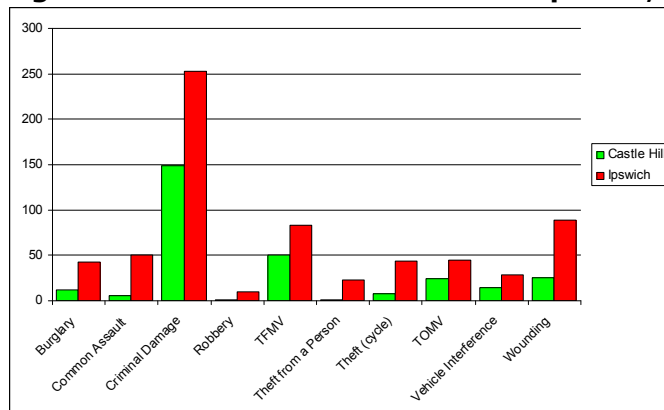
Summary – Education and Young People

Castle Hill has a relatively strong performance in this set of thematic indicators. There is, however, some discrepancy between the relatively high employment in mid- and high-level occupational groups and the mid-range proportion of the resident population with Level 3 and Level 4/5 qualifications.

Crime

The chart below shows a comparison of frequency of crimes by type in Castle Hill ward and across Ipswich as a whole. It shows that the rate of crime in Castle Hill is substantially below the Ipswich average for each type of crime for which data was collected.

Figure 76: Castle Hill Ward - Crimes per 10,000 population



The figure below shows a comparison of incidence rates for crimes by type between Castle Hill ward and the other wards in Ipswich. It confirms that Castle Hill is in the top quartile (lowest incidence rate) for each type of crime.

Figure 77: Castle Hill Ward - Comparison of Incidences of Crime



Summary – Crime

The data collected indicates that Castle Hill ward has a relatively low crime rate and is amongst the wards with the lowest incidence of crimes of all types.

Health and Wellbeing

In the analysis presented above, there was found to be relatively little variation between wards in terms of life expectancy. However, Castle Hill was found to have higher than average life expectancy for males (for females the figure was closer to average).

Whilst the analysis of Standardised Mortality Ratios indicates that the overall mortality rate in Castle Hill ward is in line with that across Suffolk as a whole. Deaths as a result of respiratory diseases are less common in this ward than in the County.

The teenage conception rate is average in comparison to Ipswich as a whole.

Other indicators confirm Castle Hill as a relatively health ward. It ranks 11th in terms of limiting long-term illness (a rate perhaps inflated by the high proportion of older people in the ward) and 16th (lowest) in terms of overcrowding.

The rate of incidence of fires is also extremely low. In terms of primary fires the ward ranks 15th (12 per 10,000 population).

Summary – Health and Wellbeing

The indicators collected suggest that Castle Hill ward has a generally healthy population with higher than average life expectancy rates amongst females and an SMR which is broadly in line with the rest of the County. Deaths as a result of respiratory disease are less common than in other area.

Challenges for Castle Hill Ward

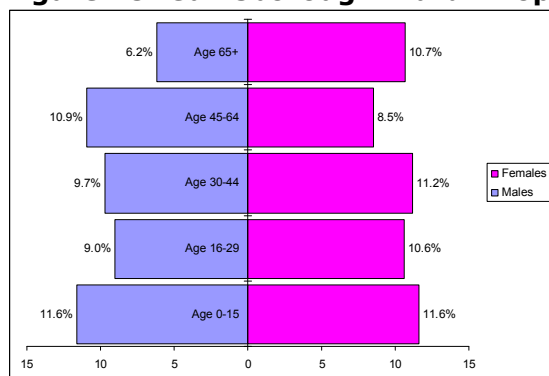
1. Aging Population – Castle Hill has a high proportion of older residents which will mean that issues relating to aging, care and support services are likely to be felt much more strongly in this ward.

2. Level 3 and Level 4/5 Qualifications – Castle Hill has a greater proportion of residents employed in occupations associated with Level 3 and Level 4/5 qualifications and yet has average or slightly below-average proportions of adults qualified to these levels.

Gainsborough

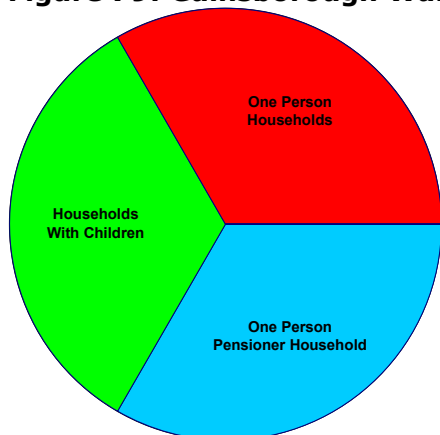
Gainsborough ward is located on the southern extremity of Ipswich and is a large ward with a population estimated in June 2005 at over 8,250. The chart below shows the distribution of this population by sex and age. The distribution by age suggests that Gainsborough ward is dominated by families, especially those with small children. The ward ranks 2nd in terms of males aged 0-15 and 1st in terms of females aged 0-15. Other age/sex groups rank in the middle of the range, except males aged 30-44 which ranks 13th.

Figure 78: Gainsborough Ward - Population Pyramid



The comparison of household types below confirms this view and shows that the ward is ranked in the top quartile (most) for Households with Children and in the bottom quartile (least) for One Person Households.

Figure 79: Gainsborough Ward - Household Comparison



Summary - Population

Gainsborough ward has a high proportion of young people and a high proportion of households with children indicating that the ward is dominated by families. Interests in this wards are likely to focus around family concerns primarily education and community safety.

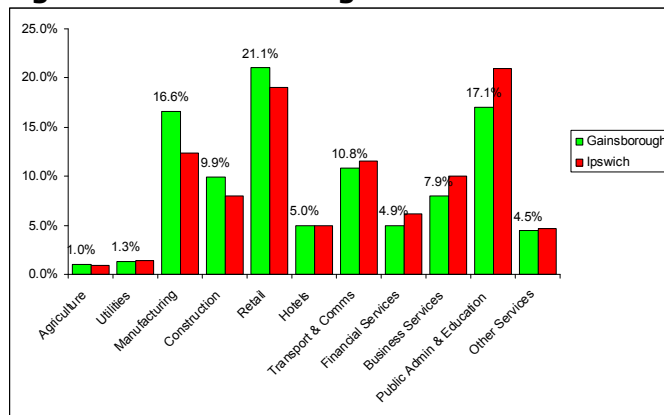
Economy

The chart below illustrates the distribution of employment by industry type for residents of Gainsborough ward. This shows that a greater proportion of residents of this ward are employed in Manufacturing, Construction and Retail

than the Ipswich average. Whilst fewer residents are employed in Public Administration and Education, this sector remains an important employer.

In the case of Manufacturing, the proportion of residents employed in this sector is much greater than in any other ward (16.6% c.f. 14.5% in Priory Heath, ranked 2nd, and a neighbouring ward). This data indicates that changes in this sector are likely to be more acutely felt in this ward than in most others in the town.

Figure 80: Gainsborough Ward - Distribution of Employment by Industry



The figure below shows the comparison between the distribution of employment by industry in Gainsborough and across Ipswich as a whole. It shows clearly that Manufacturing, Construction and Retail are relatively important sectors for this ward: it is ranked in the top quartile in each, indicating that a greater proportion of the population of this ward is employed in this sector than in other wards.

Industrial categories shown in red: Public Administration and Education; Financial and Business Services; and Transport and Communications, have lower proportions of employment in this ward than in others (although as noted above, they may still be significant employers).

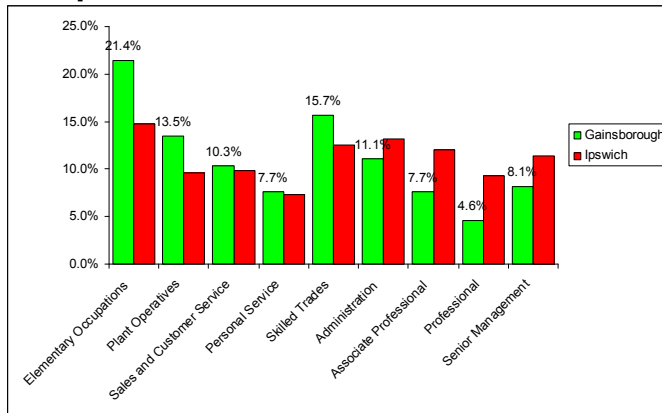
Figure 81: Gainsborough Ward - Comparative Employment by Industry



The chart below shows a comparison between the distributions of employment by occupation in Gainsborough ward with that across Ipswich as a whole. This shows a significantly higher proportion of employment in Elementary Occupations, Plant Operations and Skilled Trades than across Ipswich as a whole. These occupations are ones associated with low wages and, with the exception of skilled trades, low skills levels. They are also occupations which may be associated with

the functional tasks of the industries shown to be important employers, particularly Manufacturing and Construction.

Figure 82: Gainsborough Ward - Distribution of Employment by Occupation



The comparative analysis below shows how the distribution of employment by occupation in Gainsborough ward compares with that in other wards in Ipswich. It confirms the picture from the chart above, and highlights that the proportion of residents employed in Elementary Occupations, Plant Operations and Skilled Trades is relatively high (in the top quartile). Conversely, employment in Senior Management, Professional Occupations, Associate Professionals and Administration is relatively low (bottom quartile).

Figure 83: Gainsborough Ward - Comparative Employment by Occupation



Gainsborough ward has a fairly high proportion of Jobseeker’s Allowance claimants (33%, ranks 5th) and a relatively low proportion of the working age population in employment (76%, ranks 12th). However, the ward does have the highest proportion of those employed working full-time (75%) perhaps indicating a necessity to do so due to low wages. The figure below summarises data on unemployment and shows Gainsborough to be below average but not amongst the worst performing wards for each of the indicators.

Figure 84: Gainsborough Ward - Comparison of Unemployment Data



The Indices of Multiple Deprivation are used to monitor a number of deprivation issues, the results of the ward analysis for Gainsborough are presented below. These show significant deprivation issues for the ward, particularly amongst Children in Income Deprived Households and Households with Income Deprivation. This backs up the notion that residents in Gainsborough are likely to be in low-waged jobs. The fact that a relatively high proportion of household with children are income deprived is perhaps a function of income deprivation and a high proportion of households with children; it nevertheless represents a particular concern for the ward.

The somewhat crude measure of Proportions of the Population Living in Deprived Super Output Areas shows that there are pockets of significant and multi-modal deprivation in this ward.

Figure 85: Gainsborough Ward - Comparison of Deprivation Indicators



Summary – Economy

Employment in Gainsborough Ward is dominated by Manufacturing, Retail and Public Administration and Education, although Construction is more significant in this ward than in others across the town. Employment is also dominated by Elementary Occupation, Plant Operatives and Skilled Trades, suggested a dominance of low-waged and perhaps low-skilled jobs.

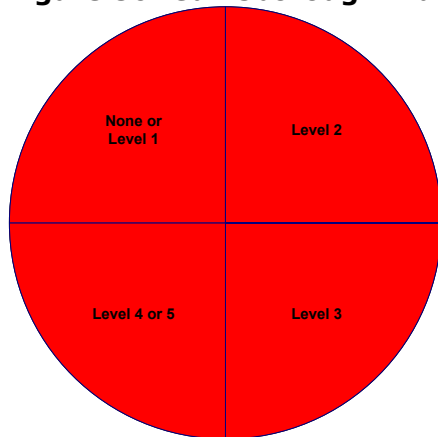
Evidence for low-waged employment is backed up by employment data which shows moderately high unemployment, high levels of full-time work and high levels of income deprivation in the ward.

When coupled with the population distribution in Gainsborough, this means that there are a relatively high proportion of income deprived households with children.

Education and Young People

The figure below shows a comparison of highest qualifications in Gainsborough ward and in other wards in Ipswich. It shows that Gainsborough has very significant problems in terms of qualifications. Nearly two-thirds of adults have either no qualifications or are only qualified to Level 1 (65% c.f. Ipswich average of 51%). In each category, Gainsborough is the worst performing ward, with the exception of Level 4/5 qualifications where it is ranked 15th.

Figure 86: Gainsborough Ward - Comparison of Highest Qualifications



Other indicators confirm the problems for Gainsborough. At primary school level, the performance of children in Gainsborough ward is not as strong as in other wards.

Gainsborough also has the lowest proportion of 16-24 year olds in education or employment (66%) and the lowest rate of entrants into higher education amongst 18-20 year olds (16 per 1,000 18-20 year olds). The Ipswich average rate of entry to HE is 93 per 1,000.

Summary – Education and Young People

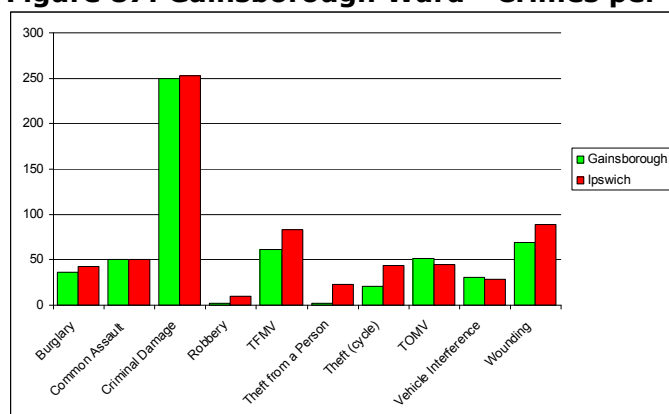
Gainsborough has a low proportion of qualified adults across all four measures. Low levels of qualifications are certain to contribute to issues of deprivation identified above, making it more difficult to secure well-paid employment and perhaps making it harder to adapt flexibly to a changing labour market.

There is no evidence that the situation is improving, with primary school results amongst the weakest in Ipswich and a high proportion of 16-24 year olds not in either education or employment.

Crime

The chart below shows a comparison of frequencies of crime by type in Gainsborough ward and across Ipswich as a whole. It shows that the distribution of crimes in Gainsborough is approximately the same as across Ipswich as a whole and that whilst there are some small variations between rates for certain crime-types, there are no rates which are substantially greater in Gainsborough than the Ipswich average.

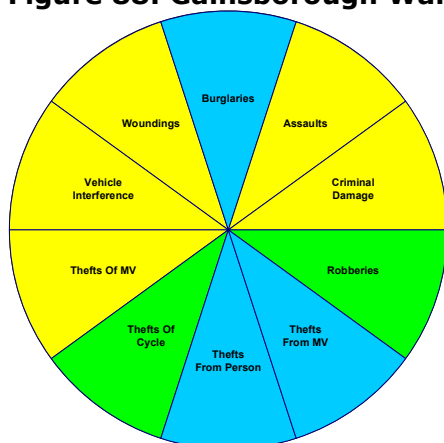
Figure 87: Gainsborough Ward - Crimes per 10,000 population



The chart below is a comparison between incidence rates in Gainsborough and in other wards in Ipswich. It gives a picture of types of crime where the rate in Gainsborough is significantly higher or lower than in other wards.

There are no crime-types where the rate in Gainsborough is amongst the worst wards. The rate in Gainsborough is amongst the best (least incidences) for both Robberies and Thefts of a Cycle where Gainsborough is ranked 13th (16 is low rate) for both.

Figure 88: Gainsborough Ward - Comparison of Incidences of Crimes



Summary – Crime

The crime rate in Gainsborough is neither exceptionally high nor low with rates following the Ipswich average in most cases. For two types of crime, Robberies and Thefts of a Cycle, Gainsborough is amongst those wards with the lowest rate.

Health and Wellbeing

Comparisons between life expectancies in wards were made as part of the Ipswich-wide analysis above. It was shown that there was little variation between wards: Gainsborough was shown to be an average performing ward for both male and female life expectancy.

Analysis of the Standardised Mortality Ratios suggests that Gainsborough ward has an overall SMR which is higher than the Suffolk average indicating that the population in the ward may have poorer levels of general health than the rest of the population of the County.

The teenage conception rate is average in comparison to Ipswich as a whole.

Other indicators suggest that there are some complex healthy living issues in Gainsborough. The Ward is ranked 4th (37%) for the proportion of households having at least one person with a limiting long-term illness. Gainsborough ranks 6th (6.2%) for overcrowded households.

Data collected about fires in the wards suggests that Gainsborough has the 3rd highest incidence rate for primary fires (39 per 10,000 population).

Summary – Health and Wellbeing

There are some indications of health problems within the ward: a higher than average overall SMR, and a relatively high proportion of households with one or more people with a limiting long-term illness.

Gainsborough ward also has a relatively high incidence rate for primary fires.

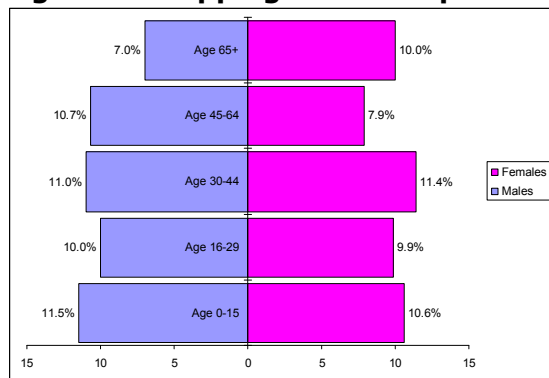
Challenges for Gainsborough Ward

1. Education and Skills – Gainsborough has very significant issues relating to skills and qualifications which suggests that work is required to address these. Poor skills has a knock-on effect in terms of employment and hence deprivation issues.
2. Deprivation – Gainsborough has significant Income Deprivation issues and in particular, a high rate of Income Deprived Households with Children.
3. Employment in low-skilled occupations – Gainsborough has high levels of employment in occupations associated with low skills at a time when the skills requirements of many industries are increasing.

Gipping

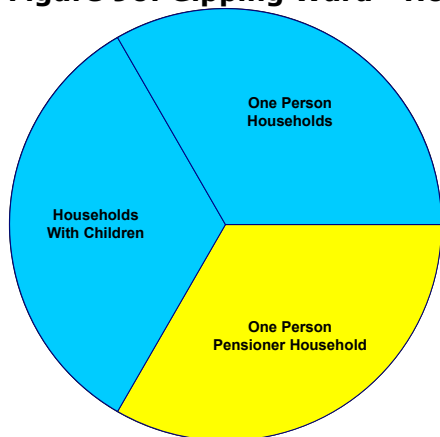
Gipping ward is located on the western side of Ipswich, its population was estimated to be approximately 7,600 in June 2005. The chart below shows the distribution of the population by sex and age. This distribution shows a fairly 'average' pattern, although Gipping has amongst the largest proportion of males aged 0-15 and amongst the lowest proportion of females aged 45-64.

Figure 89: Gipping Ward - Population Pyramid



The figure below compares the type of households in Gipping ward with those in the rest of the town. The chart gives little indication of particular issues for the ward, although the indicator for One Person Pensioner Households is towards the low end of the range within Ipswich (13.7%, ranks 12th).

Figure 90: Gipping Ward - Household Comparison



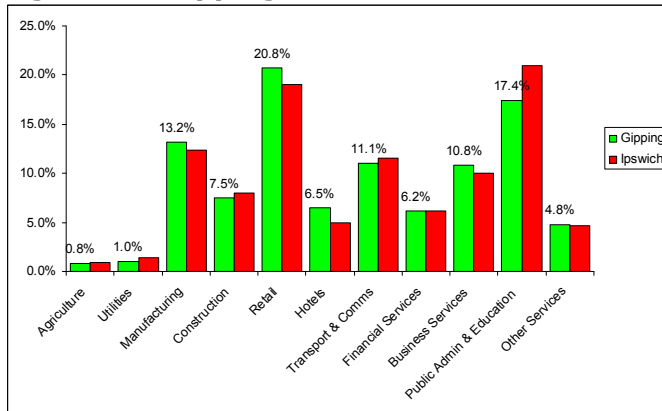
Summary – Population

Gipping ward has no particular population issues.

Economy

The chart below compares the distribution of employment by industry in Gipping ward with that in Ipswich as a whole. It shows that the proportion of the population employed within Manufacturing, Hotels and Restaurants, Retail and Business Services is slightly higher than average, whilst employment in Public Administration and Education is below average (but still the second largest sector of employment).

Figure 91: Gipping Ward - Distribution of Employment by Industry



The figure below shows the comparative employment by industry for Gipping and shows how the proportions in each sector relate to other wards in Ipswich. As suggested above, the proportion of employment in Public Administration and Education is amongst the lowest across the wards in Ipswich. The same is true in Transport and Communications, although the variation here is small and so the descriptive power of this statistic is weak. A number of other sectors have slightly higher than average employment, but in Hotels and Restaurants employment is amongst the highest across the wards.

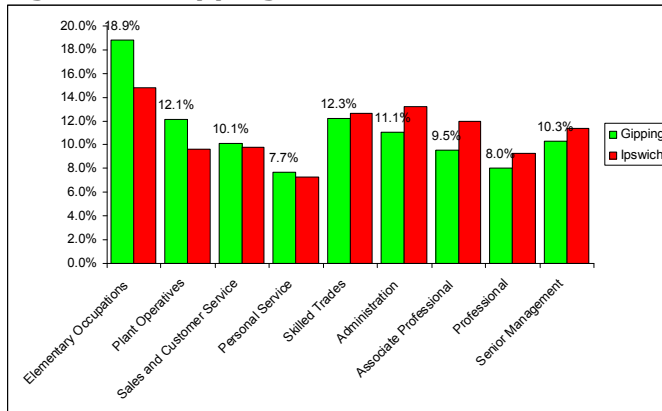
Figure 92: Gipping Ward - Comparative Employment by Industry



The distribution of employment by occupation (shown below) clearly shows that Gipping has a greater proportion of residents employed in Elementary Occupations, Plant Operations, Sales and Customer Service and Personal Services than Ipswich as a whole, and fewer employed in occupations associated with higher skills levels such as Skilled Trades, Administration, Associate Professional, Professional and Senior Management.

This pattern suggests that residents of Gipping ward tend to be lower skilled and lower paid than Ipswich residents on average.

Figure 93: Gipping Ward - Distribution of Employment by Occupation



The chart below compares the proportion of residents employed in occupational groups in Gipping ward with those in other wards in Ipswich. It backs up the findings of the analysis above and confirms that Gipping ward has amongst the highest proportion of residents employed in Elementary Occupations and Plant Operations, and amongst the lowest in Administration. Employment in a number of other occupational groups is lower than average.

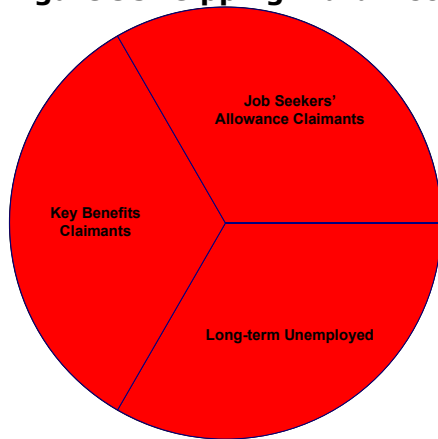
These two charts confirm that Gipping ward has a greater than average proportion of residents employed in occupations associated with low wages and with lower-level skills.

Figure 94: Gipping Ward - Comparative Employment by Occupation



Unemployment appears to be a significant problem in Gipping ward. It has the 2nd highest Jobseeker’s Allowance claim rate (5.6%) and the lowest proportion of its working age population in employment (69.5%). The figure below summarises the data on unemployed residents and shows that this ward is amongst the worst performing on all three indicators shown.

Figure 95: Gipping Ward - Comparison of Unemployment Data



Issues of deprivation in the wards have been measured using a number of indicators derived from the Indices of Multiple Deprivation produced by the Department for Communities and Local Government. The figure below summarises the data for Gipping ward.

This figure shows that the deprivation issues facing Gipping ward are both significant (it is in the bottom quartile in all cases) and multi-modal (they cover all the indicators and measures). Gipping faces significant issues of deprivation, and is the worst ranked ward in all cases except for Over 60s living in Deprived Households.

Whilst the measure is a crude one, more than 75% of the population of Gipping ward are considered to live amongst the most deprived 20% of all Super Output Areas, indicating significant pockets of deprivation in this ward.

Figure 96: Gipping Ward - Comparison of Deprivation Indicators



Summary – Economy

Gipping ward has higher than average employment in occupations associated with low wages and with low levels of skills.

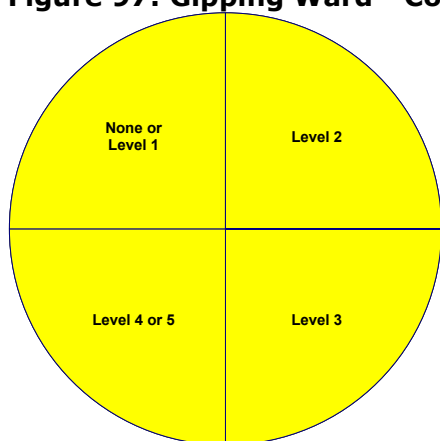
Unemployment is a major problem for Gipping ward, the ward ranks 2nd in terms of JSA claimants.

The ward is, by most measures, the most deprived in Ipswich. It has significant deprivation issues and significant pockets of deprivation indicated by the SOA score.

Education and Young People

The figure below illustrates a comparison of the highest qualifications held by residents of Gipping ward and those held by residents across other wards in Ipswich. It shows that whilst Gipping ward is not amongst the worst performing wards in any of the shown indicators, its score is consistently below median. This suggests that there is considerable room for improvement across all measures.

Figure 97: Gipping Ward - Comparison of Highest Qualifications



Other indicators, such as performance of children in schools in this ward suggest that Gipping is an average performing ward.

However, Gipping has the 2nd lowest proportion of 16-24 year olds engaged with either education or employment (66%) and the 2nd lowest proportion of 18-20 year olds entering higher education (17 per 1,000 18-20 year olds). These figures perhaps suggest that pupils in this area are being disengaged after the age of 16.

Summary – Education and Young People

Gipping ward has lower than average levels of qualifications across all levels although it is not amongst the very worst performing wards in any.

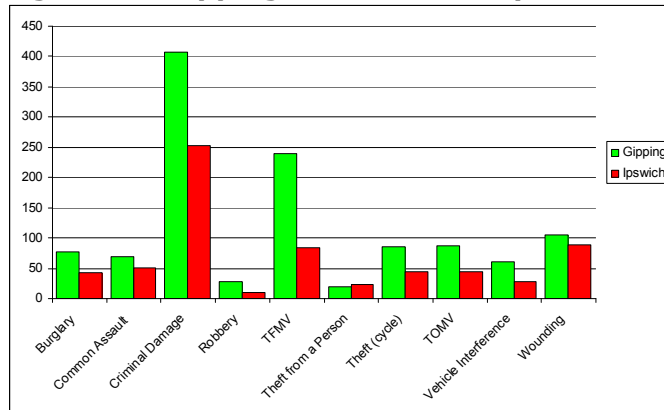
A high proportion of young people are not engaged with either employment or education, and a low proportion of 18-20 year olds enter higher education.

Crime

The chart below shows a comparison between the incidence of crimes by type in Gipping ward and across Ipswich as a whole. In all cases, except for Theft from a Person, the level of crime in Gipping is greater than that as an average in Ipswich.

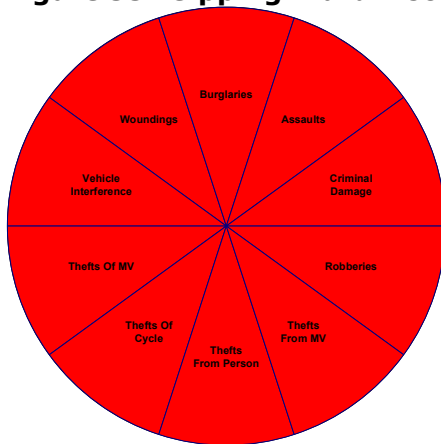
Gipping ward ranks 1st in all crimes against or involving vehicles: Theft from a Motor Vehicle; Theft of a Motor Vehicle; and Vehicle Interference. In all other types of crime, Gipping ranks as either 2nd or 3rd.

Figure 98: Gipping Ward - Crimes per 10,000 Population



The chart below confirms that across all types of crime, Gipping ward is one of the worst performing areas. This makes Gipping ward the area with the most severe crime problem by these measures.

Figure 99: Gipping Ward - Comparison of Incidences of Crime



Summary – Crime

Gipping ward has the worst level of overall crime of all the wards in Ipswich. It is the worst ranked ward for vehicle crime, but all other types of crime are in the bottom quartile.

Health and Wellbeing

Although variation between wards in terms of life expectancy is low, Gipping ward shows below-average life expectancy for both females and males.

Analysis of the Standardised Mortality Ratios suggests that Gainsborough ward has an overall SMR which is higher than the Suffolk average indicating that the population in the ward may have poorer levels of general health than the rest of the population of the County.

The teenage conception rate is average in comparison to Ipswich as a whole.

Other indicators suggest that there are some complex healthy living issues for the Ward. Gipping is ranked 5th in terms of the proportion of households with one or more people living with a long-term limiting illness (37%) and 3rd (10%) in terms of overcrowded households.

The ward also has the 2nd highest road traffic accident casualty rate (48), although the figure is some way behind the highest rate (Alexandra – 73). Nevertheless, the Town average was 26.

The available data on the incidences of fires in the ward shows that Gipping ward was ranked 4th (35 per 10,000 population) in terms of primary fires.

Summary – Health and Wellbeing

There are indicators of relatively poor health in Gipping ward: lower than average life expectancy; higher than average overall SMR; high proportion of households with one or more people with a limiting long-term illness; and relatively high levels of overcrowding.

Gipping ward also has a relatively high incidence rate for primary fires.

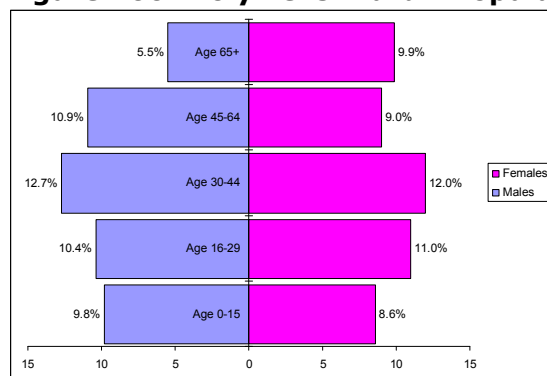
Challenges for Gipping Ward

1. Deprivation – Gipping has the highest deprivation rate in Ipswich by most scores, indicating cross-cutting issues.
2. Crime – Gipping scores amongst the worst wards in Ipswich across all types of crime for which data has been collected here. It is the worst ward for all three types of crime involving vehicles.
3. Education and Skills – although Gipping is not amongst the lowest performing wards in terms of its qualification levels, it performs below average in all four measures. It also has amongst the lowest rate of 16-24 engagement in education or education and a low rate of entry to higher education.

Holywells

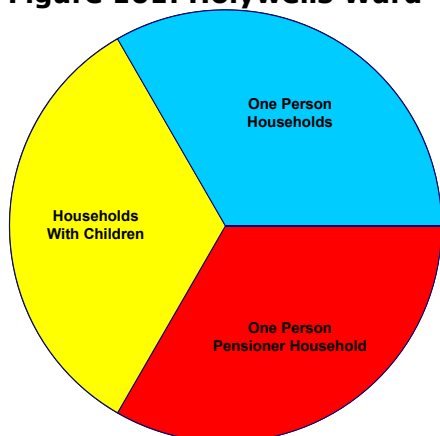
Holywells ward is located to the south of the town centre. In June 2005, the Small Area Population Estimates approximated the population as 6,000 making Holywells the least populous ward. The population pyramid below shows the distribution of population by sex and age. It shows that Holywells has a high proportion of adults of both sexes aged 30-44 (ranks 3rd in both cases) and a relatively low proportion of adults of both sexes aged 65+ (ranks 13th in both cases).

Figure 100: Holywells Ward - Population Pyramid



The figure below compares the types of households in Holywells with those in other wards. It shows that Holywells is in the bottom quartile (lowest proportion) for One Person Pensioner Households. Given the low proportion of pensioners in the ward, this is to be expected. Holywells is also slightly below average for the proportion of Households with Children. The evidence from these pieces of population data suggests that Holywells ward has a higher proportion of adults and a lower proportion of children than other wards in Ipswich.

Figure 101: Holywells Ward - Household Comparison



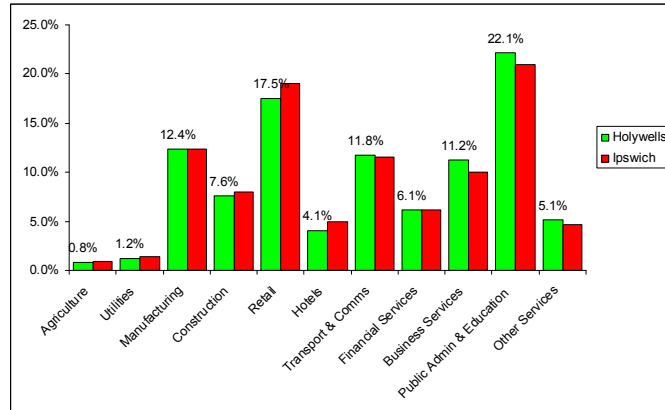
Summary – Population

Holywells ward has a slightly lower than average proportion of pensioners than other wards in Ipswich and a higher than average proportion of adults 30-44. Data on the types of households in the Ward suggests that it is not as dominated by families as other wards in the Town.

Economy

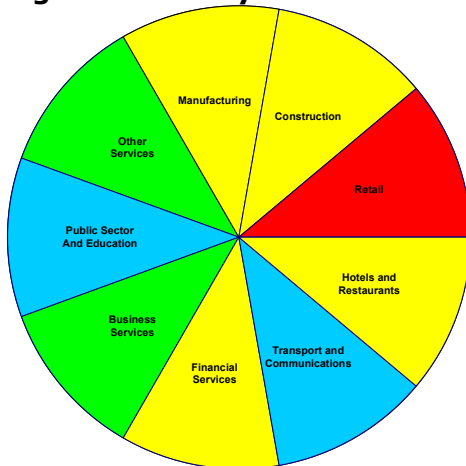
The chart below compares the distribution of employment by industry for the resident population of Holywells ward with that of Ipswich residents as a whole. It shows that the proportion of residents employed in Public Administration and Employment, in Business Services and in Transport and Communications is higher than the town average. The proportion employed by Retail is lower than the average but still the second greatest employer.

Figure 102: Holywells Ward - Distribution of Employment by Industry



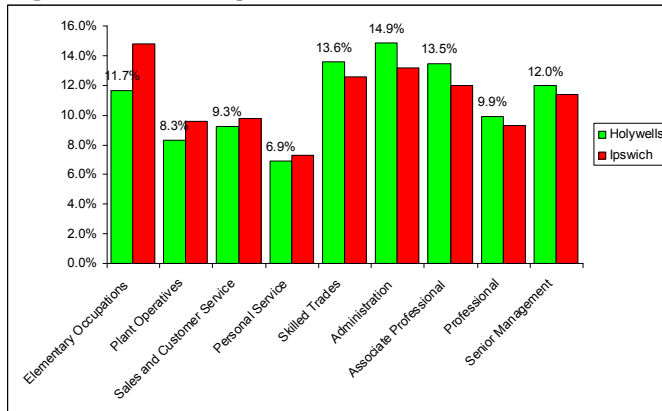
The comparison below illustrates how the proportions of employment by industry in Holywells compare to those in other wards in Ipswich. This suggests that the proportion of employment in Business and Other Services is relatively high (top quartile) and that employment in Retail, although quantitatively high, is relatively low (bottom quartile).

Figure 103: Holywells Ward - Comparative Employment by Industry



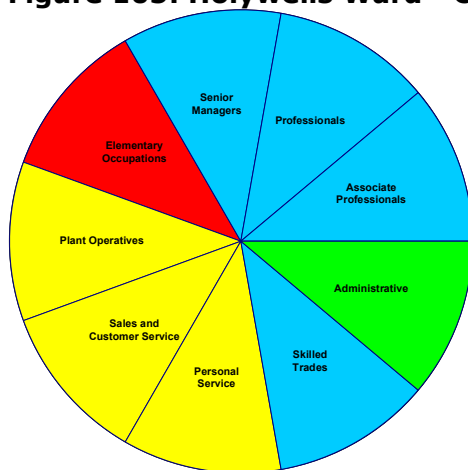
The chart below demonstrates the distribution of employment by occupational category for Holywells ward and Ipswich as a whole. It shows a clear distribution pattern, with a higher than average proportion of residents employed in occupations associated with higher wages and higher-level skills (towards the right of the graph) and a lower than average proportion of those employed in the low-waged, low-skilled occupations.

Figure 104: Holywells Ward - Distribution of Employment by Occupation



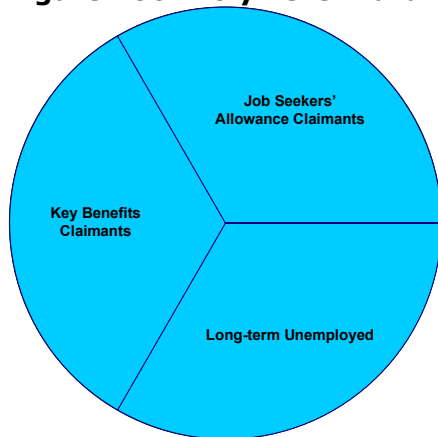
The comparative distribution (below) shows, that relative employment in Administration is high (top quartile) and low in Elementary Occupations (bottom quartile). In other occupational categories the relative variations are not so great, but the evidence from this analysis backs up the suggestion (above) that the distribution of employment by occupation suggests an area that has higher than average wage and skills levels, although possibly not amongst the highest in the Town.

Figure 105: Holywells Ward - Comparative Employment by Occupation



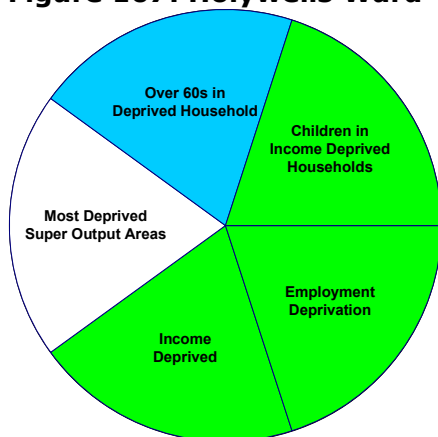
Unemployment data shows that Holywells is ranked 10th for Jobseeker's Allowance claimants, and 6th for the proportion of the working age population in employment. The chart below compares unemployment indicators in Holywells with those in other wards. It shows that for each indicator, Holywells scores better than average but not amongst the best scoring ward (it is in the second quartile).

Figure 106: Holywells Ward - Comparison of Unemployment Data



The chart below compares a number of deprivation indicators selected to help highlight particular issues of deprivation across the Town. It shows no significant issues of deprivation: Holywells ward is in the top quartile for all but one indicator. It also suggests that the ward has none of the most deprived super output areas, an indication that there are no pockets of multi-modal deprivation in the Ward.

Figure 107: Holywells Ward - Comparison of Deprivation Indicators



Summary – Economy

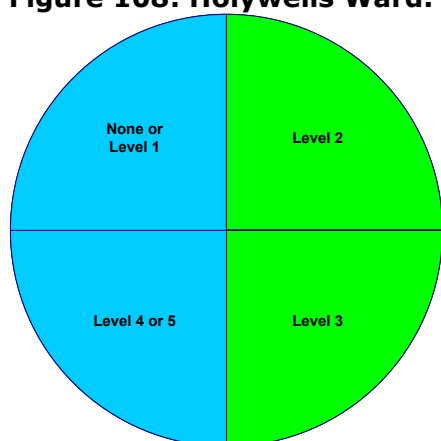
The distribution of employment in Holywells by industry and occupation suggests a predominance of employment in service industries and in medium and high skilled occupations. This suggests that the ward has higher than average wage and skill levels.

The data on unemployment and deprivation shows no significant issues in this area, backing up the suggestion that the ward is relatively well off.

Education and Young People

The figure below compares the proportions of the resident population of Holywells ward and Ipswich as a whole who have particular levels of highest qualification. The chart suggests that the population of Holywells ward are amongst the best qualified in Ipswich at Levels 2 and 3 (top quartile) and are better than average at other levels. Holywells actually has the highest proportion of residents with a highest qualification at Level 2. The data from the economic analysis suggested a ward with good medium- and high-level skills and this data confirms this view.

Figure 108: Holywells Ward: Comparison of Highest Qualifications



Holywells has no secondary school, but primary school data suggests that pupils studying in Holywells ward achieve some of the best results in Ipswich.

Over 80% of 16-24 year olds in Holywells ward are engaged with education or employment (ranks 4th). The ward does not have such a good record in sending young people to higher education (77 per 1,000 18-20 year olds, ranks 7th).

Summary – Education and Young People

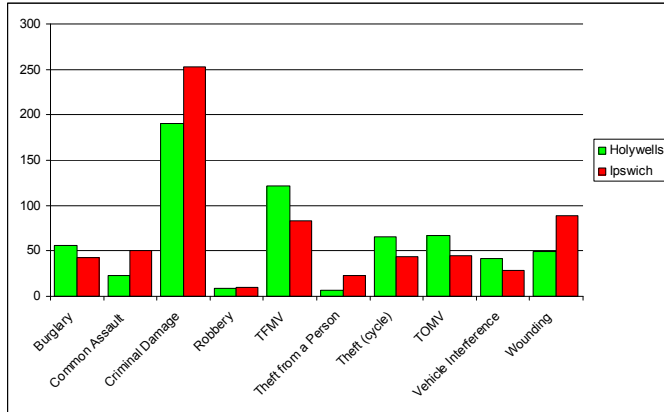
The residents of Holywells ward are amongst the best qualified in Ipswich at Levels 2 and 3.

Whilst data suggests that the ward has a relatively good proportion of young people involved in either education or employment, the rate of entrance to higher education is still somewhat low for a ward medium-level skills which are amongst the best.

Crime

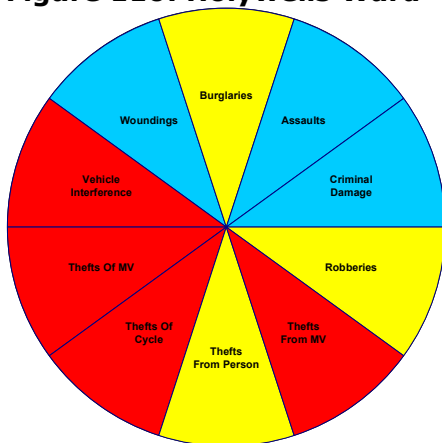
The chart below shows a comparison of crime rates by type of crime for Holywells ward and for Ipswich as a whole. It can be used to determine which crimes are more common than average for this Ward. The incidence rates for Criminal Damage, Common Assault, Theft from a Person and for Wounding are below the town average (although Criminal Damage is still by far the most common type of crime). Crimes related to vehicles (Theft from a Motor Vehicle, Theft of a Motor Vehicle and Vehicle Interference), Theft of a Cycle and Burglaries are all more frequent than the town average.

Figure 109: Holywells Ward - Crimes per 10,000 Population



The figure below compares incidence rates for these crimes with other wards in Ipswich to give another view of crime rates in the Ward. It shows that for vehicle crime and for Thefts of a Cycle, Holywells ward is amongst the worst performing wards in the Town (bottom quartile) and for all other types of crime, the ward is neither amongst the worst nor best performers. The skewed nature of the data for Theft from a Person shows that despite having a rate considerably below the town average, Holywells is still a worse-than-average performing ward (third quartile).

Figure 110: Holywells Ward - Comparison of Incidences of Crime



Summary – Crime

Whilst overall crime rates in Holywells ward may not be exceptionally high, the ward is amongst the worst performing in terms of vehicle crime and Theft of a Cycle.

Health and Wellbeing

Holywells ward has approximately average life expectancies for both females and males (although the variation between wards is not that great across the town).

Analysis of Standardised Mortality Ratios shows that mortality experience in Holywells ward is average in comparison with Suffolk as a whole.

The teenage conception rate is average in comparison to Ipswich as a whole.

Other indicators confirm that the ward is a fairly healthy place to live. The incidence of long-term limiting illness is low (30%, ranks 13th) and the ward ranks 15th in terms of overcrowding.

As might be expected with a ward towards the centre of town, the number of casualties from road traffic accidents is higher than average (Holywells ranks 5th) but still less than half the number in Alexandra ward.

Overall data shows that Holywells has a low incidence rate for fires. In terms of primary fires the ward ranks 9th (20 per 10,000 population).

Summary – Health and Wellbeing

The indicators collected do not suggest any particular issues relating to health and wellbeing in Holywells ward. The major indicators suggest that the population of this Ward have average health levels.

Challenges for Holywells Ward

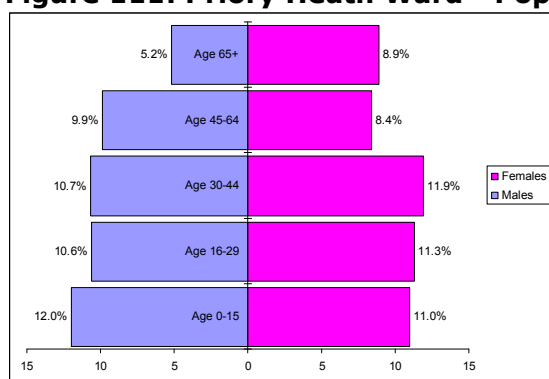
1. Crime – Holywells has a high rate of vehicle crime and Thefts of Cycles in comparison to other wards in Ipswich.
2. High-level skills – Holywells has a higher-than-average resident population employed in occupations which require high-level skills, but it has only an average rate of entrants to higher education.
3. Population – the population distribution in Holywells suggests that the ward may be heading towards a population skewed towards older people with fewer families.

Priory Heath

Priory Heath ward, on the south-eastern extremity of Ipswich is the largest ward by area, if not by population. In June 2005, the population was estimated at about 7,700. The chart below shows the distribution of this population by sex and age.

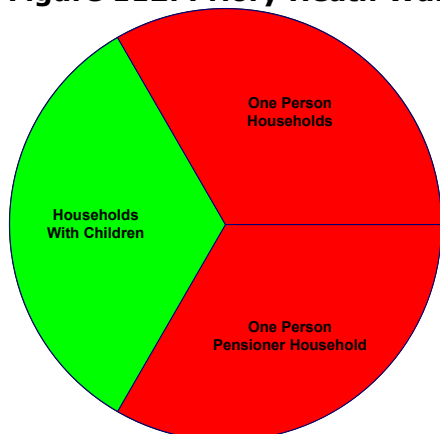
Priory Heath has a relatively young population with proportions of males and females aged 0-29 which are amongst the highest in the town (top quartile). Equally, the proportion of older people (aged 65+, both sexes) is amongst the lowest. Priory Heath also has the second lowest proportion of males aged 45-64.

Figure 111: Priory Heath Ward - Population Pyramid



The figure below shows the comparison of types of household in Priory Heath with other wards in Ipswich. This clearly shows that the Ward has a relatively high proportion of families with children and a low proportion of One Person Households and One Person Pensioner Households.

Figure 112: Priory Heath Ward - Household Comparison



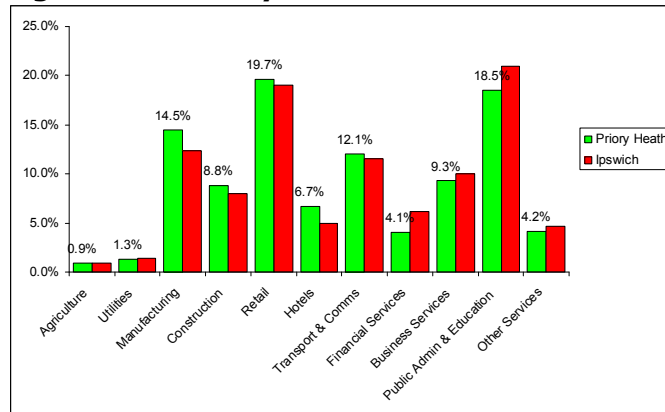
Summary – Population

These two analysis of the population in Priory Heath suggest that the ward has a high proportion of young families with children and that the proportion of older people living in this ward is lower than other wards in the town.

Economy

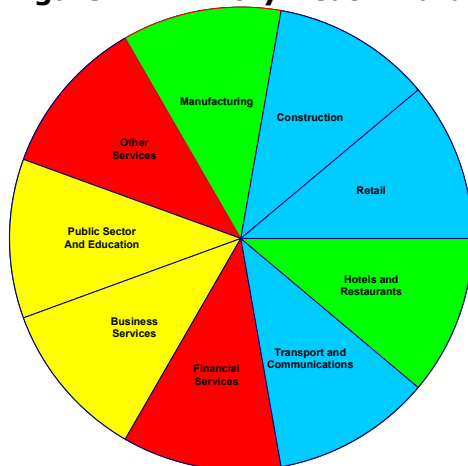
The chart below shows the distribution of employment by industry in Priory Heath ward in comparison with Ipswich as a whole. It shows higher than average employment in Manufacturing, Construction, Retail, Hotels and Restaurants and Transport and Communications. Conversely, employment proportions are lower than average in Financial and Business Services, Public Administration and Education and Other Services. Despite being lower than average, Public Administration and Education is still the second largest proportional employer in the Ward.

Figure 113: Priory Heath Ward - Distribution of Employment by Industry



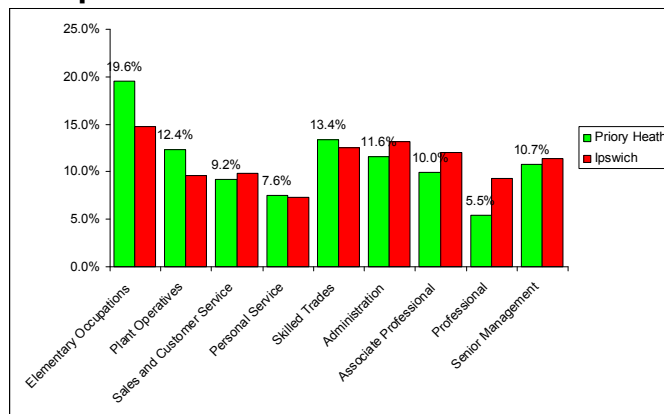
The figure below helps to show how the distribution of employment in Priory Heath compares with that in other wards and highlights sectors where employment proportions are relatively high or low. It shows that in Financial and Other Services the proportion of employment in Priory Heath is amongst the lowest in the town (bottom quartile). In Manufacturing and in Hotels and Restaurants the proportion is amongst the highest (top quartile).

Figure 114: Priory Heath Ward - Comparative Employment by Industry



The distribution of employment by occupation (below) shows how Priory Heath compares to Ipswich as a whole. The chart shows that the proportion of residents employed in Elementary Occupations, Plant Operations and Skilled Trades is higher than the town average. In occupations associated with high wages and higher level skills, the proportion of employment is lower than average.

Figure 115: Priory Heath Ward - Distribution of Employment by Occupation



The figure below compares the proportions of employment in each occupational category with those of other wards in Ipswich and shows that relative employment in Elementary Occupations and Plant Operations is high (top quartile) and that in Administration it is low (bottom quartile).

The information from analysis of employment by industry and by occupation shows that Priory Heath Ward has a higher than average proportion of its resident population employed in industries and occupations which are associated with low- and medium-level skills and wages.

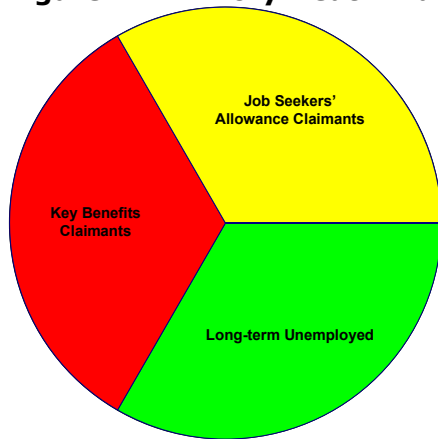
Figure 116: Priory Heath Ward - Comparative Employment by Occupation



Despite ranking 5th in terms of proportion of the working age population claiming Jobseeker’s Allowance, Priory Heath has the second-lowest proportion of the working age population in employment (71%). This suggests that the Ward has a high proportion of people claiming other benefits. The figure below summarises data on unemployment.

It shows a slightly curious picture, showing that Priory Heath has amongst the lowest proportions of Jobseeker’s Allowance claimants who have been claiming for more than 6 months. It also shows that the proportion claiming other benefits is amongst the highest in town (bottom quartile).

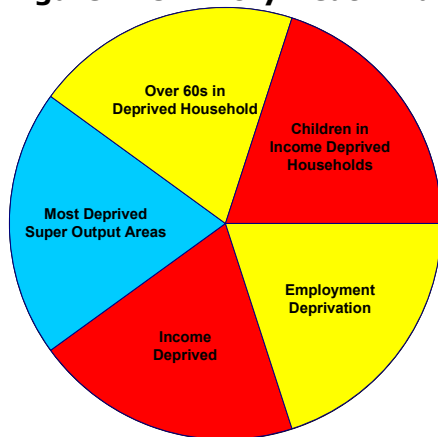
Figure 117: Priory Heath Ward - Comparison of Unemployment Data



The Indices of Multiple Deprivation have been used in this project to give an indication of deprivation issues across a number of different indicators. The figure below shows that Priory Heath ward has a number of deprivation issues. The relatively high level of Income Deprivation is linked to the predominance of low-waged employment in the Ward. The high level of Children in Income Deprived Households is related to the income deprivation levels and the high proportion of households with children seen in the population analysis above.

Although somewhat crude, there is an indication that there is a pocket (albeit a small one) of fairly concentrated deprivation in the ward with about 25% of the Ward's population living in a super output area which is amongst the 20% most deprived in the Country.

Figure 118: Priory Heath Ward - Comparison of Deprivation Indicators



Summary – Economy

Priory Heath Ward has a higher than average proportion of its resident population employed in industries and occupations which are associated with low- and medium-level skills and wages.

Although the number of JSA claimants is fairly low, the proportion of the working age population not in employment is amongst the highest in the Town, indicating high proportions of claimants of other benefits.

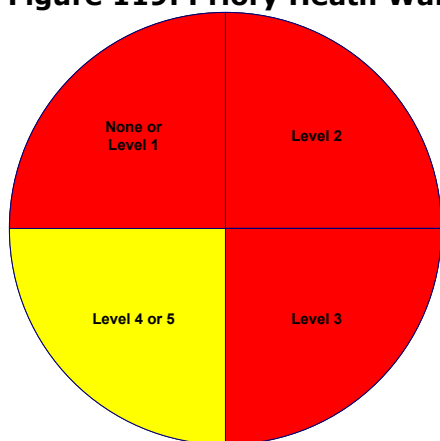
The ward has a number of deprivation issues, probably linked to the dominance of low-paid, low-skilled employment. The high proportion of children in the ward means that a relatively high proportion of them live in income deprived households.

Education and Young People

The figure below illustrates a comparison of the highest qualifications held by residents of the ward with those held by residents of other wards in Ipswich. The overall picture is of a ward with relatively low qualification levels. Priory Heath ranks in the bottom quartile for all indicators except Level 4/5 qualifications where it is in the third quartile.

A particular issue for the ward is that it ranks 15th in terms of both Level 2 and Level 3 qualifications. With a higher than average proportion of the population employed in low- and medium-skilled occupations, it is important that the workforce have the skills and qualification levels to meet the demands of employers.

Figure 119: Priory Heath Ward - Comparison of Highest Qualifications



The performance of children attending both primary and secondary schools in Priory Heath confirms that education and skills is a major problem for the ward (and, given the small number of secondary schools in Ipswich, for the area as well). Both secondary and primary school attainment levels are relatively low.

Priory Heath ranks 13th in terms of the proportion of 16-24 year olds engaged in employment or education. The Ward's performance at Level 4/5 is relatively stronger than it is at other levels and this is confirmed by the proportion of 18-20 year olds entering higher education (74 per 1,000 18-20 year olds, ranks 8th)

Summary – Education and Young People

Priory Heath has a population with relatively low levels of skills at all levels.

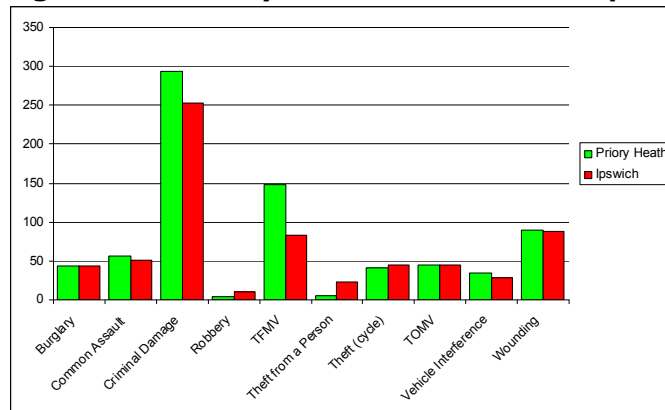
The issue is of particular concern at Levels 2 and 3 because the ward also has high levels of employment in industries and occupations where these levels of skills are important.

Low skills and qualification levels are a reflection of poor achievement at both primary and secondary schools in the ward, and although the entrance rate to higher education shows mid-range performance, this too is somewhat low.

Crime

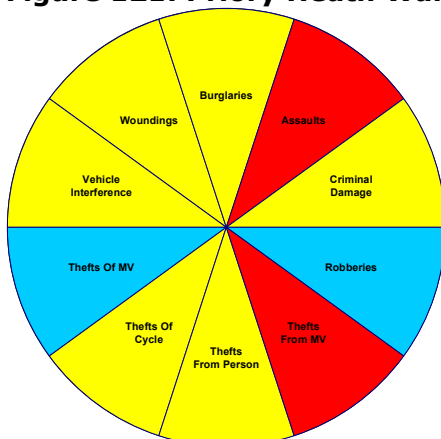
The chart below shows a comparison of the frequency of crimes in Priory Heath and Ipswich by type of crime. This shows that the incidence rate for Criminal Damage and Thefts from a Motor Vehicle are higher than the Ipswich average and that Thefts from a Person are lower than the average.

Figure 120: Priory Heath Ward - Crimes per 10,000 Population



The figure below compares the incidence rate of crimes by type in Priory Heath ward with that in other wards across Ipswich. Thefts from a Motor Vehicle and Common Assaults are shown to have relatively high incidence rates (bottom quartile). Incidence rates are higher than average across most types of crime, except Robberies and Thefts of a Motor Vehicle.

Figure 121: Priory Heath Ward - Comparison of Incidences of Crime



Summary – Crime

Whilst crime rates for most types of crime do not vary significantly from the Ipswich average, the relative comparison of incidence rates suggests that Priory Heath has worse-than-average crime rates across most types of crime.

Most significant are Thefts from a Motor Vehicle, where Priory Heath ranks 2nd.

Health and Wellbeing

Variation in life expectancies across Ipswich is low (as shown in the analysis above) and Priory Heath does not show significant variation from the average for either males or females.

Analysis of Standardised Mortality Ratios shows that mortality experience in Priory Heath ward is average in comparison with Suffolk as a whole.

The analysis of teenage conception rates shows that Priory Heath ward as a higher than average rate.

Other measures of healthy living suggest that Priory Heath ward has some issues with long-term limiting illness, where almost 40% (ranks 1st) of households have at least one person declaring themselves as suffering in this way. Priory Heath ranks 9th in terms of overcrowding.

Priory Heath has the second highest incidence rate for primary fires (43 per 10,000 population).

Summary – Health and Wellbeing

Priory Heath ward has a higher than average teenage conception rate.

Although there is no indication of issues in terms of life expectancy nor Standardised Mortality Ratios, the high proportion of households with one or more people with a limiting long-term illness suggests a healthy living problem for this Ward. This figure may go some way to explaining the high proportion of 'other' benefits claimants identified in the analysis above.

Priory Heath ward also has a high incidence rate for primary fires.

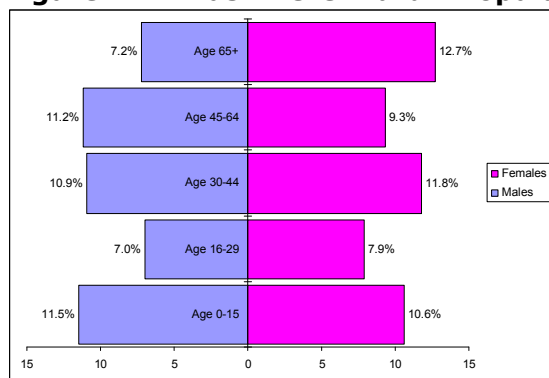
Challenges for Priory Heath Ward

1. Education and Skills – the relatively low levels of qualifications at Level 2 and Level 3 suggest an ongoing problem for residents of Priory Heath in the future.
2. Deprivation – Priory Heath has significant problems with deprivation linked to low levels of income. The high proportion of children in this Ward means that these issues also affect children more in this ward than in others.
- 3 Crime – The crime rate in Priory Heath is relatively high for most crime types, but there are particular problems with Criminal Damage, Common Assault and Thefts from a Motor Vehicle.

Rushmere

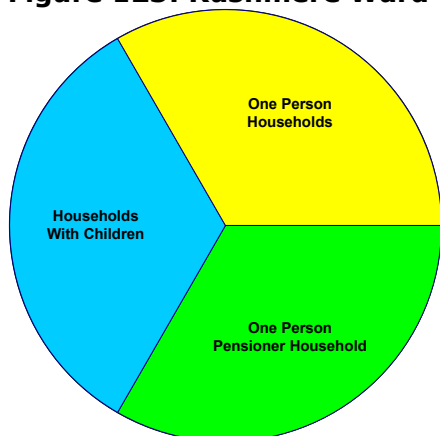
Rushmere ward is located on the north-east periphery of Ipswich, its population was estimated to be approximately 8,000 in June 2005 by the Small Area Population Estimates. The chart below shows the distribution of this population by sex and age. Rushmere has a relatively low proportion of 16-29 year olds of both sexes (ranks 16th for males and 14th for females). For older adults the proportions are in line with the Ipswich average, but Rushmere does have a high proportion of males aged 0-15 (ranks 3rd).

Figure 122: Rushmere Ward - Population Pyramid



The figure below compares the type of household in Rushmere ward with those in the rest of Ipswich. It shows that Rushmere has a high proportion of One Person Pensioner Households (top quartile) and a moderately high proportion of Households with Children (2nd quartile, ranks 5th).

Figure 123: Rushmere Ward - Household Comparison



Summary – Population

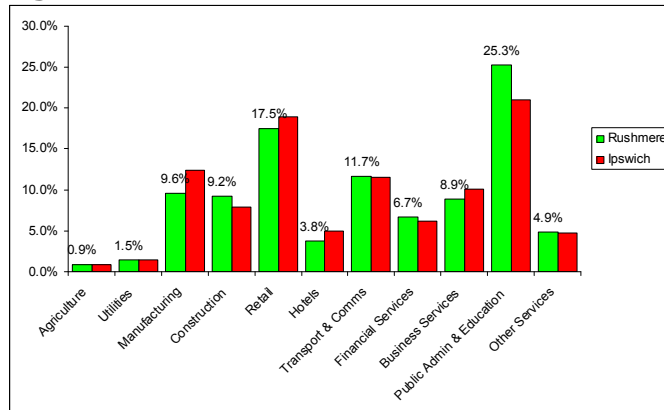
Whilst Rushmere ward has average proportions of adults and children, it has a significantly lower proportion of those aged 16-29 which may be related to house prices in the area or the search for work.

Information about types of households in the area shows a high proportion of both pensioners and families, perhaps suggesting that the area is popular amongst those looking to move to an area to bring up children.

Economy

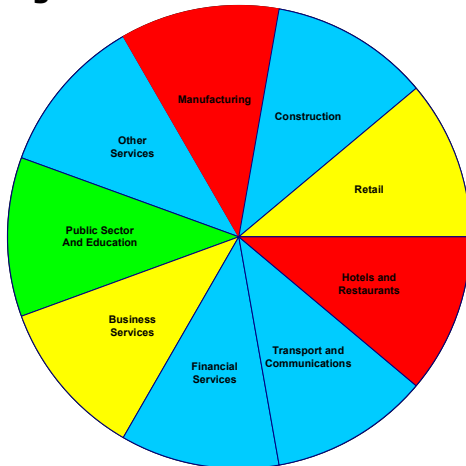
The chart below compares the distribution of employment by industry in Rushmere ward with that in Ipswich as a whole. It shows that employment in Public Administration and Education is significantly higher than the Ipswich average, and higher than average in Construction and Financial Services. In Manufacturing, Retail, Hotels and Restaurants and Business Services, employment is lower than average, although Retail is still the second most significant sector of employment.

Figure 124: Rushmere Ward - Distribution of Employment by Industry



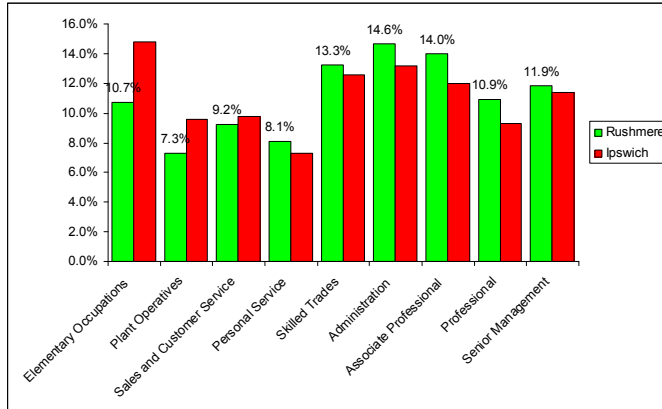
The chart below compares this distribution to that in other wards to show those sectors in which employment in this ward is more or less significant than in other wards. It shows that employment in Manufacturing and Hotels and Restaurants is in the bottom quartile, and in Public Administration and Education it is in the top quartile, indicating that this ward has amongst the highest proportion of employment in this sector.

Figure 125: Rushmere Ward - Comparative Employment by Industry



The distribution of employment by occupational category is shown below. The chart compares the distribution in Rushmere and across Ipswich. It shows a clear tendency for residents of Rushmere to be employed in occupations which are associated with higher wages and with medium- and high-level skills (towards the right of the diagram). Those occupations towards the left of the diagram, which demand lower skills levels have proportionately less employment in this ward.

Figure 126: Rushmere Ward - Distribution of Employment by Occupation



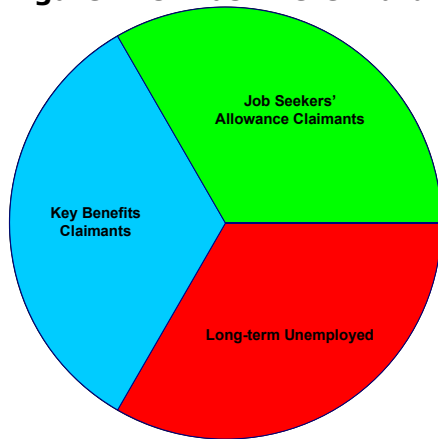
The figure below compares the proportions of employment in each occupational category with those of other wards in Ipswich and shows that employment in Elementary Occupations is in the bottom quartile (lowest proportion) and in Personal Services in the top quartile. Whilst the proportion of employment in Senior Management, Professionals, Associate Professionals, Administration and Skilled Trades is not amongst the very highest, this distribution shows that Rushmere has a comparatively high proportion of employment across these categories. This backs up the claim that residents of Rushmere tend to be employed in occupations associated with medium- and high-level skills.

Figure 127: Rushmere Ward - Comparative Employment by Occupation



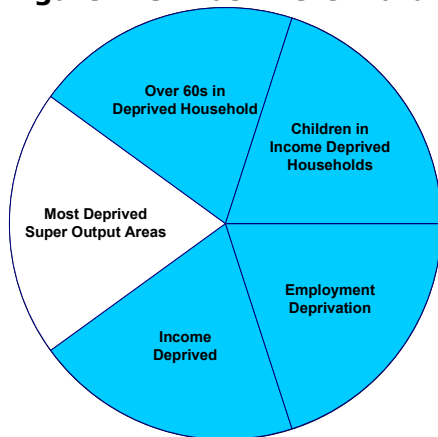
Rushmere ward has a low proportion of the working age population claiming Jobseeker’s Allowance (ranks 15th), although, as suggested in the chart below which shows a summary of unemployment indicators, long-term unemployment is relatively high (33%, ranks 3rd). Rushmere has a high proportion of part-time workers with over 55% working fewer than 30 hours per week (ranks 3rd). Although it seems likely that this is because residents seek part-time work through personal choice, it may be due to a shortage of full-time work in the ward (or travel-to-work area).

Figure 128: Rushmere Ward - Comparison of Unemployment Data



The chart below summarises information on deprivation collected using the Indices of Multiple Deprivation. It shows that whilst Rushmere is not amongst the wards with the very lowest deprivation scores, it does not have any significant deprivation issues, nor does it have any pockets of deprivation measured using the most deprived super output areas.

Figure 129: Rushmere Ward - Comparison of Deprivation Indicators



Summary – Economy

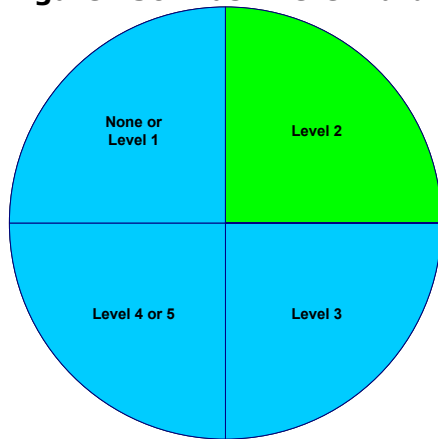
The analysis of data concerning the distribution of employment by both industry and occupation shows that residents of Rushmere ward are more likely to be employed in jobs which are both relatively highly paid and which require medium- or high-level skills.

The ward has no significant problems with either unemployment or deprivation.

Education and Young People

The chart below compares the highest qualifications of residents of Rushmere ward with those in other wards in Ipswich. It shows that general qualification levels are high in comparison with other wards, and that Rushmere has amongst the very highest proportion of residents with Level 2 qualifications (top quartile).

Figure 130: Rushmere Ward - Comparison of Highest Qualifications



Indicators of school performance suggest that children attending primary and secondary schools in Rushmere ward have amongst the strongest performance of any in the Town.

Nearly 80% of 16-24 year olds in the Ward are engaged with either education or employment (ranks 6th). Rushmere ranks 2nd in terms of young people entering higher education (171 per 1,000 18-20 year olds). This figure is substantially above the Ipswich mean (93).

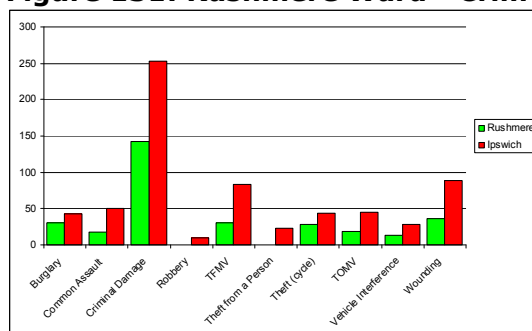
Summary – Education and Young People

Rushmere ward has a strong education and skills profile. The data on highest qualifications shows that it is amongst the best qualified wards. This is backed up by strong school performance and a relatively good proportion of young people entering higher education – this proportion is still some way below national targets. Given the proportion of Rushmere’s population that is employed in high-skill occupations, it might be expected that this would influence more young people to enter HE.

Crime

The chart below shows a comparison between the incidence of crime in Rushmere ward and across Ipswich as a whole. It shows, very clearly, that the rate of crime of all types is significantly below the town average.

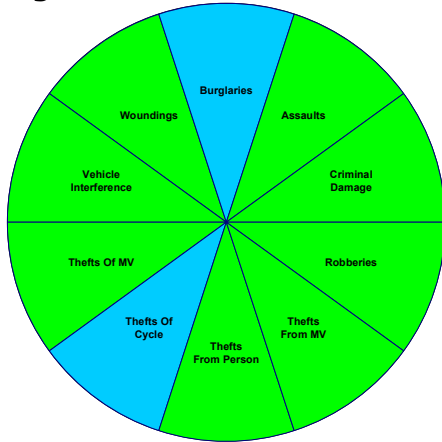
Figure 131: Rushmere Ward - Crimes per 10,000 Population



The figure below compares the incidence of crimes of different types in Rushmere ward with that in other wards to give an impression of relative performance in different areas. The chart clearly shows that in most cases, Rushmere is amongst

the best performing ward (top quartile) and that in only two cases, Burglaries and Thefts of a Cycle, does it fall below this standard.

Figure 132: Rushmere Ward - Comparison of Incidences of Crime



Summary – Crime

The analysis shown here shows clearly that the crime rate in Rushmere ward is significantly below the Ipswich average for all types and that Rushmere is amongst those wards with the lowest incidence rates for most crime-types.

Health and Wellbeing

Ipswich has a low variance between wards in terms of life expectancy: data for Rushmere suggests that it has life expectancies for both males and females which are approximately average for the town as a whole.

Analysis of Standardised Mortality Ratios shows that mortality experience in Rushmere ward is average in comparison with Suffolk as a whole.

The teenage conception rate is average in comparison to Ipswich as a whole.

Other indicators of healthy living suggest no obvious problems in Rushmere ward. In terms of the proportion of households with one or more people with a long-term limiting illness, the Ward ranks 7th – a figure perhaps inflated by a moderately high proportion of older residents. Rushmere has a relatively low incidence of overcrowding (ranks 14th).

Rushmere ward has the lowest incidence rate of primary fires in Ipswich (11 per 10,000 population).

Summary – Health and Wellbeing

The indicators collected do not suggest any particular issues relating to health and wellbeing in Rushmere ward. The major indicators suggest that the population of this Ward have average health levels.

Challenges for Rushmere Ward

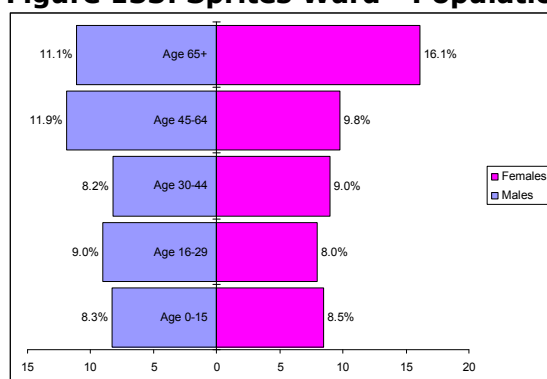
1. Long-term unemployed – the data collected here suggests that Rushmere has a significant problem with long-term JSA claimants, although given the low proportion of claimants, the total count may not be that great.
2. One Person Pensioner Households – with a relatively high proportion of one person pensioner households, the ward may face greater requirements for social care and other services associated with ensuring that these people are given the support they require.
3. Higher Education – although the ward has one of the highest rates of 18-20 year olds entering higher education, the rate is still well below the leading ward (St Margaret's) and well below the government 50% target. It is also low given the proportion of residents with high-skilled occupations.

Sprites

Sprites ward is located on the south-western side of Ipswich. As part of the Small Area Population Estimate in June 2005, its population was estimated as 6,800, making Sprites ward the second smallest by population. The chart below shows the distribution of the population by sex and age. It shows clearly that Sprites has a high proportion of older residents (ranks 1st for males 65+, 2nd for females 65+). Sprites is amongst the wards with the lowest proportion of residents in each sex/age band from 0-44, except for males 16-29.

This chart gives a clear picture of an aging population in this ward.

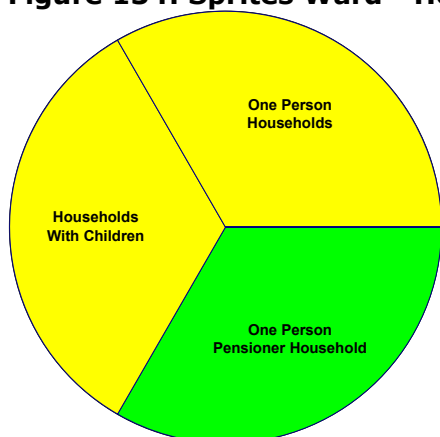
Figure 133: Sprites Ward - Population Pyramid



The figure below compares the proportion of household by type in this ward. The analysis above suggests a high proportion of older residents and this is confirmed by the figure below which shows that Sprites ward has a relatively high proportion of One Person Pensioner Households (top quartile).

The figure also shows that Sprites has a higher than average proportion of Households with Children (ranked 9th), surprising given the very low proportion of children in the resident population.

Figure 134: Sprites Ward - Household Comparison



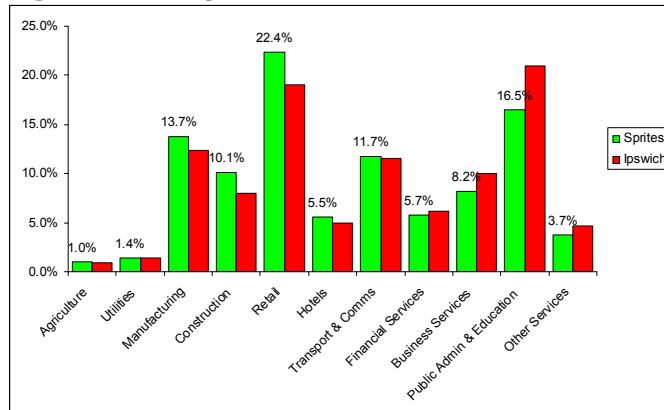
Summary – Population

Sprites ward has a high proportion of older residents and a relatively high proportion of one person pensioner households.

Economy

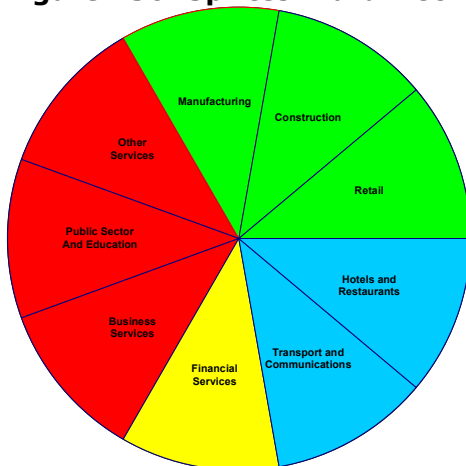
The chart below compares the distribution of employment by industry in Sprites ward with that across Ipswich as a whole. It shows that the proportion of the resident population employed in Manufacturing, Construction and Retail is significantly higher than the Ipswich average. Industries such as Financial and Business Services, Public Administration and Education and Other Services, employ a smaller proportion than average. It should, however, be noted that the proportion employed in Public Administration is still very considerable.

Figure 135: Sprites Ward - Distribution of Employment by Industry



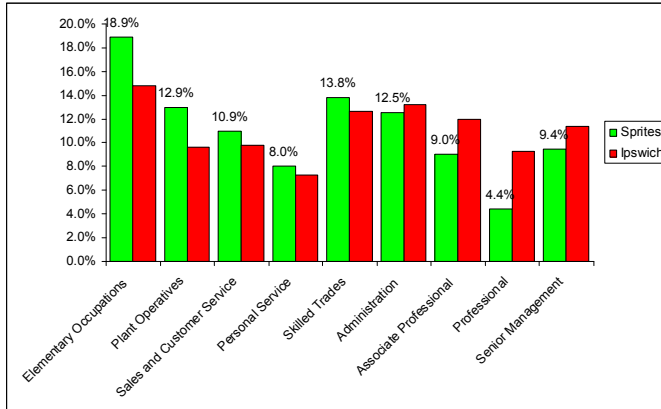
The comparison between the distribution of employment by industry in Sprites ward (above) and that in other wards across Ipswich is shown below. It confirms that employment in Manufacturing, Construction and Retail is relatively high (top quartile in each case) and that it is relatively low (bottom quartile) in Business Services, Public Administration and Education and Other Services.

Figure 136: Sprites Ward - Comparative Employment by Industry



The chart below shows the comparison between the distribution of employment by occupational category between Sprites ward and Ipswich. There is a clear pattern showing that a higher than average proportion of the resident population are employed in occupations towards the left of the chart. These occupations are associated with lower wages and low-levels of skills. Equally, the chart shows that occupations associated with higher wages and medium- and high-levels of skills are less prevalent in this Ward.

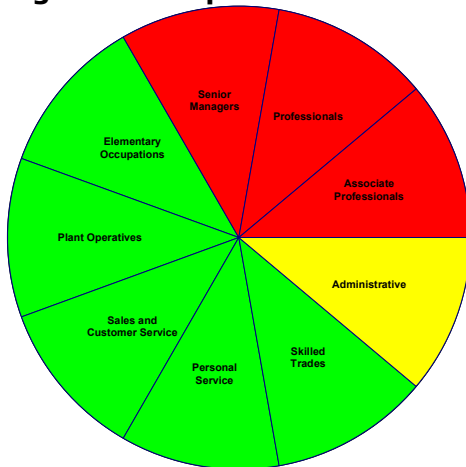
Figure 137: Sprites Ward - Distribution of Employment by Occupation



The figure below compares the distribution of employment by occupation in Sprites with that in other wards across the Town. It confirms that the proportion of the resident population employed in Elementary Occupations, Plant Operations, Sales and Customer Service, Personal Service, and Skilled Trades are amongst the highest in the Town (top quartile) and that the proportion employed in other occupations among the lowest (only Administration not in the bottom quartile).

These analyses suggest that employment in Sprites ward is dominated by industries and occupations associated with physical labour, low wages and lower levels of skills.

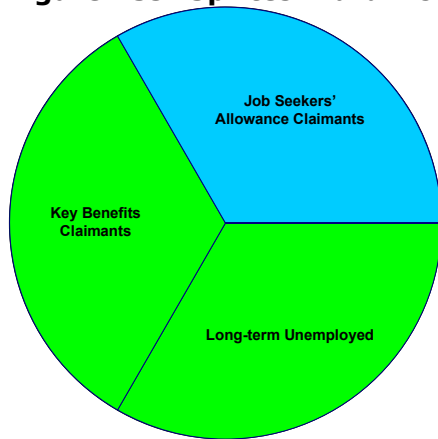
Figure 138: Sprites Ward - Comparative Employment by Occupation



Sprites ward has a lower than average level of Jobseeker’s Allowance claimants (ranks 11th) and a relatively high proportion of its resident population (of working age) in employment (ranks 4th). The figure below compares a number of indicators relating to unemployment and shows that Sprites ward has amongst the lowest proportions of residents who are either long-term unemployed or claiming key benefits.

This analysis suggests that a high proportion of the resident working age population in Sprites ward is in employment. However, the Ward also has the second highest proportion of part-time workers (56%) suggesting that the unemployment figures hide the fact that much of the work done by residents of this Ward is part-time.

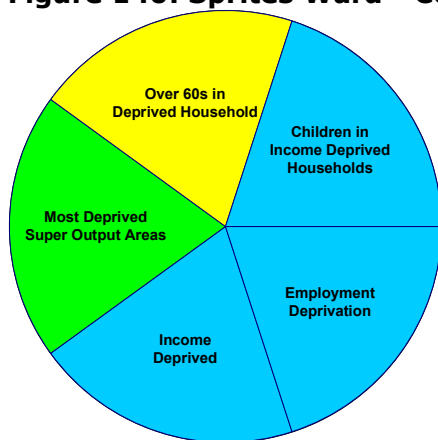
Figure 139: Sprites Ward - Comparison of Unemployment Data



The figure below summarises data taken from the Indices of Multiple Deprivation and compares the levels of deprivation found in Sprites ward with those in other wards across Ipswich. The overall picture is one of relatively low levels of deprivation with Sprites ward roughly mid-range on each separate indicator.

Although a crude measure, this figure does show that Sprites ward has a proportion of its population living in one of the Most Deprived Super Output Areas. This suggests that approximately 1 in 6 of the population of Sprites ward live in one of the 20% most deprived SOAs, suggesting cross-cutting issues of deprivation in this particular area of the ward.

Figure 140: Sprites Ward - Comparison of Deprivation Indicators



Summary – Economy

Employment in Sprites ward is dominated by industries such as Manufacturing, Construction and Retail and by occupations typically associated with lower wages and low-skills levels.

Whilst the unemployment rate is relatively low, the proportion in part-time employment is high.

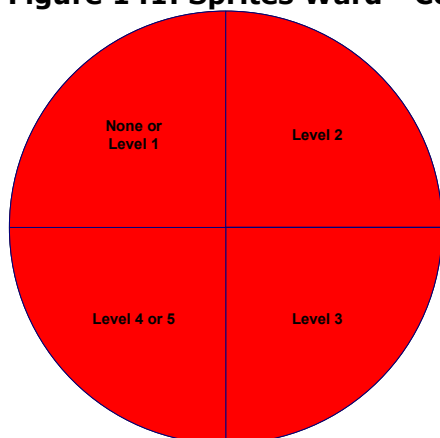
Overall deprivation rates are relatively low, but there is an indication of a small area within the ward where issues of deprivation are more strongly felt.

The combination of low-skilled, low-waged and part-time work may mean that residents of Sprites ward are at risk of suffering deprivation issues in the future if the economy of Ipswich changes resulting in job losses in the industries which currently dominate the ward.

Education and Young People

The figure below illustrates a comparison of the highest qualification held by residents of the Ward. It shows very clearly that Sprites ward has a serious qualifications gap with low proportions of qualified residents at each level (bottom quartile for each). Sprites has the 2nd highest proportion of residents with no qualifications or qualifications only at Level 1. The Ward also has the lowest proportion of residents with a Level 4/5 qualification. These figures highlight the issues identified above and suggest that the population of Sprites is relatively poorly qualified.

Figure 141: Sprites Ward - Comparison of Highest Qualifications



The indicators collected suggest that the performance of children attending primary school in Sprites ward is mid-range at Key Stage 2.

In terms of 16-24 year olds, Sprites ward is a mid-range performer with just over 70% engaged in employment or education (ranks 7th). The ward has a relatively low proportion of young people entering higher education however (37 per 1,000 18-20 year olds, ranks 13th).

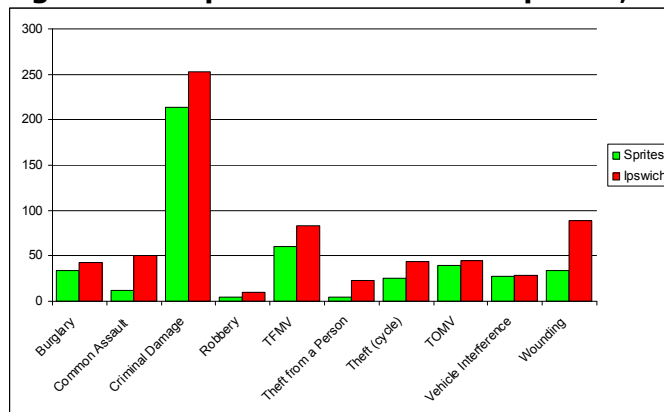
Summary – Education and Young People

Sprites ward has a relatively low proportion of its resident population qualified at each of the levels for which data has been collected. This presents a major problem for the ward in the future as the skills requirements of most occupations are expected to increase.

Crime

The chart below compares the incidence rate of crimes by type in Sprites ward and across Ipswich as a whole. It shows that for each type of crime, the incidence rate in Sprites ward is lower than the town average.

Figure 142: Sprites Ward - Crimes per 10,000 population



The figure below confirms that the incidence rate for each type of crime is relatively low (top quartile or 2nd quartile).

Figure 143: Sprites Ward - Comparison of Incidences of Crime



Summary – Crime

The overall and comparative levels of crime in Sprites ward are low suggesting that the ward has no major problems with crime.

Health and Wellbeing

The analysis of life expectancies conducted as part of the Ipswich-wide analysis shows that the life expectancies in Sprites ward are about average for the town as a whole.

Analysis of Standardised Mortality Ratios shows that mortality experience in Sprites ward is average in comparison with Suffolk as a whole.

The teenage conception rate is average in comparison to Ipswich as a whole.

Other indicators of healthy living suggest that the Ward has a high proportion of Households with a Limiting Long-term illness (38% have one or more people suffering in this way, ranks 3rd). There is no particular problem with overcrowding, Sprites ward ranks 11th on this measure,

Sprites ward has a low incidence rate of fire: in terms of primary fires the ward ranks 13th (13 per 10,000 population).

Summary – Health and Wellbeing

The analysis of life expectancy and Standardised Mortality Ratios do not suggest any major health and wellbeing issues in Sprites ward. However, the ward does have a relatively high proportion of households with one or more people with a limiting long-term illness.

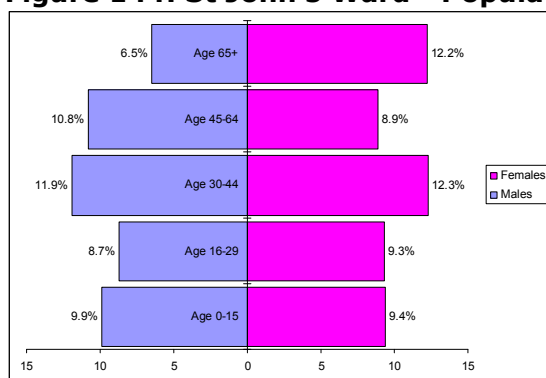
Challenges for Sprites Ward

1. Education and Skills – Sprites has a low proportion of qualified people at each level indicating a major potential problem for the ward.
2. Deprivation – although Sprites does not have major deprivation issues, there is evidence of a small pocket within the Ward which has a number of cross-cutting issues, possibly related to low wages, low skills and a high proportion of part-time employment.
3. Older Population – the population of Sprites ward is extremely skewed, suggesting an older population which is likely to require more health and social care.

St John's

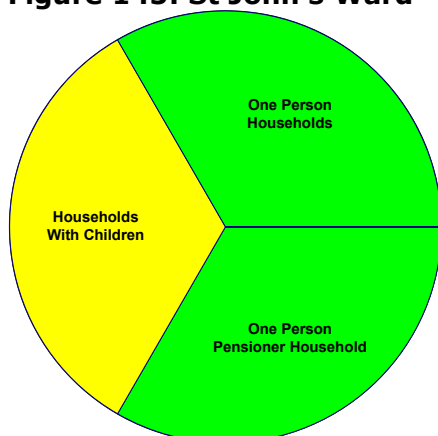
St John's ward is located to the east of the town centre. In June 2005, its population was estimated to be about 7,500. The chart below shows how this population is split by sex and by age. In comparison to the other wards in Ipswich, the distribution is approximately average, although there is a slightly lower proportion of both males and females between the ages of 16 and 29. The Ward also has the highest proportion of females aged 30-44.

Figure 144: St John's Ward - Population Pyramid



The chart below compares the proportions of different types of household in St John's ward with other wards. It shows that the proportion of both One Person Households and One Person Pensioner Households is amongst the highest in the Town (top quartile). In fact, St John's has the highest proportion of One Person Pensioner Households (19%), this, despite the fact that the ward is not one of those with the highest proportions of pensioners.

Figure 145: St John's Ward - Household Comparison



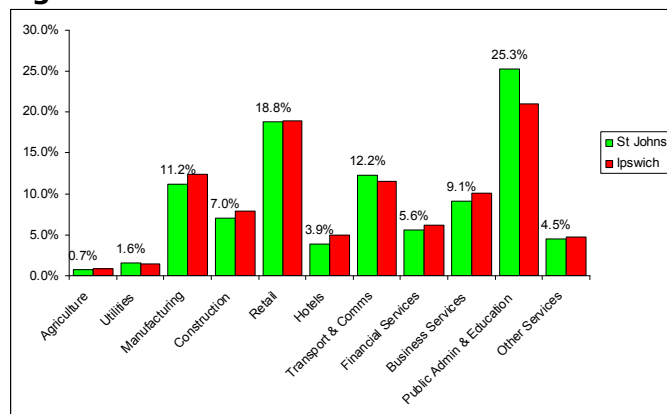
Summary – Population

The distribution of population by sex and by age does not suggest any particular issues for the Ward. However, the household-type analysis suggests that St John's has a high proportion of households with one occupier, and the highest proportion of one person pensioner households in the Town. This may lead to an increased demand for social services and care provision.

Economy

The chart below compares the distribution of employment in St John's by industry with that across Ipswich as a whole. It is clear to see that whilst employment patterns are, in general, in line with the Ipswich average, a greater proportion of St John's residents are employed in Public Administration and Education, and a lower proportion are employed in Manufacturing and Hotels and Restaurants.

Figure 146: St John's Ward - Distribution of Employment by Industry



The figure below shows the comparative distribution of employment by industry; the way that St John's ward compares to the other wards in Ipswich. It confirms that the proportion of residents employed in Public Administration and Education is amongst the highest in Ipswich (top quartile), and also shows that the proportion employed in Transport and Communications is in the top quartile, despite it being very close to the town average. This demonstrates a lack of variation between wards for this industrial sector. In all other sectors, the proportion employed in St John's ward is in the third quartile indicating average or slightly below average employment.

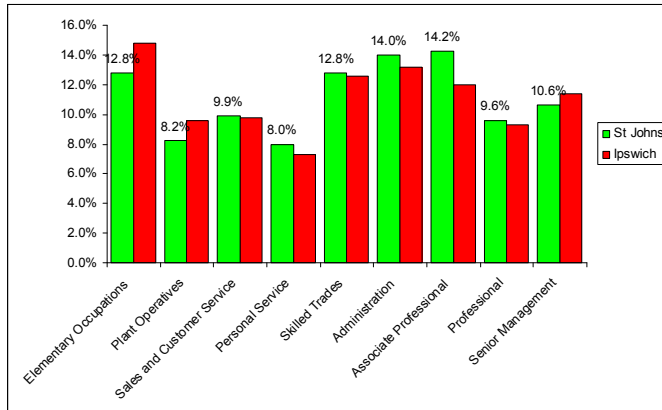
Figure 147: St John's Ward - Comparative Employment by Industry



The distribution of employment by occupation (below) shows that the residents of St John's ward are more likely to be employed in medium-waged and medium-skilled occupations such as Personal Service, Administration and Associate Professionals. The proportion employed in low-waged and low-skilled occupations such as Elementary Occupations and Plant Operations are lower than average. The Ward also has a slightly lower-than-average proportion of residents employed in Senior Management. On balance, the chart indicates that residents of the Ward tend to be employed in medium- and high-skilled occupations, although the

proportions employed in Professional and Senior Management occupations are not as great as in some other wards.

Figure 148: St John's Ward - Distribution of Employment by Occupation



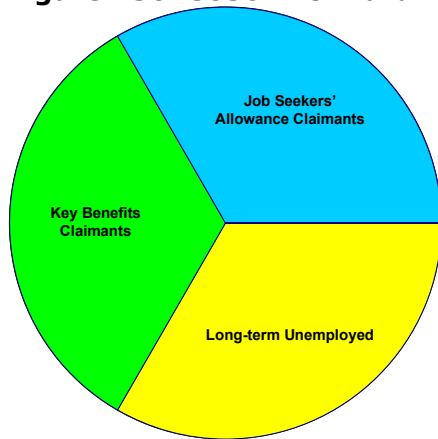
The comparative distribution shown below indicates that the population of St John's ward has amongst the highest proportion of employment in Personal Service and Associate Professionals (top quartile) and that employment in Administration and Professional occupations is higher than average (second quartile). In all other occupations the chart suggests lower than average proportions of employment in this Ward compared to others, although the lack of any occupational categories in which the Ward has very low relative employment suggests a balanced employment distribution.

Figure 149: St John's Ward - Comparative Employment by Occupation



St John's ward has a low proportion of residents claiming Jobseeker's Allowance (ranks 12th) and has the second highest proportion of its working age population in employment (90%). The figure below summarises unemployment and benefit data collected and confirms that the Ward has amongst the lowest levels of benefits claimants (top quartile) in the Town.

Figure 150: St John's Ward - Comparison of Unemployment Data



Deprivation issues in the wards have been analysed using a number of indicators from the Indices of Multiple Deprivation. That chart below summarises this data and shows that the overall levels of deprivation in St John's ward are amongst the lowest in the Town (top quartile for each). In the case of the Proportion of the Population in the Most Deprived Super Output Areas, the indicator suggests that there are no hidden pockets of deprivation in this area.

Figure 151: St John's Ward - Comparison of Deprivation Indicators



Summary – Economy

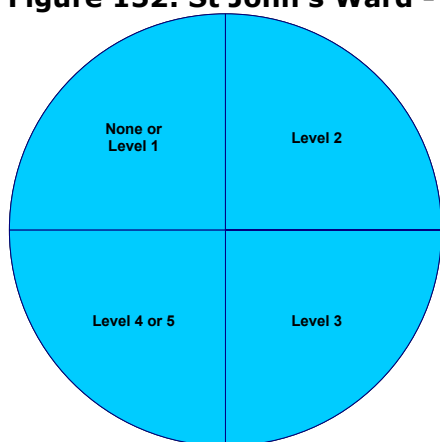
The distribution of employment in St John's ward suggests that most of the resident population are employed in medium-skilled and medium-waged occupations. The distribution by industry and distribution by occupation suggest that the ward has a very balanced pattern of employment with few types showing as relatively high or low.

The Ward has low unemployment and low levels of deprivation.

Education and Young People

The chart below compares the highest qualifications of residents in St John's ward with those in other wards in Ipswich. It suggests that whilst overall levels of qualifications are high (second quartile) the Ward does not have high proportions of qualified residents which might be associated with a ward in which many residents are employed in medium-skilled occupations. In particular, one might expect to see the Ward have among the highest proportions of residents holding qualifications at Level 2 and Level 3.

Figure 152: St John's Ward - Comparison of Highest Qualifications



Educational indicators which look at the performance of schools in the Ward suggest that children who attend school in St John's ward have some of the best achievement rates of any in Ipswich.

Over 80% of young people aged 18-24 are engaged in employment or education (ranks 5th). The ward is similarly ranked in terms of the rate at which young people enter higher education (111 per 1,000 18-20 year olds). Although the rank is good, the actual rate is somewhat low for a ward where there are high proportions of residents employed in medium- and high-skilled occupations.

Summary – Education and Young People

Although St John's ward has relatively good qualifications and education levels, they are perhaps not as high as might be expected in a ward where there are high proportions of residents employed in medium- and high-skills occupations.

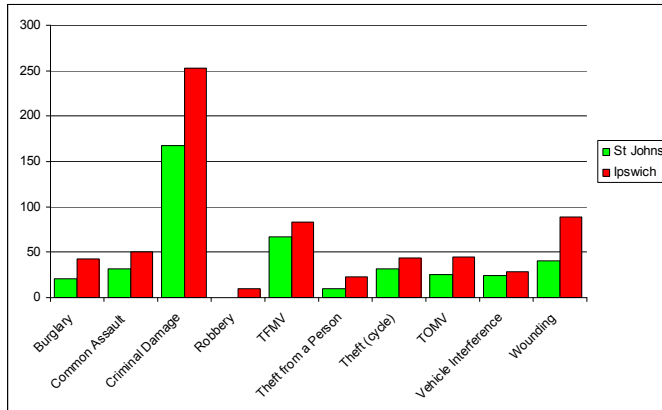
This suggests that St John's ought to look to increase the proportion of residents with qualifications at all levels from Level 2 upwards and in particular, to increase the proportion of young people entering higher education.

Crime

The chart below indicates the incidence rate of crimes by type in St John's ward and across Ipswich as a whole. It shows that the incidence rate for each type of

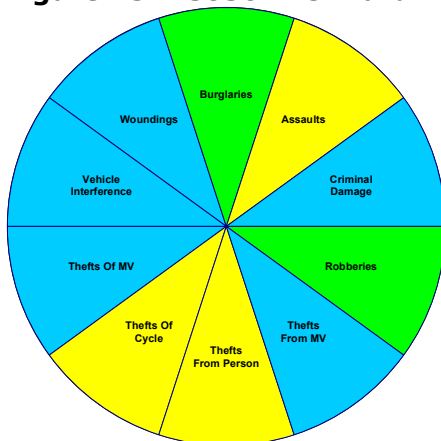
crime is lower than the Ipswich average although the distribution pattern follows the town as a whole. This means that Criminal Damage is the most common crime in Ipswich and in St John's, followed by Theft from a Motor Vehicle.

Figure 153: St John's Ward - Crimes per 10,000 Population



The chart below shows a comparison of the distribution of crime by type in St John's and in the other wards across Ipswich. It shows that in general terms crime rates in this Ward are amongst the lowest (top quartile or second quartile), although in three cases the rate is in the third quartile, despite being below the town average (this indicates a skewed distribution caused by outlying scores). It should be noted however, that the absolute rates for these crimes are still low.

Figure 154: St John's Ward - Comparison of Incidences of Crime



Summary – Crime

Overall rates of crime in St John's are low, suggesting no particular issues in this area.

Health and Wellbeing

Although the Ipswich-wide analysis of life expectancies shows that there is little variation between the wards in Ipswich, St John's ward has a below-average life expectancy for females (average for males).

Analysis of Standardised Mortality Ratios shows that mortality experience in St John's ward is average in comparison with Suffolk as a whole.

The teenage conception rate is average in comparison to Ipswich as a whole.

Other indicators of healthy living suggest that the Ward is a healthy place to live. Despite having high proportions of pensioners living alone, the Ward ranks 12th in terms of the proportion of household in which one or more people have a limiting long-term illness. It ranks 13th in terms of overcrowding.

Data on the incidence rates of fires suggests that primary fires (16 per 10,000 population, ranks 11th) are relatively uncommon in this Ward.

Summary – Health and Wellbeing

The indicators collected show a slightly mixed picture of health amongst the population of St John's ward. Although the Standardised Mortality Ratios suggest that the ward has average mortality rates and indicators of long-term illness suggest that the ward is healthy, St John's does have below average life expectancy for females.

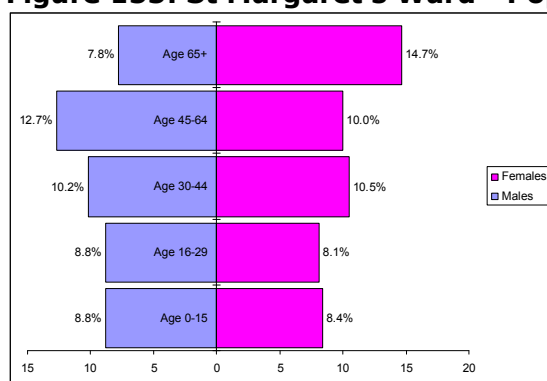
Challenges for St John's Ward

1. Skills and Education – there is a mismatch between the distribution of employment and the qualifications held by residents of St John's ward. Although the ward has relatively high proportions of qualified residents, the medium- and high-skilled occupations they are employed in suggest that there may be skills gaps in this ward. In addition, in absolute terms, there are low numbers of young people entering higher education.
2. One Person Pensioner Households – the Ward has a high proportion of pensioners living alone. This may place a high demand on social and care services in the Ward.

St Margaret's

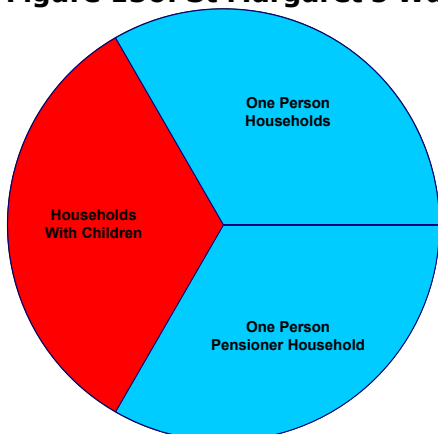
St Margaret's ward is located to the north of the town centre. Although big in terms of area (ranked 2nd) it is relatively small in terms of population (estimated at just under 7,500, ranked 11th). The chart below shows the distribution of this population in terms of sex and age. It shows clearly that this ward has an older-than-average population. For both males and females aged 0-15, the ward ranks in the bottom quartile (13th and 15th respectively). For males and females aged 16-44, the ward ranks in the third quartile indicating a lower-than-average proportion. St Margaret's has relatively large proportions of older residents: ranks 1st for males 45-64, and 3rd for females 45-64 and 65+.

Figure 155: St Margaret's Ward - Population Pyramid



The chart below compares the types of households found in St Margaret's ward with those in other wards in Ipswich. It shows that there are fewer Households with Children in this ward than in others (ranks 14th), but that there are slightly greater than average proportions of One Person Households and One Person Pensioner Households (ranks 5th in both cases).

Figure 156: St Margaret's Ward - Household Comparison



Summary – Population

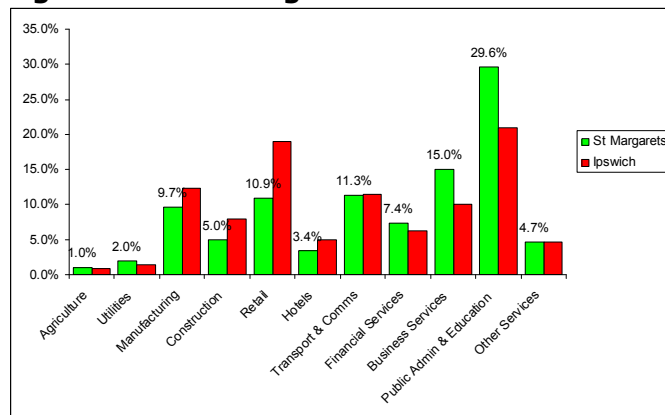
St Margaret's ward has an older-than-average population which has a slightly higher proportion of residents in single occupancy households than other wards in Ipswich.

Economy

The chart below compares the distribution of employment by industry in St Margaret's ward with that across Ipswich as a whole. It shows that the distribution in this Ward is quite different than in the town as a whole. Employment is dominated by Public Administration and Education (ranks 2nd), Business Services are the second greatest proportional employer (in the town as a whole, Retail has this place and Business Services is 5th). Financial Services also employ more residents of St Margaret's than across the town as a whole.

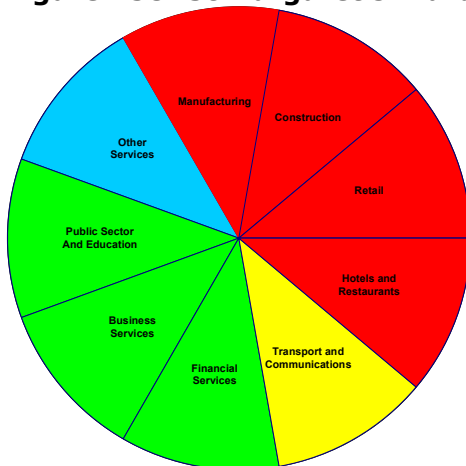
Significantly fewer residents of St Margaret's are employed in Retail than the town average, but other industries such as Manufacturing, Construction, and Hotels and Restaurants employ a smaller proportion in this ward than across the town as a whole.

Figure 157: St Margaret's Ward - Distribution of Employment by Industry



As identified above, the industries which dominate employment in this Ward have high employment compared to other wards (top quartile). Those in which the proportion of employment in the ward is lower than the town average have proportions which are amongst the lowest in the town as a whole.

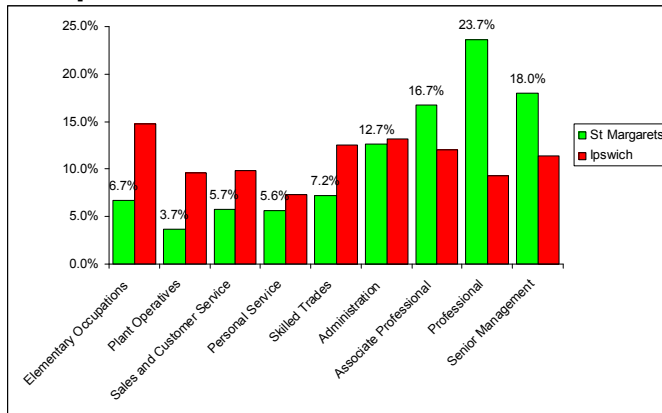
Figure 158: St Margaret's Ward - Comparative Employment by Industry



The figure below illustrates the distribution of employment by occupational sector in St Margaret's ward and across Ipswich. Again, the pattern is very clear, with much larger proportions of residents employed in occupations associated with high wages and high-level skills such as Associate Professionals, Professionals and Senior Managers. Those occupations which are associated with lower wage levels

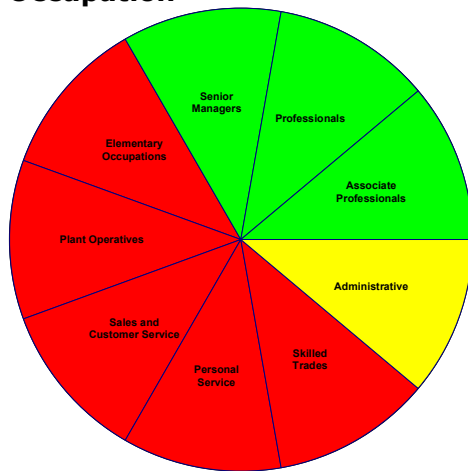
and with lower levels of skills have much smaller than average proportional employment in this Ward.

Figure 159: St Margaret's Ward - Distribution of Employment by Occupation



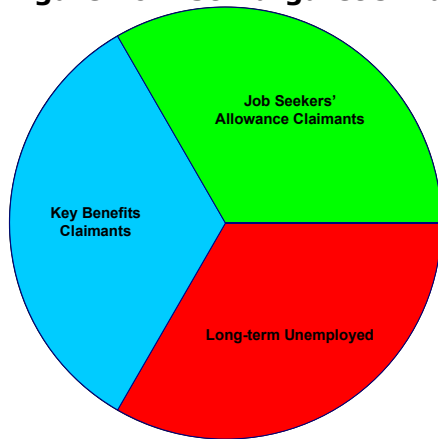
Again, the distribution of St Margaret's ward can be compared with the other wards in Ipswich to give a clear picture of employment in the Ward. It shows that the proportion of those employed in Senior Management, Professional and Associate Professional occupations is relatively high (top quartile) and in others relatively low (all bottom quartile except Administration).

Figure 160: St Margaret's Ward - Comparative Employment by Occupation



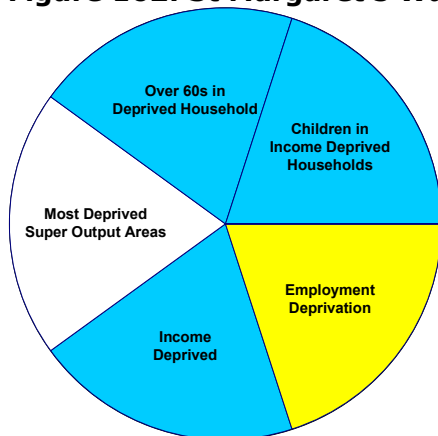
The chart below summarises indicators on unemployment and highlights the fact that whilst St Margaret's has relatively low unemployment (top quartile), it has relatively high long-term unemployment (ranked 1st).

Figure 161: St Margaret's Ward - Comparison of Unemployment Data



The figure below summarises the deprivation indicators collected from the Indices of Multiple Deprivation, published by the Department for Communities and Local Government. It shows that whilst overall deprivation is low (ranks 2nd quartile for all but one indicator), the Ward is slightly higher than average for Employment Deprivation with just under 12% of the ward population being employment deprived.

Figure 162: St Margaret's Ward - Comparison of Deprivation Indicators



Summary – Economy

The patterns of employment in St Margaret's ward are considerably different from those across Ipswich as a whole. There is a dominance of Public Administration and Business Services as industries of employment and high-skilled occupations such as the Professional, Associate Professional and Senior Managers.

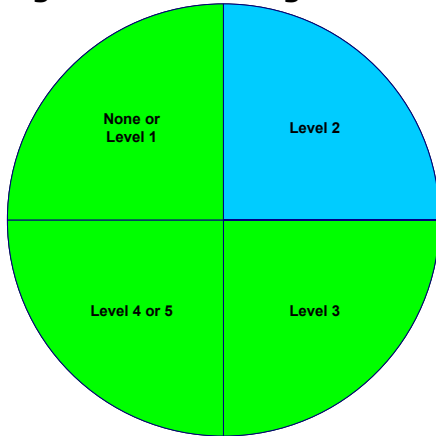
Whilst unemployment (JSA claimants) are low in the Ward, there are high levels of long-term unemployment, and an indication that the ward may have some issues relating to employment deprivation.

Education and Young People

The chart below compares the highest level of qualifications held by residents of St Margaret's ward with those in other wards in Ipswich. In each case (except for Level 2), residents of St Margaret's have amongst the highest levels of

qualifications. The Ward also has the highest proportion of residents with Level 4/5 qualifications (37%) and the lowest level of residents with no qualifications or qualifications at Level 1 only (29%). This indicates that the Ward has relatively good qualification levels.

Figure 163: St Margaret's Ward - Comparison of Highest Qualifications



St Margaret's ward does not have a secondary school, but primary school data suggests that children attending school in this ward perform well in comparison to children in other wards.

The Ward has a relatively high proportion of young people engaged in education or employment (83%, ranks 2nd). In addition, the entrance rate of young people in this ward to higher education is far in excess of that of any other ward (337 per 1,000 18-20 year olds, next highest is 163).

Summary – Education and Young People

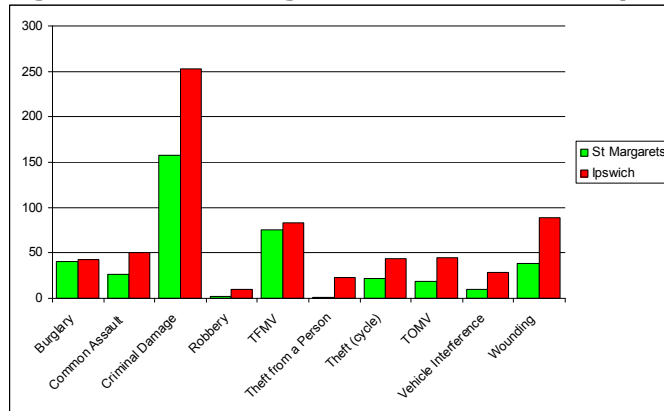
St Margaret's ward has a relatively high proportion of residents with Level 3 and above skills.

The Ward also has good levels of engagement among young people, with a high proportion in either education or employment and an entrance rate to HE which is considerably higher than any other in the Town. It is worth noting that even this rate is still short of the government 50% target.

Crime

The chart below compares the distribution of crimes by type in St Margaret's ward with the distribution across the town as a whole. It shows that for every type of crime listed, the incidence rate in this Ward is below that of the town as a whole. In only two cases, Burglaries and Thefts from a Motor Vehicle, does the rate approach the town average.

Figure 164: St Margaret's Ward - Crimes per 10,000 Population



The figure below confirms the picture described above of St Margaret's ward which showed it as a low-crime area. The Ward is shown to be in the third quartile for those crime types where the incidence rate approaches the town average, but for all other types, it is either second or first quartile, indicating a lower than median crime rate.

Figure 165: St Margaret's Ward - Comparison of Incidences of Crime



Summary – Crime

Although the crime rate in St Margaret's ward is relatively low, the incidence rate for Burglaries and Thefts from a Motor Vehicle is in the third performance quartile. Whilst the rates for these crime types are below the town average, there are more wards with better performance than there are those with worse, indicating that there is room for improvement in these areas.

Health and Wellbeing

The analysis of life expectancies across the wards in Ipswich showed that there was little variation. In St Margaret's ward, the life expectancy of both females and males is broadly in line with the town average.

Analysis of Standardised Mortality Ratios shows that mortality experience in St Margaret's ward is average in comparison with Suffolk as a whole.

The teenage conception rate is average in comparison to Ipswich as a whole.

Other indicators of healthy living suggest that the Ward is amongst the best performing. St Margaret's ward has the lowest rate for households where one or more people are living with a long-term illness (just over 27%). The Ward ranks 8th in terms of overcrowding.

Data on the incidence rate of fires in the Ward suggests that St Margaret's has a relatively low incidence rate. The Ward ranks 14th in terms of primary fires (12 per 10,000 population).

Summary – Health and Wellbeing

St Margaret's ward has good levels of overall health evidenced by average life expectancies and Standardised Mortality Ratios. The ward also has the lowest proportion of households with one or more people with a limiting long-term illness.

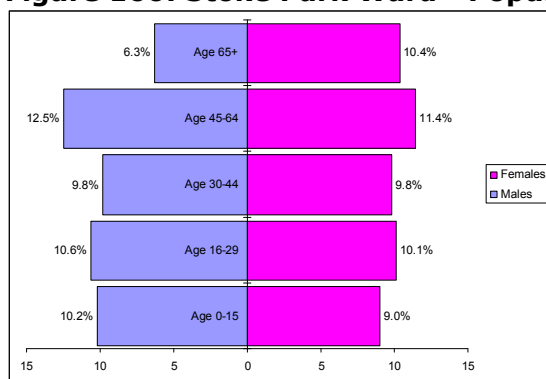
Challenges for St Margaret's Ward

1. Older Population – the Ward has an older than average population which may mean that the ward has a greater need for social and care services than other wards.
2. Employment Deprivation – indicators of deprivation suggest that although overall deprivation in this Ward is low, St Margaret's ward has a relatively high proportion of residents who are employment deprived.
3. Level 2 skills – although overall skills levels in the Ward are high, the ward has a slightly worse relative performance in terms of Level 2 skills which the Leitch review considered to be the minimum level for economic competitiveness.

Stoke Park

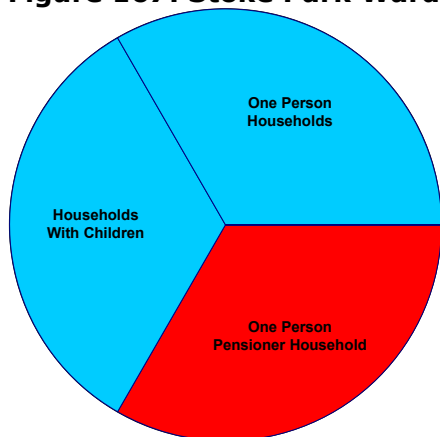
Stoke Park ward is on the south-western periphery of Ipswich. In June 2005, the Small Area Population Estimates suggested that the population of the Ward was just over 7,100 making it amongst the smallest wards in terms of population (ranks 13th). The chart below shows the distribution of this population in terms of sex and age. Overall pictures of the population are difficult to determine but the ward seems to have moderately high relative proportions of young people, low proportions of those aged 30-44, high proportions of those aged 45-64 and below average proportions of those aged 65+. Stoke Park has the highest proportion of females aged 45-64 of any ward in Ipswich.

Figure 166: Stoke Park Ward - Population Pyramid



The figure below compares the proportions of households by type in Stoke Park ward with other ward in the Town. It shows that the Ward has a low proportion of One Person Pensioner Households (bottom quartile), despite being in the second quartile for all One Person Households. This confirms the view that the ward has a below average proportion of older residents.

Figure 167: Stoke Park Ward - Household Comparison



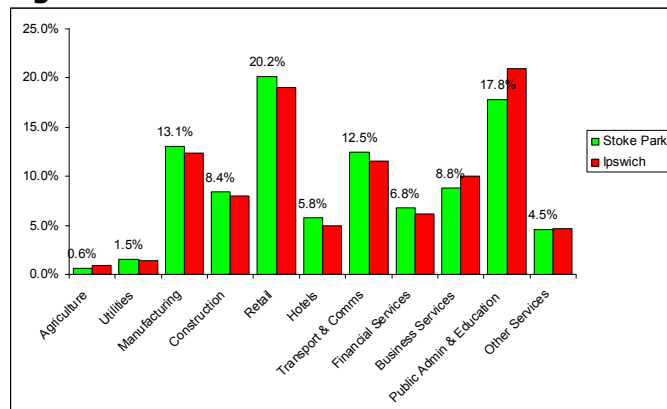
Summary – Population

Stoke Park ward has a complex population structure with no clear patterns. This may indicate that the population structure of the Ward is undergoing a transformation.

Economy

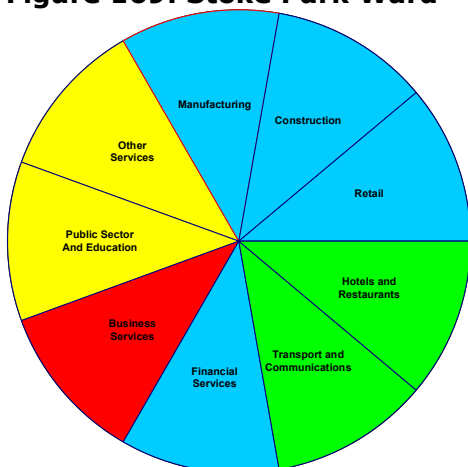
The chart below compares the distribution of employment by industry in Stoke Park ward with that across the Town as a whole. It shows that employment is slightly higher than average across a number of sectors: Manufacturing; Construction; Retail; Hotels and Restaurants; Transport and Communications; and Financial Services. Employment is relatively low in Business Services and Public Administration and Education.

Figure 168: Stoke Park Ward - Distribution of Employment by Industry



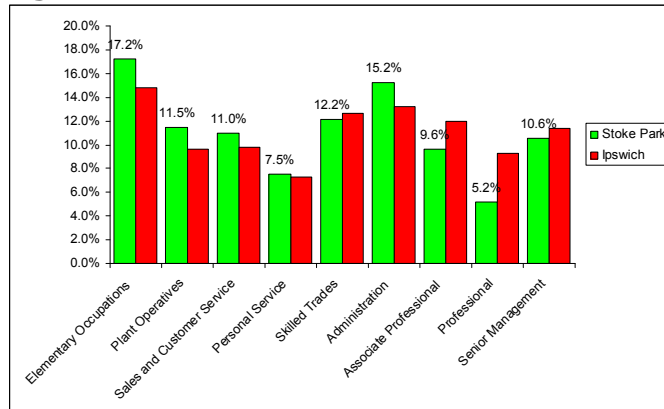
The figure below compares the distribution of employment by industry in Stoke Park ward with that in other wards across the Town. It confirms the view that the variation from average in this Ward is minimal in most industries. The proportion employed in Business Services is low (bottom quartile) and high in Transport and Communications and Hotels and Restaurants (top quartile).

Figure 169: Stoke Park Ward - Comparative Employment by Industry



The chart below shows the distribution of employment by occupational category in Stoke Park ward and across Ipswich as a whole. It shows that employment levels are higher in occupations associated with low- and medium-level skills and lower in those occupations associated with high-level skills. Proportional employment is lower than average in Skilled Trades, Associate Professional, Professional and Senior Management categories, but higher, or slightly higher, than average in other categories.

Figure 170: Stoke Park Ward - Distribution of Employment by Occupation



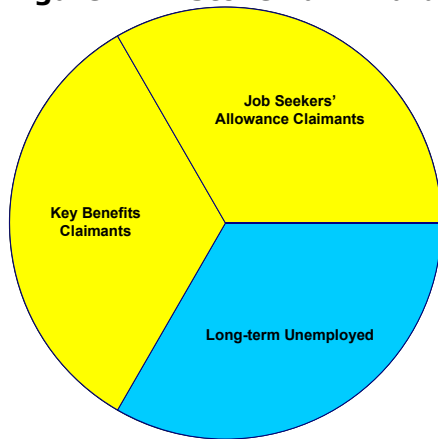
The figure below compares the distribution of employment by occupation in Stoke Park ward with that in other wards and shows that whilst employment rates are lower than average amongst Senior Management, Professionals, Associate Professionals and Skilled Trades, the Ward is still in the third quartile for each, suggesting that proportions are not amongst the very lowest. The Ward has amongst the highest proportions of employment in Administration and Sales and Customer Service (top quartile).

Figure 171: Stoke Park Ward - Comparative Employment by Occupation



Unemployment data suggests that the Jobseeker's Allowance claimant rate for Stoke Park ward is about 4%, the Ward therefore ranks 6th. The figure below summarises the indicators collected and shows that whilst Stoke Park ward is in the third quartile for both JSA claimants and all benefit claimants, the Ward is in the second performance quartile for long-term unemployed.

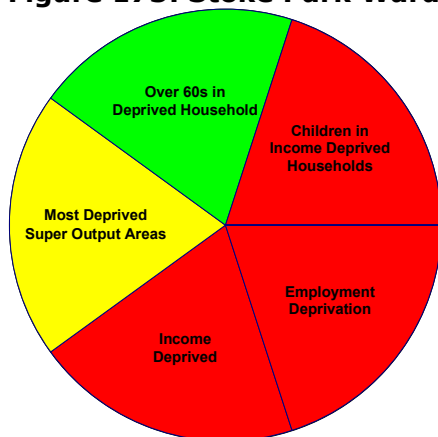
Figure 172: Stoke Park Ward - Comparison of Unemployment Data



Data from the Indices of Multiple Deprivation, published by the Department for Communities and Local Government and summarised below, shows that Stoke Park has relatively high levels of deprivation. The exception to this is for the indicator which relates to deprivation in older people. In other indicators, the Ward is in the bottom performance quartile; for the indicators relating to children and to employment deprivation the ward is the 2nd lowest ranking area.

Although a crude measure, the proportion of the population of Stoke Park living in the most deprived Super Output Areas is also high (almost 40%). This suggests that the ward has pockets of cross-cutting deprivation where the effects of deprivation measured across all the indicators are most strongly felt.

Figure 173: Stoke Park Ward - Comparison of Deprivation Indicators



Summary – Economy

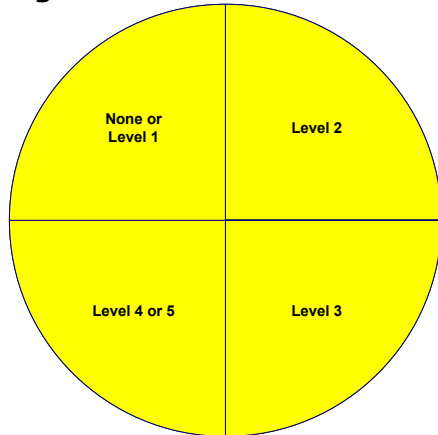
The distribution of employment amongst the residents of Stoke Park does not vary hugely from the town average. It is however, possible to say that residents of this Ward are more likely to be employed in occupations which are associated with lower wage levels and with low- or medium-level skills.

Unemployment levels in the Ward are higher than the town average but not amongst the very worst performing wards. However, Stoke Park does face significant deprivation challenges, including pockets of deprivation.

Education and Young People

The figure below compares the highest qualifications of residents of Stoke Park ward with those across the other wards in Ipswich. It shows that at all levels, Stoke Park ward has qualification levels which are lower than average, but not amongst the wards with the very lowest levels. This picture does however suggest that there are significant qualifications shortages in the Ward.

Figure 174: Stoke Park Ward - Comparison of Highest Qualifications



Stoke Park ward does not have a secondary school, but data on primary school achievement by children attending school in the ward suggests that achievement rates are some of the lowest in the Town.

Approximately 70% of young people aged 16-24 are engaged in either employment or education (ranks 11th). Stoke Park sends a low number of 18-20 year olds into higher education (61 per 1,000 18-20 year olds, ranks 11th).

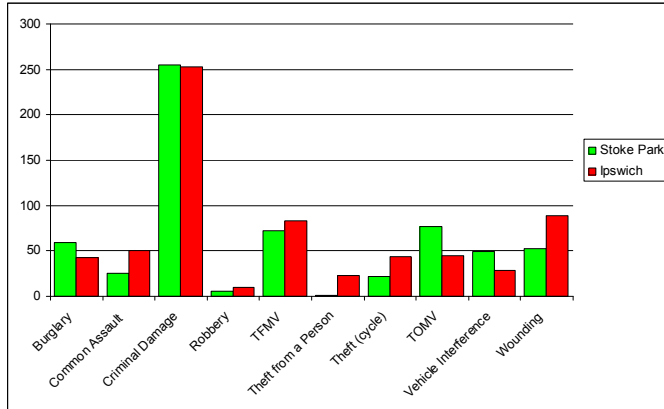
Summary – Education and Young People

Education and skills levels in Stoke Park ward are lower than the town average. The distribution of employment data suggests that the need in this ward is for residents to be qualified at Level 2 and Level 3 and this should be a priority. The entrance to higher education rates is also low in comparison to other wards.

Crime

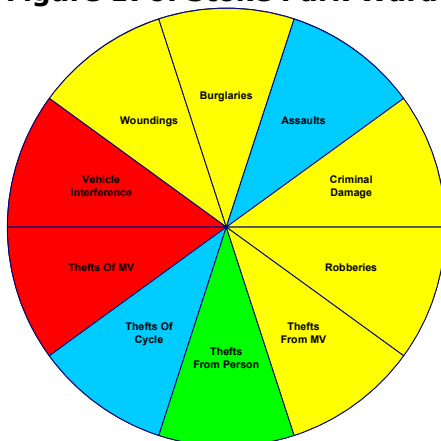
The chart below compares the distribution of crimes by type in Stoke Park ward and across Ipswich as a whole. It shows a mixed picture with some types above the average and others below. Types of crime where Stoke Park is above the town average are: Burglary; Criminal Damage; Theft of a Motor Vehicle; and Vehicle Interference. Other types of crime are below or significantly below the town average.

Figure 175: Stoke Park Ward - Crimes per 10,000 Population



The figure below allows the incidence rate of crimes in Stoke Park ward to be compared with other wards. It shows that the incidence rate for both Vehicle Interference and Thefts of a Motor Vehicle is relatively high (bottom quartile). It also shows that the rate for Thefts from a Person is relatively low (top quartile). All other crime types are in either the second or third performance quartiles, suggesting that the performance is neither amongst the best or the worst wards.

Figure 176: Stoke Park Ward - Comparison of Incidences of Crime



Summary – Crime

Stoke Park has generally average levels of crime, but certain types of crime have incidence rates which are higher than the town average. These include two forms of crime against vehicles: Vehicle Interference and Thefts of a Motor Vehicle. In both these cases, Stoke Park ward is amongst the worst performing wards.

Health and Wellbeing

The low variation between wards in Ipswich in terms of life expectancy means that differences ought not to be overstated. However, Stoke Park ward does have a higher life expectancy than average among females. For males, the rate is broadly in line with the town average.

Analysis of Standardised Mortality Ratios shows that mortality experience in Stoke Park ward is average in comparison with Suffolk as a whole.

The teenage conception rate is average in comparison to Ipswich as a whole.

Other indicators of healthy living show that Stoke Park ranks 10th in terms of the proportion of households which have one or more people living with a long-term limiting illness (32%). The ward ranks 5th in terms of overcrowding.

Data collected concerning the incidence rate of fires in the Ward shows that Stoke Park is approximately median for primary fires (21 per 10,000 population, ranks 8th).

Summary – Health and Wellbeing

The population of Stoke Park ward appear from these indicators to have good overall levels of health. Life expectancies are average for males and better than average for females. SMR data and other indicators back up this view of good general health levels in this Ward.

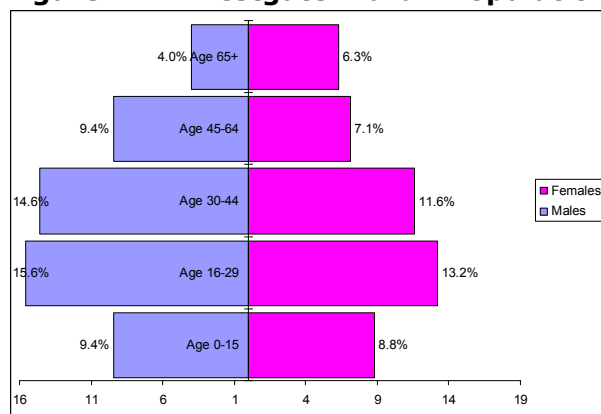
Challenges for Stoke Park Ward

1. Deprivation – Stoke Park has significant deprivation challenges, especially as they relate to children and in terms of employment deprivation. The ward ranks 2nd for both these indicators.
2. Education and Skills – qualification rates in the Ward are low on all measures. Given the distribution of employment by industry and occupation, Level 2 and Level 3 qualifications ought to be the priority for this Ward.
3. Crime – although crime rates in Stoke Park are low overall, the incidence rate of certain crimes, particularly those relating to vehicles are higher than the town average.

Westgate

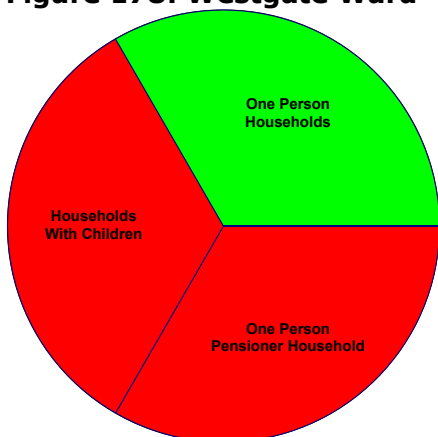
Westgate ward is located to the north-west of the town centre. It is the smallest ward in terms of area, and yet has the highest estimated population (just over 8,400). The chart below shows the distribution of the population by sex and age. It shows that the ward has a high proportion of 16-44 year olds (ranks 1st for all but females 30-44). Proportions of children and those aged over 45 are small. Westgate ward ranks 16th for males aged 45-64 and males and females aged 65+.

Figure 177: Westgate Ward - Population Pyramid



The figure below indicates that Westgate ward has a relatively high proportion of residents living alone and that proportions of Households with Children and One Person Pensioner Households are low (bottom quartile).

Figure 178: Westgate Ward - Household Comparison



Summary – Population

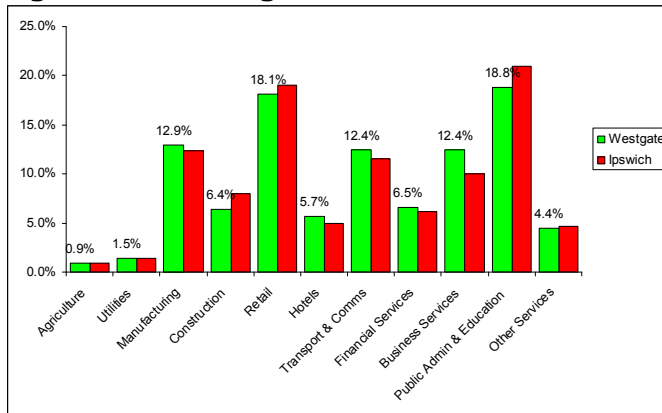
Westgate ward is densely populated and has high proportions of adults aged 16-44. It also has a high proportion of One Person Households.

Economy

The chart below compares the distribution of employment by industry in Westgate ward with that across Ipswich as a whole. It shows that the patterns of employment are broadly in line with those of the town average. Employment in five sectors is slightly above the average: Manufacturing; Hotels and Restaurants;

Transport and Communications; Business Services; and Financial Services. Employment in three sectors is below average: Construction; Retail; and Public Administration and Education.

Figure 179: Westgate Ward - Distribution of Employment by Industry



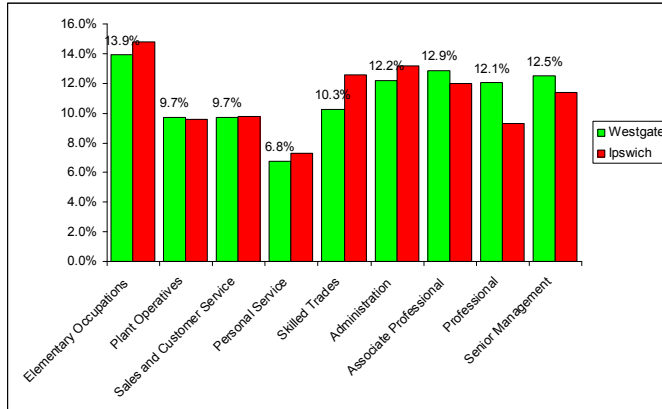
The chart below confirms that employment levels in Other Services and Construction are relatively low (bottom quartile – although variation in Other Services is very low). Employment in Business Services and Transport and Communications is high (top quartile).

Figure 180: Westgate Ward - Comparative Employment by Industry



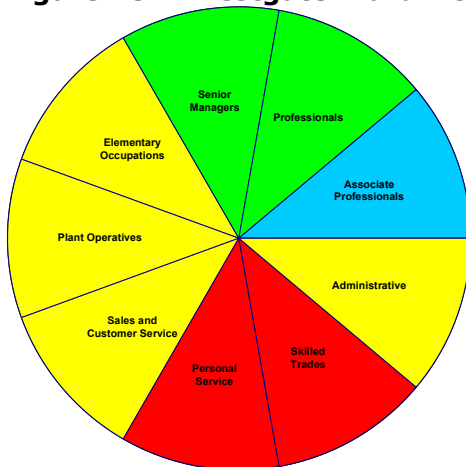
The chart below shows the distribution of employment by occupation in Westgate ward and across Ipswich as a whole. It shows that employment in high-waged and high-skilled occupations such as Senior Management, Professionals and Associate Professionals is higher than the town average. Employment in other occupational groups is lower than average, except in Plant Operations and Sales and Customer Services where the proportions are very similar to the town average.

Figure 181: Westgate Ward - Distribution of Employment by Occupation



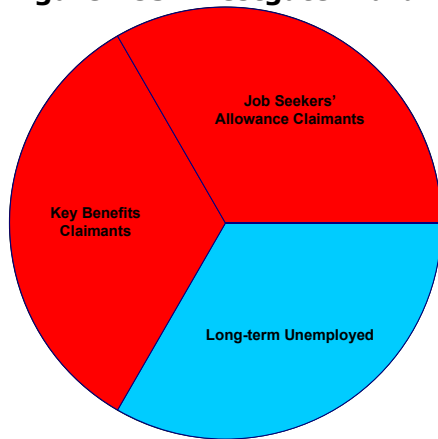
The figure below confirms that the proportions of residents employed in Senior Management and Professional occupations are high (top quartile) in comparison with other wards in Ipswich. Employment in Personal Services and Skilled Trades is low (bottom quartile). Other occupations have mid-range proportions of employment.

Figure 182: Westgate Ward - Comparative Employment by Occupation



Westgate ward has the highest unemployment claimant rate in the Town (5.8%). The figure below compares unemployment indicators in Westgate ward with other wards and confirms that the Key Benefit Claimant levels are also amongst the worst in the town. The Ward is in the second performance quartile for long-term unemployment, suggesting that whilst unemployment rates are high, those claiming JSA only do so for a short time.

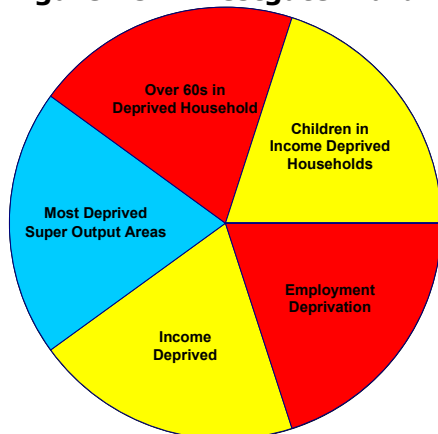
Figure 183: Westgate Ward - Comparison of Unemployment Data



The figure below summarises data collected from the Indices of Multiple Deprivation. It compares the deprivation data for Westgate with other wards and shows high levels of deprivation (bottom and third quartile). Problems are most significant among older people in the ward (ranks 3rd) and in employment deprivation (ranks 4th).

Although a crude measure, the proportion of the resident population of the Ward living in the most deprived Super Output Areas (20%) suggests that there is a significant pocket(s) of cross-cutting deprivation in Westgate ward.

Figure 184: Westgate Ward - Comparison of Deprivation Indicators



Summary – Economy

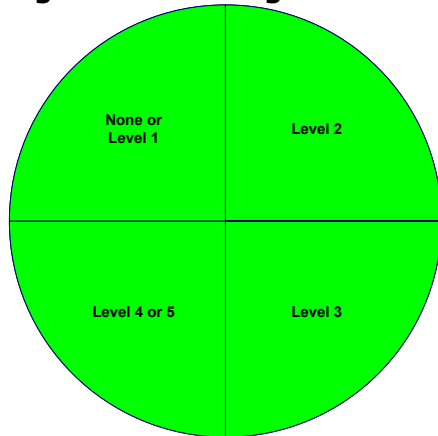
The distribution of employment by industry and occupation suggests a high proportion of residents employed in high-skill and high-wage occupations.

At the same time, the Ward has the highest levels of unemployment in Ipswich, and significant issues with deprivation. This may indicate a split in the ward between those who are well qualified and in well paid employment and those that are not so well qualified and in short-term, low-paid employment with a high employment turnover (low level of long-term unemployment).

Education and Young People

The figure below shows a comparison of the highest qualifications held by residents of Westgate ward and those of other wards in Ipswich. It shows that Westgate ward has amongst the highest proportions holding qualifications in every category.

Figure 185: Westgate Ward - Comparison of Highest Qualifications



Whilst there is no secondary school in Westgate ward, children attending primary school in the ward achieve some of the best Key Stage 2 assessment results.

The picture for young people aged 16-24 is somewhat different. The ward ranks 14th in terms of the proportion of young people engaged in either employment or education (67%). The rate at which 18-20 year olds enter higher education is similarly low (62 per 1,000 18-20 year olds, ranks 10th).

Summary – Education and Young People

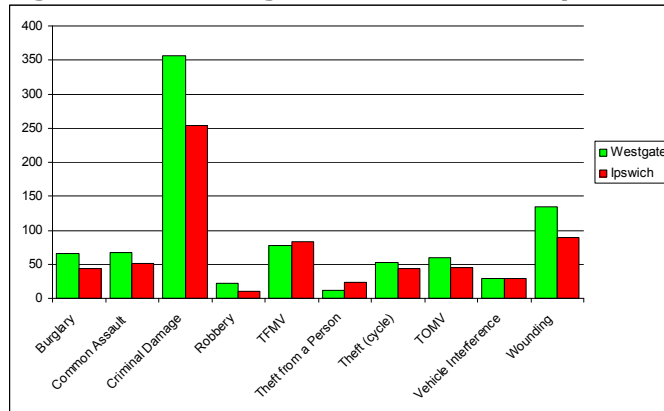
Although the current resident population of Westgate ward is well qualified in comparison with the rest of Ipswich, the data collected here suggests that young people are not engaging with employment or continued education and a low rate of entrance to higher education. If this is not addressed, it will have a necessary effect on the distribution of employment in the Ward and potentially on unemployment levels.

Crime

The chart below shows a comparison between incidence rates of crimes by type in Westgate ward and across Ipswich. It shows that for the majority of crime-types, the incidence rate is higher in Westgate ward than the town average. As with Alexandra ward, the proximity to the town centre may explain some of this difference as may the high population density in this ward.

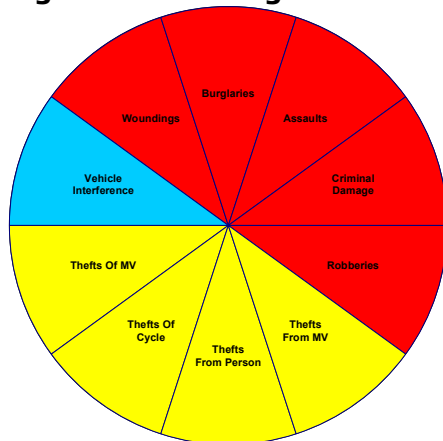
Differences are particularly significant for Burglary, Common Assault, Criminal Damage and Wounding.

Figure 186: Westgate Ward - Crimes per 10,000 Population



The figure below offers a comparison between the distribution of crime in Westgate ward and in other wards. It shows that the overall crime rate in Westgate is high with all but one crime-type having incidence rates in the third or fourth quartile.

Figure 187: Westgate Ward - Comparison of Incidences of Crime



Summary – Crime

Incidence rates for crimes in Westgate ward are high in comparison to other wards in the Town. In part, this can be explained by the location and the high population density, but nevertheless this indicates an area which should be tackled in order to improve the standard of living for residents of Westgate wards.

Health and Wellbeing

Data on life expectancies shows that the female life expectancy in Westgate ward is in line with the town average, and the male life expectancy is slightly below the town average.

The analysis of Standardised Mortality Ratios suggests that the population of Westgate ward has a higher overall mortality rate than Suffolk as a whole. The data also shows that the mortality rate for Circulatory Diseases is higher than the County average. This suggests that the population of Westgate ward has lower

than average general health levels and a particular issue in relation to circulatory diseases.

The teenage conception rate is average in comparison to Ipswich as a whole.

Other healthy living indicators show that Westgate ward has a low proportion of households in which one or more people have a limiting long-term illness (ranks 14th). This might be explained by the low proportion of older residents and the high proportion of single occupancy households (where the occupier is a young/middle-aged adult). Whilst having high levels of single occupancy, Westgate ward also has a high level of overcrowding, with nearly 10% of households being 'overcrowded' (ranks 2nd, high).

Data on the incidence rates of fires in the ward suggests that rates for Westgate ward are around the median of rates in Ipswich. For primary fires, Westgate ward ranks 6th (25 per 10,000 population).

Summary – Health and Wellbeing

The collected indicators suggest that the population of Westgate ward has lower than average levels of general health (overall SMR) and that these may be seen more clearly amongst males (lower life expectancy) and in relation to diseases of the circulatory system (higher specific SMR). Although the Ward has low levels of limiting long-term illness, the ward does have a relatively high level of overcrowding.

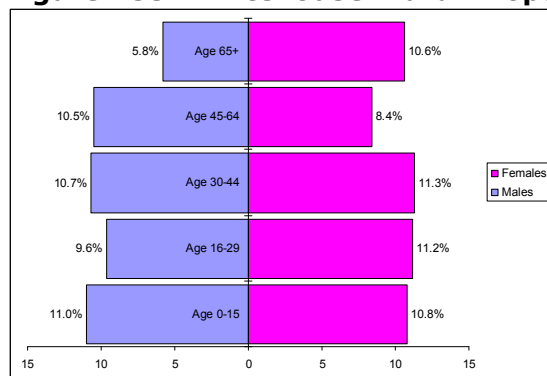
Challenges for Westgate Ward

1. Deprivation/Unemployment – Westgate ward has high levels of unemployment and high levels of deprivation. Further investigation into the distribution of these and the causes of this deprivation may be warranted as they suggest a split in the ward between high-waged and low-waged (who may also move in and out of employment more frequently). These issues may impact on the general levels of health within the Ward.
2. Young People – a low proportion of young people are engaged with either education or employment in Westgate ward. Equally, low numbers are entering higher education. Without addressing both these concerns, the ward is likely to see changes to the distribution of employment, leading to lower-paid and lower-skilled jobs for its residents.
3. Crime – Westgate ward has a high rate of crime which might be explained through its location and its high population density. Nevertheless the standard of living for its residents can be greatly improved by tackling this problem.

Whitehouse

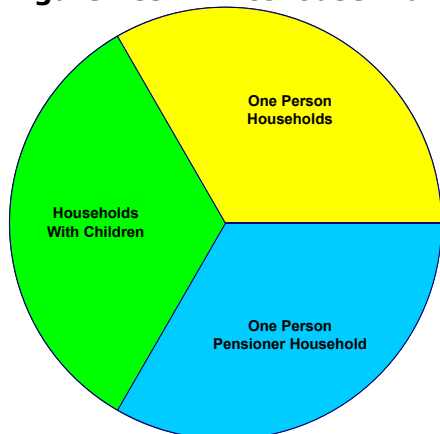
Whitehouse ward is located on the north-western extremity of Ipswich. In June 2005, its population was estimated to be nearly 7,600 as part of the Small Area Population Estimates. The chart below shows the distribution of the population by sex and age. It shows that proportions of males and females 0-44 are broadly in line with Ipswich averages, and that the proportion of males and females over 45 are lower than average. In particular, the proportion of females 0-15 is high (ranks 3rd) and the proportion of males 45-64 is low (ranks 13th). This gives a picture of a population which is slightly younger than the Ipswich average.

Figure 188: Whitehouse Ward - Population Pyramid



The figure below compares the types of households in Whitehouse ward with those in other wards. It shows that the proportion of Households with Children is relatively high (top quartile). This suggests that the population of Whitehouse ward is primarily families with children (fewer single adults, couples without children and pensioners).

Figure 189: Whitehouse Ward - Household Comparison



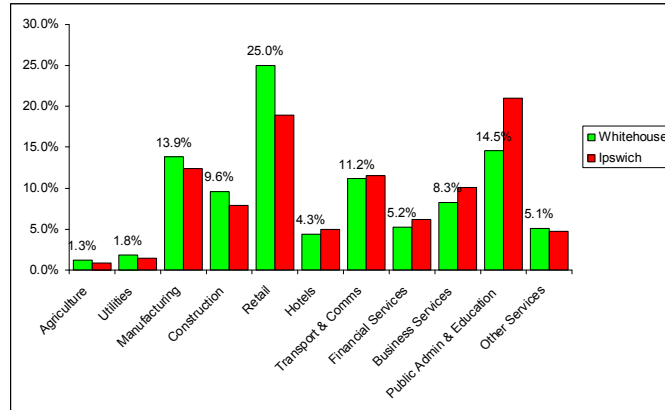
Summary – Population

Whitehouse ward has a population which is slightly younger than the Ipswich average. The ward has a high proportion of households with children, suggesting families with children.

Economy

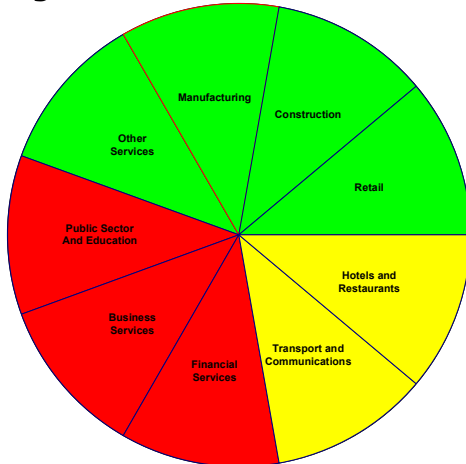
The chart below compares the distribution of employment by industry in Whitehouse ward with that across Ipswich as a whole. It shows that employment is higher than the town average across a number of sectors: Utilities; Manufacturing; Construction; and Other Services. In Retail, employment is very significantly higher than average. Employment is lower than average in: Hotels and Restaurants; Transport and Communications; Financial and Business Services. The proportion employed in Public Administration and Employment is significantly lower than average, although it is still the second largest employer.

Figure 190: Whitehouse Ward - Distribution of Employment by Industry



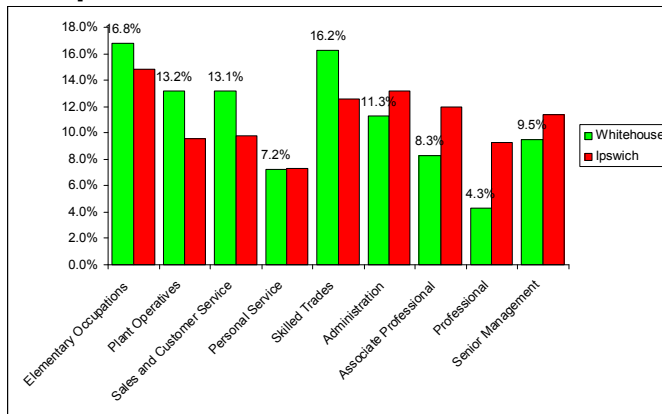
The figure below confirms that the pattern of employment in Whitehouse ward and shows that employment in Other Services, Manufacturing, Construction and retail is high (top quartile). In Public Administration and Education, Business Services and Financial Services, proportional employment is relatively low (bottom quartile). This gives a distinctive pattern of employment in the Ward.

Figure 191: Whitehouse Ward - Comparative Employment by Industry



The comparison between the distribution of employment by occupation in Whitehouse ward and across Ipswich as a whole (shown below) indicates that there is a very clear pattern of employment. The proportion employed in low-skilled and low-waged occupations is higher than average in Whitehouse ward: Elementary Occupations; Plant Operations; Sales and Customer Services; and Skilled Trades. Those occupations associated with higher levels of skills and wages employ a smaller proportion of the resident population: Administration; Associate Professional; Professional and Senior Managers.

Figure 192: Whitehouse Ward - Distribution of Employment by Occupation



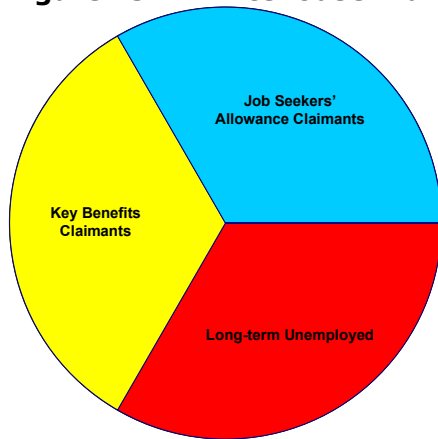
The figure below indicates how the distribution of employment by occupation in Whitehouse ward compares to those in other wards. It confirms that employment is relatively low in Senior Management, Professionals, Associate Professionals and Administration (bottom quartile). In Plant Operations, Sales and Customer Service and Skilled Trades, employment is relatively high (top quartile). Whitehouse ward has the highest proportion of residents employed in Skilled Trades (over 16%).

Figure 193: Whitehouse Ward - Comparative Employment by Occupation



The figure below summarises data on unemployment and benefits claimants. It shows that whilst Whitehouse ward has a mid-range level of Jobseeker's Allowance claimants, it has a high proportion of long-term unemployed (ranks 2nd).

Figure 194: Whitehouse Ward - Comparison of Unemployment Data



Data collected on deprivation issues has been summarised in the figure below. Whitehouse ward has significant deprivation issues, although these are not as great as those in some other wards. The data does suggest that there may be a pocket of cross-cutting deprivation in the ward as a proportion (19%) of the Ward's population are living in some of the most deprived Super Output Areas.

Figure 195: Whitehouse Ward - Comparison of Deprivation Indicators



Summary – Economy

Employment in Whitehouse ward is dominated by industries and occupations which focus on practical and hands-on skills. There is a lower than average proportion of high-skilled and high-waged employment in the ward.

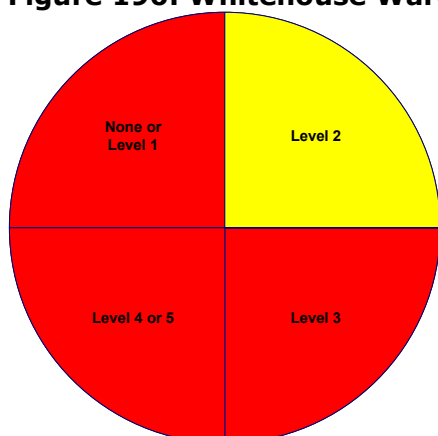
Although unemployment is relatively low, long-term unemployment is high in comparison to other wards in the Town. In addition, there are moderate levels of deprivation, including an area of the Ward which is amongst the most deprived Super Output Areas in the Country.

Education and Young People

The chart below shows the relative proportions of the resident population of Whitehouse ward qualified at each education level. It shows that a lower than average proportion of residents of the Ward are qualified at each education level. Given the distribution of employment shown above, particular concern ought to be paid to Level 2 and Level 3 qualifications which are particularly relevant to the

industries and occupations which employ the highest proportion of residents of Whitehouse ward.

Figure 196: Whitehouse Ward - Comparison of Highest Qualifications



Achievement at primary and secondary schools in the ward is roughly in line with that in other wards across the Town.

Young people aged 16-24 from Whitehouse ward are less likely to be engaged in employment or education than those from other areas. Approximately 70% of these young people are engaged in this way, the ward ranks 12th. Similarly, a low proportion of young people from the Ward choose to enter higher education (35 per 1,000 18-20 year olds, ranks 14th).

Summary – Education and Young People

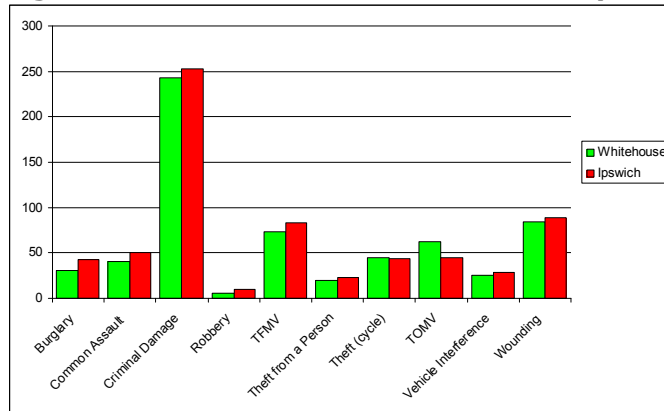
Whitehouse ward has a low level of qualifications amongst its resident population. This is a particular concern at Level 2 and 3 where the skills and qualifications are most relevant to the industries and occupations which employ most residents of the Ward.

Young people in Whitehouse ward are amongst the least engaged with education and employment, and among the least likely to enter higher education.

Crime

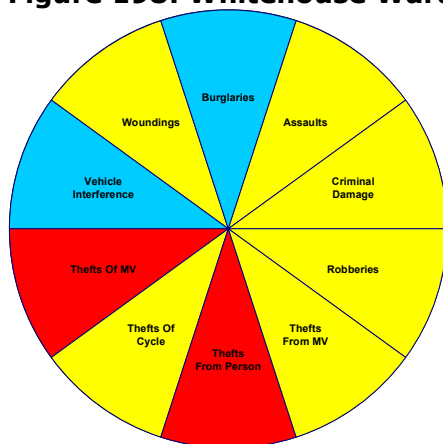
The comparison between incidence rates of crimes by type in Whitehouse ward and across Ipswich (shown below) indicates that the distribution of crimes in Whitehouse follows a similar pattern to Ipswich as a whole. Overall rates are somewhat lower than average for all crimes, except Theft of a Motor Vehicle where the rate is slightly higher than average.

Figure 197: Whitehouse Ward - Crimes per 10,000 Population



The figure below shows that crime rates in Whitehouse ward are higher than those in most wards (third or fourth quartile). Rates of Thefts of a Motor Vehicle and Theft from a Person are amongst the highest (fourth quartile). This figure confirms the picture that crime rates in Whitehouse are not among the lowest, but neither are they among the worst.

Figure 198: Whitehouse Ward - Comparison of Incidences of Crime



Summary – Crime

Crime rates in Whitehouse ward are slightly higher than the Ipswich average for most types of crime. In two cases (Theft of a Motor Vehicle and Theft from a Person) the rate is one of the worst in the Town.

Health and Wellbeing

Life expectancies across Ipswich do not vary greatly, those in Whitehouse ward are not exception and are broadly in line with the town average for both males and females.

Analysis of Standardised Mortality Ratios shows that mortality experience in Whitehouse ward is average in comparison with Suffolk as a whole.

The teenage conception rate is average in comparison to Ipswich as a whole.

Other healthy living indicators suggest that Whitehouse ward is neither amongst the best nor worst wards in the Town. The proportion of households with one or more people suffering from a limiting long-term illness is approximately 34% (ranks 6th). In terms of overcrowding, Whitehouse ranks 12th (just under 5%).

A similar picture can be seen for the data collected relating to the incidence of fires in the ward. Whitehouse ward ranks 10th in terms of primary fires (20 per 10,000 population).

Summary – Health and Wellbeing

The collected indicators suggest that the population of Whitehouse ward has average levels of health with no major issues.

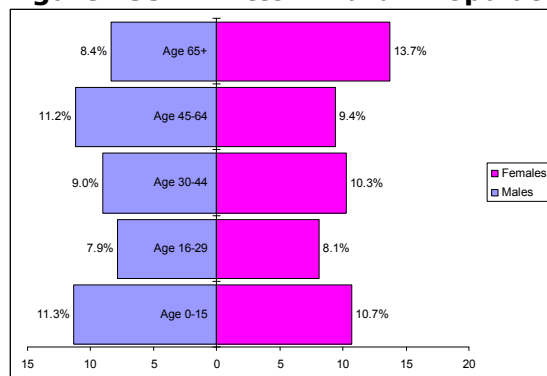
Challenges for Whitehouse Ward

1. Education and Skills – Whitehouse ward has relatively low levels of qualifications at all levels. This is of particular concern at Level 2 and Level 3 because these qualification levels are closely aligned with the industries and occupations which employ high proportions of the resident population in the Ward.
2. Deprivation and Unemployment – the Ward has moderate deprivation issues, including some evidence of a concentration of deprivation in one SOA. Long-term unemployment is a related issue which may be tackled at the same time.
3. Crime – incidence rates for crimes of most types are higher than the town average. The rates of Theft of a Motor Vehicle and Theft from a Person are of particular concern.

Whitton

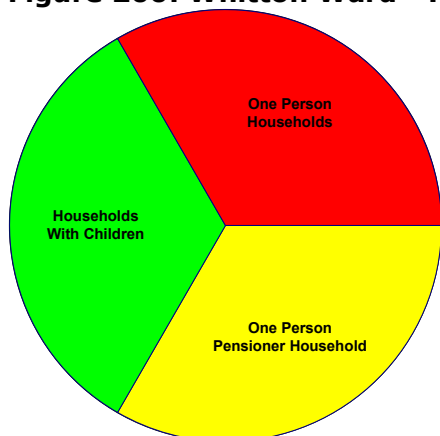
Whitton ward is located to the north-west of Ipswich. In June 2005, the Small Area Population Estimate indicated that its population was just fewer than 8,000. The chart below indicates how this population may be split by sex and age. The chart shows that Whitton ward has a low proportion of adults aged 16-44, especially males where it ranks 13th for ages 16-29 and 15th for ages 30-44. The Ward has approximately average proportions for other sex/age groups, although females aged 0-15 and males aged 65+ are both relatively high proportions (ranked 4th for each).

Figure 199: Whitton Ward - Population Pyramid



The figure below summarises data on the types of households in Whitton ward. It shows that the ward has a relatively high proportion of Households with Children and a relatively low proportion of One Person Households.

Figure 200: Whitton Ward - Household Comparison



Summary – Population

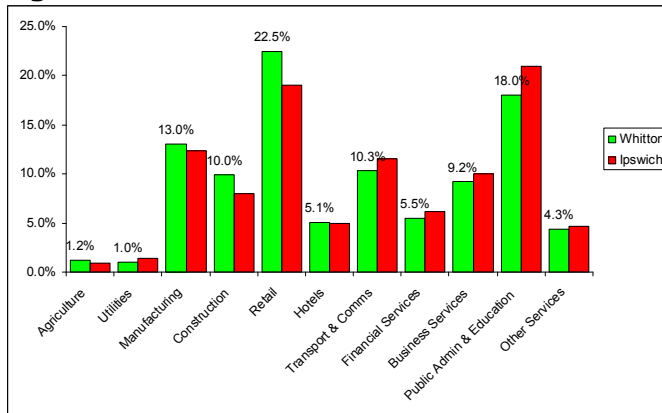
Although Whitton ward has a lower than average proportion of adults aged 16-44, it has a high proportion of households with children indicating that the ward has a significant proportion of families.

Economy

The chart below compares the distribution of employment by industry for residents of Whitton ward with that of Ipswich as a whole. It shows that the proportion of residents employed in Manufacturing, Construction and Retail is

higher than the Ipswich average. Conversely, the proportion employed in Transport and Communications, Financial and Business Services and Public Administration and Education is below the town average.

Figure 201: Whitton Ward - Distribution of Employment by Industry



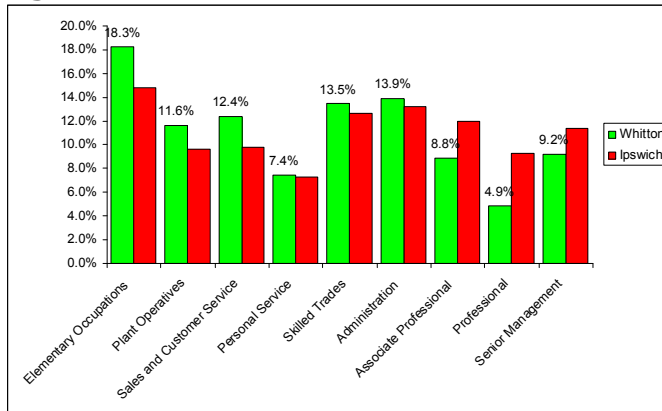
The figure below shows a comparison between the distribution of employment by industry in Whitton ward with that across the other wards in the Town. It confirms that employment in Construction and Retail is high in comparison to other wards (top quartile) and that employment in Other Services, Transport and Communications and Financial Services is low in comparison to other wards (bottom quartile).

Figure 202: Whitton Ward - Comparative Employment by Industry



The distribution of employment by occupation in Whitton ward is compared to that of Ipswich as a whole in the chart below. This shows that there is a greater than average proportion of the resident population employed in occupations (towards the left of the chart) which are associated with low wages and lower-levels of skills. Equally, there is a lower than average proportion employed in those occupations associated with high wages and higher-levels of skills.

Figure 203: Whitton Ward - Distribution of Employment by Occupation



The figure below shows how the distribution of employment by occupation in Whitton ward compares to other electoral wards in Ipswich. Employment in Senior Management, Professional and Associate Professional occupations is low (bottom quartile). Whilst a number of other occupational categories have proportions which are in the second quartile, only Sales and Customer Service is shown to be relatively high in comparison to other wards (top quartile).

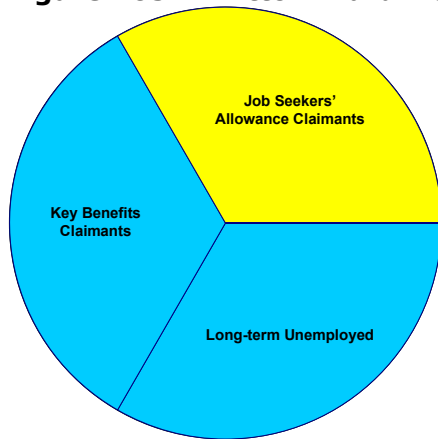
Figure 204: Whitton Ward - Comparative Employment by Occupation



Whitton ward has a slightly lower than average unemployment rate, shown in terms of Jobseeker’s Allowance claimants. The figure below summarises the indicators collected on unemployment and benefits issues and shows that Whitton ward has average or slightly above average performance.

It is however, worth noting that Whitton has the highest level of part-time employment in the Town with over 60% of employed residents working fewer than 30 hours per week. Whilst this keeps down the unemployment rate, it may cause other problems in the ward, restricting income levels.

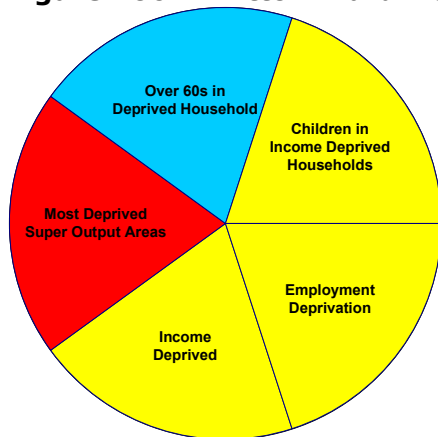
Figure 205: Whitton Ward - Comparison of Unemployment Data



The figure below is a summary of a number of indicators which describe deprivation issues in Whitton ward. They are based on data collected from the Indices of Multiple Deprivation, published by the Department for Communities and Local Government. The indicators show that Whitton has moderate overall deprivation with three indicators in the second performance quartile.

Of particular interest is the indicator which shows the proportion of the population living in one of the most deprived Super Output Areas. This indicates that approximately 60% of the population of Whitton lives in one of these areas – characterised by cross-cutting deprivation issues. It suggests that these pockets of deprivation are where most of the deprivation problems in this Ward are to be found (and need to be addressed).

Figure 206: Whitton Ward - Comparison of Deprivation Indicators



Summary – Economy

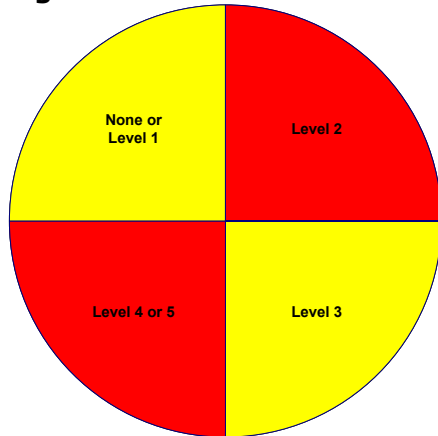
The distribution of employment in Whitton ward is characterised by employment in industries and occupations which are associated with low- and medium-level skills.

Unemployment data suggests that Whitton has about average unemployment and benefits claimants although further analysis shows that Whitton ward has a high proportion of part-time workers. Data on deprivation issues suggests that Whitton has significant pockets which are facing concerns in this regard and that other areas of the ward may not necessarily face similar problems.

Education and Young People

The chart below shows a comparison of the proportion of residents which have highest qualifications in each of the categories shown. It indicates that in Whitton ward, residents are more poorly qualified than residents of other wards and that at Level 2 and Level 4/5 the Ward is in the bottom quartile.

Figure 207: Whitton Ward - Comparison of Highest Qualifications



Those attending primary and secondary school in Whitton ward have levels of achievement which are approximately average for Ipswich as a whole.

Whitton ward ranks 8th in terms of the proportion of young people aged 16-24 engaged with education or employment (72%). Similarly, it ranks 9th in terms of the rate at which young people aged 18-20 enter higher education (63 per 1,000 18-20 year olds).

Summary – Education and Young People

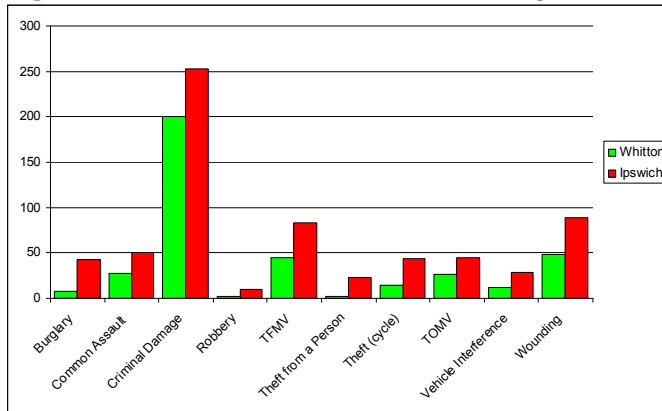
Whitton ward has low levels of education qualification, particularly at Level 2 and Level 4/5. Most concerning given the distribution of employment in this ward is the proportion of the population with qualifications at Level 2 and Level 3 which indicate the functional requirements identified in the Leitch report.

Whitton has an average proportion of young people engaged in education or employment and is ranked in the middle of the range of wards in terms of higher education entrants.

Crime

The chart below shows the distribution of crimes by type in Whitton ward and across Ipswich as a whole. It shows that for each type of crime, the incidence rate in Whitton ward is below that of the Ipswich average.

Figure 208: Whitton Ward - Crimes per 10,000 Population



The figure below shows how the incidence rate of crimes by type in Whitton ward compares to that of other wards in Ipswich. It confirms that view above, that the level of crime in Whitton ward is relatively low. For four crime-types, the incidence rate is in the top quartile (i.e. the lowest): Burglaries; Thefts from a Motor Vehicle; Thefts of a Cycle; and Vehicle Interference. All others are in the second performance quartile.

Figure 209: Whitton Ward - Comparison of Incidences of Crime



Summary – Crime

Whitton ward has a low overall rate of crime with incidence rates for four types of crime being amongst the lowest in Ipswich.

Health and Wellbeing

The analysis of life expectancies across Ipswich showed that the variation between wards was limited. Whitton ward has approximately average life expectancy for both males and females.

Analysis of Standardised Mortality Ratios shows that mortality experience in Whitton ward is average in comparison with Suffolk as a whole.

The teenage conception rate is average in comparison to Ipswich as a whole.

Other indicators of healthy living in the ward suggest that Whitton ward has the second highest proportion of households where one or more people has a limiting long-term illness (39%). Whitton ward is ranked 7th in terms of overcrowding, with 6.1% of households living in 'overcrowded' conditions.

Fire statistics show that Whitton ward has approximately average incidence rates for fires. In terms of primary fires, Whitton ward is ranked 12th (15 per 10,000 population).

Summary – Health and Wellbeing

The collected indicators suggest that the population of Whitton ward has good levels of overall health with no major issues.

Challenges for Whitton Ward

1. Deprivation – although the overall deprivation rate for Whitton ward is moderate, the indicators suggest that a significant proportion of the ward suffers from cross-cutting deprivation issues which lead it to be considered amongst the most deprived in the Country.
2. Education and Skills – Whitton ward is generally low-skilled. Whilst the problem is most evident at Level 2 and Level 4/5, it is Level 2 and Level 3 skills which are most likely to be of particular concern in this Ward given the distribution of employment by industry and occupation.
3. Part-time employment – further investigation of the level and nature of part-time work in this Ward is required in order to ascertain the impact it might have on other areas of life including deprivation issues.

Appendix

List of Comparator Local Authorities

This is a list of the local authorities drawn up by the Institute for Public Finance to be comparators for Ipswich for benchmarking purposes.

- Burnley
- Carlisle City
- Cheltenham
- Chesterfield
- Gloucester
- Gravesham
- Lincoln
- Mansfield
- Northampton
- Preston
- Redditch
- Stevenage
- Wellingborough
- Worcester
- Wyre Forest

About CREATE

The CREATE Research Centre is based at the University Campus Suffolk Ipswich hub. CREATE is an educational research and development centre focusing on connections between education, technology and business. The Centre employs a multi-disciplinary team of research staff, as well as being able to draw upon subject specialists from across the academic faculties of University Campus Suffolk. The CREATE team is therefore able to offer a extensive variety of skills and research expertise and to respond to a wide range of research briefs.

To date CREATE has been successful in a number of major projects; working with both public and private sector partners locally, regionally, nationally and internationally. We have been involved in a number of projects exploring the development and implementation of e-Learning technologies and the pedagogies that underpin their use. We have also been led and managed projects looking at the relationship between business and education – particularly with a view to informing the economic development agenda.

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