

Profile of Gainsborough North Ward



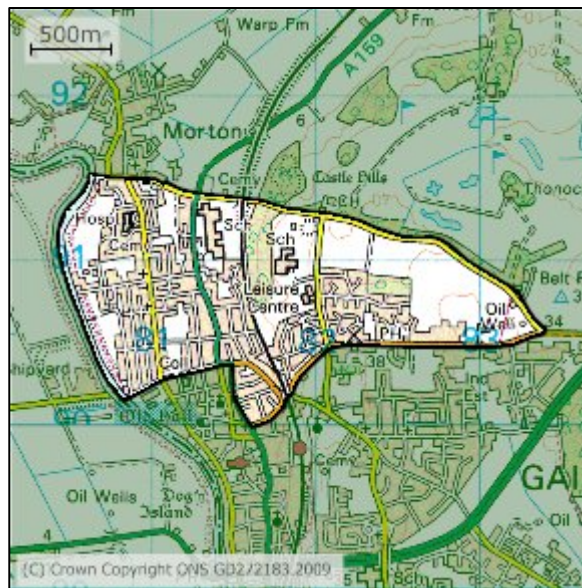
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Foreword

Gainsborough North ward covers an area of 248 hectares and is one of three wards in the town of Gainsborough, situated to the west of the district of West Lindsey.

This profile has been prepared to give detailed information about the ward, looking at the current position where possible as well as tracking the position over recent years.



Population

Key Facts

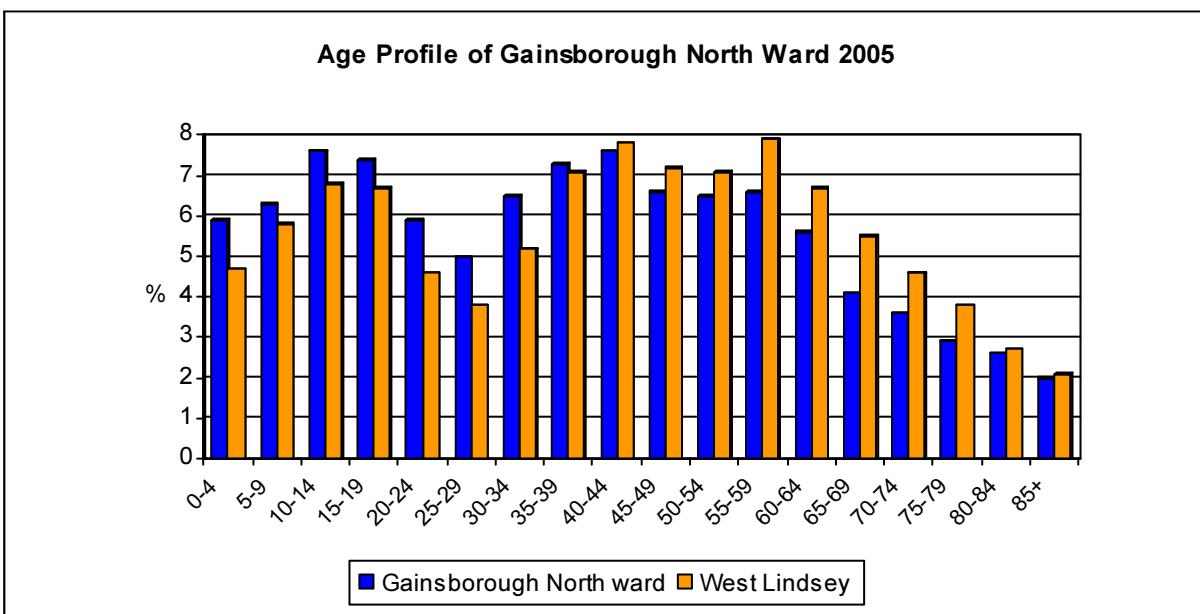
- The population of Gainsborough North ward decreased by 2% during the period 2001-2005, compared with an increase in the district of just under 7%.
- The 60-64 age group saw the largest increase (32%) between 2001 and 2005, followed by the 85+ age group (22%) and the 20-24 age group (13%).
- The largest decrease in the ward between 2001 and 2005 was the 75-79 age group at 21%.
- Of the Gainsborough North ward population, 21% are children, 2% above the West Lindsey average.
- 18% of the population of Gainsborough North ward are people of retirement age, 4% lower than the district average.
- The ethnic minority population of Gainsborough North ward represents 2.2% of the population.
- The majority of the Gainsborough North ward residents describe themselves as Christians, with a number of other faiths also being represented in the ward.
- 19% of the Gainsborough North ward population have a limiting long term illness, similar to the district average.
- Approximately 1% of Gainsborough North ward's working age population are not of British nationality, just below the district average.
- 22.5% of households with dependent children are headed by a lone parent, higher than the district average.

Population profile

In mid 2001 an estimated 6,657 people lived in Gainsborough North ward. In 2005 the population was estimated to be 6,526, a decrease of 2%. This compares with an overall district increase of just under 7% for the same period.

Although there has been an overall decrease in the Gainsborough North ward there have been increases in certain age bands. The largest

increase in the ward between 2001 and 2005 was the 60-64 age group with a 32% increase followed by the 85+ and the 20-24 age groups showing increases of 22% and 13% respectively. Over the same period the largest decrease at 21% was in the 75-79 age group followed by 19% in the 5-9 age group, 17% in the 25-29 age group and 15% in the 30-34 age group.



Source: Office for National Statistics

Of the Gainsborough North ward population, 21% are children, this being 2% higher than the average for West Lindsey district as a whole.

Those people of retirement age in the ward account for 18% of the population which is 4%

lower than the average across the whole of West Lindsey.

Of those living in the Gainsborough North ward in 2005, 49.2% were male and 50.8% female.

Diversity of the population

At the Census 2001 the ethnic minority population of Gainsborough North ward stood at 2.2% of the population of the ward. This is slightly below the average for West Lindsey as a whole. The largest ethnic minority group in the ward representing 26% of the ethnic communities, classed themselves as White: Other White, followed by 22% as White: Irish. The next largest group is Mixed White and Black Caribbean representing 9% of ethnics in the Gainsborough North ward.

The majority of Gainsborough North ward's residents describe themselves as Christians

(80%) and other faith communities represented include Buddhists, Muslims and Sikhs. This compares with 82% of West Lindsey district residents describing themselves as Christians. Of the residents of the Gainsborough North ward, 12% stated they had no religion, 1% higher than the district average.

The Census 2001 also revealed that 19% of the residents of Gainsborough North ward declared that they suffered with a limiting long term illness. This is similar to the district average.

Migrant Workers

Migrant workers move from one place to another to look for work and most arrive in the UK from the A8 countries (Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia and Slovenia). According to the 2007 Electoral Register, 24% of Gainsborough North ward migrant workers were from the A8 countries with the next highest percentage (18%)

being from India. In the district as a whole, 18% of its migrant workers are from the A8 countries.

Based on mid-2006 population estimates, 1% of Gainsborough North ward's working age population are not of British nationality. In West Lindsey as a whole, 1.3% of the working age population are not of British nationality.

Children and families

Children under 16 years of age account for 21% of the population of Gainsborough North ward, 2% higher than the average for West Lindsey district.

Most children live with both sets of parents, however 22.5% of households with dependent children in the Gainsborough North ward are headed by a lone parent. This is higher than the West Lindsey average of 16.8% and just above the national average of 21.8%.

Households with dependent children account for almost 33% of households in Gainsborough

North ward, 4% higher than the district and national averages.

It should be noted that the data relating to households with dependent children in the preceding two paragraphs is from the Census 2001 and is the only data available to ward level. It is not comparable with the district and national data used in the 2008 State of the District document for West Lindsey which was taken from the NCHOD site (National Centre for Health Outcomes Development) where different methodology and cohorts were used to arrive at that data.

Mosaic household 'types'

The Mosaic dataset is a marketing tool that is nationally recognised and classifies households into 11 different types according to the age, occupation and income of the main householder, the location and type of housing and the spending patterns which are associated with households with similar characteristics.

In addition to Mosaic being used as a commercial product it is now being applied within the public sector to help agencies improve take up of services in their area, target resources and plan their services in a more efficient way.

Below are the definitions of each of the classified Mosaic groups with a summary of the most effective method for communicating information to these household 'types'. As these are national groupings, some of them may not be relevant to West Lindsey wards. The percentage of Gainsborough North ward postcodes perceived to be in each 'type' is shown in brackets.

Ties of Community (47% of Gainsborough North ward postcodes) contains people who live in close-knit communities within inner city neighbourhoods or small industrial towns. Most own their own homes, drive their own cars and have responsible jobs.
Communication method: communal centres, red top newspapers.

Blue Collar Enterprise (20% of Gainsborough North ward postcodes) contains people who live in houses they have bought from the local authority, own their cars and provide a reliable source of labour to local employers.
Communication method: TV, telemarketing, red top newspapers.

Suburban Comfort (15% of Gainsborough North ward postcodes) contains people who have established themselves and their families in comfortable homes in mature suburbs.
Communication method: telephone advice lines, broadsheet newspapers.

Happy Families (10% of Gainsborough North ward postcodes) contains younger age groups who are married, or in a permanent relationship, raising children in post war family houses.
Communication method: internet, email, digital TV, mid-Market tabloids.

Municipal Dependency (3% of Gainsborough North ward postcodes) mostly contains families on lower incomes who live on large municipal council estates.

Communication method: TV, posters, telemarketing, drop-in centres.

Twilight Subsistence (3% of Gainsborough North ward postcodes) contains elderly people who are mostly reliant on state benefits and live in housing designed by local authorities and housing associations.

Communication method: TV, Post Office, personal contact.

Grey Perspectives (1% of Gainsborough North ward postcodes) mostly contains pensioners who own their own homes and have some source of income beyond the basic state pension.

Communication method: personal contact right-of-centre press.

Rural Isolation (1% of Gainsborough North ward postcodes) contains people who live outside major population centres, deep in the countryside within small communities.

Communication method: internet, telephone advice lines, broadsheet newspapers, heavyweight magazines.

Symbols of Success (0% of Gainsborough North ward postcodes) contains people who have rewarding careers, live in sought after locations and drive modern cars.

Communication method: broadsheet newspapers, heavyweight magazines, telephone advice lines, internet.

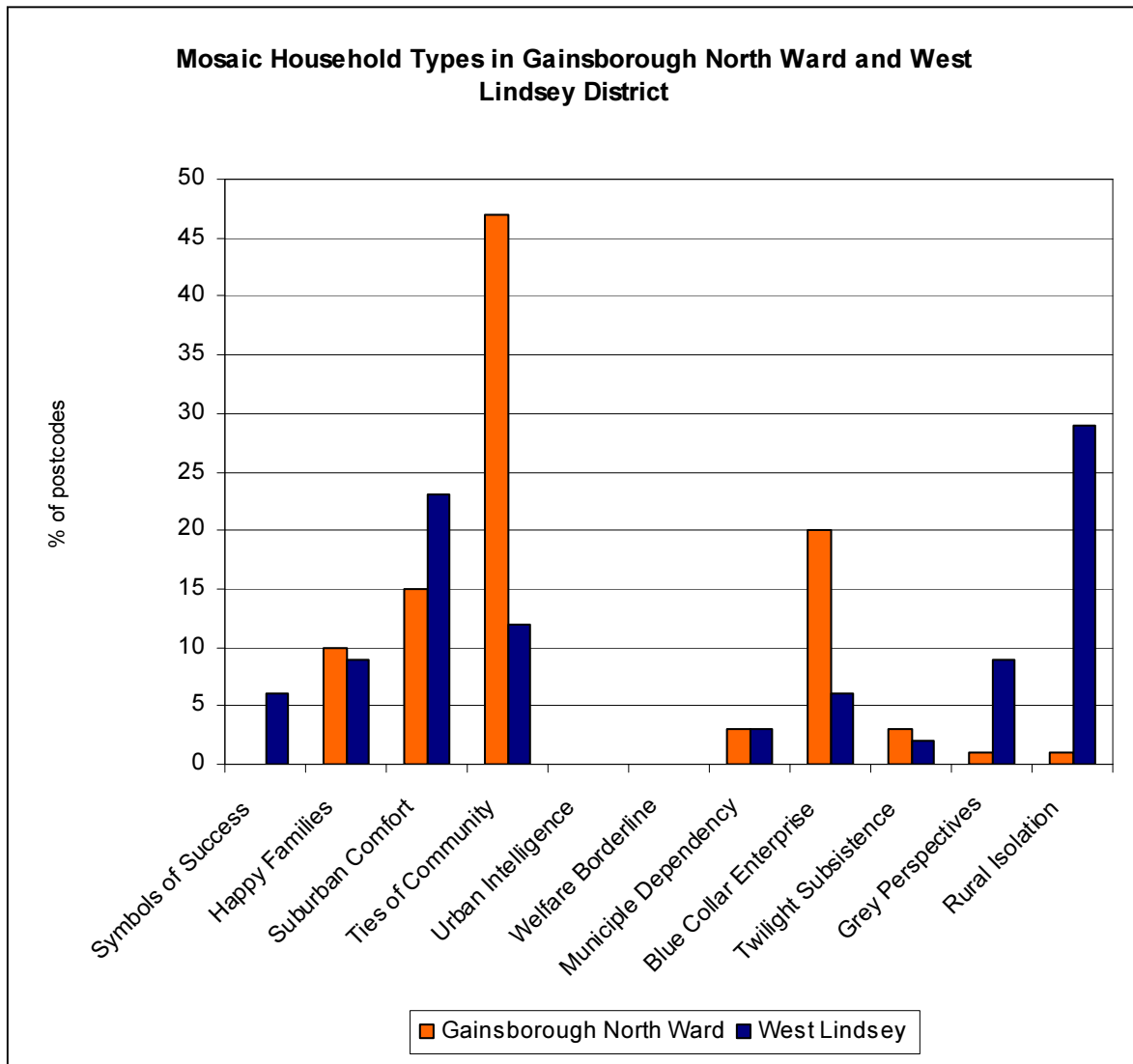
Urban Intelligence (0% of Gainsborough North ward postcodes) mostly contains young and well educated people who are open to new ideas and influences.

Communication method: internet, leaflet/posters, direct mail, telephone advice lines, local shops, broadsheets.

Welfare Borderline (0% of Gainsborough North ward postcodes) contains people who are unlikely to have responsible or rewarding jobs, live in council housing and rely on public transport.

Communication method: internet, magazines, broadsheets.

The chart below shows the percentage of Gainsborough North ward postcodes in each of the Mosaic groups compared with those across the district.



Source: LRO and Experian

Mosaic data is © Experian Limited. The names and descriptions originate from Experian and are used in this document purely to aid understanding, analysis and interpretation of Mosaic and related information.

Deprivation

Key Facts

- The most deprived super output area (SOA) in Gainsborough North ward is within the 25% most deprived in the country and is the 6th most deprived SOA in West Lindsey.
- The second most deprived SOA in Gainsborough North ward is within the 35% most deprived in the country and is the 9th most deprived SOA in the district.
- The most deprived SOA in the Gainsborough North ward is within the 20% most deprived in four of the seven domains of deprivation.

The Indices of Multiple Deprivation

The Indices of Multiple Deprivation (IMD) published at the end of 2007 by the Department for Communities and Local Government (DCLG) measure the deprivation of areas by bringing together seven domains of deprivation to form an overall multiple deprivation score and rank. The measure combines data on income, employment, health, education, crime, housing and access to services, and living environment.

The IMD scores and ranks have been calculated for all local authorities in England and also for 32,482 small areas within each local authority which are known as super output areas (SOAs).

The Indices rank West Lindsey at 185 in England (out of 354 districts).

Gainsborough North ward is made up of four SOAs and the ranking of each is as follows:

- 1 SOA is within the 25% most deprived of the 32,482 SOAs in England
- 1 SOA is within the 35% most deprived of the 32,482 SOAs in England
- 1 SOA is within the 40% most deprived of the 32,482 SOAs in England
- 1 SOA is within the 45% most deprived of the 32,482 SOAs in England

To clarify, this means that the SOA that is within the 25% most deprived in the country is the most deprived of the four SOAs within the Gainsborough North ward. It is also the 6th most deprived SOA out of the 53 SOAs in West Lindsey district.

The other three SOAs in the ward rank 9th, 12th and 16th out of the 53 district SOAs.

General characteristics of deprivation

It should be noted that England's most deprived 20% of SOAs have the following characteristics on average:

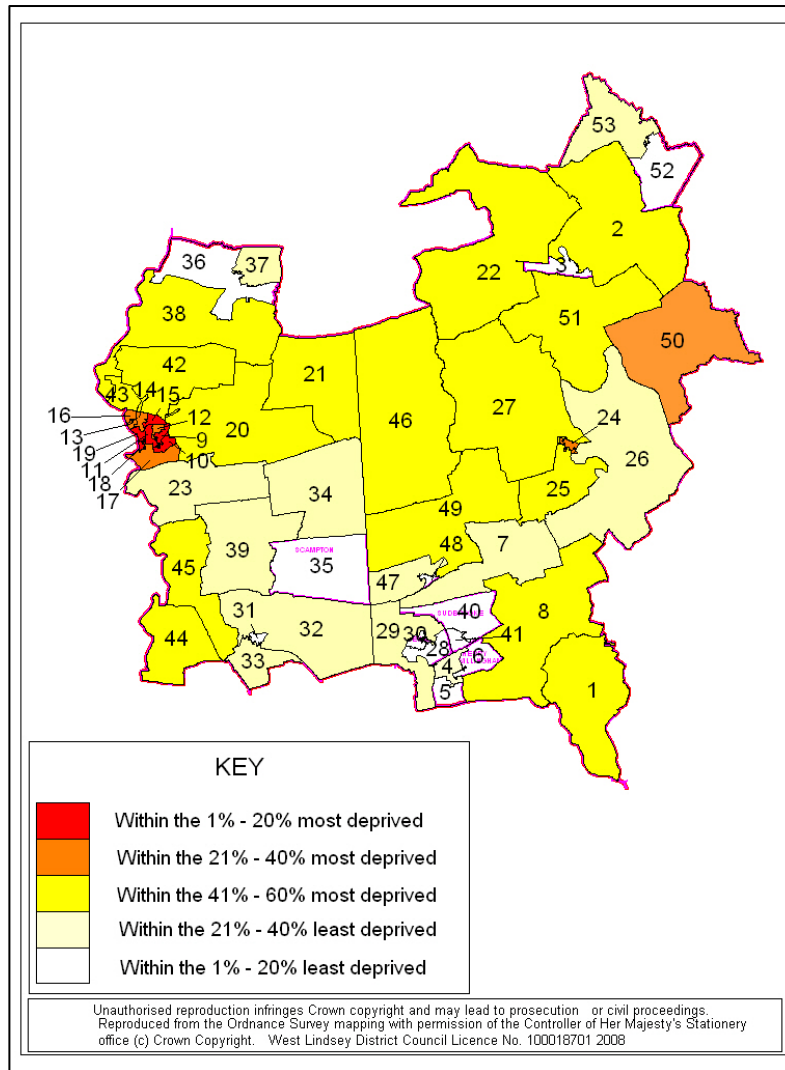
- Just over a third of people (35.4%) are income deprived.
- One in five of women aged 18-59 and men aged 18-64 (20.3%) are employment deprived.
- Just under half of children (48.8%) live in families that are income deprived.
- 37.5% of older people are income deprived

How Gainsborough East ward compares with other areas in the district

The map on the following page shows the different levels of deprivation in the super output areas in the district. As can be seen from the key, the areas in red rank amongst the 20% most deprived areas in the country and those shown white rank amongst the 20% least deprived.

It clearly shows three of the SOAs in the Gainsborough North ward (SOA numbers 13, 14 and 16 on the map) within the 21% - 40% most deprived in the country (coloured orange). The SOA shown as number 13 on the map is the 6th most deprived SOA in West Lindsey (out of the 53 SOAs in the district) with SOAs numbers 14, 15 and 16 ranking the 12th, 16th and 9th respectively.

Deprivation in West Lindsey by Super Output Areas



| SOA Ref | Ward that SOA is part of |
|---------|------------------------------|
| 1 | Bardney |
| 2 | Caistor |
| 3 | |
| 4 | Cherry Willingham |
| 5 | |
| 6 | |
| 7 | Dunholme |
| 8 | Fiskerton |
| 9 | Gainsborough East Ward |
| 10 | |
| 11 | |
| 12 | |
| 13 | Gainsborough North Ward |
| 14 | |
| 15 | |
| 16 | |
| 17 | Gainsborough South West Ward |
| 18 | |
| 19 | |
| 20 | Hemswell Ward |
| 21 | |
| 22 | Kelsey |
| 23 | Lea Ward |
| 24 | Market Rasen |
| 25 | |
| 26 | |
| 27 | Middle Rasen |

| SOA Ref | Ward that SOA is part of |
|---------|--------------------------|
| 28 | Nettleham |
| 29 | |
| 30 | |
| 31 | Saxilby |
| 32 | |
| 33 | |
| 34 | Scampton |
| 35 | |
| 36 | Scotter Ward |
| 37 | |
| 38 | |
| 39 | Stow Ward |
| 40 | Sudbrooke |
| 41 | |
| 42 | Thonock Ward |
| 43 | |
| 44 | Torksey Ward |
| 45 | |
| 46 | Waddingham by Spital |
| 47 | Welton |
| 48 | |
| 49 | |
| 50 | Wold View |
| 51 | |
| 52 | Yarborough |
| 53 | |

The seven domains of deprivation

The table below shows how each of the three North ward rank nationally in the different super output areas within the Gainsborough domains of deprivation.

| Rank of Gainsborough North ward area scores for the different domains of deprivation | | | | |
|--|---------------|---------------|---------------|---------------|
| Gainsborough North ward SOAs | SOA 13 on map | SOA 14 on map | SOA 15 on map | SOA 16 on map |
| Income deprivation | Red | Yellow | Yellow | Orange |
| Employment deprivation | Red | Orange | Orange | Orange |
| Health deprivation and disability | Yellow | Yellow | Yellow | Orange |
| Education, skills and training deprivation | Red | Yellow | Orange | Red |
| Barriers to housing and services | White | White | Yellow | White |
| Crime | Orange | Red | Yellow | Orange |
| Living Environment deprivation | Red | Orange | White | Orange |

Source: (DCLG) Indices of Multiple Deprivation 2007

| KEY | |
|--------------|--------------------------|
| Red | 1% - 20% most deprived |
| Orange | 21% - 40% most deprived |
| Yellow | 41% - 60% most deprived |
| Light Yellow | 21% - 40% least deprived |
| White | 1% - 20% least deprived |

As the table above shows, SOA 13 on the map is within the 20% most deprived in four of the seven domains of deprivation. Only one SOA (SOA 15 on the map) is not within the 20% most deprived in any of the domains. The table confirms the levels of deprivation in the Gainsborough North ward as a whole.

It should be pointed out that although the levels of deprivation are lower in 'Barriers to housing

and services' it does not follow that housing issues are not a problem. The purpose of this domain is to measure barriers to housing and key local services, looking at both 'geographical barriers' including, for example, road distances to a GP surgery, a general stores or supermarket, a primary school, and 'wider barriers' including issues relating to access to housing, such as affordability.

Economy

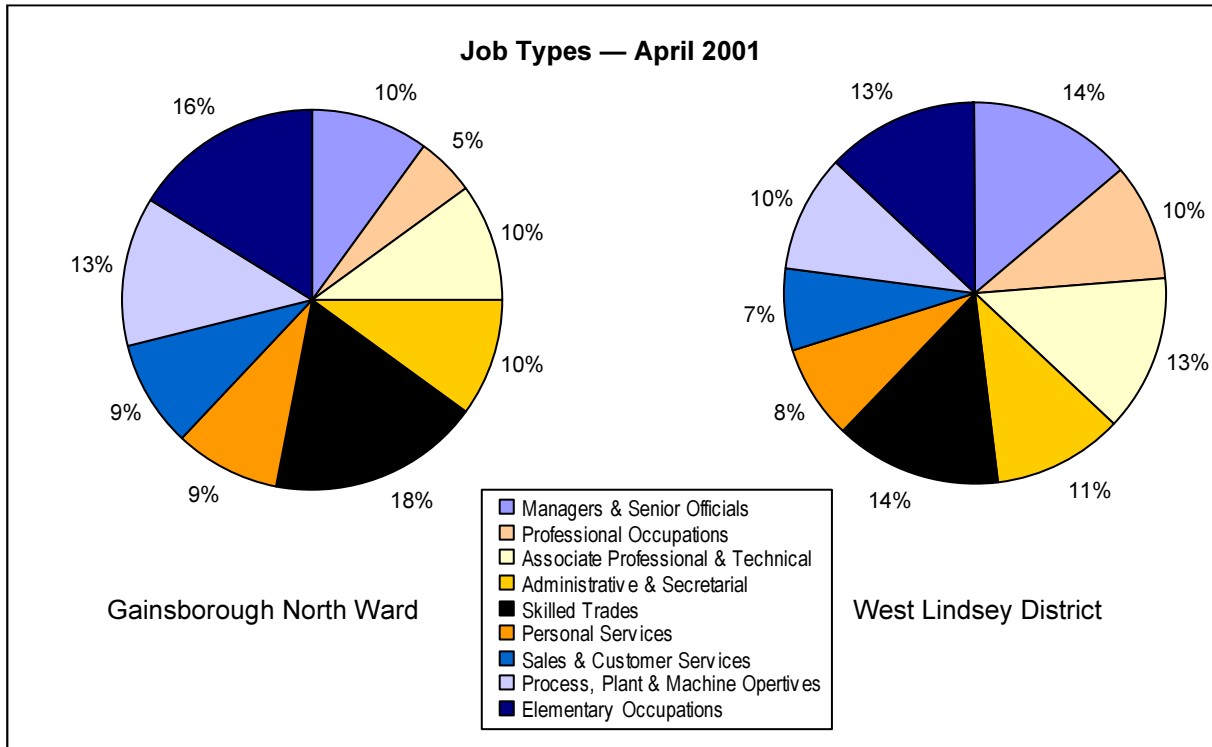
Key Facts

- At the Census 2001, 77% of the working age population in Gainsborough North ward were economically active.
- 70% of the working age population were in employment.
- The highest percentage of those in employment were employed in skilled trades (18%) followed by those in elementary occupations (16%).
- 4.3% of the working age population were unemployed in 2007 compared with 3.5% in 2004.
- Unemployment (over six months) is just over 37% compared with a district average of 33%.
- 18% of the working age population in Gainsborough North ward were claiming key benefits in November 2007 similar to the percentage in November 2004.
- The highest percentage of all claimants in both years was those on Incapacity Benefits.

Job Types

At the Census 2001, 77% of the working age population in Gainsborough North ward were economically active with 70% of the working age population being in employment. The highest percentage of those in employment were employed in skilled trades (18%) followed by those in elementary occupations (16%) and

process, plant and machine operatives (13%). The charts below compare the percentage of job types of residents in Gainsborough North ward compared with the averages for the whole of the West Lindsey district. Percentages are based on all persons in employment.



Source: National Statistics Office—Census of Population (Table CAS033)

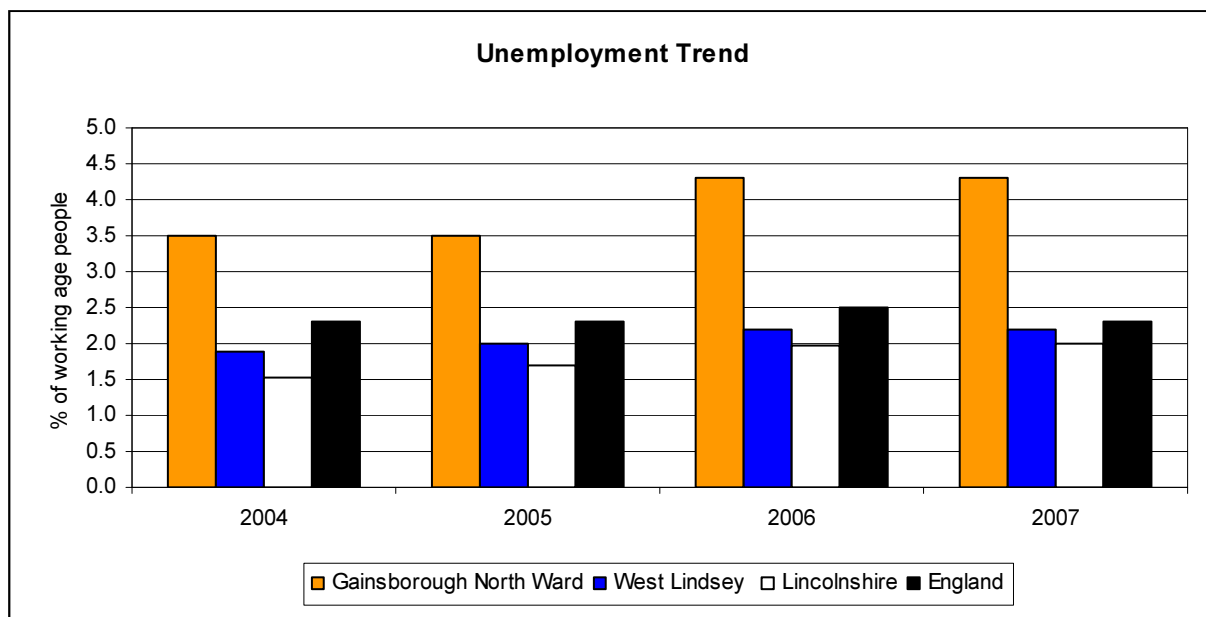
NB: Census figures are used as they provide the only comprehensive source of labour market information at ward level.

Unemployment rates

In 2004, an average for the year of 3.5% of the resident working age population of Gainsborough North ward were unemployed. This compares with 1.9% across the whole of West Lindsey district. In 2006 the average rate for the Gainsborough North ward rose to 4.3% and remained at this average rate in 2007. The

district average rose to 2% in 2005, 2.2% for 2006 and remained at this rate for 2007.

During 2007 the average percentage of those unemployed in the Gainsborough North ward who were long term unemployed (over six months) was just over 37%. This compares with 33% in West Lindsey and 34% in England.



Source: ONS Claimant Count

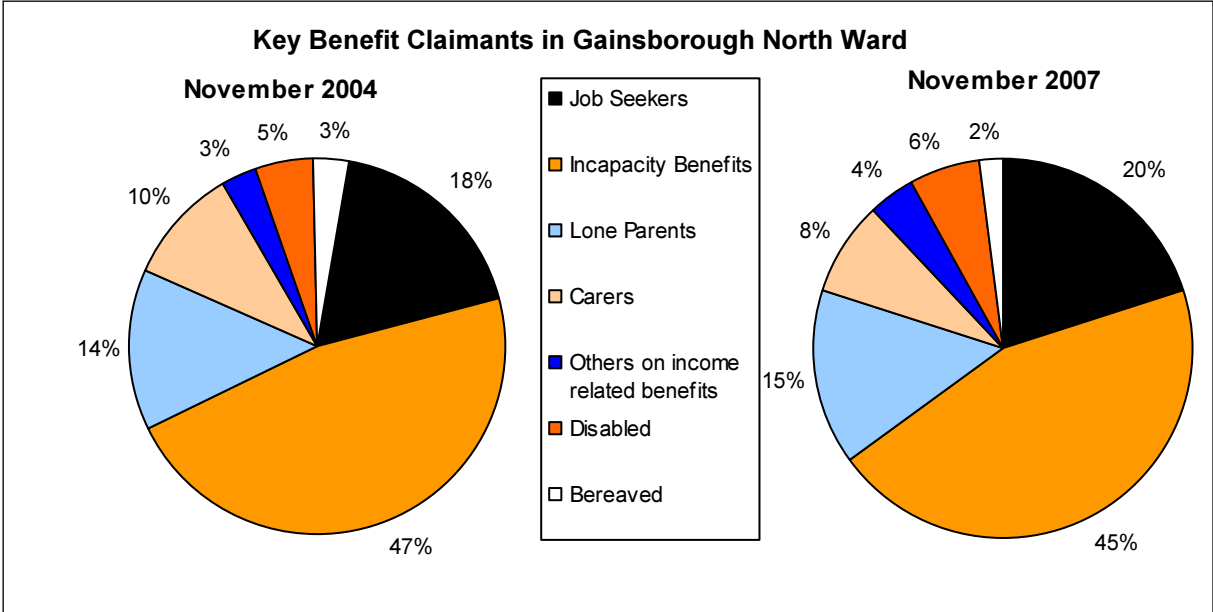
Percentage of people claiming key benefits

Of the resident working age population in Gainsborough North ward, 18% were claiming key benefits in November 2007, similar to the percentage claiming in November 2004. The district average in November 2007 was just over 12% and nationally it was just under 14%.

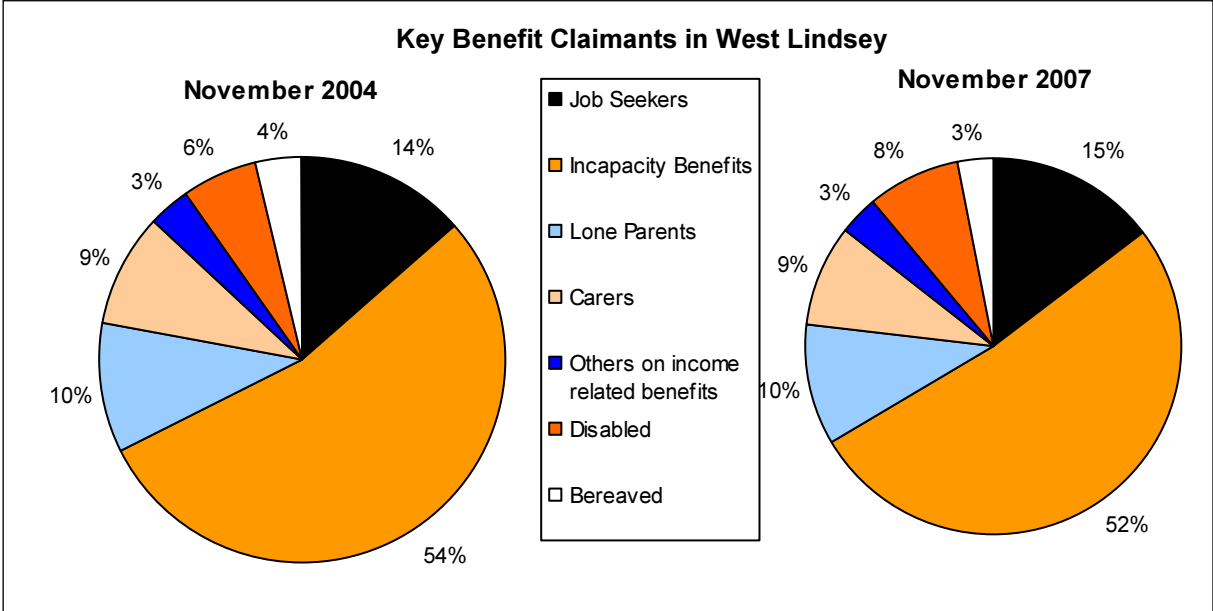
percentage of all claimants in Gainsborough North ward and in West Lindsey as a whole in November 2004 and November 2007.

The highest percentage of claimants in both years was those on Incapacity Benefit, although this had fallen by 2% at November 2007.

The following charts illustrate each of the individual key benefits claimants as a



Source: DWP Benefit Claimants



Source: DWP Benefit Claimants

Business Growth and Activity

Key Facts

- 156 businesses are located in Gainsborough North ward employing 1,379 people.
- The majority of the businesses (57%) are micro businesses employing less than 10 people.
- The largest percentage of the smaller businesses is in the Wholesale and Retail sector (39%).
- 8% of businesses employ over 50 members of staff.
- 66% of businesses have been established for between one and 10 years.
- 16% of businesses have operated for between 10 and 20 years.
- 7% of businesses have operated for more than 50 years.
- The largest growth sector is Health.
- The manufacturing sector has suffered a significant decline in 2007/08.

Gainsborough North ward's local businesses

There are 156 businesses currently located in this ward, employing 1,379 members of staff.

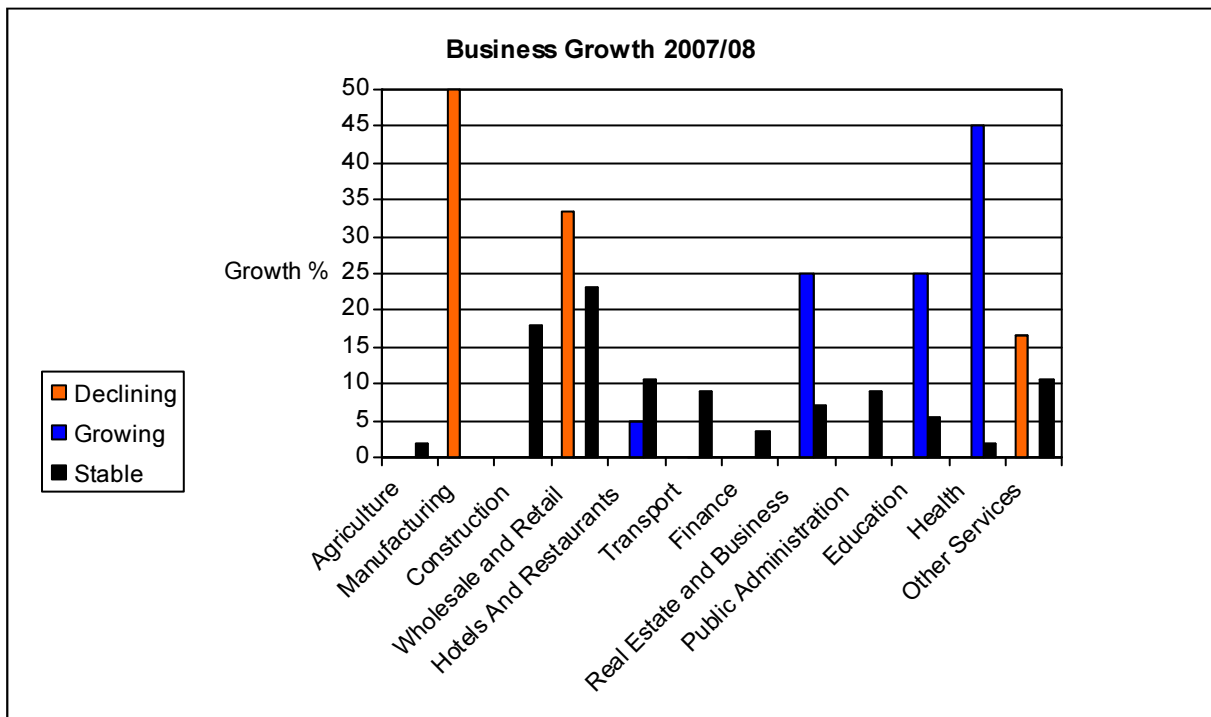
The majority of businesses in the Gainsborough North ward are micro businesses (57%) employing less than 10 people. The largest sector represented in these smaller businesses is in the Wholesale and Retail sector representing 39% followed by the Hotels and Restaurants sector with 13%.

8% of businesses are classed as medium sized employing over 50 members of staff.

66% of businesses have been established for between one and 10 years with 16% of businesses operating between 10 and 20 years. Businesses that have operated in the ward for more than 50 years represent 7% of all the businesses in this ward.

The largest growth sector in this ward is Health. The manufacturing sector has suffered a significant decline which is demonstrated on the chart below.

The Gainsborough North ward demonstrates a 0% growth in SoHo businesses, while 9% of all medium sized businesses are in a stable position. 57% of Micro businesses are growing.



Infrastructure

Key Facts

- According to Census 2001, 50% of households own one car or van, higher than both district and national averages.
- Just over 20% own two or more cars, considerably lower than the district and national averages.
- Just under 30% of households have no vehicle at all, significantly higher than the district average.
- 62.4% of the working population travel to work by private motor vehicle with 3.1% using public transport.
- Just under 28% get to work on foot or by cycling, double the district average.
- There were no fatal or serious road traffic collisions between 2005 and 2007.
- Of the wards in the district, Gainsborough North ward has the 7th highest percentage of dwellings in disrepair.
- Of the private sector houses in Gainsborough North ward 46%-48% are non-decent.
- Between 23% and 25% of private sector dwellings in the Gainsborough North ward are occupied by vulnerable households, the 3rd highest of the West Lindsey wards.
- 14%-15% of private sector vulnerable households are living in non-decent homes, the 3rd highest of the district wards.
- 9% of private sector households in the ward are in fuel poverty.
- 69.6% of households in Gainsborough North ward are owner occupied compared with the district average of 75%.
- 12% are private rented compared with the district average of 10%.
- In 2008, 25% of households in Gainsborough North ward were in receipt of Council Tax benefits, higher than the district average of just over 16%.
- **Over the last three years, the number of house completions in the ward has increased year on year.**
- There is a lower level of homelessness in the Gainsborough North ward than in the other two Gainsborough wards.

Transport and traffic

An increased use of public transport and other modes would reduce the number of vehicles on our roads, resulting in a reduced level of congestion and pollution. In urban areas such as Gainsborough it is easier to rely on public transport in order to access other areas and services and it is therefore normal to find that, compared with more rural areas, a greater percentage of households have no motor vehicle.

In Gainsborough North ward, according to the Census 2001, 50% of households own one car or van, above the district average of 45.6% and the national average of 43.8%.

The percentage of Gainsborough North ward households owning two or more cars is 20.2% which is considerably lower than the district average of 37% and the national average of 29.4%.

The percentage of households in Gainsborough North ward with no vehicle at all is just under 30% which is higher than the national average of 26.8% and significantly higher than the district average of 17.4%. The lower average for the district as a whole emphasises the rural nature of West Lindsey.

Travel to work

According to the Census 2001, 62.4% of Gainsborough North ward's working population aged 16 to 74 travel to work by private motor vehicle (including motor cycles), lower than the district average of 71.4%. Those using public transport amount to 3.1% of the

ward's working population and is the same as the district average. Just under 28% get to work on foot or by cycling which is more than double the West Lindsey average, highlighting the urbanity of the ward as opposed to the rural character of a large part of the district.

Road casualties

On the roads in Gainsborough North ward, there were no fatal or serious road traffic collisions in the three years 2005 to 2007.

There were 10 collisions of a less serious nature in 2005 (with 16 casualties), increasing to 22 in

2006 (with 33 casualties) but decreasing to nine in 2007 (with 12 casualties). Fifteen of these accidents occurred on the A159, six on the B1433, one on the C214 and one on the A156. The other 18 occurred on unclassified roads.

Housing in Gainsborough East ward

In 1999, West Lindsey District Council transferred its housing stock to Acis Group, a Registered Social Landlord, however the Council

still has a statutory responsibility for the housing register, homelessness and providing a housing advice service.

Housing standards in Gainsborough East ward

The number of private sector dwellings in the Gainsborough North ward totals 2,422 of which 17-18% are in disrepair. Of the 25 wards in the West Lindsey district, Gainsborough North ward has the 7th highest percentage of its dwellings in disrepair. Of those 2,422 private sector dwellings, 46-48% of them are deemed to be non-decent.

The percentage of private sector dwellings in Gainsborough North ward that are occupied by vulnerable households is 23-25%, the 3rd highest

of the West Lindsey wards with Gainsborough South West ward ranking 1st and Gainsborough East ward ranking 2nd highest. 14-15% of private sector vulnerable households are living in non-decent homes, the 3rd highest of the district wards.

Of the private sector households in Gainsborough North ward, 9% are in fuel poverty, with the 25 wards in the district ranging between 4% and 15%.

Home ownership

| Tenure (2001) | Total Occupied Households No | Owner occupied | | Social Rented | | Private Rented | | Living Rent Free | |
|-------------------------|---------------------------------|----------------|------|---------------|------|----------------|------|------------------|-----|
| | | No | % | No | % | No | % | No | % |
| Gainsborough North ward | 2,778 | 1,933 | 69.6 | 476 | 17.1 | 332 | 12.0 | 37 | 1.3 |
| West Lindsey | 32,872 | 24,656 | 75.0 | 3,995 | 12.2 | 3,305 | 10.0 | 916 | 2.8 |

Source: National Statistics

Housing types

| Type | Detached | | Semi | | Terraced | | Flat/ Maisonette | | Mobile/ Caravan | |
|-------------------------|----------|------|-------|------|----------|------|---------------------|-----|--------------------|-----|
| | No | % | No | % | No | % | No | % | No | % |
| Gainsborough North ward | 543 | 18.6 | 1,373 | 47.1 | 785 | 27.0 | 211 | 7.3 | 0 | 0.0 |
| West Lindsey | 17,217 | 49.3 | 9,629 | 27.5 | 5,856 | 16.8 | 1,713 | 4.9 | 517 | 1.5 |

Source: National Statistics

Council Tax benefit

Council Tax benefit is a means tested benefit that is paid to help taxpayers who have a low income to pay their Council Tax. At December 2008, 25% of households in

Gainsborough North ward were receiving Council Tax benefits. This is higher than the average for the district of just over 16%.

Housing completions

The number of house completions in the Gainsborough North ward has gradually increased year on year since 2005/06 when 55

houses were completed. In 2006/07 there were 70 house completions with 86 being built during 2007/08.

Homelessness

There is a lower level of homelessness within the Gainsborough North ward than there is in the other two Gainsborough wards. The ward covers a smaller number of residential properties with a mix of tenure types. Homelessness applications from this ward are brought about by a variety of reasons and there are people who

are in insecure housing staying with or between family and friends. In the Gainsborough North ward, however, there is not the level of homelessness brought about in other wards in the town because of the ending of private rented tenancies or through family and friends asking people to leave.

Health

Key Facts

- 33.5% of the adult residents of Gainsborough North ward are smokers, higher than both the district and national averages. Out of the 25 wards in the district, Gainsborough North ward has the third highest prevalence of smoking.
- Gainsborough North ward has the third highest prevalence of adult obesity out of the wards in the district at just over 30%, this being higher than the district and national averages.
- Adult binge drinking is 18.5% which is higher than the district and national levels. Out of the 25 wards in the district, Gainsborough North ward has the highest prevalence of adult binge drinking.
- 16.8% of adults eat the recommended daily amounts of fruit and vegetables, considerably lower than the district and national averages. The Gainsborough North ward is the third worst ward in the district for such consumption.
- Just under 12% of births have been low weight babies compared with 8.58% in the district.
- Life expectancy is 73.8 for males and 78.0 for females, lower than the district and national averages.
- The mortality rate in Gainsborough North ward is 5.5% higher than the average rate for the district.
- Premature mortality in the ward is 14% higher than the district rate but has been gradually falling.
- The teenage pregnancy rate for the period 2002-2004 at 61.93 per 1,000 female population aged 15-17 was significantly higher than both district and national rates, being the third highest of the 25 wards.

Lifestyle Behaviours

From the synthetic estimates for a range of lifestyles carried out by the National Centre for Social Research, we are able to see a representation of behaviours across the district of West Lindsey.

It is estimated that 33.5% of the adult residents of Gainsborough North ward are smokers, compared with the Lincolnshire average of just under 30% and a national average of just under 26%. The district average is just under 22% and of the 25 wards in West Lindsey, Gainsborough North has the third highest prevalence of smoking.

In the case of adult obesity, Gainsborough North ward scores 30.1% and has the third highest prevalence of adult obesity out of the 25 wards in the district. This is higher than the West Lindsey average of 25.4%, the Lincolnshire

average of 28.6% and the national average of just over 22%.

In the Gainsborough North ward, adult binge drinking is estimated to be 18.5% which is higher than the district average of 14.5%. Of the wards in West Lindsey, Gainsborough North has the highest prevalence of adult binge drinking. The county and national averages are 17% and 17.9% respectively.

16.8% of adults in the Gainsborough North ward are estimated to consume the recommended daily amounts of fruit and vegetables. This is considerably lower than the district average of 22.8%, the county average of 21.9% and the national average of 23.7%. Gainsborough North ward is ranked as the third worst ward in the district for consuming the recommended amounts of fruit and vegetables.

Live births

In Gainsborough North ward during the last three years just under 12% of births have been low weight babies. This compares with 8.58% in West Lindsey and 8.8% in Lincolnshire. Out of

the 25 wards in the district, Gainsborough North ward has the second highest percentage of low weight babies.

Life expectancy

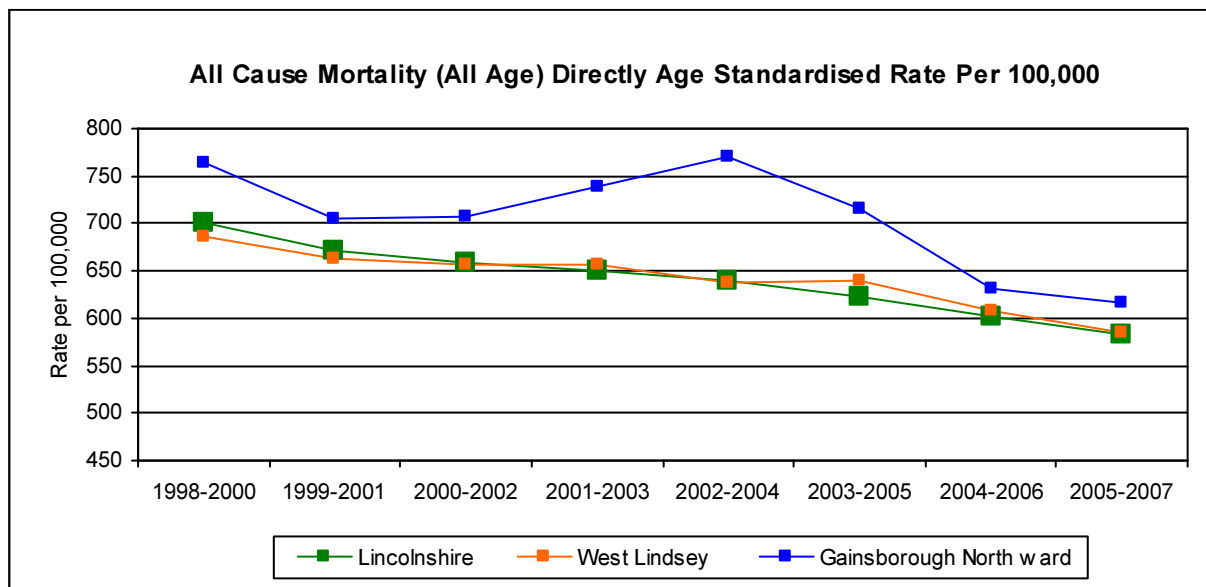
Life expectancy in Gainsborough North ward is 73.8 for males and 78.0 for females. This is lower than the West Lindsey average of 76.7

for males and 80.8 for females which is similar to the national average.

Mortality

The mortality rate in the Gainsborough North ward has fluctuated over the last few years being at its highest in the three year period 2002-2004 when it was 20% above the district

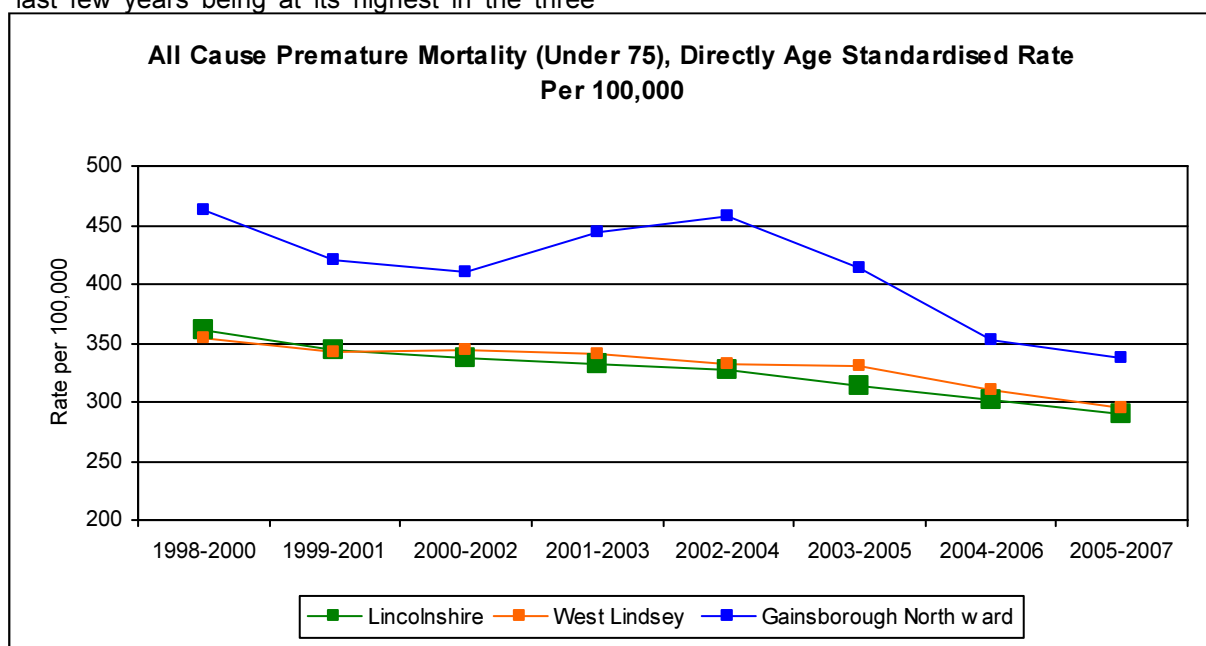
and county averages. Since then, however the rate has gradually decreased and is now 5.5% above the averages for West Lindsey district and for Lincolnshire.



Source: Lincolnshire Primary Care Trust

In Gainsborough North ward, the premature mortality rate (under 75 years) is 14% above the West Lindsey average and 16% higher than the county rate. The rate has fluctuated over the last few years being at its highest in the three

year period 2002-2004 when it was 38% above the district average and 40% higher than the Lincolnshire average. Since then, however, the rate has gradually decreased.



Source: Lincolnshire Primary Care Trust

Teenage pregnancies

For the period 2002-2004 (pooled), the teenage pregnancy rate in Gainsborough North ward was 61.93 per 1,000 female population aged 15-17. This is significantly higher than the district rate of 35.7 and the

national rate of 42.3. Gainsborough North ward's teenage pregnancy rate is the third highest of the 25 West Lindsey wards with all three Gainsborough wards making up the top three.

Learning and Skills

Key Facts

- KS2 results for pupils resident in Gainsborough North ward reveal that since 2005 the results in English, Maths and Science have been considerably lower than the district averages, particularly in English and Maths.
- KS3 results for pupils resident in Gainsborough North ward reveal that since 2005 the results in English, Maths and Science have been lower than the district averages.
- GCSE A*-C successes have been lower than the West Lindsey average in all three years.
- GCSE A*-G test results were lower than the district in 2005 and 2006 but slightly higher in 2007.
- NEET young people in Gainsborough North ward represent 16.8% of the NEET total for West Lindsey, an increase of 2.6% from the previous year.
- Of the population aged 16-74 in Gainsborough North ward in 2001, only 10% had higher level qualifications, compared with the district average of 17%. 43% had no qualifications which was 5% higher than the district average.
- Adult basic skills in Gainsborough North ward are below the district and national averages with numeracy skills being poorer than literacy skills. Of the 25 wards, Gainsborough North ward has the third lowest level of basic skills in both literacy and numeracy.

Early learning

There is a Sure Start Children's Centre in the Gainsborough North ward that provides integrated education, care, family support and health services which are key factors in determining good outcomes for children under 5 years old and their parents.

There are two urban pre-schools in the ward where learning facilities for younger children

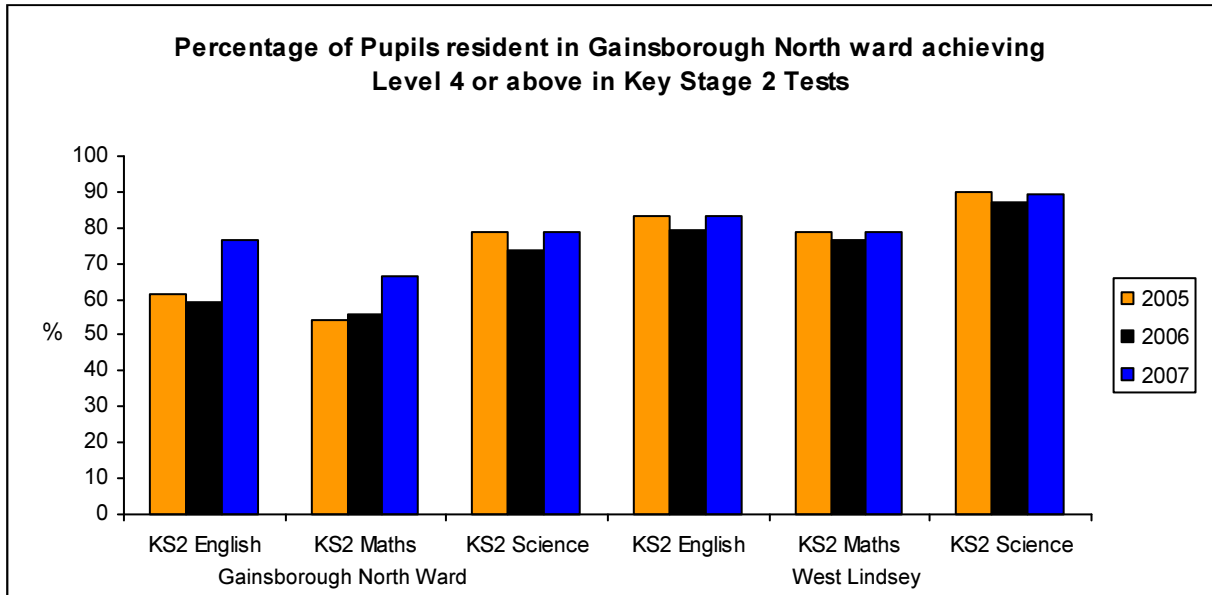
enhance all round development at an early age. One primary school is situated in the ward providing a smooth transition between the play and child-based activities of early learning to the more formal teaching in primary education.

Literacy and numeracy at age 11

Test results for 11 year old pupils who are resident in the Gainsborough North ward reveal that the percentage of those achieving the required standard of Level 4 in Key Stage 2 English was 62% in 2005. The rate then fell to 60% in 2006 but rose to 77% in 2007. In Key Stage 2 Maths the results have gradually improved from 54% in 2005, reaching 67% in 2007. In Science the success rate of 79% in

2005 fell by 5% in 2006 but rose again in 2007 to 79%.

The chart overleaf illustrates that for each of the three years the results in all three subjects have been considerably lower than the averages for the district, particularly in English and Maths.



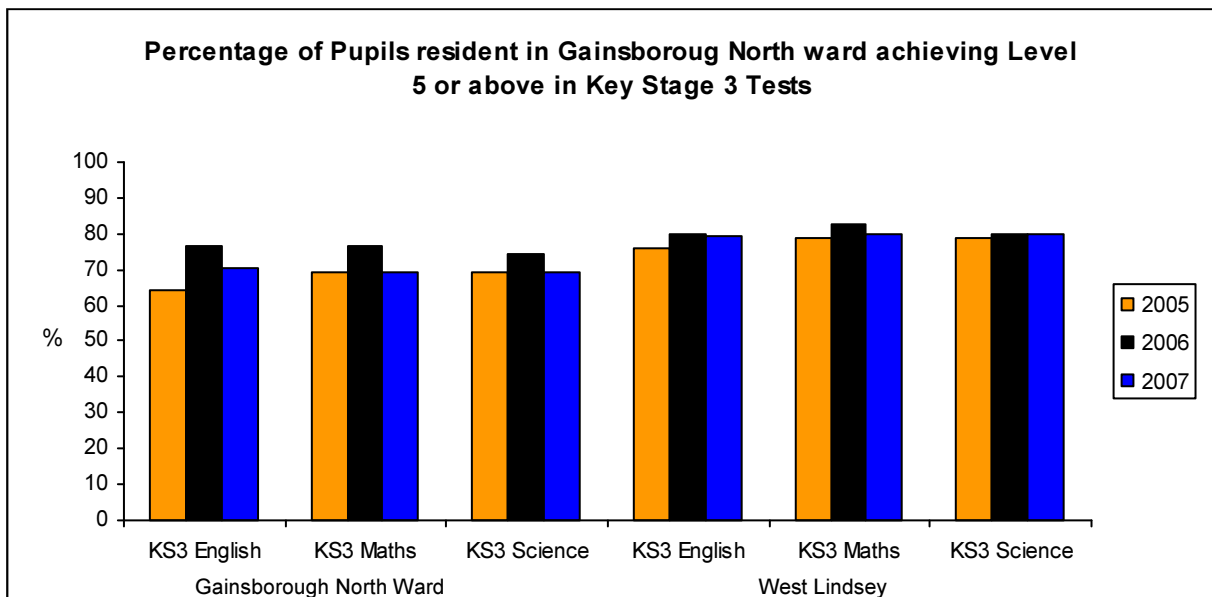
Source: Lincolnshire Research Observatory

Literacy and numeracy at age 14

Tests carried out by 14 year old pupils who are resident in the Gainsborough North ward reveal that the percentage of those achieving the required standard of Level 5 in Key Stage 3 English has fluctuated during the three years. In 2006 the success rate rose by 12% to 76% but fell to 70% in 2007. The success rate in Maths was 69% in 2005 rising to 76% in 2006 but

falling back to 69% in 2007. In Science in 2005 the success rate was 69% rising to 74% in 2006 but falling back to 69% in 2007.

From the chart below it can be seen that the results for Gainsborough North ward have been lower than those for the district in all subjects for each of the three years.

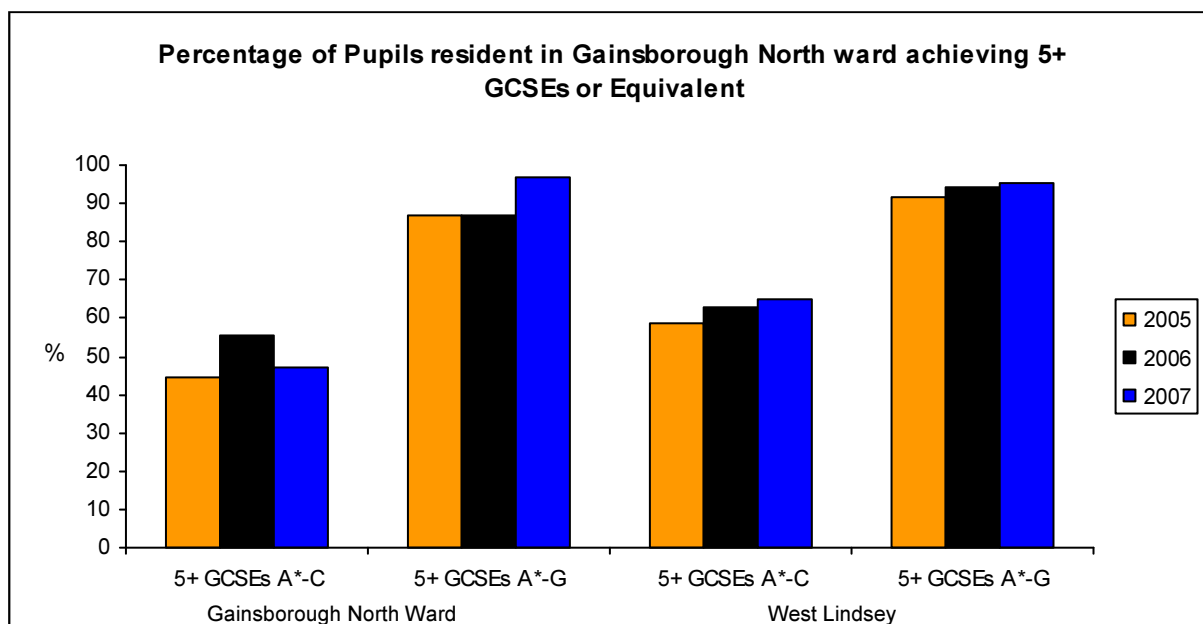


Source: Lincolnshire Research Observatory

GCSE and equivalent results

GCSE results for pupils who are resident in the Gainsborough North ward reveal that the numbers achieving 5+ GCSEs A*-C were low in 2005 achieving a 45% success rate. Although this rose to 55% in 2006 it fell again by 8% in 2007. The percentage of those achieving 5+ GCSEs A*-G, however, has been consistently high over the three years, reaching 97% in 2007.

The chart below shows quite clearly that the A*-C results for the Gainsborough North ward resident pupils have been low compared with those for the district as a whole. The A*-G results were lower than the district in 2005 and 2006 but were over 1% higher than the district in 2007.



Source: Lincolnshire Research Observatory

Young people Not in Education, Employment or Training (NEET)

In December 2007 the number of young people aged 16-18 in Gainsborough North ward who were not in education, employment or training (NEET) represented 16.8% of the NEET total for West Lindsey, compared with 14.2% the previous year, an increase of 2.6%.

Nationally, the proportion of 16-18 year olds not in education, employment or training has remained broadly level over the last decade, although there are signs of a downward trend. Reductions in the proportion of NEET young

people are the result of a wide range of organisations.

Work to reduce the NEET population is building on the experience of Connexions partnerships in multi-agency working with other services supporting young people. Connexions' work with schools also forms a vital part of the strategy, by giving young people the support they need to continue in learning and preventing them from falling into the NEET group.

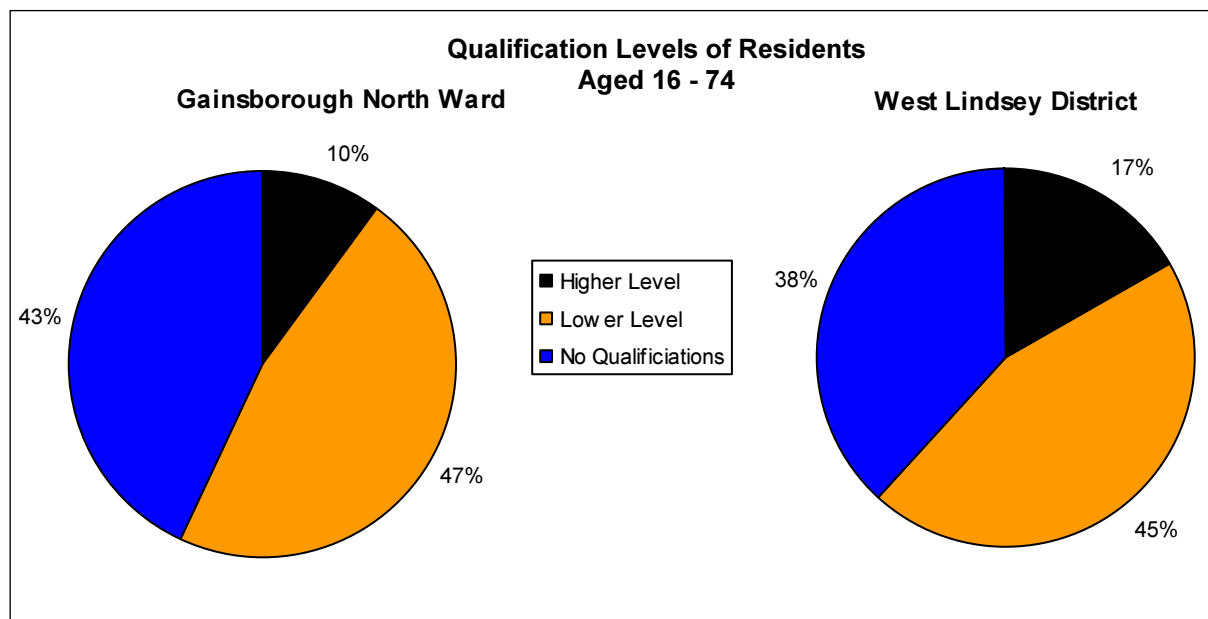
Qualifications

In 2001, of the residents of Gainsborough North ward aged between 16 and 74, only 10% had higher level qualifications¹. 47% had lower level qualifications² with 43% having either no qualifications³ or unknown level.

Of the people aged 16 to 74 who were in employment at that time, 12% had higher level qualifications, 56% had lower level qualifications and 32% had no qualifications or level unknown.

Of those in the same age group who were unemployed, 8% had higher level qualifications, 48% had lower level qualifications and 44% had no qualifications or unknown level.

The charts below compare the qualification levels of the Gainsborough North ward residents with those across West Lindsey district as a whole.



Source: Census of population (Table CAS032) 2001

Basic skills

An estimate of basic skills has been modelled for the Skills for Life Survey (DfES 2003). This identifies the poor levels of basic skills based on literacy and numeracy. Gainsborough North ward's adult basic skills are below the district and national averages in both literacy and numeracy. This is indicated on the table overleaf by the fact that compared with West Lindsey district and nationally, fewer people in Gainsborough North ward have been successful in attaining the higher Level 2 skills.

It can also be seen that Gainsborough North ward's adult numeracy skills are significantly poorer than their literacy skills as those reaching Level 2 in numeracy are fewer than those achieving Level 2 in literacy. Of the 25 wards in the district, Gainsborough North ward has the third lowest level of basic skills in both literacy and numeracy.

At district and national levels numeracy skills are also the poorer of the two skills.

1. 'Higher level' qualifications refer to first degrees, higher degrees, NVQ levels 4 and 5, HND, HNC and certain professional qualifications
 2. 'Lower level' qualifications refer to GCSEs, O levels, A levels, NVQ levels 1—3
 3. 'No qualifications' describes people without any academic, vocational or professional qualifications

| | Adults Basic Skills (Population Aged 16—65) | | | | | |
|-------------------------|---|----------------------|----------------------|----------------|---------|---------|
| | Basic Literacy | | | Basic Numeracy | | |
| | Entry Level ¹ | Level 1 ² | Level 2 ³ | Entry Level | Level 1 | Level 2 |
| Gainsborough North Ward | 15% | 50% | 36% | 61% | 26% | 13% |
| West Lindsey | 10% | 45% | 45% | 48% | 31% | 21% |
| England | 16% | 40% | 44% | 46% | 28% | 25% |

Source: Department for Education and Skills, Read Write Plus, Skills for Life Survey 2003

Recreation and Leisure

Key Facts

- Gainsborough North ward has a number of recreational facilities offering a wide variety of activities for residents and visitors alike.

Sports and leisure

Gainsborough North ward has a number of sport and leisure facilities including the following:

- **Richmond Park** is a four acre town park with children's play area, including swings and slides, sandpit, football, French boules and basketball areas. There are formal gardens with a show greenhouse, and a woodland nature area. Richmond Park hosts regular events and activities throughout the year, from concerts and art workshops to nature days and garden projects.
- **Hickman Bacon Memorial Park** (often known as The Levellings) covers a larger area than Richmond Park but provides fewer activities. It has playground equipment and a large playing field area including a football pitch.
- **Roses Sports Ground** is a 22 acre site that provides sports facilities for football, cricket and bowls. It has a floodlit multi-sport artificial turf pitch that can be used for football, hockey, netball or tennis. The site also has a well equipped function room with public entertainments licence that is hired out for meetings, social occasions, exercise, keep fit or dance classes.
- **West Lindsey Leisure Centre** in the Gainsborough North ward has a 25m pool plus a 10m learner pool with varying sessions to suit all ages and swimming abilities. The Centre also has an air-conditioned gym which provides facilities for personal fitness or for participation in group classes. The Centre has a four court sports hall used for such activities as badminton, 5-a-side football, indoor cricket and volleyball. A purpose-built gymnastic training hall is also available. A three rink indoor bowls green is available for public use as well as being home for West Lindsey Indoor Bowls club and equipment is available for hire. The Centre also hosts such events as wedding receptions, staff training or exhibitions and children's parties.
- **Gainsborough Trinity Football Club** which was formed in 1873 plays its home matches at its ground situated in the Gainsborough North ward and which has a capacity of just over 4,300. The Football Club is part of the Blue Square Conference North League. The ground has two clubhouses on the site.

Crime

Key Facts

- There has been a 9.1% decrease in all crime committed in Gainsborough North ward over the last three year period.
- In each of the last three years, criminal damage has accounted for the highest number of BCS offences in the Gainsborough North ward, the picture being the same for West Lindsey as a whole. The number of such offences is, however, lower than in 2005/06.
- Seven of the BCS crimes have decreased over the last three years.
- The largest increase since 2005/06 has been in the number of theft of a cycle offences showing an 80% increase.

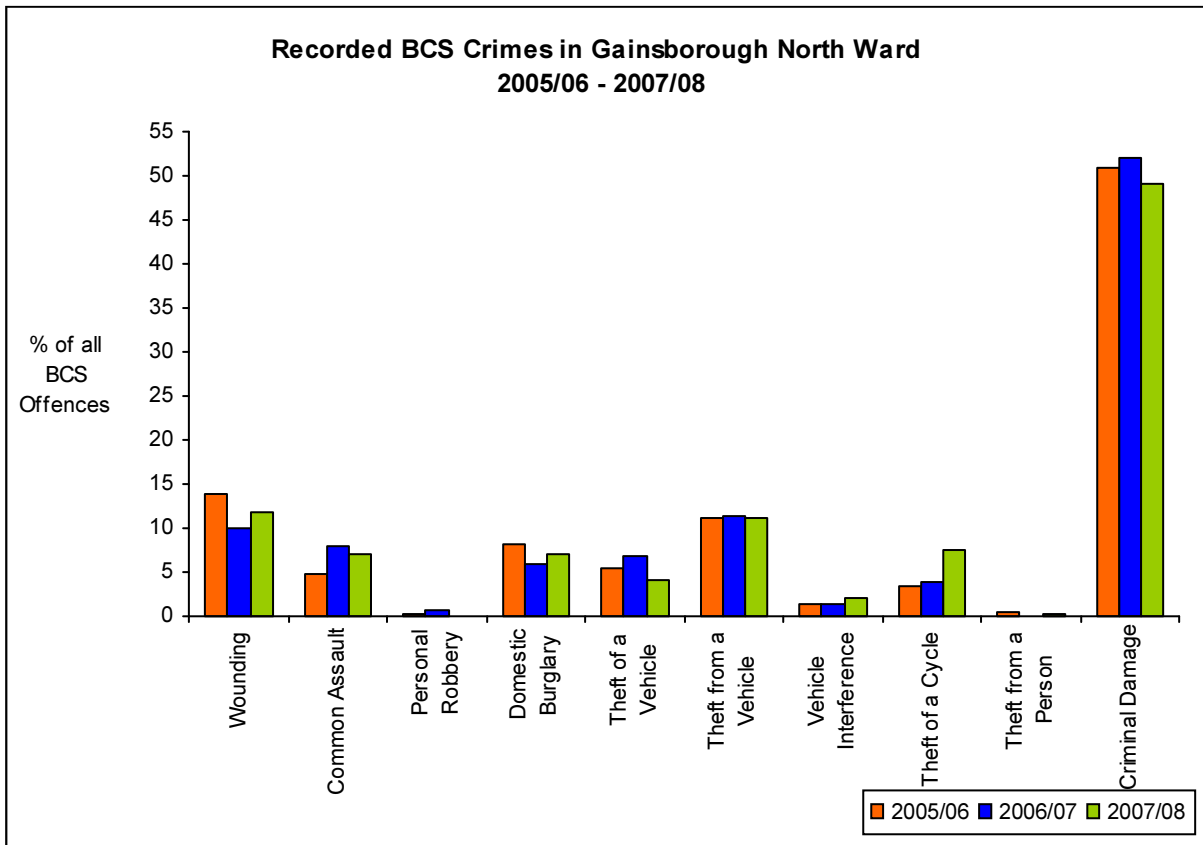
Crime in Gainsborough North Ward

Figures for the 10 British Crime Survey (BCS) comparator crimes (those shown in the chart below) reveal that in the Gainsborough North ward there has been a decrease of offences committed since 2005/06. In 2006/07 there was a decrease of 0.5% from the previous year and in 2007/08 a 16.9% decrease, making a 17.4% decrease in BCS crime for the three year period 2005-2008.

This means that there has been a 9.1% decrease in all recorded crime committed in Gainsborough North ward in the last three years.

Nationally, all BCS crime has decreased by 10% with most crime types showing decreases. The chart below shows each of the BCS crimes as a percentage of all BCS crimes committed in Gainsborough North ward in each of the last three years.

In all other crime (other than BCS offences) there has been a 9.3% increase since 2005.



Source: Lincolnshire County Council, Crime and Disorder Reduction Team

Recorded BCS crime accounted for 62.7% of all crime committed in 2007/08 in Gainsborough North ward, while all other recorded crime accounted for 37.3% of all Gainsborough North ward's recorded crime in that year.

In all of the three years, criminal damage has accounted for the highest number of BCS offences in Gainsborough North ward accounting for 49% of all BCS crime in 2007/08. The number of such offences, however, is 20.5% lower than in 2005/06.

Criminal damage is also the highest of the BCS offences in West Lindsey as a whole, accounting for almost 50% of all BCS crime offences in 2007/08.

In the Gainsborough North ward, wounding has been the second highest offence in two of the last three years accounting for 11.8% of all BCS

crime in 2007/08. Wounding and common assault combined accounted for 18.8% of all BCS crime in 2007/08.

Theft from a motor vehicle offences in the ward accounted for 11.2% of all BCS crime.

In Gainsborough North ward seven of the offence types that make up the BCS offences have decreased over the three year period. The greatest percentage decrease (100%) was in the number of robbery from a person offences followed by a 50% decrease in theft from a person offences and a 37.5% decrease in theft of motor vehicle offences.

Of the three BCS crimes where an increase has been seen since 2005/06, the largest increase has been in the number of theft of a cycle offences showing an 80% increase followed by common assault (19% increase) and motor vehicle interference offences (16.7% increase).

Glossary

| | |
|-------------------------|--|
| BCS | British Crime Survey |
| ONS | Office for National Statistics |
| Qualification Level 1 | Qualifications include: 1+ 'O' level passes; 1+ CSE/GCSE any grades; NVQ level 1; foundation GNVQ |
| Qualification Level 2 | Qualifications include: 5+ 'O' level passes; 5+ CSEs (grade 1); 5+ GCSEs (grades A-C); School Certificate; 1+ 'A' levels/'AS' levels; NVQ level 2; Intermediate GNVQ |
| Qualification Level 3 | Qualifications include: 2+ 'A' levels; 4+ 'AS' levels; Higher School Certificate; NVQ level 3; Advanced GNVQ |
| Qualification Level 4/5 | Qualifications include: First degree; Higher degree; NVQ levels 4 and 5; HNC; HND; Qualified Teacher status; Qualified Medical Doctor; Qualified Dentist; Qualified Nurse; Midwife; Health Visitor |
| SOAs | Super Output Areas – a spatial definition for the collection of small area statistics. There are currently two layers of SOA, allowing comparison at different spatial levels. There are 32,482 Lower Layer SOAs in England (LSOAs). This level is used in the measure of deprivation. |
| SoHo | Small office/Home office businesses (small businesses or businesses at home) |

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