

Profile of Gainsborough East Ward



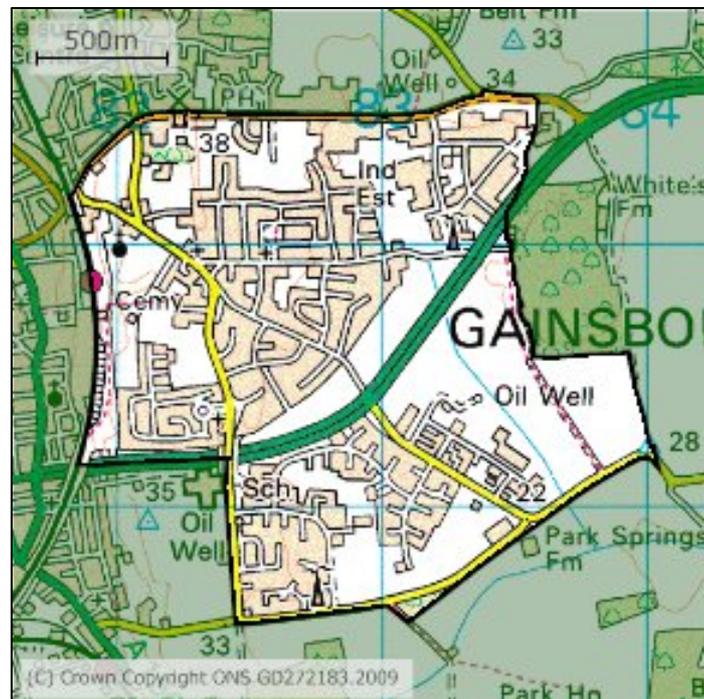
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Foreword

Gainsborough East ward covers an area of 294 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 East ward increased by 9.7% during the period 2001-2005, compared with a district increase of just under 7%.
- The 20-24 age group saw the largest increase (38%) between 2001 and 2005, followed by the 80-84 age group (28%) and the 85+ age group (27%).
- The 50-54 and 70-74 age groups in the ward had the largest decreases between 2001 and 2005 at 9% and 6% respectively.
- Of the Gainsborough East ward population, 24% are children, 5% above the West Lindsey average.
- 18% of the population of Gainsborough East ward are people of retirement age, 4% lower than the district average.
- The ethnic minority population of the Gainsborough East ward represents 2.5% of the population.
- The majority of the residents describe themselves as Christians, with many other faiths also being represented in the ward.
- Almost 22% of the Gainsborough East ward population have a limiting long term illness, 3% higher than the district average.
- Approximately 1.5% of Gainsborough East ward's working age population are not of British nationality, similar to the district as a whole.
- Almost 33% of households with dependent children are headed by a lone parent, almost double the district average.

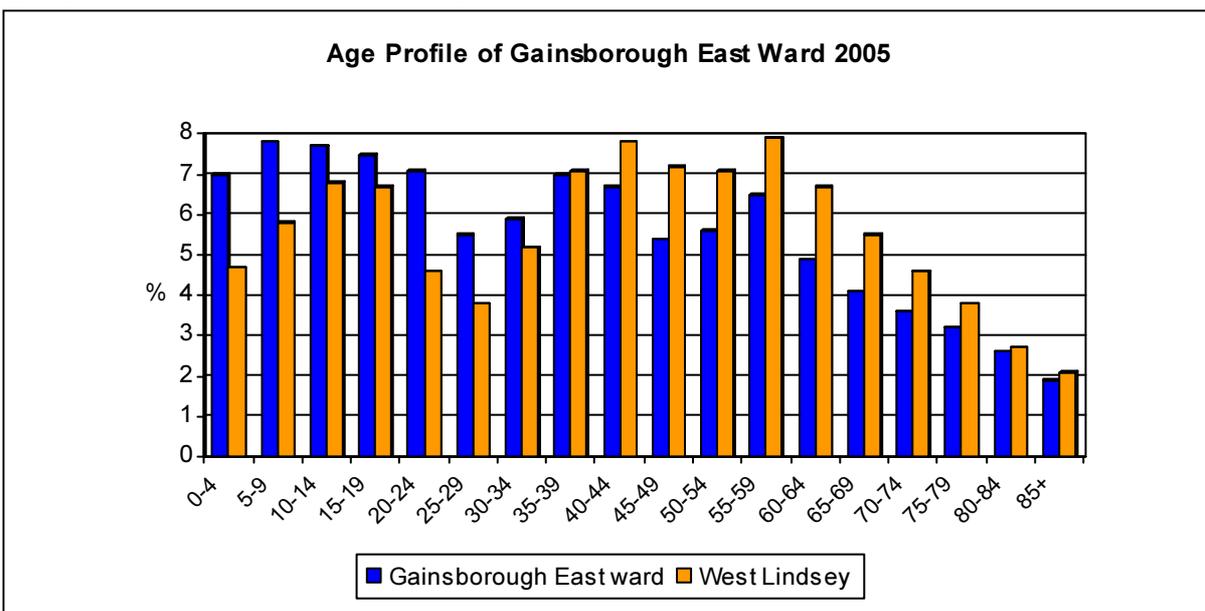
Population profile

In mid 2001 an estimated 5,970 people lived in Gainsborough East ward. In 2005 the population was estimated to be 6,549, an increase of 9.7%. This compares with an overall district increase of just under 7% for the same period.

The largest increase in Gainsborough East ward between 2001 and 2005 was the 20-24 age group with a 38% increase followed by the 80-84

age group and the 85+ age group showing increases of 28% and 27% respectively. Over the same period the largest decrease at 9% was in the 50-54 age group followed by 6% in the 70-74 age group.

Of the Gainsborough East ward population, 24% are children, this being 5% above the average for West Lindsey district as a whole.



Source: Office for National Statistics

Those people of retirement age in the ward account for 18% which is 4% lower than the average across the whole of West Lindsey.

Of the population of Gainsborough East ward in 2005, 47.9% were male and 52.1% female.

Diversity of the population

At the Census 2001 the ethnic minority population in Gainsborough East ward represented 2.5% of the population of the ward. This is similar to the average for West Lindsey as a whole at that time. The largest ethnic group in the ward, representing 37% of the ethnic communities, classed themselves as White: Other White, followed by 18% White: Irish. The next largest group is Black Caribbean representing 11% of ethnics in the Gainsborough East ward.

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

(76%) and other faith communities represented are Buddhists, Hindus and Muslims. This compares with 82% of West Lindsey district residents describing themselves as Christians. Of the residents of the Gainsborough East ward, 15% stated they had no religion, 4% higher than the district average.

The Census 2001 also revealed that 22% of the residents of Gainsborough East ward declared that they suffered with a limiting long term illness. This is 3% higher than the district average. Out of the 25 district wards, Gainsborough East has the 2nd highest

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 29% of Gainsborough East ward migrant workers were from the A8 countries with the next highest percentage (16%) being from the Irish Republic. In the district as a

whole, 18% of its migrant workers are from the A8 countries.

Based on mid-2006 population estimates, 1.5% of Gainsborough East 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 24% of the population of Gainsborough East ward, 5% higher than the average for West Lindsey district.

Most children live with both sets of parents, however 32.8% of households with dependent children in the Gainsborough East ward are headed by a lone parent. This is almost double the West Lindsey average of 16.8%. The national average is 21.8%.

Households with dependent children account for almost 34% of households in Gainsborough East

ward, 5% 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 East ward postcodes perceived to be in each 'type' is shown in brackets.

Municipal Dependency (42% of Gainsborough East ward postcodes) mostly contains families on lower incomes who live on large municipal council estates.

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

Blue Collar Enterprise (31% of Gainsborough East 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.

Ties of Community (13% of Gainsborough East 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.

Twilight Subsistence (7% of Gainsborough East 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.

Happy Families (3% of Gainsborough East 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.

Suburban Comfort (2% of Gainsborough East ward postcodes) contains people who have established themselves and their families in comfortable homes in mature suburbs.

Communication method: telephone advice lines, broadsheet newspapers.

Welfare Borderline (2% of Gainsborough East 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.

Symbols of Success (0% of Gainsborough East 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 East 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.

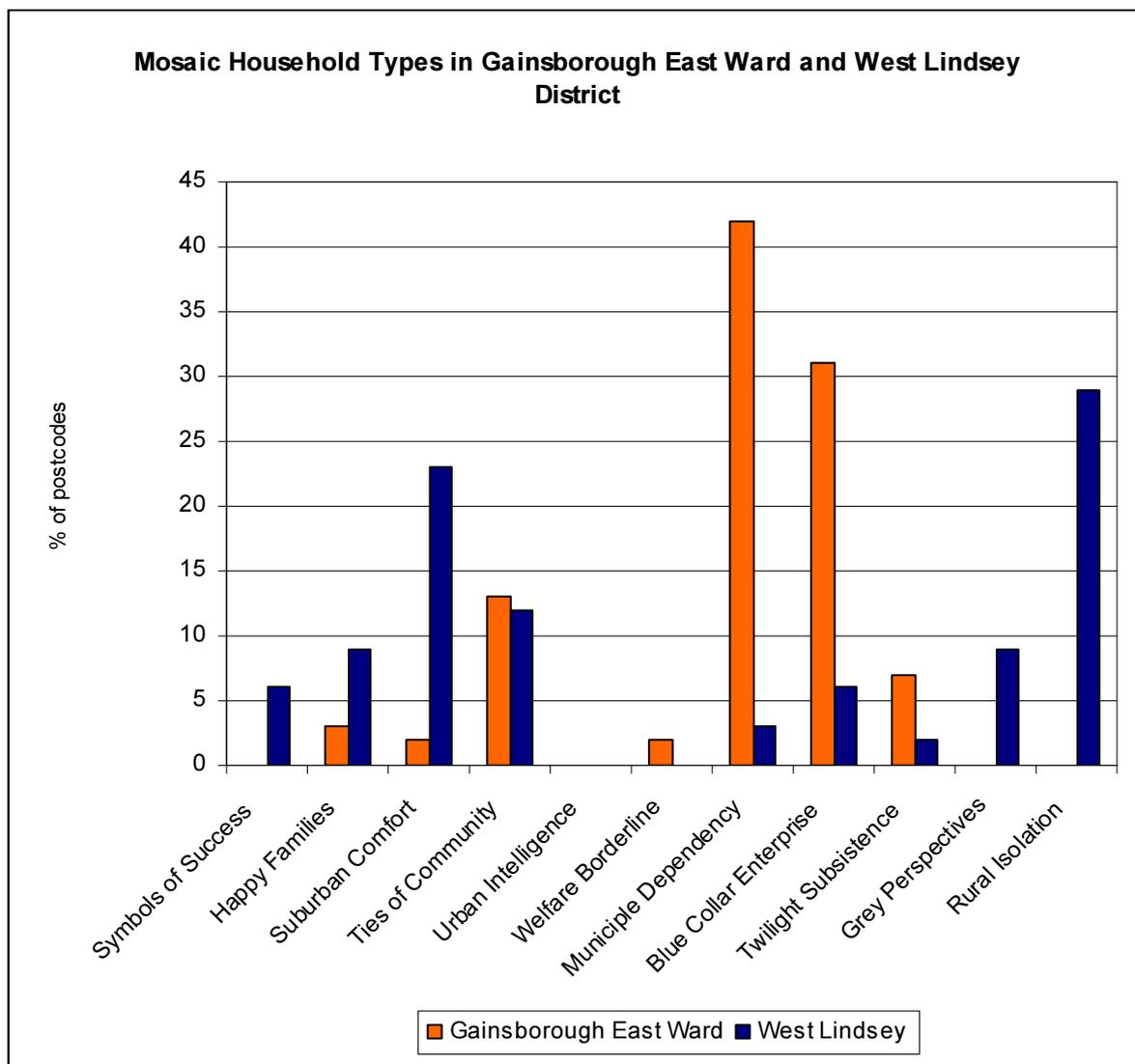
Grey Perspectives (0% of Gainsborough East ward postcodes) mostly contains pensioners who own their own homes and have some source of income beyond the basic state pension.

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

Rural Isolation (0% of Gainsborough East 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.

The chart below shows the percentage of the Mosaic groups compared with those across Gainsborough East ward postcodes in each of 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 East ward is within the 10% most deprived in the country and is the second most deprived SOA in West Lindsey.
- The second and third most deprived SOAs in Gainsborough East ward are within the 20% most deprived in the country and are the fourth and fifth most deprived SOAs in the district.
- The fourth SOA in the ward is within the 35% most deprived in the country and is the eighth most deprived SOA in the district.
- Two of the four SOAs are within the 20% most deprived in five of the seven domains of deprivation.
- All four SOAs in the ward are within the 20% most deprived in the education domain.

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

- 1 SOA is within the 10% most deprived of the 32,482 SOAs in England
- 2 SOAs are within the 20% most deprived of the 32,482 SOAs in England
- 1 SOA is within the 35% most deprived of the 32,482 SOAs in England

To clarify, this means that the SOA that is within the 10% most deprived in the country is the most deprived of the four areas within the Gainsborough East ward. It is also the second most deprived SOA out of the 53 SOAs in West Lindsey District.

The two SOAs in the ward that are within the 20% most deprived nationally are the fourth and fifth most deprived of the 53 district SOAs.

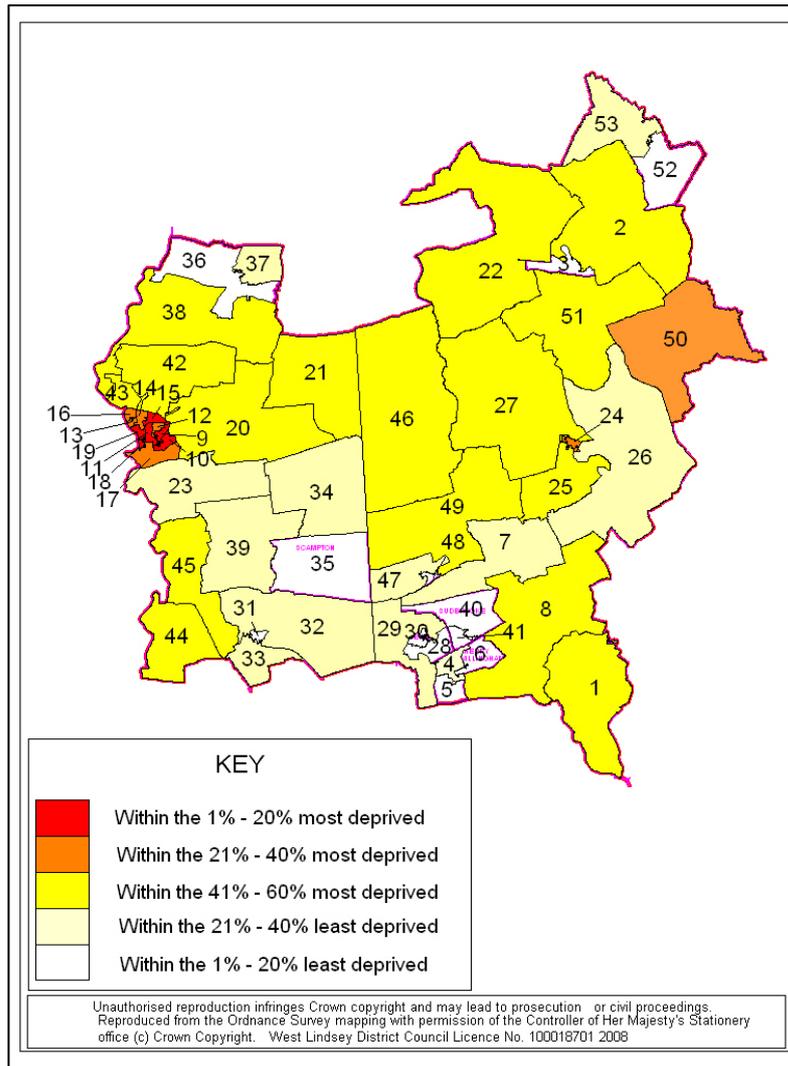
The fourth SOA is the eighth most deprived of the 53 SOAs in the district.

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

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	

How Gainsborough East ward compares with other areas in the district

The map on the previous 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 East ward (SOA numbers 9, 10

and 11 on the map) within the 1% - 20% most deprived in the country with the fourth SOA (number 12 on the map) within the 21% - 40% most deprived. The SOA shown as number 9 on the map is the second most deprived SOA in West Lindsey (out of the 53 SOAs in the district) with SOA numbers 11 and 10 ranking the fourth and fifth most deprived in the district respectively and SOA number 12 ranking eighth.

The seven domains of deprivation

The table below shows how each of the three super output areas within the Gainsborough

East ward rank nationally in the different domains of deprivation.

Rank of Gainsborough East ward area scores for the different domains of deprivation				
Gainsborough East ward SOAs	SOA 9 on map	SOA 10 on map	SOA 11 on map	SOA 12 on map
Income deprivation	Red	Red	Red	Orange
Employment deprivation	Red	Red	Red	Orange
Health deprivation and disability	Red	Orange	Red	Orange
Education, skills and training deprivation	Red	Red	Red	Red
Barriers to housing and services	White	Yellow	Yellow	White
Crime	Red	Orange	Red	Orange
Living Environment deprivation	Yellow	White	Yellow	Yellow

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, SOAs 9 and 11 are within the 20% most deprived in five of the seven domains of deprivation. The table also confirms the levels of deprivation in the Gainsborough East 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

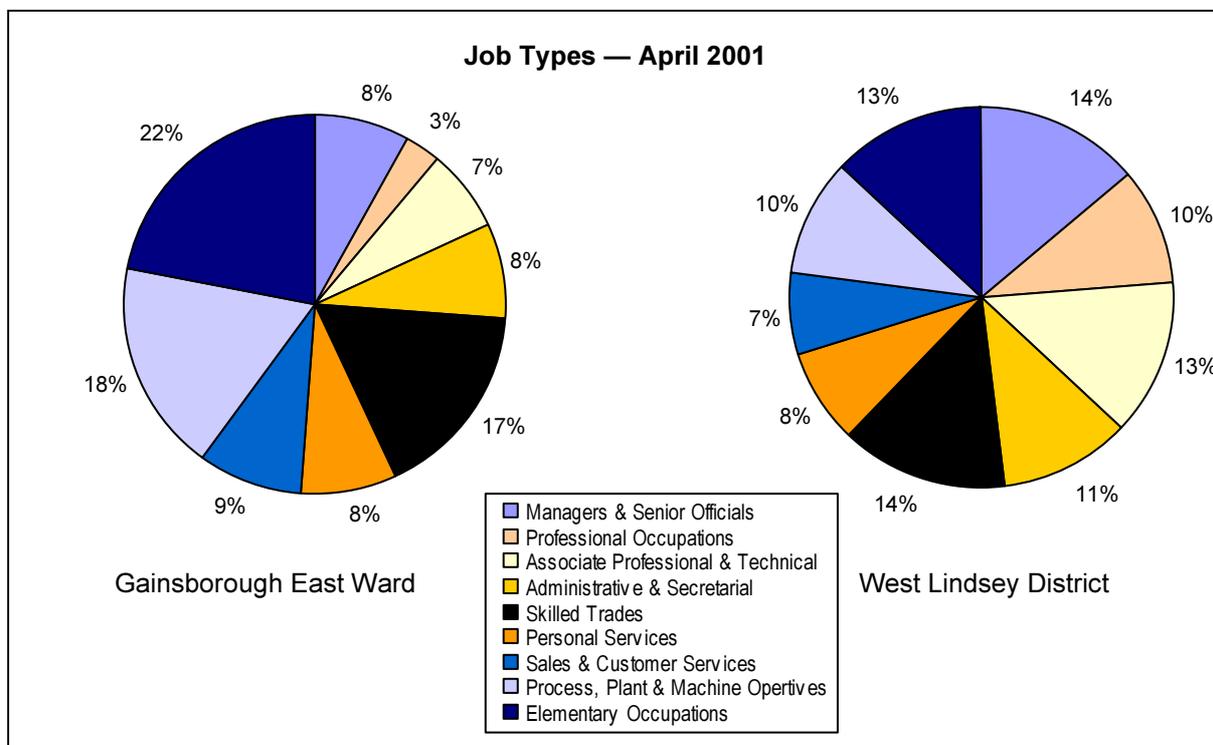
Key Facts

- At the Census 2001, 70% of the working age population in Gainsborough East ward were economically active.
- 61% of the working age population were in employment.
- The highest percentage of those in employment were employed in elementary occupations (22%) followed by process, plant and machine operatives (18%).
- 6.1% of the working age population were unemployed in 2007 compared with 4.6% in 2004.
- Unemployment (over six months) is just under 38% compared with a district average of 33%.
- 29% of the working age population in Gainsborough East ward were claiming key benefits in November 2007 compared with 27% in November 2004.
- The highest percentage of all claimants in both years was those on Incapacity Benefits.

Job Types

At the Census 2001, 70% of the working age population in Gainsborough East ward were economically active with 61% of the working age population being in employment. The highest percentage of those in employment were employed in elementary occupations (22%) followed by process plant and machine

operatives (18%) and those in skilled trades (17%). The charts below compare the percentage of job types of residents in Gainsborough East 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)

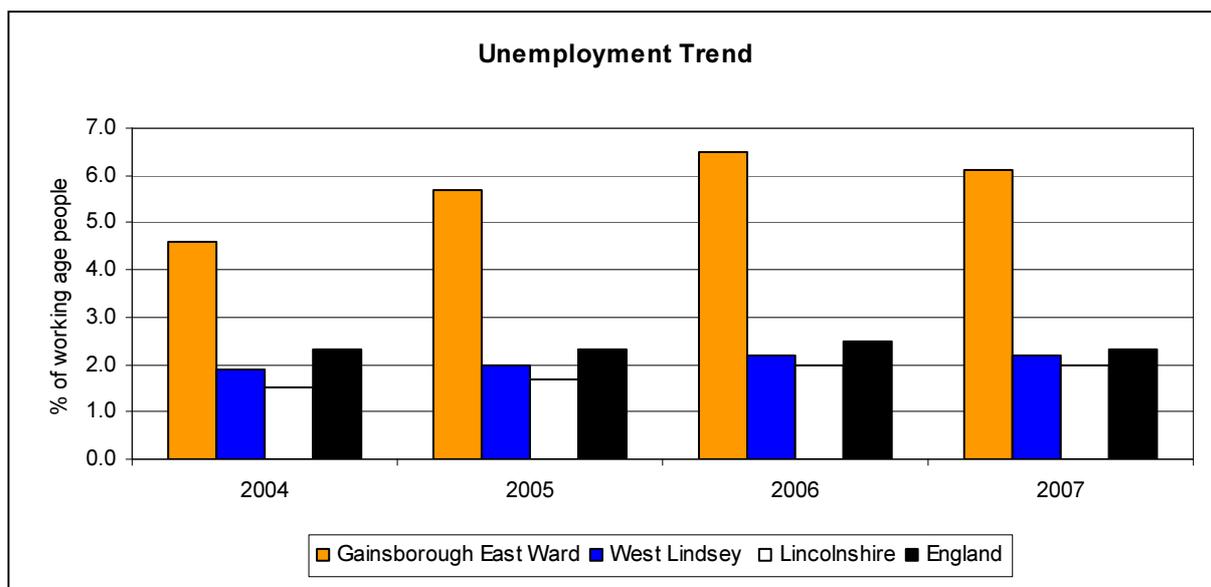
NB: Census figures are used as they provide the only comprehensive source of labour market information at ward level.

Unemployment rates

In 2004 an average for the year of 4.6% of the resident working age population of Gainsborough East ward were unemployed. This compares with 1.9% across the whole of West Lindsey district. In the next two years the rate for Gainsborough East ward gradually increased reaching an average of 6.5% in 2006. Following this the average fell to 6.1% in 2007. The district average for 2007 was 2.2%, an

increase of 0.3% between 2004 and 2007. The average for England was 2.3% in 2007.

During 2007 the average percentage of those unemployed in the Gainsborough East ward who were long term unemployed (over six months) was just under 38%. This compares with 33% in West Lindsey and 34% in England.



Source: ONS Claimant Count

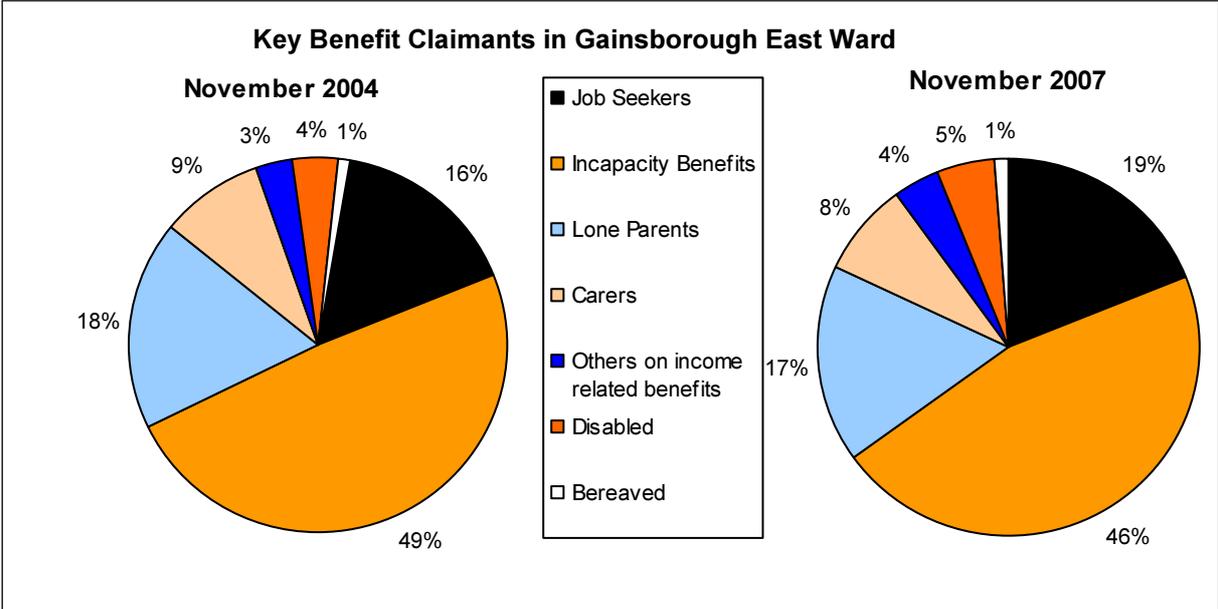
Percentage of people claiming key benefits

Of the resident working age population in Gainsborough East ward, 29% were claiming key benefits in November 2007 as opposed to 27% in November 2004. The district average in November 2007 was just over 12% and nationally it was just under 14%.

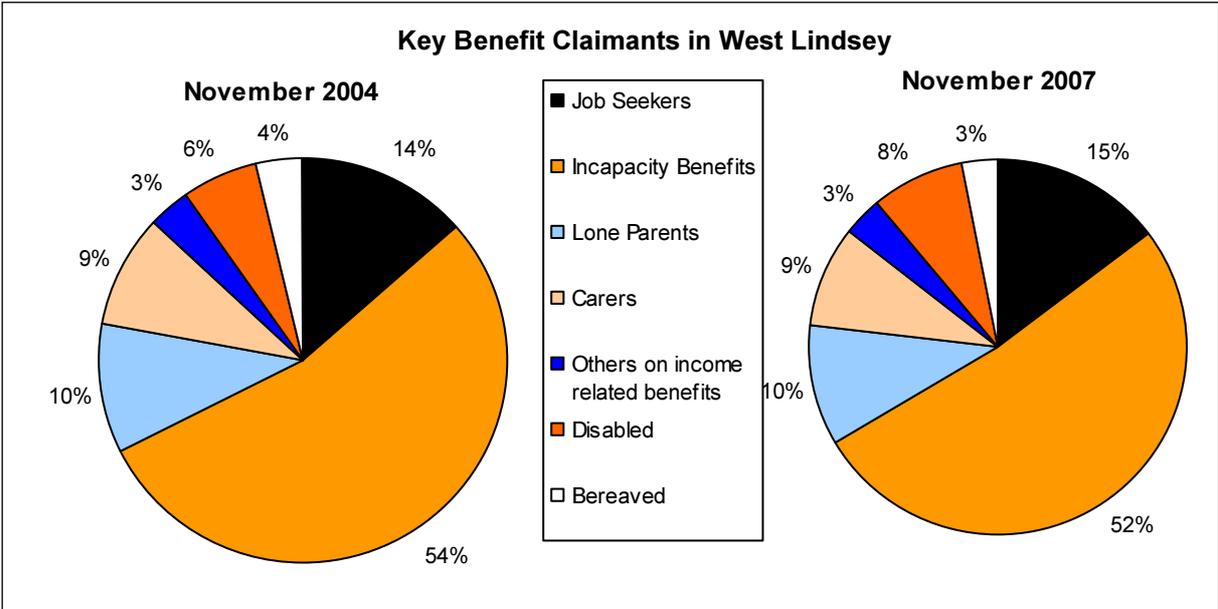
percentage of all claimants in Gainsborough East ward and in West Lindsey as a whole in November 2004 and November 2007.

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

- 238 businesses are located in Gainsborough East ward employing 2,630 people.
- The majority of the businesses (47%) are micro businesses employing less than 10 people.
- The largest percentage of the smaller businesses is in the Wholesale and Retail sector (30%) followed by the Manufacturing sector (20%).
- 10% of businesses employ over 50 members of staff.
- 51% of businesses have been established for between one and 10 years.
- 26% of businesses have operated for between 10 and 20 years.
- The largest growth sector is Real Estate and Business.
- The manufacturing sector has suffered a significant decline in 2007/08.
- There has been a 14% growth in SoHo (Small office/Home office) businesses.

Gainsborough East ward's local businesses

There are 238 businesses currently located in the Gainsborough East ward, employing 2,630 members of staff.

The majority of businesses in the Gainsborough East ward are micro businesses (47%) employing less than 10 people. The largest sector represented in these smaller businesses is in the Wholesale and Retail sector representing 30%, followed by the Manufacturing sector with 20%.

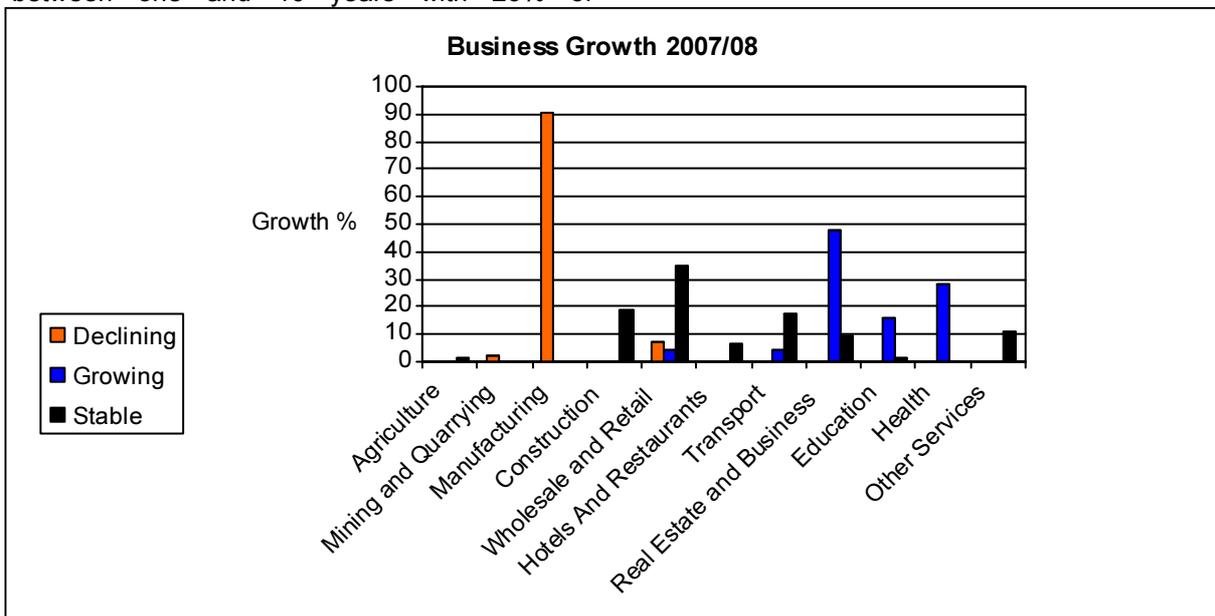
10% of businesses are classed as medium sized employing over 50 members of staff.

51% of businesses have been established for between one and 10 years with 26% of

businesses operating between 10 and 20 years. Businesses that have operated in the ward for more than 50 years represent 2% of all the businesses in this ward.

The largest growth sector in this ward is Real Estate and Business. The Manufacturing sector has suffered a significant decline which is demonstrated on the chart below.

The Gainsborough East ward demonstrates a 14% growth in SoHo (Small Office/Home Office) businesses, while 3% of all medium sized businesses are in a stable position. 61% of micro businesses are in a stable position.



Infrastructure

Key Facts

- According to Census 2001 just under 47% of households own one car or van, higher than both district and national averages.
- Just over 16% own two or more cars, significantly lower than the district and national averages.
- 37% of households have no vehicle at all, significantly higher than the district and national averages.
- 62.8% of the working population travel to work by private motor vehicle with 4.9% using public transport.
- There were no fatal collisions during 2005 and 2006 with one in 2007. There were no serious collisions in 2005 and 2006 with two in 2007.
- Of the wards in the district, Gainsborough East ward has one of the lowest percentages of dwellings in disrepair.
- Of the private sector houses in Gainsborough East ward 29%-32% are non-decent.
- Between 26% and 29% of private sector dwellings in the Gainsborough East ward are occupied by vulnerable households, the second highest of the West Lindsey wards.
- 11%-12% of private sector vulnerable households are living in non-decent homes.
- 6% of private sector households in the ward are in fuel poverty.
- The average house price of all property types in Gainsborough East ward is 39% lower than the average for the district and 53% below the national average.
- 46.5% of households in Gainsborough East ward are owner occupied compared with the district average of 75%.
- 4.2% are private rented compared with the district average of 10%.
- In 2008, 39% of households in Gainsborough East ward were in receipt of Council Tax benefits, significantly 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 higher ratio of homelessness in the Gainsborough East ward than in the district as a whole.

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 East ward, according to the Census 2001, just under 47% 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 East ward households owning two or more cars is 16.2% which is much lower than the district average of 37% and the national average of 29.4%.

The percentage of households in Gainsborough East ward with no vehicle at all is 37% which is significantly higher than the district average of 17.4% and the national average of 26.8%. The lower average for the district as a whole emphasises the rural nature of West Lindsey.

Travel to work

According to the Census 2001, 62.8% of Gainsborough East ward's working population aged 16 to 74 travel to work by private motor vehicle (including motor cycles),

with 4.9% using public transport. This compares with the district average of 71.4% and 3.1% respectively. Just over 26% 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 East ward, there were no fatal road collisions in 2005 and 2006 but there was one such collision in 2007 which occurred on the A631 road.

In 2007 there were two serious collisions that occurred on unclassified roads in the Gainsborough East ward which resulted in three serious casualties. In the previous two years there were no serious collisions in the ward.

There were nine collisions of a less serious nature in 2005 (with 11 casualties), increasing to 13 in 2006 (with 17 casualties) but decreasing to nine in 2007 (with 13 casualties). Twenty of these collisions occurred on unclassified roads, eight on the B1433 and three on the A631.

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 East ward totals 1,404 of which 7% are in disrepair. Of the 25 wards in the West Lindsey district, Gainsborough East ward has the lowest percentage of its dwellings in disrepair together with Sudbrooke ward. Of those 1,404 private sector dwellings, 29-32% of them are deemed to be non-decent.

The percentage of private sector dwellings in Gainsborough East ward that are occupied by vulnerable households is 26-29%, the second

highest of the West Lindsey wards with Gainsborough South West ward ranking first and Gainsborough North ward third. 11-12% of private sector vulnerable households are living in non-decent homes, the fifth highest of the district wards.

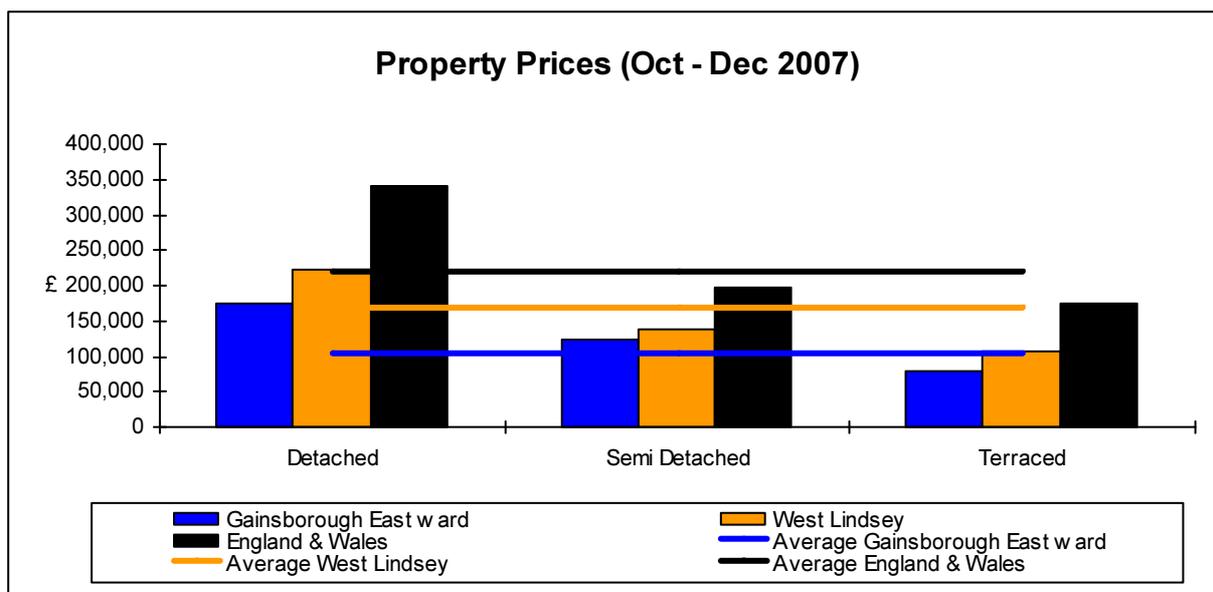
Of the private sector households in Gainsborough East ward, 6% are in fuel poverty, ranking it the third lowest ward in the district for fuel poverty.

House prices in Gainsborough East ward

Over the last three years the average house price for all properties in the Gainsborough East ward has increased but is still significantly lower than the national average which is more than double the ward figure. At the end of 2007 the average house price of all property types in Gainsborough East ward stood at £104,139 being 53% below the national average and 39%

lower than the average for West Lindsey district as a whole.

The following chart shows the comparison between house prices in Gainsborough East ward, West Lindsey district and England and Wales.



Source: Land Registry

Home ownership

Tenure (2001)	Total Occupied Households No	Owner occupied		Social Rented		Private Rented		Living Rent Free	
		No	%	No	%	No	%	No	%
Gainsborough East ward	2,460	1,143	46.5	1,140	46.3	104	4.2	73	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 East ward	475	18.1	737	28.1	1,095	41.7	316	12.0	3	0.1
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, 39% of households in

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

Housing completions

The number of house completions in the Gainsborough East ward has increased year on year since 2005/06 when 17 houses were

completed. In 2006/07 there were 30 house completions with 41 being built during 2007/08.

Homelessness

There is a moderate level of homelessness within the Gainsborough East ward. Although West Lindsey district as a whole does not have a significant homelessness problem there are a number of households who become homeless from the Gainsborough East ward. There is a higher ratio of homelessness in the ward than in the district as a whole. The Gainsborough East ward also has the highest number of instances of homelessness within the town of Gainsborough which is due to varying reasons. The main ones, apart from the large residential area that it covers, are parents and extended family asking relatives to leave home and also breakdowns of relationships.

Apart from households that are statutorily homeless there are a number of non-statutory homeless households in the Gainsborough East ward. These are primarily single people of whom many are under thirty years of age and tend to stay with one or more sets of family and friends.

The property tenure varies across the Gainsborough East ward and there are therefore parts of the ward where very few homeless households are encountered.

Health

Key Facts

- 36.8% of the adult residents of Gainsborough East ward are smokers, higher than both the district and national averages. Out of the 25 wards in the district, Gainsborough East ward has the second highest prevalence of smoking.
- Gainsborough East ward has the highest prevalence of adult obesity out of the wards in the district at almost 36%, higher than the district and national averages.
- Adult binge drinking is 14.7%, similar to the district average but lower than the national average. Out of the 25 wards in the district, Gainsborough East ward has the 12th highest prevalence of adult binge drinking.
- 13.9% of adults eat the recommended daily amounts of fruit and vegetables, significantly lower than the district and national averages. The Gainsborough East ward is the worst ward in the district for such consumption.
- 11% of births have been low weight babies compared with 8.58% in the district.
- Life expectancy is 72.1 for males and 76.9 for females, lower than the district and national averages.
- The mortality rate in Gainsborough East ward is 31% higher than the average rate for the district.
- Premature mortality in the ward is 39% higher than the district rate but has been gradually falling.
- The teenage pregnancy rate for the period 2002-2004 at 69.23 per 1,000 female population aged 15-17 was significantly higher than both district and national rates, being the 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 36.8% of the adult residents of Gainsborough East 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 East has the second highest prevalence of smoking.

In the case of adult obesity, Gainsborough East ward scores 35.9% and has the highest prevalence of adult obesity out of the 25 wards in the district. This is significantly 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 East ward, adult binge drinking is estimated to be 14.7%, similar to the district average of 14.5%. Of the wards in West Lindsey, Gainsborough East has the 12th highest prevalence of adult binge drinking. The county and national averages are 17% and 17.9% respectively.

13.9% of adults in the Gainsborough East ward are estimated to consume the recommended daily amounts of fruit and vegetables. This is significantly lower than the district average of 22.8%, the county average of 21.9% and the national average of 23.7%. Gainsborough East ward is ranked as the worst ward in the district for consuming the recommended amounts of fruit and vegetables.

Live births

In Gainsborough East ward during the last three years 11% 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 East ward has the fifth highest percentage of low weight babies.

Life expectancy

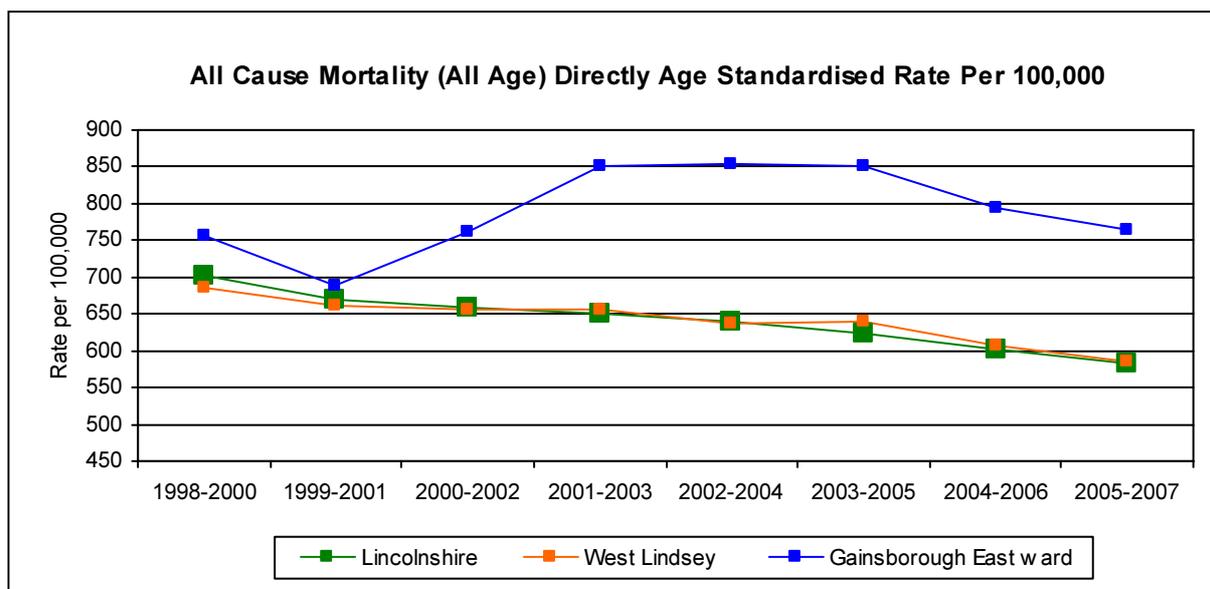
Life expectancy in Gainsborough East ward is 72.1 for males and 76.9 for females. This is lower than the West Lindsey average of 76.7 for

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

Mortality

The mortality rate for Gainsborough East ward is particularly high, being 31% above the district and county averages. The rate in the

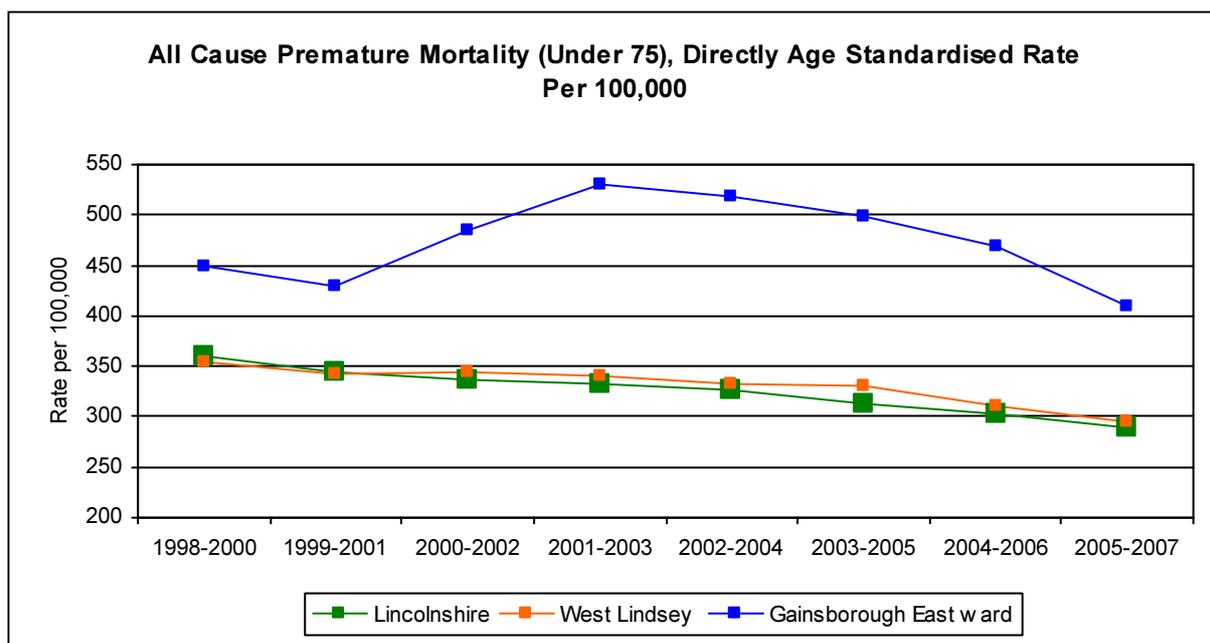
ward has been significantly high for the last few years, but is gradually falling.



Source: Lincolnshire Primary Care Trust

In Gainsborough East ward, the premature mortality rate (under 75 years) is also significantly high and is 39% above the West Lindsey average and 42% higher than the

county rate. The rate has been significantly high for the last few years but has been gradually falling year on year.



Source: Lincolnshire Primary Care Trust

Teenage pregnancies

For the period 2002-2004 (pooled), the teenage pregnancy rate in Gainsborough East ward was 69.23 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 East ward's teenage pregnancy rate is the 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 East ward reveal that since 2005 the results in English, Maths and Science have been considerably lower than the district averages.
- KS3 results for pupils resident in Gainsborough East ward reveal that since 2005 the results in English, Maths and Science have been considerably lower than the district averages.
- GCSE A*-C successes have been particularly poor in all three years, significantly lower than the West Lindsey average.
- GCSE A*-G test results have been consistently high over the three years, reaching 88% in 2006.
- NEET young people in Gainsborough East ward represent 15.1% of the NEET total for West Lindsey.
- Of the population aged 16-74 in Gainsborough East ward in 2001, only 6% had higher level qualifications, compared with the district average of 17%. 53% had no qualifications, 15% higher than the district average.
- Adult basic skills in Gainsborough East ward are below the district and national averages with numeracy skills being poorer than literacy skills. Of the 25 wards, Gainsborough east ward has the lowest level of basic skills in both literacy and numeracy.

Early learning

There are two urban pre-schools in the Gainsborough East ward where learning facilities for younger children enhance all round development at an early age. Four maintained

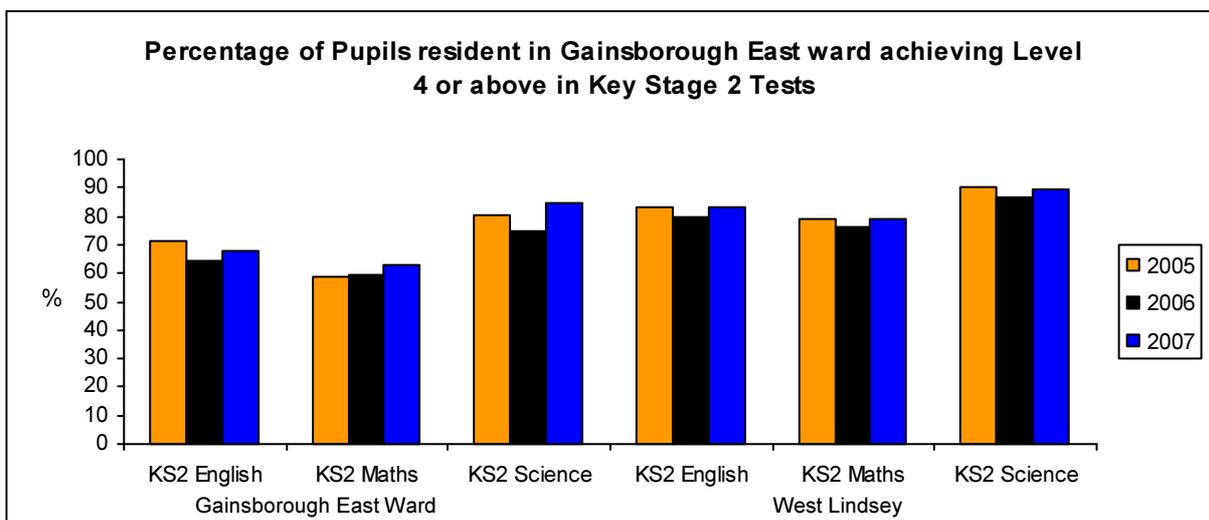
primary schools are situated in the ward providing a smooth transition between the play and child-based activities of early learning to the more formal teaching in primary education.

Literacy and numeracy at age 11

Test results for 11 year old pupils who are resident in the Gainsborough East ward reveal that the percentage of those achieving the required standard of Level 4 in Key Stage 2 English was 72% in 2005 but fell to 64% in 2006 and rose slightly to 68% in 2007. In Key Stage 2 Maths the results have improved slightly each year from 59% in 2005 reaching 63% in 2007. In

Science the success rate of 80% in 2005 fell by 5% in 2006 but rose again in 2007 to 84%.

The chart below illustrates that for each of the three years the results in all three subjects have been considerably lower than the averages for the district.



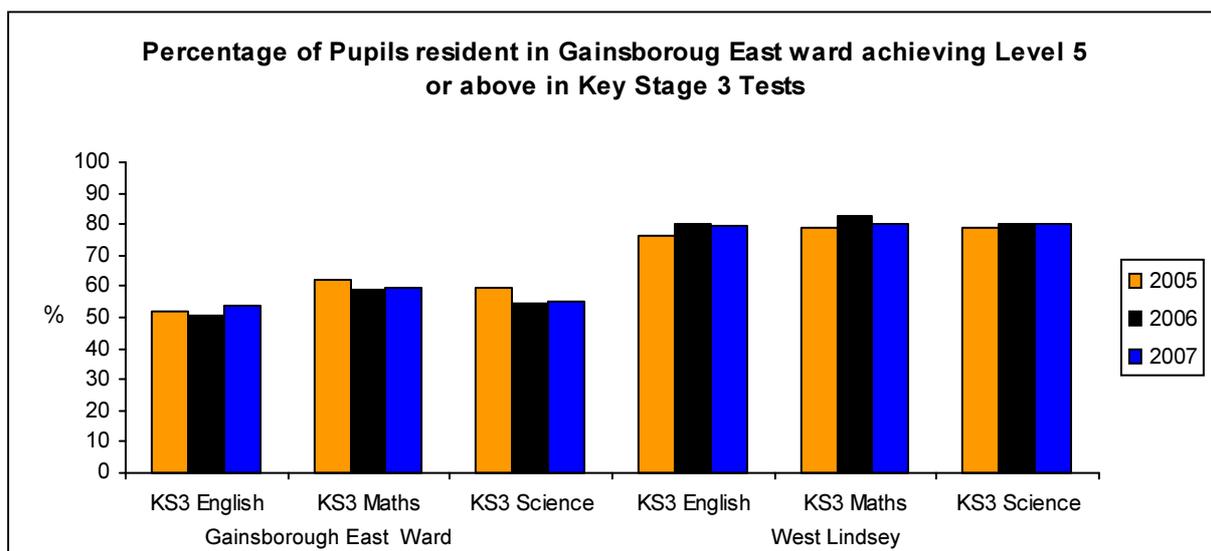
Source: Lincolnshire Research Observatory

Literacy and numeracy at age 14

Tests carried out by 14 year old pupils who are resident in the Gainsborough East ward reveal that the percentage of those achieving the required standard of Level 5 in Key Stage 3 English have been quite poor in each of the three years, ranging between 50% and 55%. The success rate in Maths was 62% in 2005 but fell to 59% in the following two years. In Science

in 2005 the success rate was 60% falling to 54% in 2006 with a slight rise in 2007 to 55%.

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



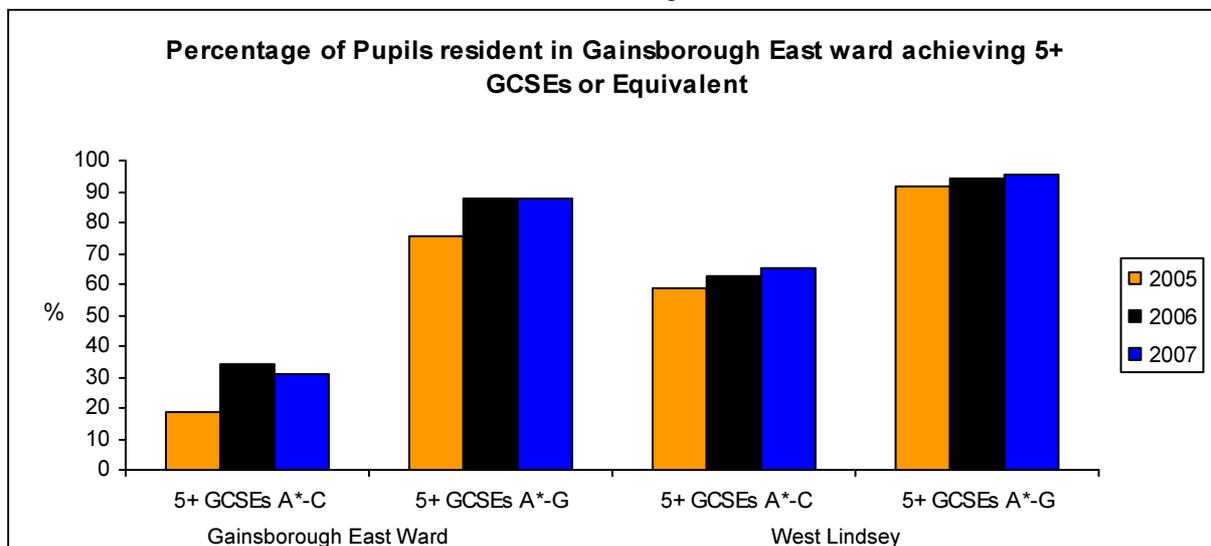
Source: Lincolnshire Research Observatory

GCSE and equivalent results

GCSE results for pupils who are resident in the Gainsborough East ward reveal that the numbers achieving 5+ GCSEs A*-C were particularly low in 2005 achieving a very poor 19% success rate. Although this rose to 34% in 2006 it fell again by 3% in 2007, both years still being significantly low. The percentage of those achieving 5+ GCSEs A*-G, however, has been

consistently high over the three years, reaching 88% in 2006.

The chart below shows quite clearly how low the A*-C results for the Gainsborough East ward resident pupils have been compared with those for the district as a whole. The A*-G results are lower than the district but not to such a great degree.



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 East ward who were not in education, employment or training (NEET) represented 15.1% of the NEET total for West Lindsey, compared with 21.7% the previous year, a decrease of 6.6%.

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.

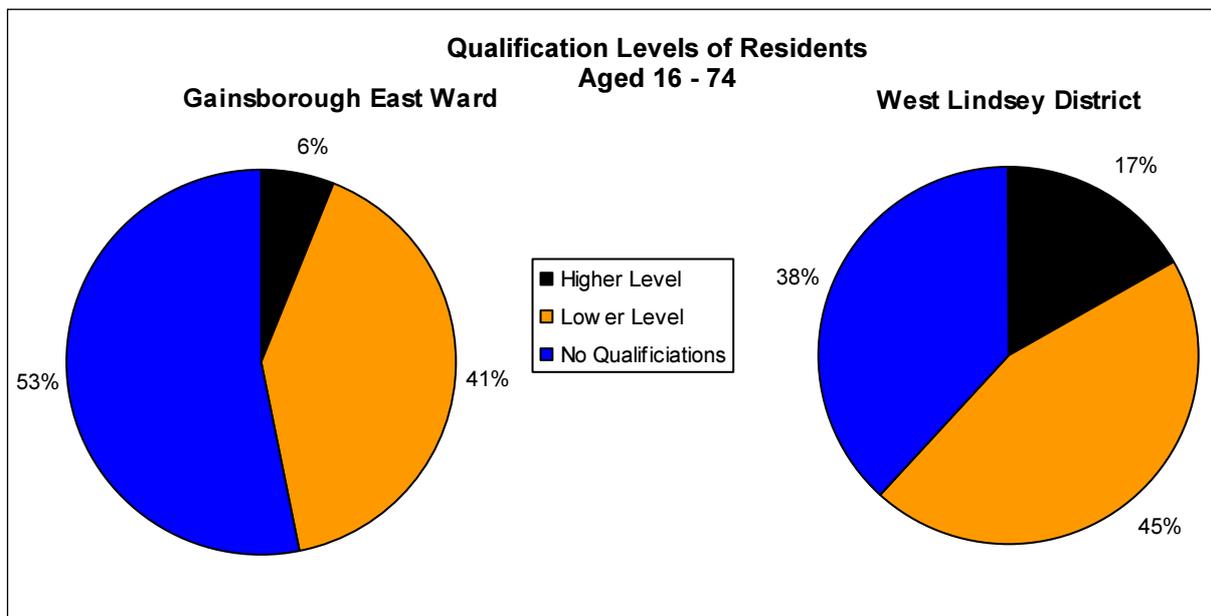
Qualifications

In 2001, of the residents of Gainsborough East ward aged between 16 and 74, only 6% had higher level qualifications¹. 41% had lower level qualifications² with 53% having either no qualifications³ or unknown level.

Of the people aged 16 to 74 who were in employment at that time, 7% had higher level qualifications, 51% had lower level qualifications and 42% had no qualifications or level unknown.

Of those in the same age group who were unemployed, only 2% had higher level qualifications, 55% had lower level qualifications and 43% had no qualifications or unknown level.

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



Source: Census of population (Table CAS032) 2001

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

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 East ward's adult basic skills are below the district and national averages in both literacy and numeracy. This is indicated on the table below by the fact that compared with West Lindsey district and nationally, more people in Gainsborough East ward have only Entry level skills with fewer people being successful in attaining the higher Level 2 skills.

It can also be seen that Gainsborough East 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 East ward has the 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 but not to such a great degree as Gainsborough East ward.

	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 East Ward	27%	45%	28%	69%	24%	6%
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

- The Aisby Walk play area provides a range of varied activities.
- Gainsborough Adventure Playground (GAPA) provides numerous play activities, particularly outdoor based.
- A Community Centre is used for various events and activities.
- A wide variety of sports are run from Marshalls Sports Ground which is the base for a number of teams.
- JJs Playmania Kids Fun Centre provides an array of play activities for children.

Sports and leisure

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

- The Aisby Walk play area already has a relatively new skate park which was completed in the autumn of 2007. The play area is about to be improved by the provision of physical activity play equipment aimed at teenagers together with an inclusive play site aimed at 8-13 year olds with the emphasis being on natural materials for play. In the near future more activities and events are to be developed on the site in addition to the skate board competitions and sports events that have already been established. An annual youth festival is also being planned for the site.
- Gainsborough Adventure Playground (GAPA) provides good opportunities for outdoors play with a play building and 2½ acres of green field land. Activities such as music, games, sports, cooking and arts and crafts are offered. The site has fixed play equipment, a nature trail, a large hedgerow ideal for den making. Long grass, a football area and a large field are available to run and play on.
- A Community Centre is used for many events and activities and includes a community café.
- Marshalls Sports Ground is home to a wide variety of sports and teams including football, cricket and bowls.
- JJs Playmania Kids Fun Centre in the ward provides play sessions for children and has a nursery located in the same building. Numerous activities are run to suit children of different age groups.

Crime

Key Facts

- There has been a 0.6% decrease in all crime committed in Gainsborough East 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 East ward, the picture being the same for West Lindsey as a whole. The number of such offences has, however, decreased year on year.
- Three of the BCS crimes have decreased over the last three years.
- The largest increases since 2005/06 have been in the number of motor vehicle interference offences (180% increase) followed by personal robbery (100% increase).

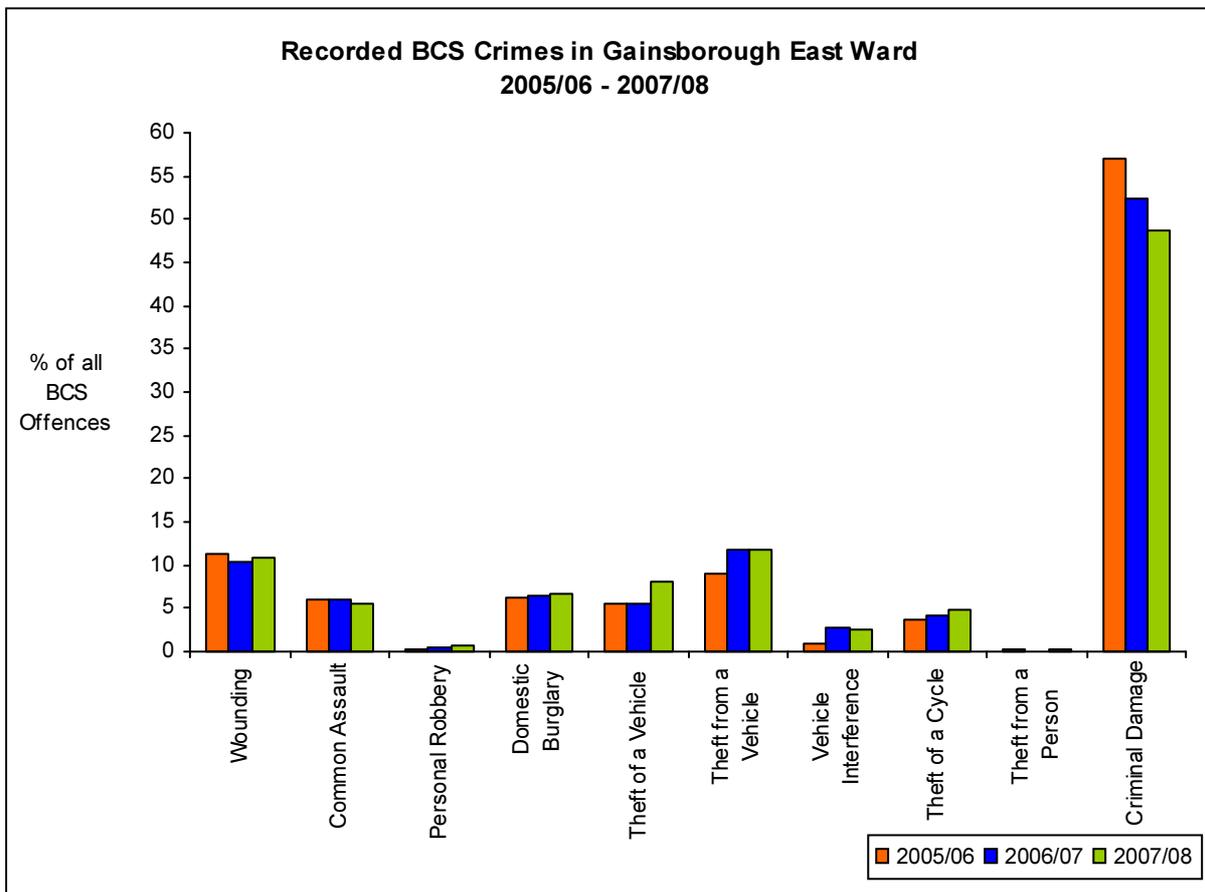
Crime in Gainsborough East Ward

Figures for the 10 British Crime Survey (BCS) comparator crimes (those shown in the chart below) reveal that in the Gainsborough East ward although crime increased by just under 7% in 2006/07, it then decreased in 2007/08 by almost 13%. This means that BCS crime is now 6.6% lower than it was in 2005/06.

BCS crimes). This results in a 0.6% decrease in all crime committed in Gainsborough East ward during that period.

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 East ward in each of the last three years.

Between 2005/06 and 2007/08 there has been a 15.1% increase in all other crime (other than the



Source: Lincolnshire County Council, Crime and Disorder Reduction Team

Recorded BCS crime accounted for 67.8% of all crime committed in 2007/08 in Gainsborough East ward, while all other recorded crime accounted for 32.2% of all Gainsborough East 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 East ward accounting for 48.8% of all BCS crime in 2007/08. The number of such offences, however, has decreased year on year and is now 20.2% lower than in 2005/06. Theft from a vehicle has been the second highest offence in the last two years, accounting for 11.8% of all BCS crime in 2007/08. Theft from a vehicle and theft of vehicle offences combined accounted for 20% of all BCS crime. Wounding accounted for 10.8% of all BCS crime in 2007/08 rising very slightly from the previous year. Wounding and common

assault combined accounted for 16.3% of all BCS crime in 2007/08.

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 Gainsborough East ward three of the offence types that make up the BCS offences have decreased over the three year period. The greatest percentage decrease (20.2%) was in the number of criminal damage offences followed by a 13.5% decrease in common assault offences and an 11.4% decrease in wounding offences.

Of the other BCS crimes, the largest increase since 2005/06 has been in the number of motor vehicle interference offences, showing a 180% increase followed by personal robbery (100% increase) and theft of a motor vehicle (38.2%).

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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