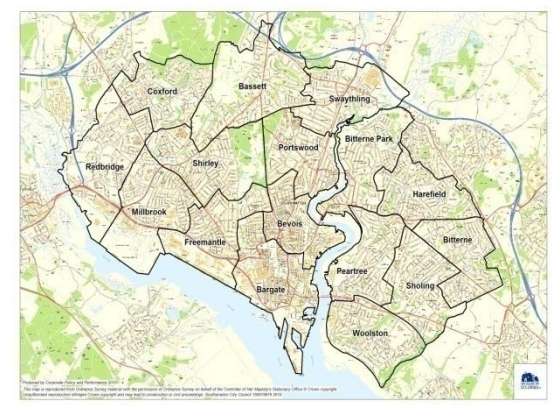


Indices of Deprivation 2010

Areas of deprivation

Dennis Gamblin - Corporate Research Manager

Vanella Mead – Research & Information Officer



Indices of Deprivation 2010 – what is it?

Indices of Deprivation (ID)

- ❖ Provides a relative ranking of areas across England according to their level of deprivation.
- ❖ Based in the main on 2008 data

Index of multiple deprivation (IMD)

- ❖ A range of measures used to assess deprivation.
- ❖ 38 indicators across 7 domains
- ❖ Based on Lower Super Output Areas (LSOAs)

Note: LSOAs are geographical areas smaller than Wards with c. 1,500 residents

The Headlines

- ❖ Southampton is ranked **81st** on the overall IMD 2010 out of the 326 local authorities (where 1 equals the most deprived)
- ❖ **23%** of Southampton's population live in the most deprived LSOAs in England
- ❖ Southampton performs worst in the Crime domain with **51** LSOAs in the worst 10%, an increase of 25 since 2007.
- ❖ **No** Southampton LSOAs in the worst 10% for Barriers to Housing & Services Domain (5 in ID 2007)
- ❖ **Sholing** is the only Ward with no LSOAs in the worst 10% of any domain

The Headlines – Mosaic Profile

Segment 4: Childless, young, high rise council tenants with issues of social isolation

Key features

Lone parents

Young singles

Benefit claimants

Council flats

Reminder & summons issued

Low mental well-being

Heavy smokers

Alcohol attributable admissions

High A&E admissions



ID 2010 Analysis

This presentation:

- ❖ Examines the changes in each domain between ID 2007 and ID 2010

- ❖ Identifies the five most deprived areas in Southampton and provides an initial analysis of each

ID 2010 Domains

- ❖ Income (22.5%)
- ❖ Employment (22.5%)
- ❖ Health & Disability (13.5%)
- ❖ Education, Skills & Training (13.5%)
- ❖ Barriers to Housing & Services (9.3%)
- ❖ Living Environment (9.3%)
- ❖ Crime (9.3%)

These are weighted (%) and combined to create the overall IMD 2010.

ID 2010 - Supplementary Domains

Two supplementary indices sub-sets of the income domain:

- ❖ The Supplementary Income Deprivation Affecting Children Index
- ❖ The Supplementary Income Deprivation Affecting Older People Index

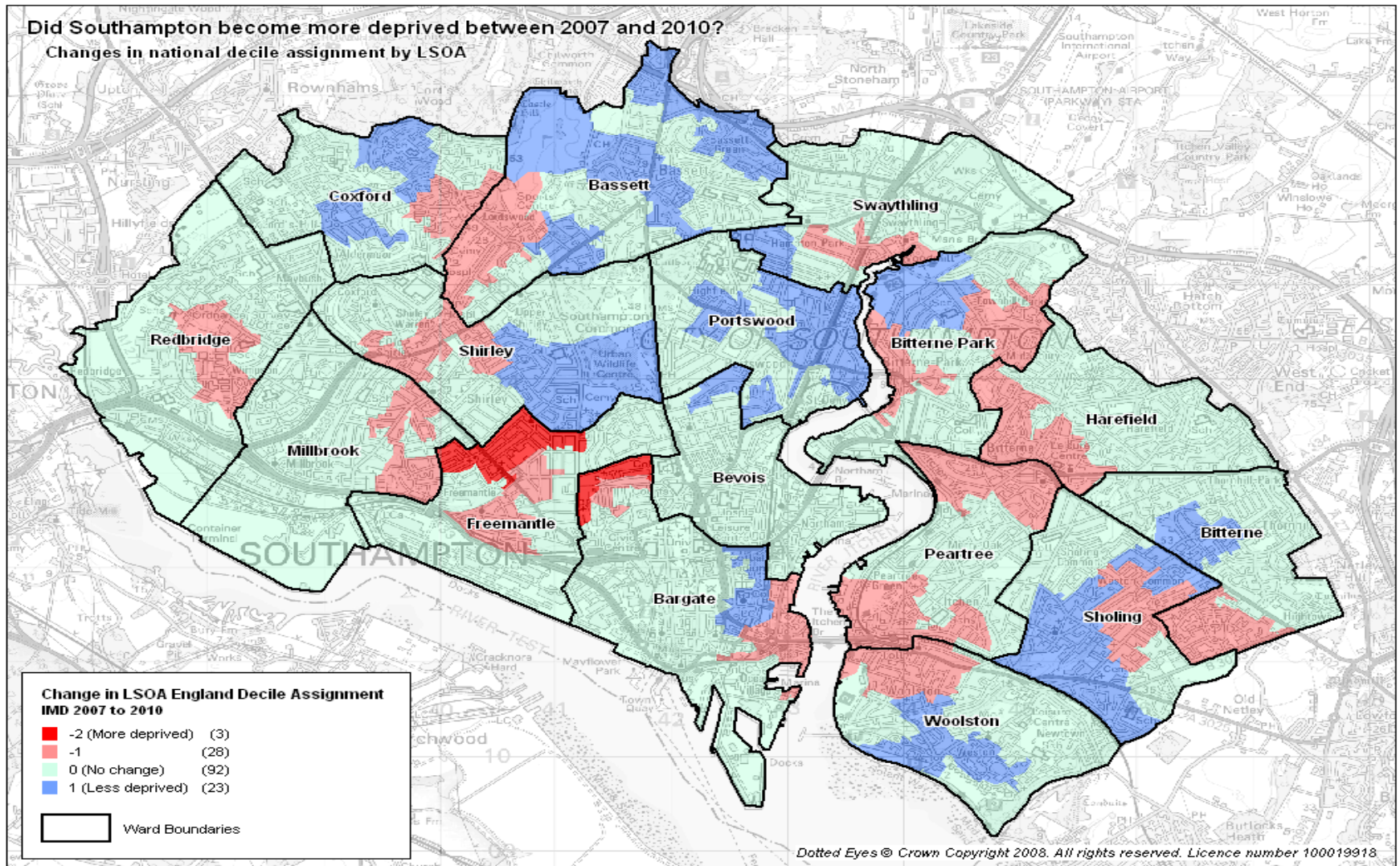
ID 2010

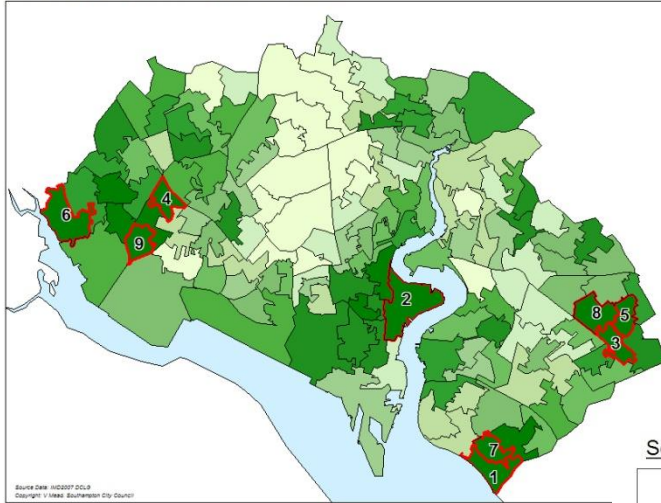
Number of Southampton's Lower Super Output Areas in the 10% Most Deprived in England

Domain	ID 2007	ID 2010	change
Education, Skills and Training	27	29	↑
Living Environment	9	16	↑
Health & Disability	8	5	↓
Income	8	8	↔
Crime	26	51	↑
Barriers to Housing and Services	5	0	↓
Employment	3	5	↑

Number of LSOAs in most deprived 10% in England by Ward

Ward	Domain															
	IMD		Income		Employment		Health		Education and Skills		Barriers to housing etc.		Crime		Living Environment	
	2007	2010	2007	2010	2007	2010	2007	2010	2007	2010	2007	2010	2007	2010	2007	2010
Bargate							2	2			1	0	2	5		
Bassett									1	1	3	0	2	2	1	1
Bevois	1	1	1	1	1	1	5	2	1	1			3	5	2	5
Bitterne	3	2	2	2	1	1			4	7			3	6		
Bitterne Park														3		
Coxford									5	4			3	2		
Freemantle														2	2	2
Harefield			1	1					1	1				4		
Millbrook	2	2	2	1					3	3			3	5		2
Peartree													1	3	1	3
Portswood													3	1	2	1
Redbridge	1	3	1	2		1			6	7				5	1	
Shirley									1	0			1	3		
Sholing											1	0				
Swaythling									2	2			3	3		1
Woolston	2	1	1	1	1	2	1	1	3	3			2	2		1
Southampton Total	9	9	8	8	3	5	8	5	27	29	5	0	26	51	9	16





Overall Deprivation

Most Deprived

Least Deprived

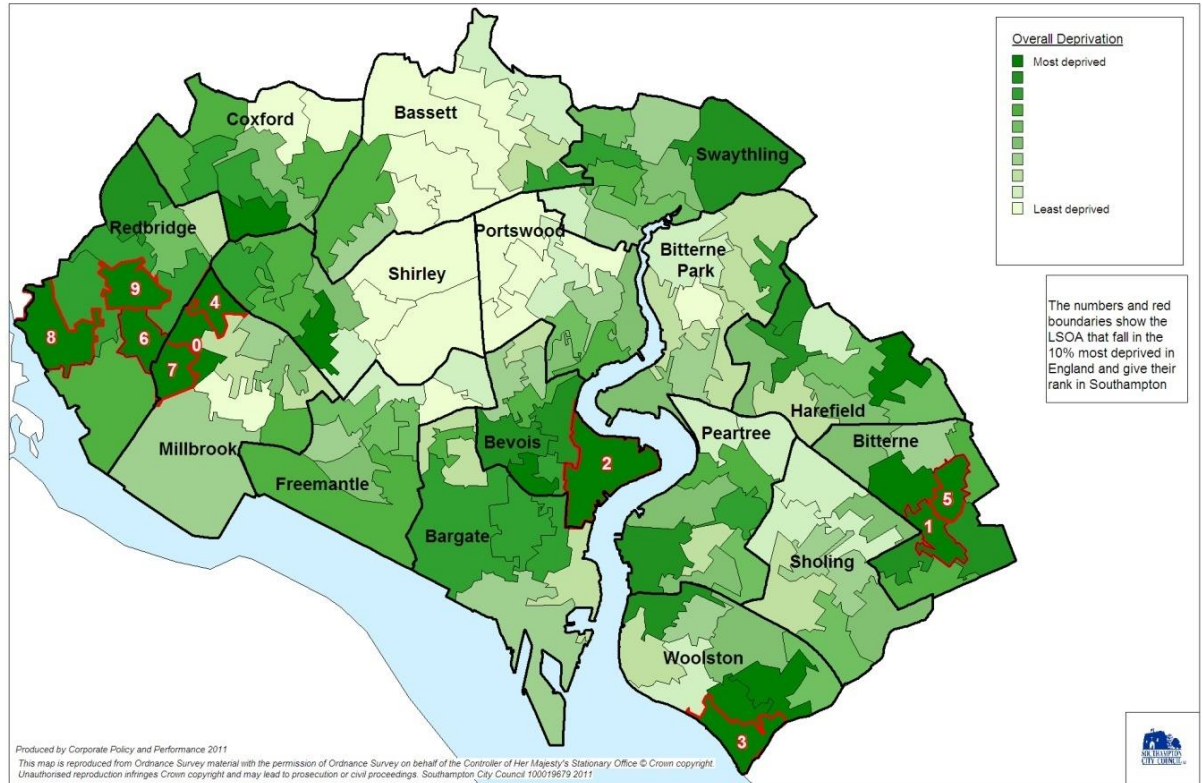
The numbers and red boundaries show the LSOAs that fall into the 10% most deprived in England and gives their rank in Southampton

2007

IMD Overall deprivation

2010

Southampton: Overall domain IMD2010 with wards



Overall Deprivation

Most deprived

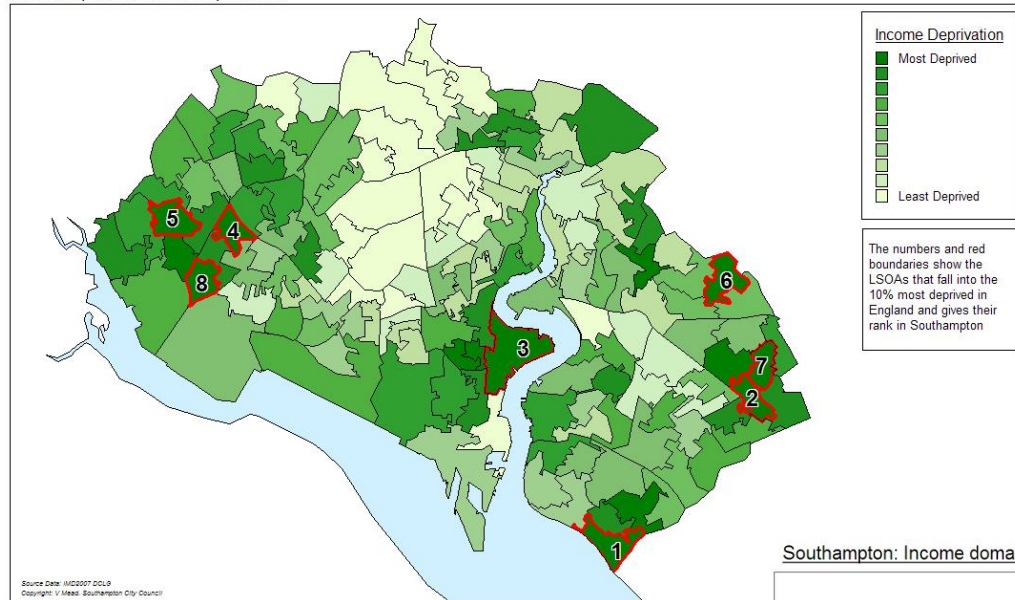
Least deprived

The numbers and red boundaries show the LSOA that fall in the 10% most deprived in England and give their rank in Southampton

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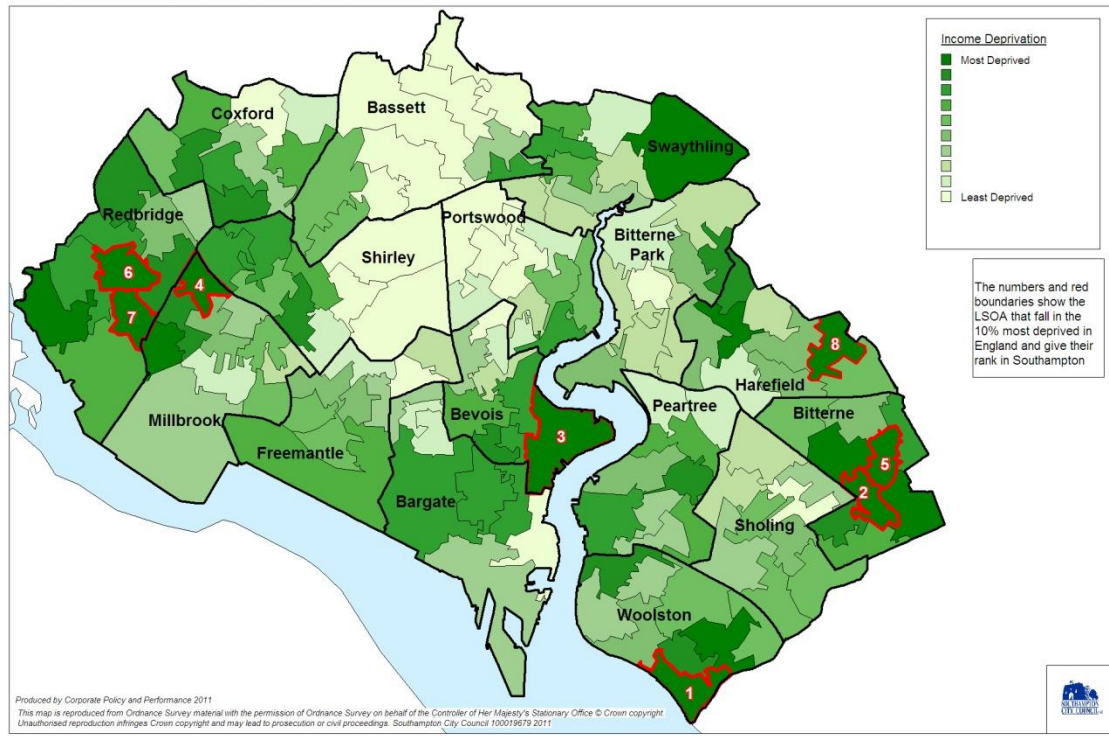
Southampton: Income Deprivation



IMD Income domain

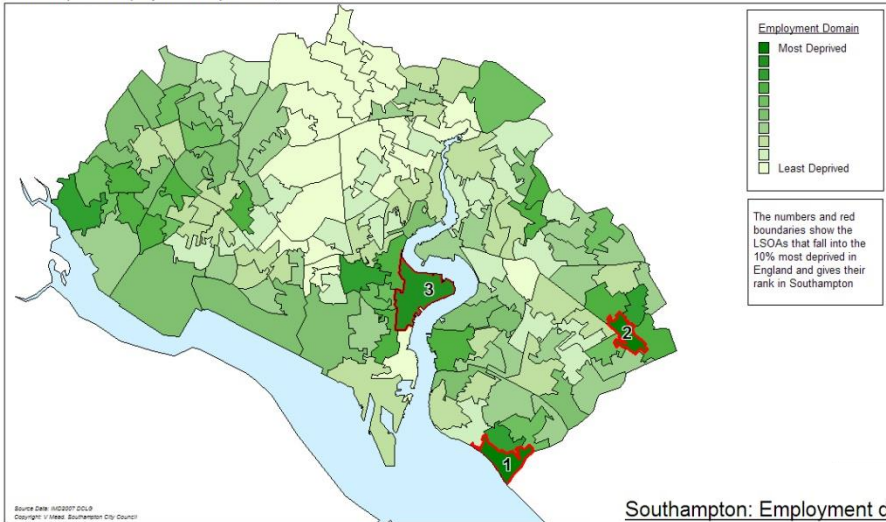
2007

Southampton: Income domain IMD2010 with wards



2010



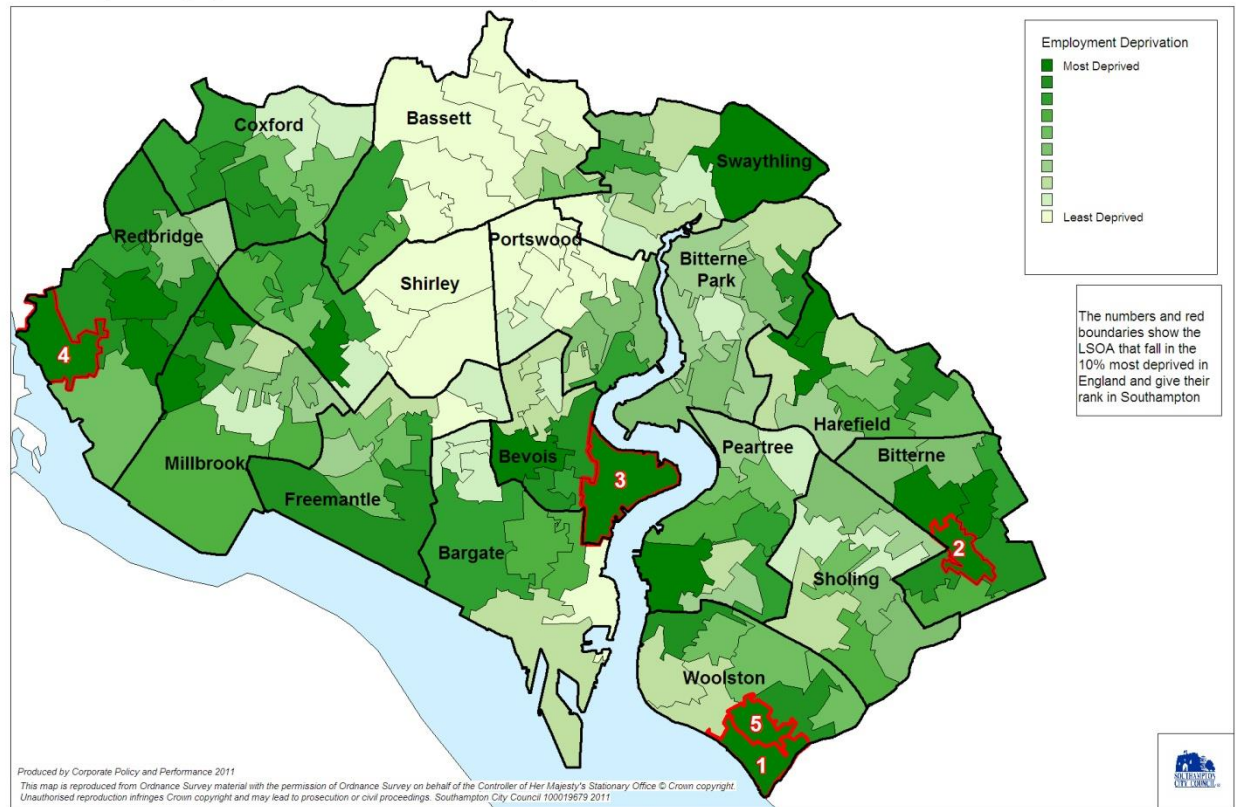


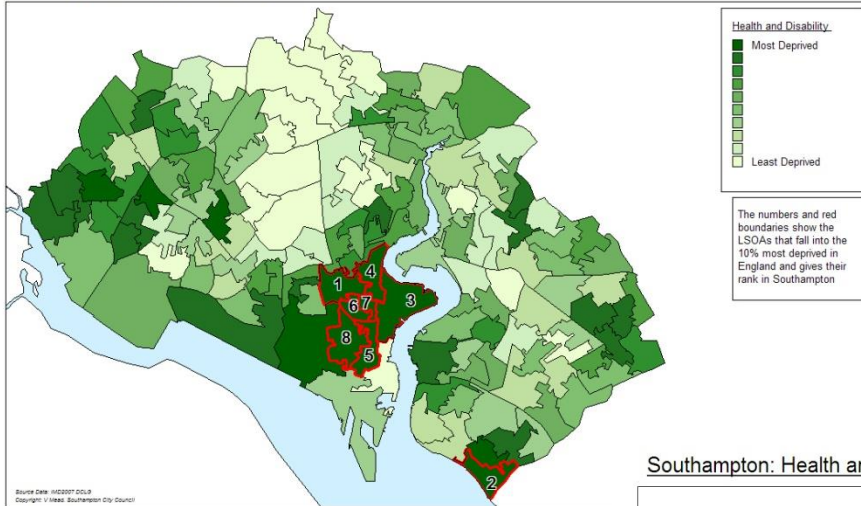
2007

IMD Employment and training

Southampton: Employment domain IMD2010 with wards

2010



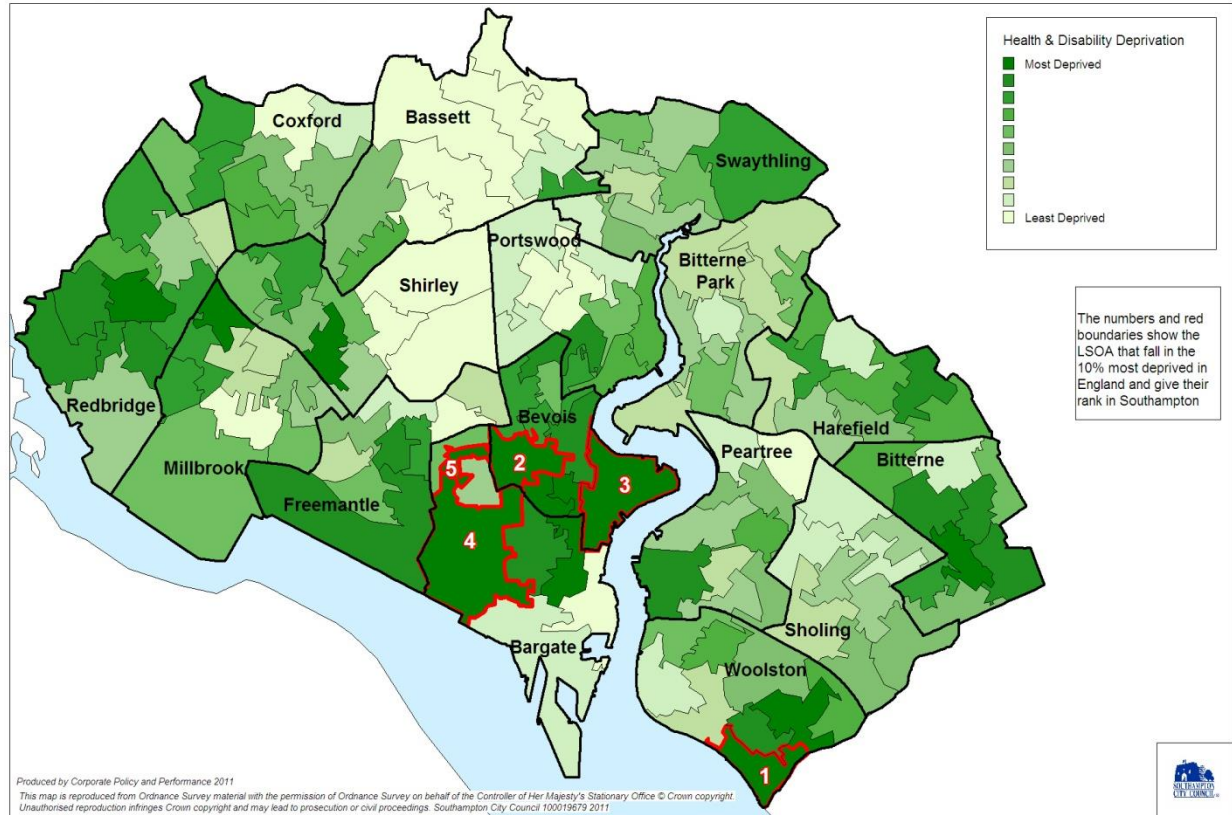


2007

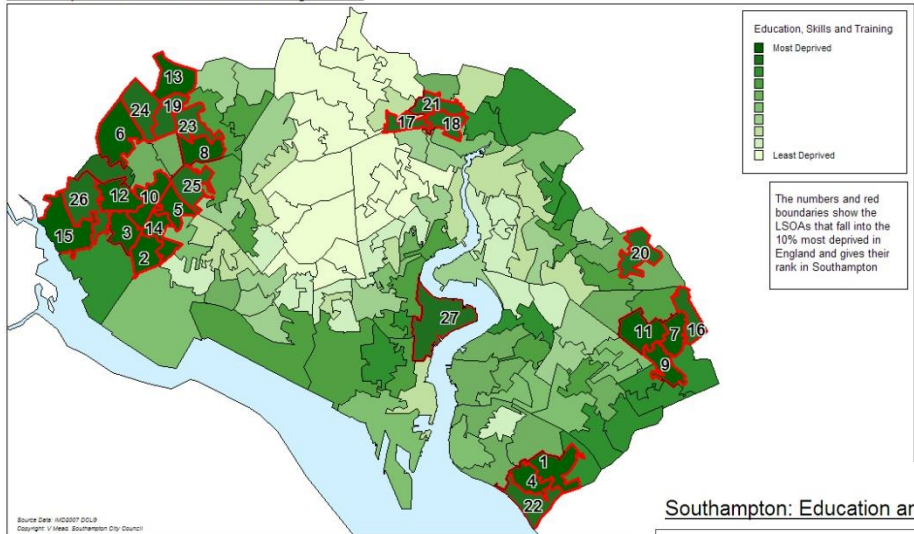
IMD Health and disability

Southampton: Health and disability domain IMD2010 with wards

2010



Southampton: Education skills and training domain



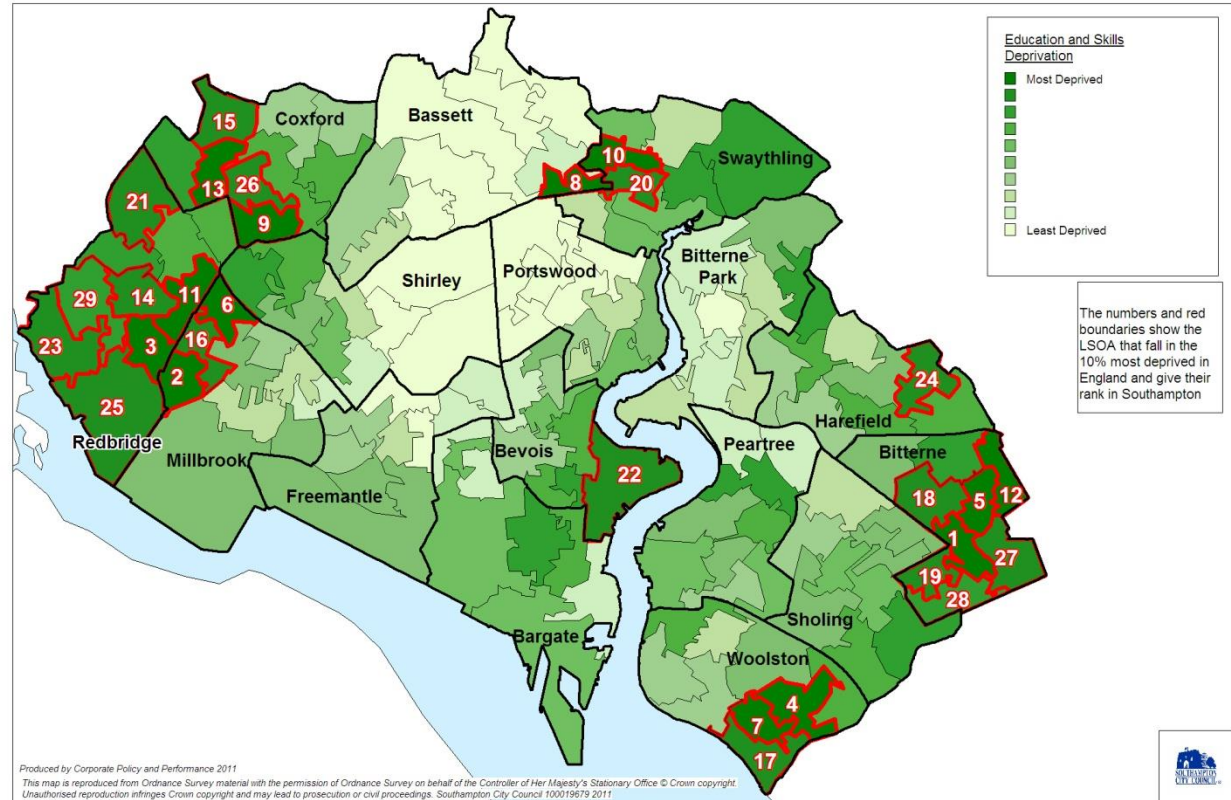
2007

IMD Education and skills

Source: Data: IMD2007 2010
Copyright: © HMRC, Southampton City Council

Southampton: Education and skills domain IMD2010 with wards

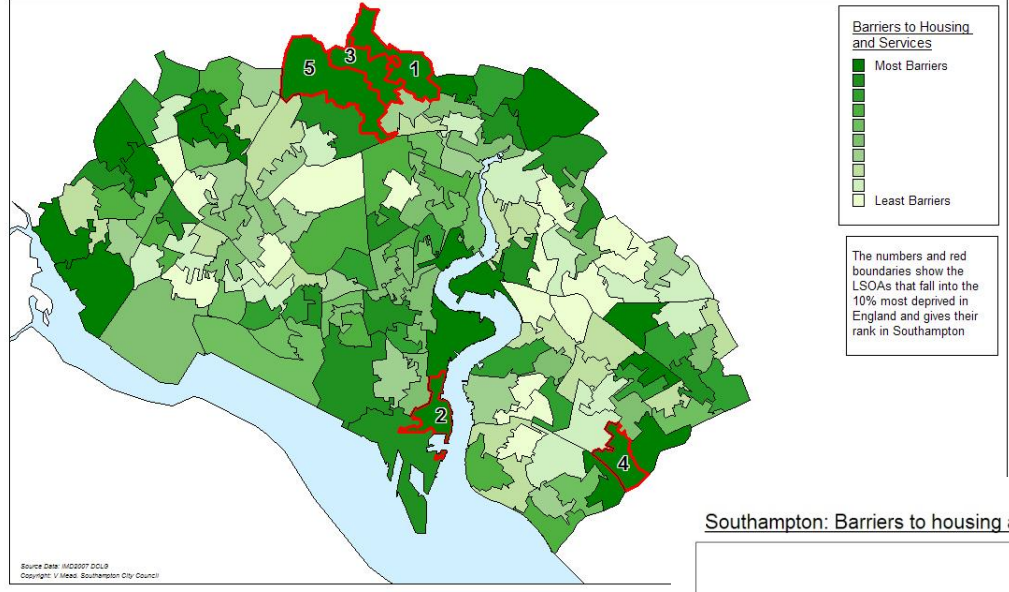
2010



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Southampton: Barriers to Housing and Services

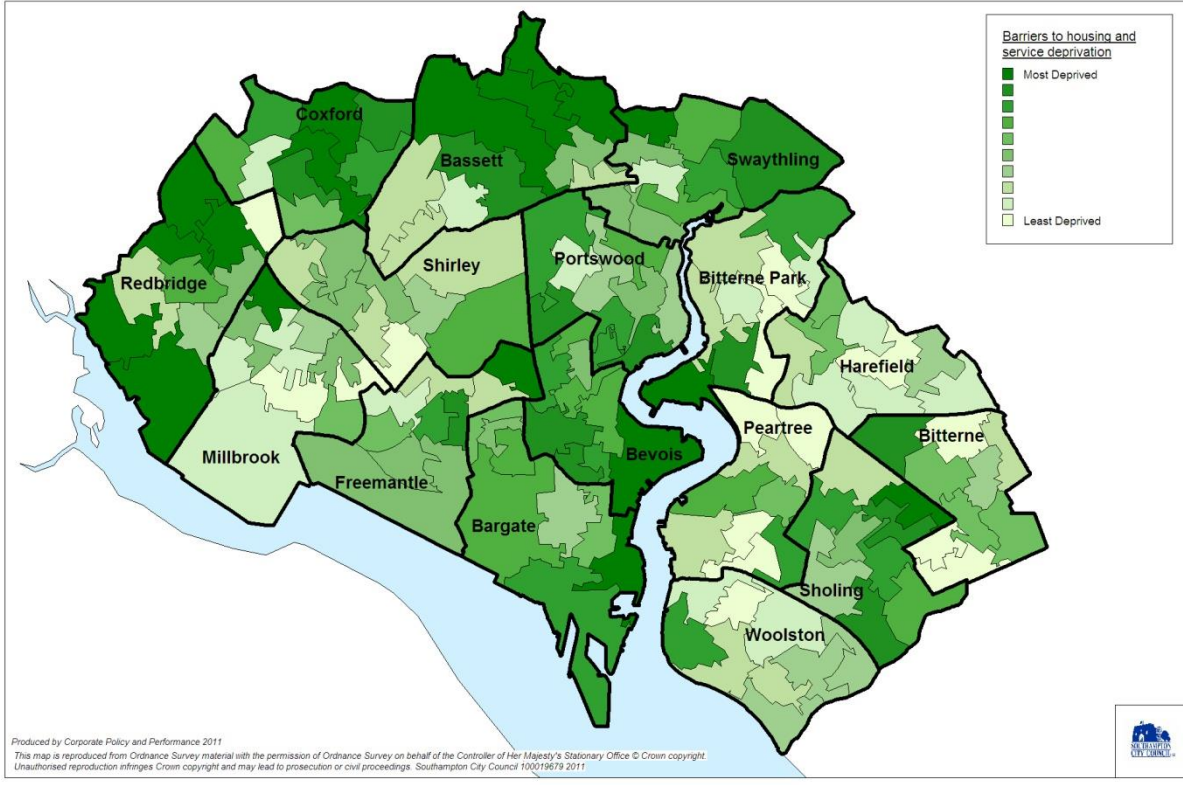


2007

IMD Barriers to Housing and Services

2010

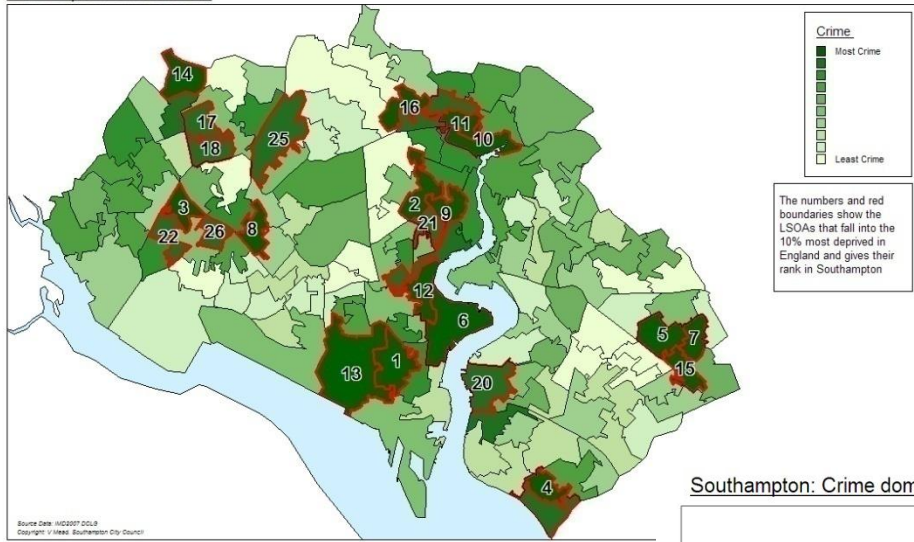
Southampton: Barriers to housing and service domain for IMD2010



IMD Crime

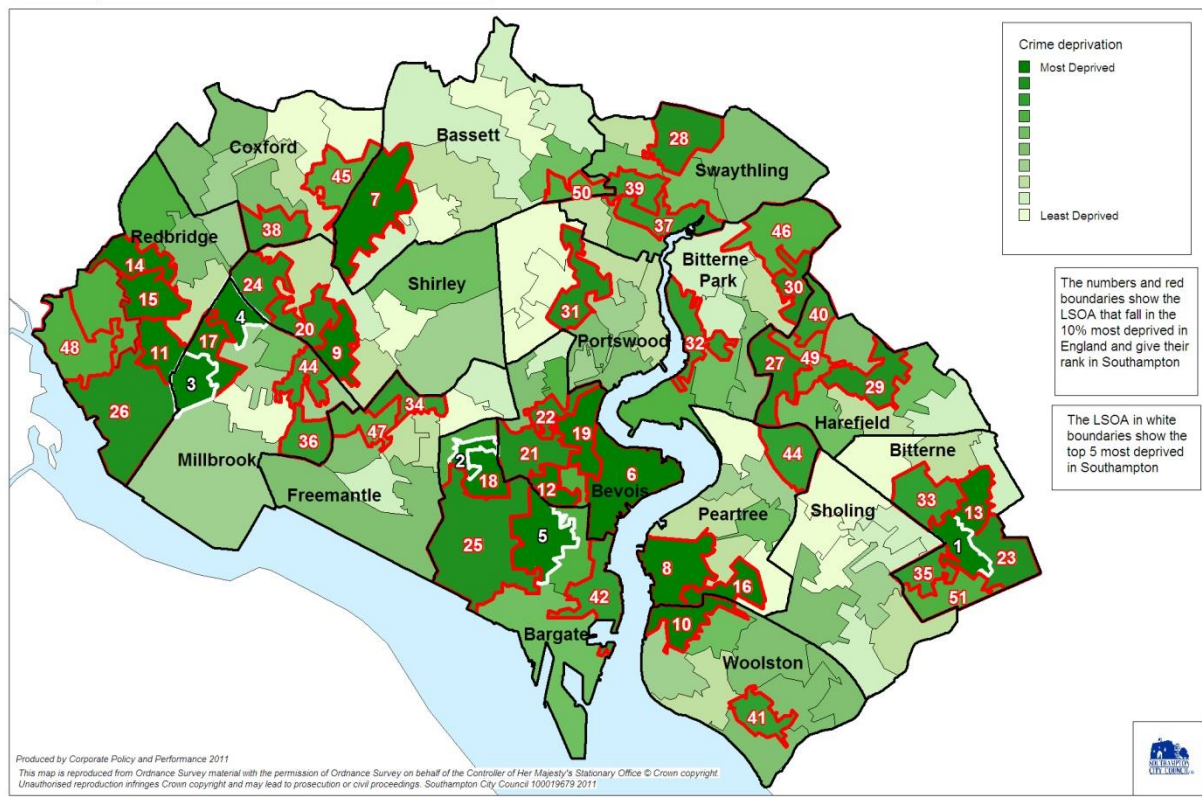
2007

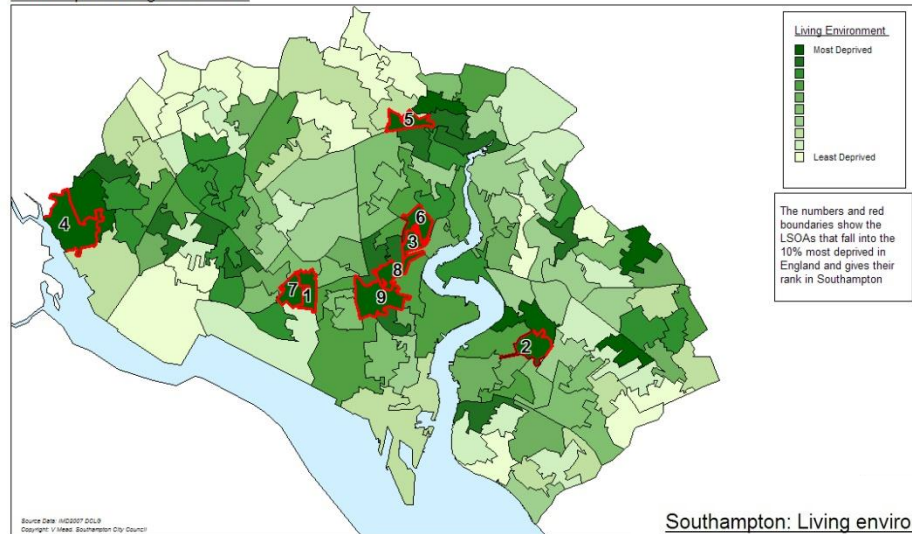
Southampton: Crime domain



Southampton: Crime domain for IMD2010 with wards

2010



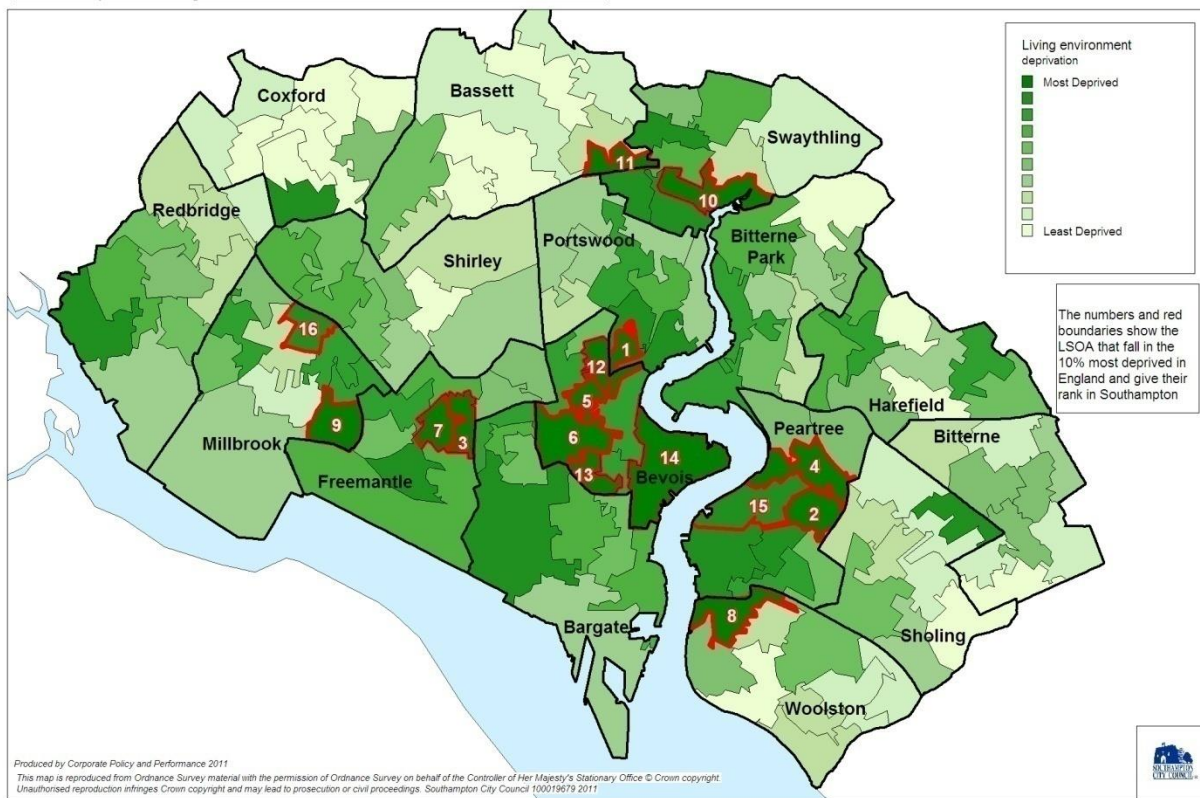


2007

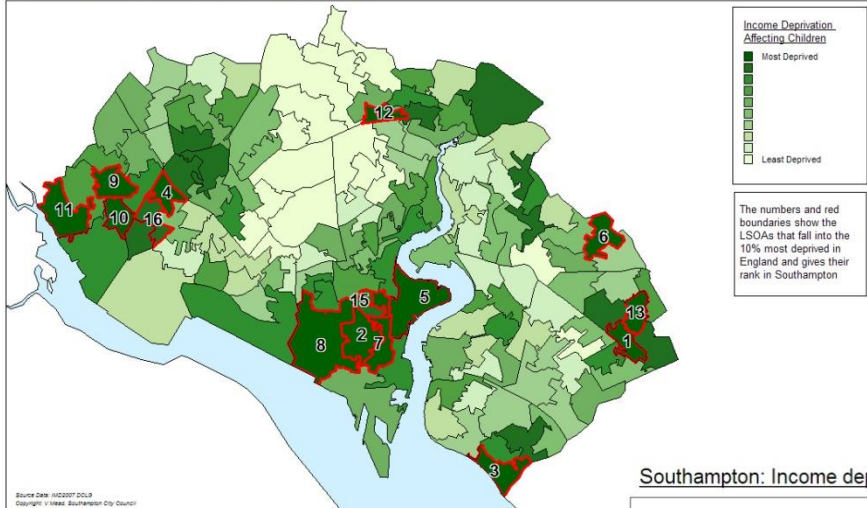
IMD Living environment

Southampton: Living environment domain for IMD2010 with wards

2010



Southampton: Income Deprivation Affecting Children



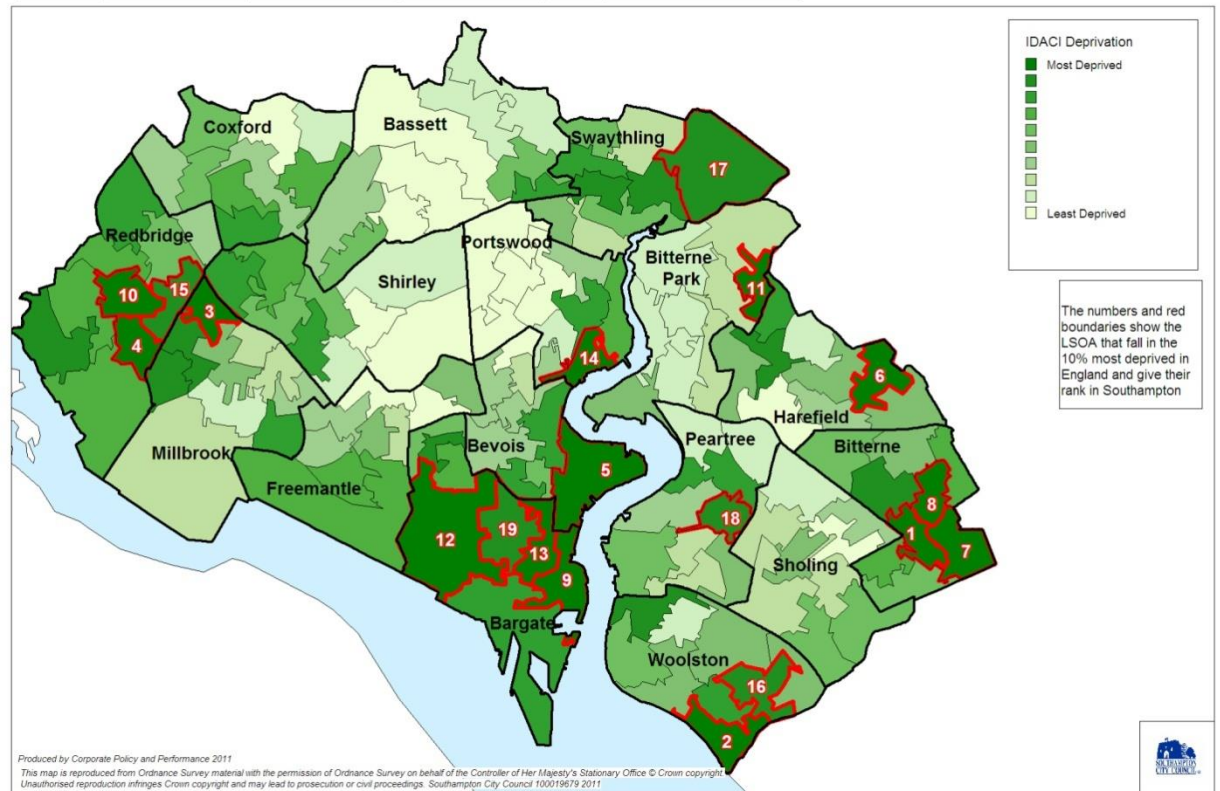
2007

IMD

Income deprivation affecting children index

Southampton: Income deprivation affecting children index (IDACI) IMD2010 with wards

2010

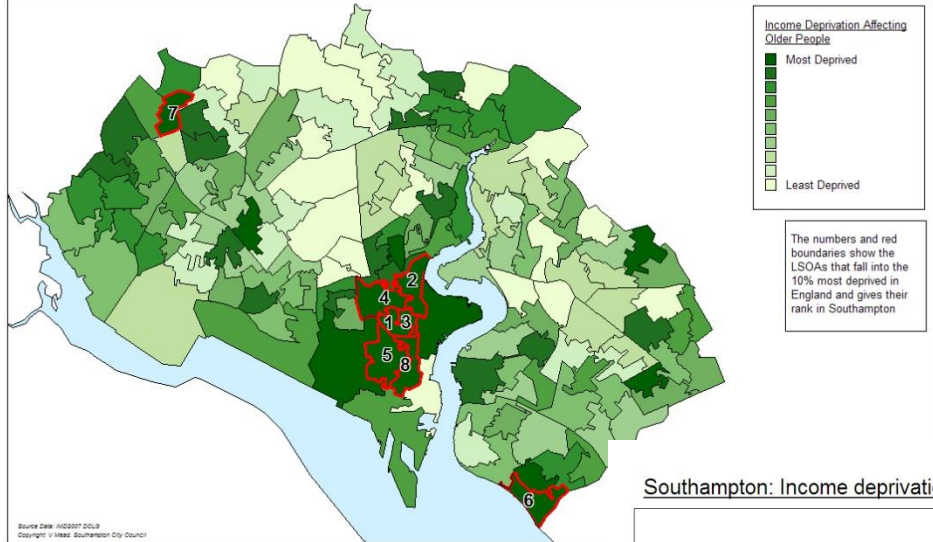


IMD

Income deprivation affecting older people

2007

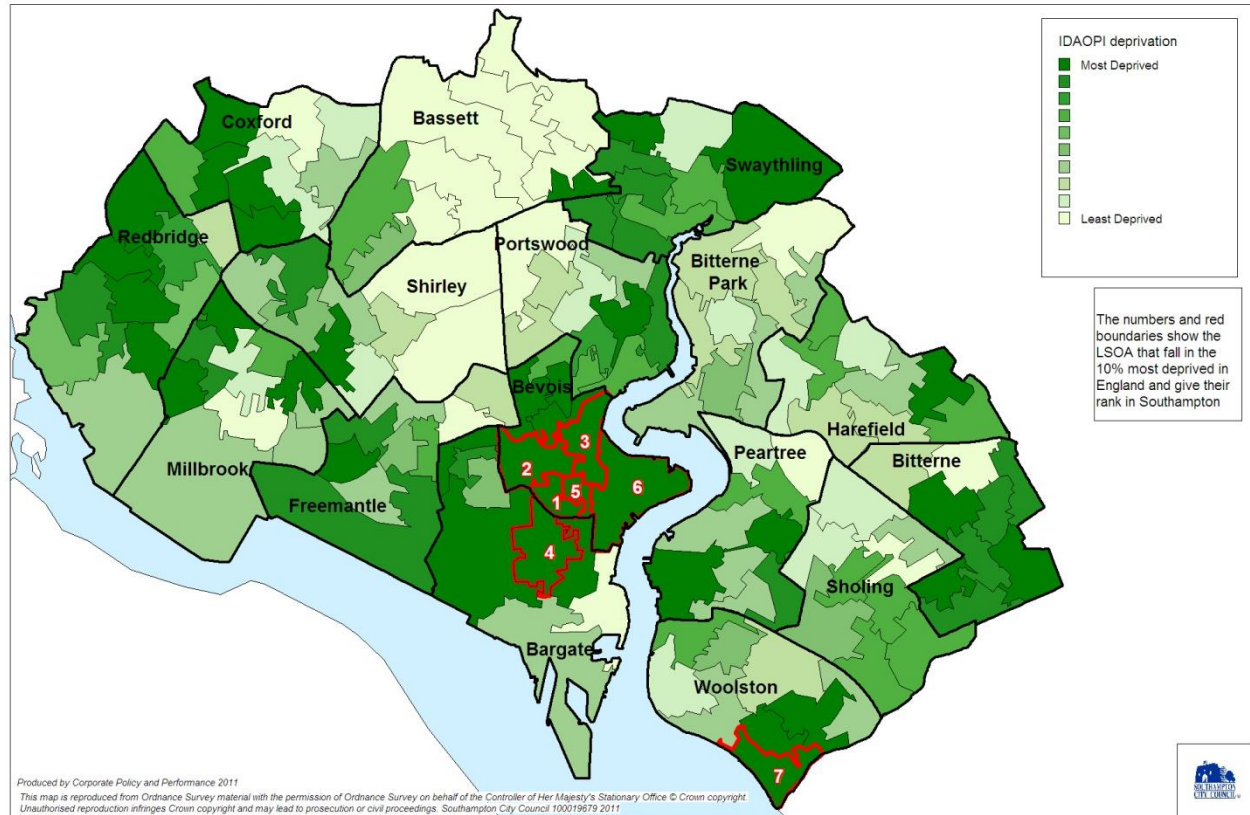
Southampton: Income Deprivation Affecting Older People



Source Date: 1/02/2007 DCLB
Copyright: © Ward: Southampton City Council

Southampton: Income deprivation affecting older people index (IDAOP) IMD2010 with wards

2010



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ID 2010 – five most deprived areas in Southampton

Thornhill : Lydgate Road and Marston Road

Weston: International Way

Northam: Housing estate

Redbridge: Mansel Park and Windrush Road

Millbrook: Redbridge Hill, Paignton Road and Cumbrian Way

The review will also include the **Harefield** Regeneration Area

ID 2010 – five most deprived areas in Southampton

The analysis includes the following information for each area:

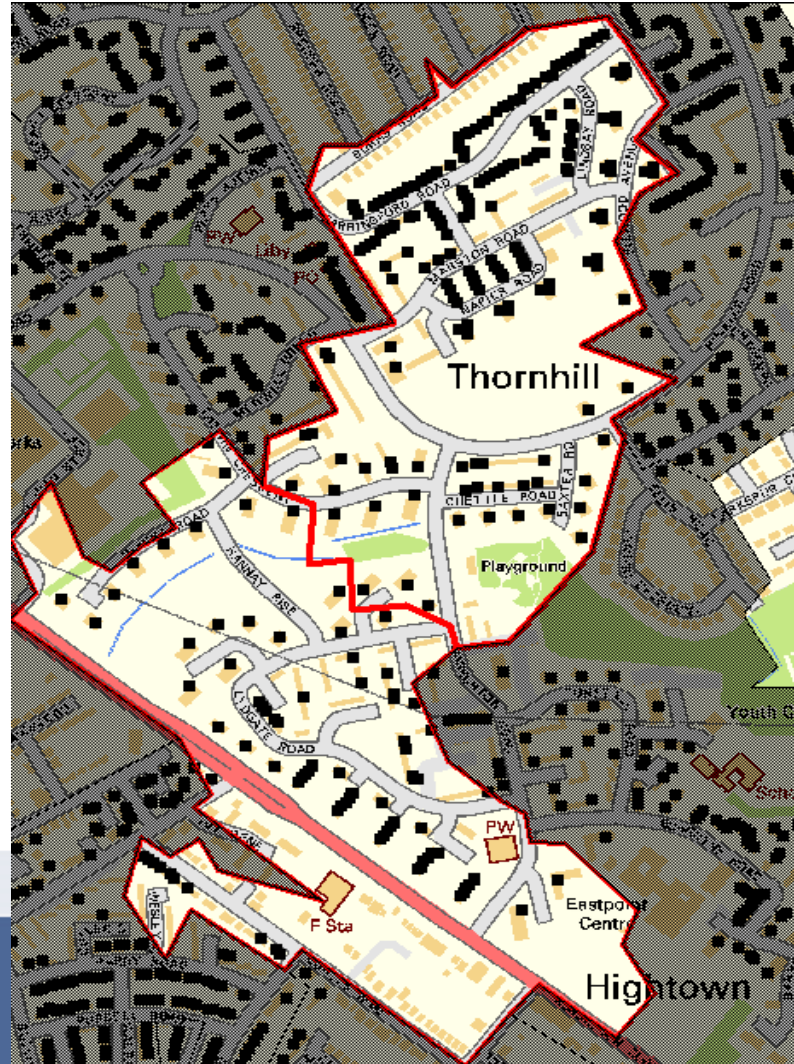
- ❖ A map including the council house provision
- ❖ Table showing the rank and score in each domain for the area
- ❖ Mosaic profile
- ❖ Recent data for two domains
 - ❖ Overview of crime in February 2011 (Source: National website Police.uk)
 - ❖ Comparison of education performance of pupils in each area between 2008 and 2010 (Source: CS&L Data Team)

ID 2010 – five most deprived areas in Southampton

- ❖ Further analysis will be undertaken to include amongst others:
 - ❖ Health
 - ❖ Housing
 - ❖ Environment
- ❖ Review recent initiatives and proposed initiatives to be undertaken in these areas
- ❖ Examine areas that have improved for lessons learnt

1. Thornhill: Lydgate Road and Marston Road

The map shows the Lydgate Road and Marston Road area with Southampton City Council owned housing (in black).



Population 3,100

Typical housing for Lydgate Road, Thornhill



Typical housing for Marston Road, Thornhill



IMD 2010 for Thornhill

The table below shows the rank and score for Lydgate road in each domain.

Thornhill: Lydgate Road	Rank in Southampton		Rank in England	Deprivation in England Decile	IMD 2007 Rank of IMD in Southampton	IMD 2004 Rank of IMD in Southampton
Overall	1	↑	799	Most deprived 5%	3	3
Income (22.5%)	2	↔	993	Most deprived 5%	2	2
Employment (22.5%)	2	↔	2199	Most deprived 10%	2	4
Health and Disability (13.5%)	7	↑	3440	Most deprived 20%	14	13
Education and Skills (13.5%)	1	↑	322	Most deprived 5%	9	7
Barriers to housing and Service (9.3%)	65	↓	16595	Least deprived 50%	32	50
Crime (9.3%)	1	↑	226	Most deprived 5%	15	3
Living Environment (9.3%)	79	↓	8682	Most deprived 30%	69	70
Income Deprivation Affecting Children	1	↔	387	Most deprived 5%	1	5
Income Deprivation Affecting Older People	42	↑	8414	Most deprived 30%	73	31

Where 1 is most derived

IMD 2010 for Thornhill

The table below shows the rank and score for Marston Road in each domain.

Thornhill: Marston Road	Rank in Southampton		Rank in England	Deprivation in England Decile	IMD 2007 Rank of IMD in Southampton	IMD 2004 Rank of IMD in Southampton
Overall	5	↔	2014	Most deprived 10%	5	6
Income (22.5%)	5	▲	2304	Most deprived 10%	7	6
Employment (22.5%)	6	▼	3429	Most deprived 20%	4	7
Health and Disability (13.5%)	21	▼	5733	Most deprived 20%	18	19
Education and Skills (13.5%)	5	▲	602	Most deprived 5%	7	3
Barriers to housing and Service (9.3%)	86	▼	18557	Least deprived 50%	76	78
Crime (9.3%)	13	▼	815	Most deprived 5%	7	6
Living Environment (9.3%)	76	▼	8459	Most deprived 30%	36	73
Income Deprivation Affecting Children	8	▲	1880	Most deprived 10%	13	6
Income Deprivation Affecting Older People	40	▲	7849	Most deprived 30%	47	62

Where 1 is most derived

Mosaic Profile – Thornhill Lydgate Road and Marston Road

Mosaic Public Sector Groups	Thornhill E01017167 and E01017163	%	Southampton Population	%	Pen. %	Index			
1 Financially secure older couples living in owner occupied properties	0	0.0	13,401	5.9	0.0	0			
2 Elderly singles with low mobility, reliant on public services for support	0	0.0	5,634	2.5	0.0	0			
3 Low income older couples approaching retirement, living in low rise council housing	363	26.3	15,405	6.8	2.4	387			
4 Childless, young, high rise council tenants with issues of social isolation	891	64.5	15,114	6.7	5.9	967			
5 Vulnerable young families or lone parents living on council housing estates	128	9.3	8,752	3.9	1.5	240			
6 Middle-aged owner occupiers making some use of public services	0	0.0	14,631	6.5	0.0	0			
7 Diverse private renters in older terraced properties	0	0.0	15,511	6.8	0.0	0			
8 Middle-aged lower income couples & families in right-to-buy homes	0	0.0	28,838	12.7	0.0	0			
9 Comfortably-off, families who lead active yet busy lifestyles	0	0.0	32,727	14.4	0.0	0			
10 Young couples, new to the area, in privately rented purpose-built flats	0	0.0	11,401	5.0	0.0	0			
11 Students living in shared houses or flats near to the city centre	0	0.0	22,136	9.8	0.0	0			
12 Transient young singles with weak support networks, living in a mixture of housing	0	0.0	7,175	3.2	0.0	0			
13 Students living with like-minded people in halls of residence	0	0.0	11,614	5.1	0.0	0			
14 Affluent professionals living in large detached properties out of the city centre	0	0.0	15,812	7.0	0.0	0			
15 Well qualified, young professionals living in purpose-built prestigious locations	0	0.0	8,647	3.8	0.0	0			
Total	1,382	100	226,798	100	0.61	100			

Mosaic Profile – Thornhill

Lydgate Road

Segment 3: Low income older couples approaching retirement, living in low rise council housing

Key features

- Obesity
- Heavy smokers
- High A&E admissions
- Council tax - cash/cheque
- Length of residency 11+ years
- Council tenants
- Benefit claimants
- Low incomes
- Older couples/families



Segment 4: Childless, young, high rise council tenants with issues of social isolation

Key features

- Low mental well-being
- Heavy smokers
- Alcohol attributable admissions
- High A&E admissions
- Reminder & summons issued
- Council flats
- Benefit claimants
- Lone parents
- Young singles



Mosaic Profile – Thornhill Lydgate Road and Marston Road

Segment 5: Vulnerable young families or lone parents living on council housing estates

Key features

Overweight/obese children
Teenage conceptions
Not 4 week quitters
Free school meals
Heavy smokers
Low educational attainment
Council houses
Deprived
Young families



Thornhill Lydgate Road- Education - comparison

2008

- ❖ 25.0% achieving 5+ A* - C GCSEs including Maths & English
- ❖ 69.6% achieving level 4 in English & Maths
- ❖ 14.3% absence from secondary schools sessions (½ day)

2010

- ❖ 42.9% achieving 5+ A* - C GCSEs including Maths & English
- ❖ 72.0% achieving level 4 in English & Maths
- ❖ 10.6% absence from secondary schools sessions (½ day)

Thornhill – Marston Road Education - comparison

2008

- ❖ 5% achieving 5+ A* - C GCSEs including Maths & English
- ❖ 61.5% achieving level 4 in English & Maths
- ❖ 12.1% absence from secondary schools sessions (½ day)

2010

- ❖ 40% achieving 5+ A* - C GCSEs including Maths & English
- ❖ 64.7% achieving level 4 in English & Maths
- ❖ 8.4% absence from secondary schools sessions (½ day)

2. Weston: International Way



Population
1,500

The map shows the International Way area with Southampton City Council owned housing (in black)

Typical housing on International Way



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IMD 2010 for Weston - International Way

The table below shows the rank and score for International way in each domain

Weston: International Way	Rank in Southampton		Rank in England	Deprivation in England Decile	IMD 2007 Rank of IMD in Southampton	IMD 2004 Rank of IMD in Southampton
Overall	3	↓	884	Most deprived 5%	1	2
Income (22.5%)	1	↔	576	Most deprived 5%	1	1
Employment (22.5%)	1	↔	1091	Most deprived 5%	1	1
Health and Disability (13.5%)	1	↑	848	Most deprived 5%	2	3
Education and Skills (13.5%)	17	↑	1743	Most deprived 10%	22	26
Barriers to housing and Service (9.3%)	92	↓	19150	Least deprived 50%	53	48
Crime (9.3%)	79	↓	6259	Most deprived 20%	24	2
Living Environment (9.3%)	107	↓	11540	Most deprived 40%	99	113
Income Deprivation Affecting Children	2	↑	486	Most deprived 5%	3	3
Income Deprivation Affecting Older People	7	↓	2624	Most deprived 10%	6	12

Where 1 is most derived

Mosaic Profile – Weston – International Way

Mosaic Public Sector Groups	Weston E01017281	%	Southampton Population	%	Pen. %	Index
1 Financially secure older couples living in owner occupied properties	1	0.1	13,401	5.9	0.0	2
2 Elderly singles with low mobility, reliant on public services for support	15	1.7	5,634	2.5	0.3	70
3 Low income older couples approaching retirement, living in low rise council	47	5.4	15,405	6.8	0.3	80
4 Childless, young, high rise council tenants with issues of social isolation	779	90.3	15,114	6.7	5.2	1355
5 Vulnerable young families or lone parents living on council housing estates	17	2.0	8,752	3.9	0.2	51
6 Middle-aged owner occupiers making some use of public services	0	0.0	14,631	6.5	0.0	0
7 Diverse private renters in older terraced properties	0	0.0	15,511	6.8	0.0	0
8 Middle-aged lower income couples & families in right-to-buy homes	0	0.0	28,838	12.7	0.0	0
9 Comfortably-off, families who lead active yet busy lifestyles	0	0.0	32,727	14.4	0.0	0
10 Young couples, new to the area, in privately rented purpose-built flats	0	0.0	11,401	5.0	0.0	0
11 Students living in shared houses or flats near to the city centre	0	0.0	22,136	9.8	0.0	0
12 Transient young singles with weak support networks, living in a mixture of	0	0.0	7,175	3.2	0.0	0
13 Students living with like-minded people in halls of residence	0	0.0	11,614	5.1	0.0	0
14 Affluent professionals living in large detached properties out of the city centre	4	0.5	15,812	7.0	0.0	7
15 Well qualified, young professionals living in purpose-built prestigious locations	0	0.0	8,647	3.8	0.0	0
Total	863	100	226,798	100	0.38	100



Mosaic Profile – Weston – International Way

Segment 4: Childless, young, high rise council tenants with issues of social isolation

Key features

Low mental well-being

Heavy smokers

Alcohol attributable admissions

High A&E admissions

Reminder & summons issued

Council flats

Benefit claimants

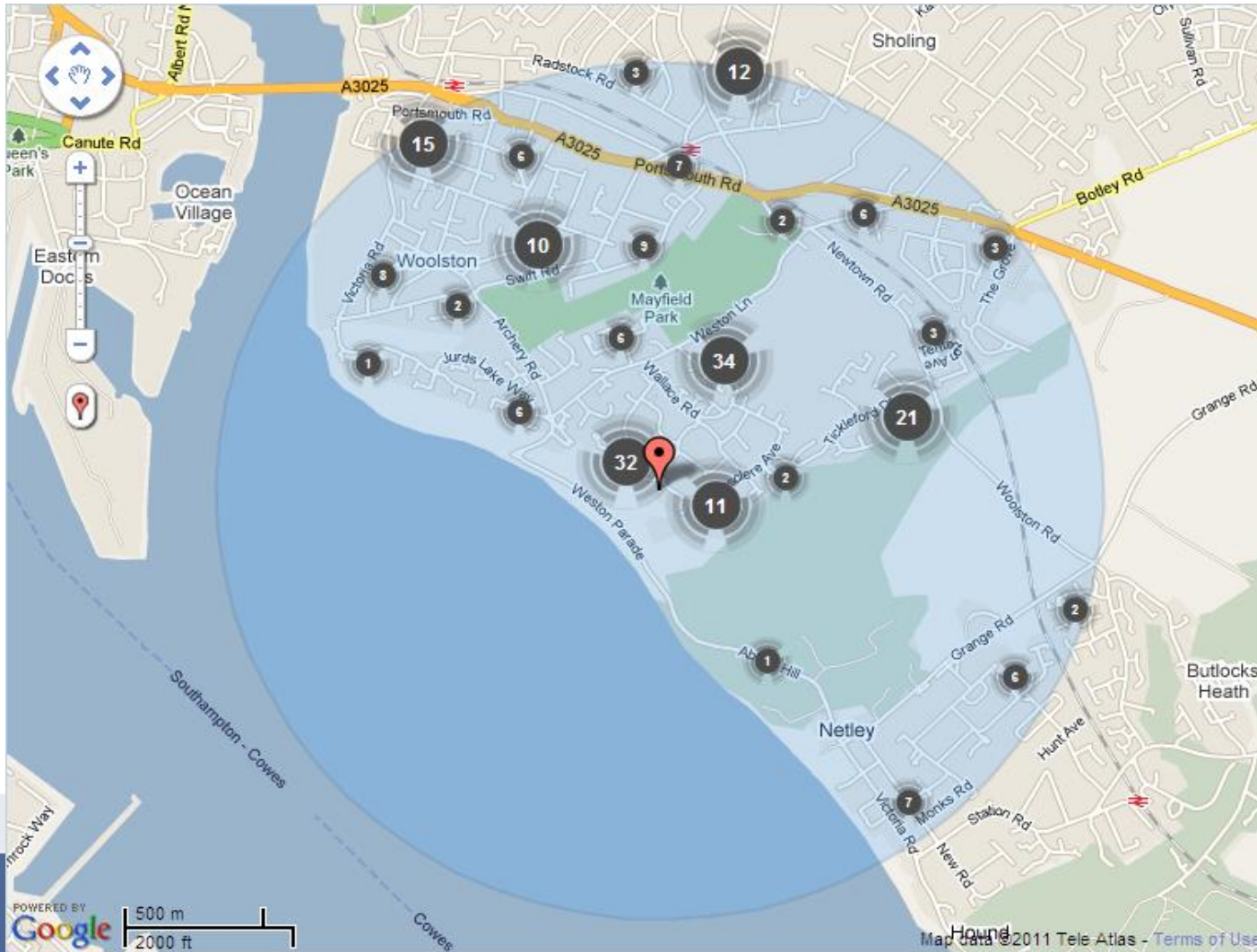
Lone parents

Young singles



Crime data

February 2011 for the area around International Way



Source: national website Police.uk

Weston - Education - comparison

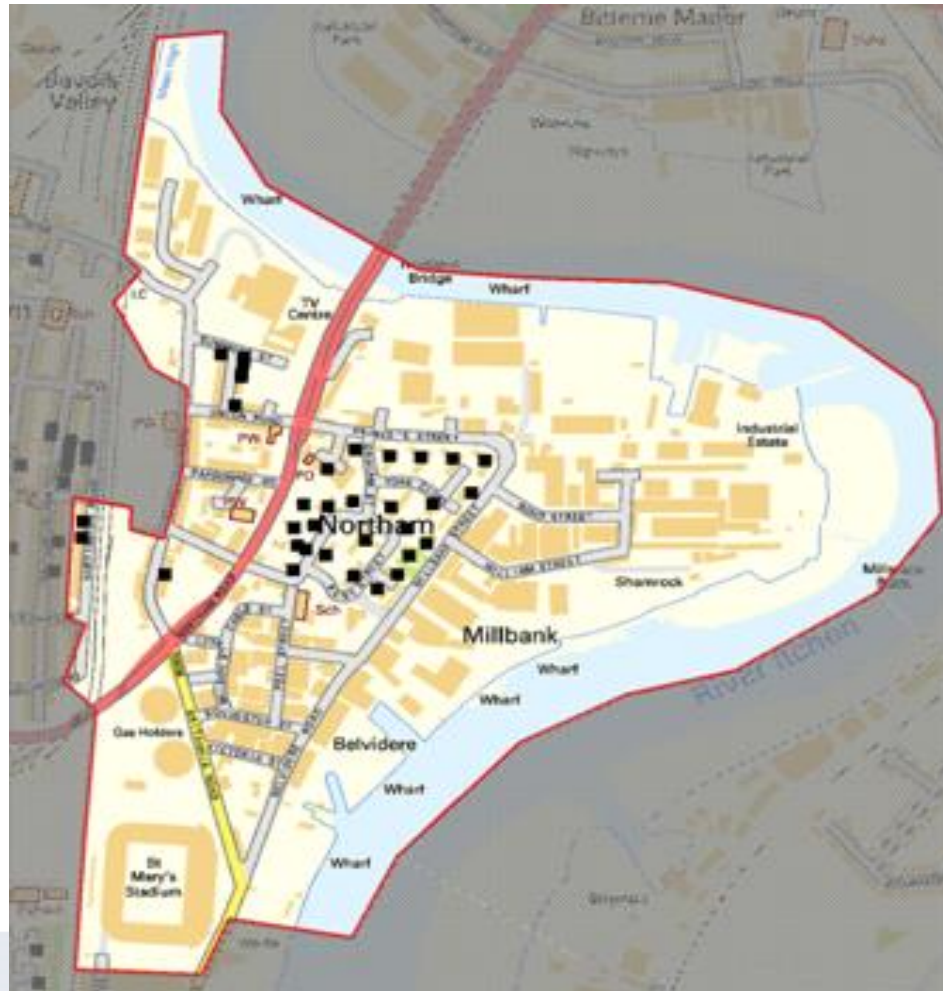
2008

- ❖ 42.9% achieving 5+ A* - C GCSEs including Maths & English
- ❖ 72.7% achieving level 4 in English & Maths
- ❖ 10.7% absence from secondary schools sessions (½ day)

2010

- ❖ **28.6%** achieving 5+ A* - C GCSEs including Maths & English
- ❖ **61.5%** achieving level 4 in English & Maths
- ❖ **11.2%** absence from secondary schools sessions (½ day)

3. Bevois: Northam Estate



Population 2,300

The map shows the Northam area with Southamton City Council owned housing (in black)



Typical housing on the Northam Estate.



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IMD 2010 for Bevois

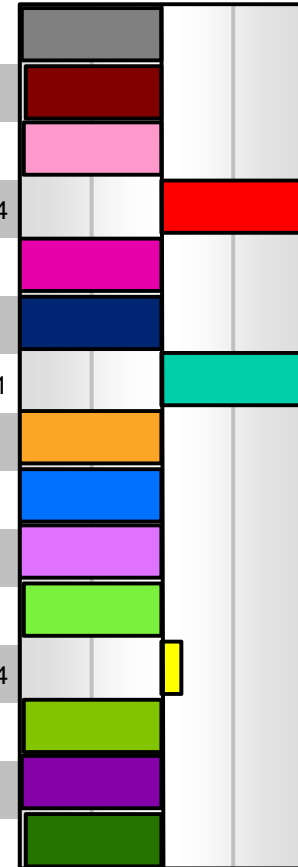
The table below shows the rank and score for Northam in each domain

Northam	Rank in Southampton		Rank in England	Deprivation in England Decile	IMD 2007 Rank of IMD in Southampton	IMD 2004 Rank of IMD in Southampton
Overall	2	↔	855	Most deprived 5%	2	1
Income (22.5%)	3	↔	1454	Most deprived 5%	3	3
Employment (22.5%)	3	↔	2287	Most deprived 10%	3	2
Health and Disability (13.5%)	3	↔	1868	Most deprived 10%	3	6
Education and Skills (13.5%)	22	↑	2170	Most deprived 10%	27	33
Barriers to housing and Service (9.3%)	10	↑	8247	Most deprived 30%	11	1
Crime (9.3%)	6	↔	353	Most deprived 5%	6	1
Living Environment (9.3%)	14	↑	2942	Most deprived 10%	43	27
Income Deprivation Affecting Children	5	↔	1142	Most deprived 5%	5	11
Income Deprivation Affecting Older People	6	↑	2513	Most deprived 10%	10	9

Where 1 is the most deprived

Mosaic Profile – Bevois – Northam estate

Mosaic Public Sector Groups	Northam E01017154	%	Southampton Population	%	Pen. %	Index
1 Financially secure older couples living in owner occupied properties	1	0.1	13,401	5.9	0.0	1
2 Elderly singles with low mobility, reliant on public services for support	1	0.1	5,634	2.5	0.0	3
3 Low income older couples approaching retirement, living in low rise council	2	0.2	15,405	6.8	0.0	2
4 Childless, young, high rise council tenants with issues of social isolation	570	45.6	15,114	6.7	3.8	684
5 Vulnerable young families or lone parents living on council housing estates	0	0.0	8,752	3.9	0.0	0
6 Middle-aged owner occupiers making some use of public services	0	0.0	14,631	6.5	0.0	0
7 Diverse private renters in older terraced properties	625	50.0	15,511	6.8	4.0	731
8 Middle-aged lower income couples & families in right-to-buy homes	0	0.0	28,838	12.7	0.0	0
9 Comfortably-off, families who lead active yet busy lifestyles	0	0.0	32,727	14.4	0.0	0
10 Young couples, new to the area, in privately rented purpose-built flats	0	0.0	11,401	5.0	0.0	0
11 Students living in shared houses or flats near to the city centre	2	0.2	22,136	9.8	0.0	2
12 Transient young singles with weak support networks, living in a mixture of	45	3.6	7,175	3.2	0.6	114
13 Students living with like-minded people in halls of residence	1	0.1	11,614	5.1	0.0	2
14 Affluent professionals living in large detached properties out of the city centre	1	0.1	15,812	7.0	0.0	1
15 Well qualified, young professionals living in purpose-built prestigious locations	2	0.2	8,647	3.8	0.0	4
Total	1,250	100	226,798	100	0.55	100



Mosaic Profile – Bevois – Northam Estate

Segment 4: Childless, young, high rise council tenants with issues of social isolation

Key features

Low mental well-being
Heavy smokers
Alcohol attributable admissions
High A&E admissions
Reminder & summons issued
Council flats
Benefit claimants
Lone parents
Young singles



Segment 7: Diverse private renters in older terraced properties

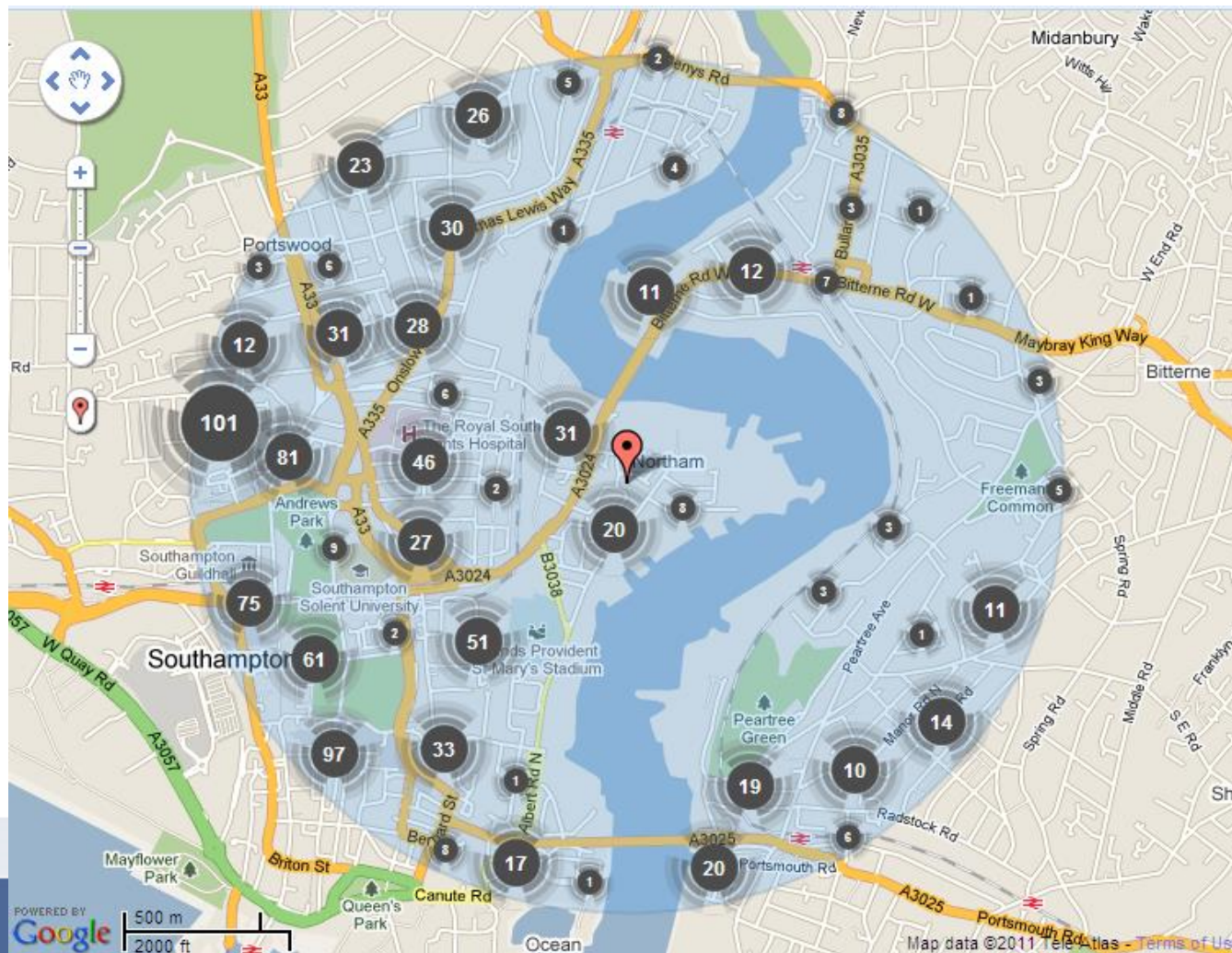
Key features

Overweight/obese children
Alcohol attributable admissions
High Walk-in centre attendances
Maternity care
Reminder & summons issued
Benefit claimants
Terraces
Below average incomes
Some lone parents



Crime data

February 2011 for the area around the Northam Estate



Source: national website Police.uk

Northam - Education - comparison

2008

- ❖ 42.3% achieving 5+ A* - C GCSEs including Maths & English
- ❖ 51.4% achieving level 4 in English & Maths
- ❖ 12% absence from secondary schools sessions (½ day)

2010

- ❖ 57.1% achieving 5+ A* - C GCSEs including Maths & English
- ❖ 56.1% achieving level 4 in English & Maths
- ❖ 7.7% absence from secondary schools sessions (½ day)

4. Redbridge



Population 3,100

The map shows the Redbridge area with Southampton City Council owned housing (in black)

Image of typical housing in Mansel Park and Windrush Road.

Mansel Road East



Windrush Road

IMD 2010 for Redbridge

The table below shows the rank and score for Mansel Park in each domain

Redbridge: Mansel Park	Rank in Southampton		Rank in England	Deprivation in England Decile	IMD 2007 Rank of IMD in Southampton	IMD 2004 Rank of IMD in Southampton
Overall	9	▲	2738	Most deprived 10%	10	14
Income (22.5%)	6	▼	2522	Most deprived 10%	5	10
Employment (22.5%)	13	▲	5351	Most deprived 20%	19	23
Health and Disability (13.5%)	13	↔	4468	Most deprived 20%	13	24
Education and Skills (13.5%)	14	▼	1526	Most deprived 5%	12	13
Barriers to housing and Service (9.3%)	56	▼	16035	Most deprived 50%	47	55
Crime (9.3%)	15	▲	1036	Most deprived 5%	56	14
Living Environment (9.3%)	74	▼	8284	Most deprived 30%	33	23
Income Deprivation Affecting Children	10	▼	1992	Most deprived 10%	9	12
Income Deprivation Affecting Older People	26	▲	6581	Most deprived 30%	31	54

Where 1 is the most deprived

IMD for Redbridge

The table below shows the rank and score for Windrush Road in each domain

Redbridge Windrush Road area	Rank in Southampton		Rank in England	Deprivation in England Decile	IMD 2007 Rank of IMD in Southampton	IMD 2004 Rank of IMD in Southampton
Overall	6	↑	2227	Most deprived 10%	11	7
Income (22.5%)	7	↑	2600	Most deprived 10%	14	18
Employment (22.5%)	10	↓	4772	Most deprived 20%	8	5
Health and Disability (13.5%)	27	↑	6272	Most deprived 20%	35	16
Education and Skills (13.5%)	3	↔	439	Most deprived 5%	3	1
Barriers to housing and Service (9.3%)	94	↓	19189	Least deprived 50%	88	71
Crime (9.3%)	11	↑	727	Most deprived 5%	54	7
Living Environment (9.3%)	60	↓	6636	Most deprived 30%	29	21
Income Deprivation Affecting Children	4	↑	1060	Most deprived 5%	10	25
Income Deprivation Affecting Older People	32	↑	7081	Most deprived 30%	39	63

Where 1 is the most deprived

Mosaic Profile – Redbridge

Mansel Park & Windrush Road

Mosaic Public Sector Groups	Redbridge E01017245 and	%	Southampton Population	%	Pen. %	Index
1 Financially secure older couples living in owner occupied properties	0	0.0	13,401	5.9	0.0	0
2 Elderly singles with low mobility, reliant on public services for support	0	0.0	5,634	2.5	0.0	0
3 Low income older couples approaching retirement, living in low rise council	192	22.3	15,405	6.8	1.2	328
4 Childless, young, high rise council tenants with issues of social isolation	429	49.8	15,114	6.7	2.8	747
5 Vulnerable young families or lone parents living on council housing estates	115	13.3	8,752	3.9	1.3	346
6 Middle-aged owner occupiers making some use of public services	10	1.2	14,631	6.5	0.1	18
7 Diverse private renters in older terraced properties	14	1.6	15,511	6.8	0.1	24
8 Middle-aged lower income couples & families in right-to-buy homes	86	10.0	28,838	12.7	0.3	78
9 Comfortably-off, families who lead active yet busy lifestyles	0	0.0	32,727	14.4	0.0	0
10 Young couples, new to the area, in privately rented purpose-built flats	16	1.9	11,401	5.0	0.1	37
11 Students living in shared houses or flats near to the city centre	0	0.0	22,136	9.8	0.0	0
12 Transient young singles with weak support networks, living in a mixture of	0	0.0	7,175	3.2	0.0	0
13 Students living with like-minded people in halls of residence	0	0.0	11,614	5.1	0.0	0
14 Affluent professionals living in large detached properties out of the city centre	0	0.0	15,812	7.0	0.0	0
15 Well qualified, young professionals living in purpose-built prestigious locations	0	0.0	8,647	3.8	0.0	0
Total	862	100	226,798	100	0.38	100



Mosaic Profile – Redbridge

Mansel Park & Windrush Road

Segment 3: Low income older couples approaching retirement, living in low rise council housing

Key features

- Obesity
- Heavy smokers
- High A&E admissions
- Council tax - cash/cheque
- Length of residency 11+ years
- Council tenants
- Benefit claimants
- Low incomes
- Older couples/families



Segment 4: Childless, young, high rise council tenants with issues of social isolation

Key features

- Low mental well-being
- Heavy smokers
- Alcohol attributable admissions
- High A&E admissions
- Reminder & summons issued
- Council flats
- Benefit claimants
- Lone parents
- Young singles



Mosaic Profile – Redbridge

Mansel Park & Windrush Road

Segment 5: Vulnerable young families or lone parents living on council housing estates

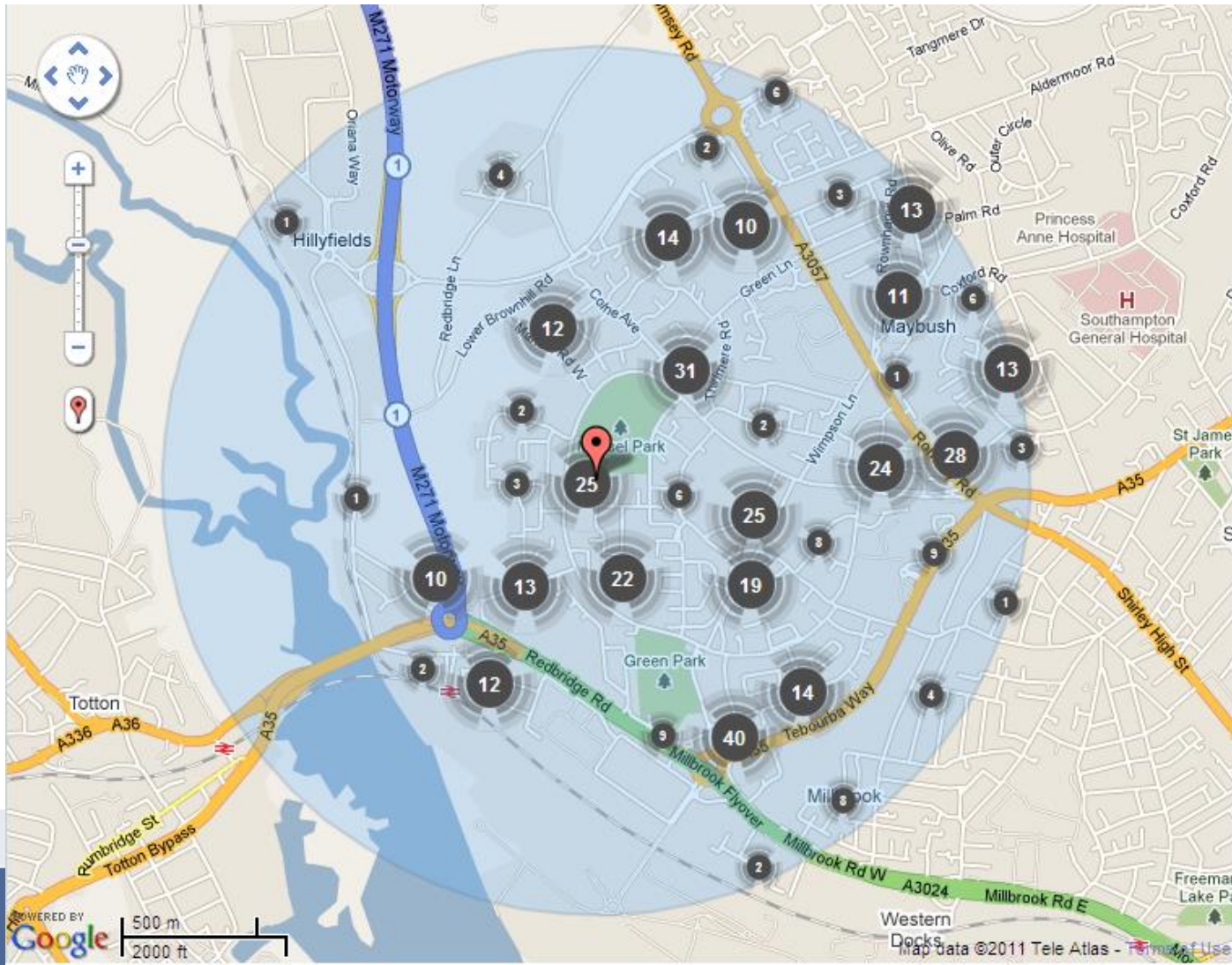
Key features

Overweight/obese children
Teenage conceptions
Not 4 week quitters
Free school meals
Heavy smokers
Low educational attainment
Council houses
Deprived
Young families



Crime data

February 2011 for the area around Mansel Park



Source: national website Police.uk

Redbridge - Education - comparison

2008

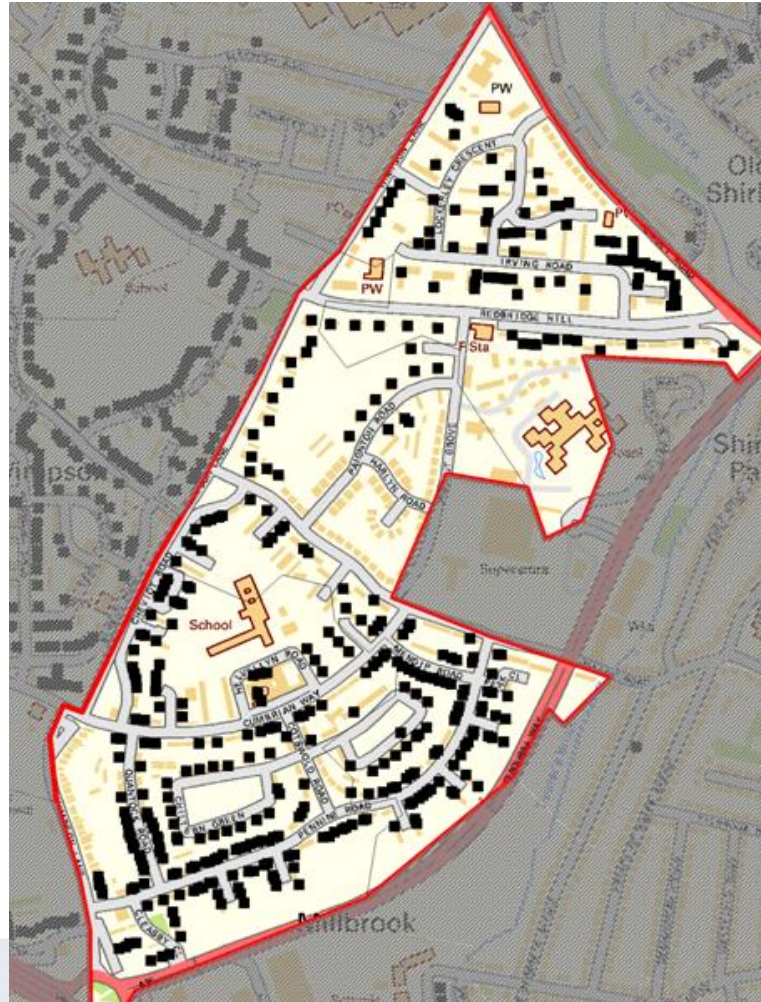
- ❖ 19.5% achieving 5+ A* - C GCSEs including Maths & English
- ❖ 65.5% achieving level 4 in English & Maths
- ❖ 7% absence from secondary schools sessions (½ day)

2010

- ❖ **38.6%** achieving 5+ A* - C GCSEs including Maths & English
- ❖ 65.3% achieving level 4 in English & Maths
- ❖ **11.4%** absence from secondary schools sessions (½ day)

5. Millbrook

Redbridge Hill and Paignton Road



Population 4,800

The map shows the International Way area with Southamton City Council owned housing (in black)

Image of typical housing for Cumbrian Way, Redbridge Hill and Paignton Road



Cumbrian Way



Redbridge Hill



Paignton Road

IMD 2010 for Millbrook

The table below shows the rank and score for Redbridge Hill in each domain

Millbrook: Redbridge Hill	Rank in Southampton		Rank in England	Deprivation in England Decile	IMD 2007 Rank of IMD in Southampton	IMD 2004 Rank of IMD in Southampton
Overall	4	↔	1317	Most deprived 5%	4	5
Income (22.5%)	4	↔	1646	Most deprived 5%	4	4
Employment (22.5%)	7	↑	3493	Most deprived 20%	11	9
Health and Disability (13.5%)	12	↔	4257	Most deprived 20%	12	26
Education and Skills (13.5%)	6	↓	708	Most deprived 5%	5	4
Barriers to housing and Service (9.3%)	13	↑	8889	Most deprived 30%	22	30
Crime (9.3%)	4	↓	289	Most deprived 5%	3	5
Living Environment (9.3%)	72	↓	8214	Most deprived 30%	45	44
Income Deprivation Affecting Children	3	↑	688	Most deprived 5%	4	4
Income Deprivation Affecting Older People	37	↑	7563	Most deprived 30%	51	73

Where 1 is the most deprived

IMD 2010 for Millbrook

The table below shows the rank and score for Paignton Road in each domain

Millbrook: Paignton	Rank in Southampton		Rank in England	Deprivation in England Decile	IMD 2007 Rank of IMD in Southampton	IMD 2004 Rank of IMD in Southampton
Overall	14	↓	3882	Most deprived 20%	12	15
Income (22.5%)	19	↓	4982	Most deprived 20%	16	21
Employment (22.5%)	24	↓	7343	Most deprived 30%	20	11
Health and Disability (13.5%)	29	↓	6720	Most deprived 30%	23	12
Education and Skills (13.5%)	16	↓	1641	Most deprived 5%	14	12
Barriers to housing and Service (9.3%)	71	↓	16990	Least deprived 50%	51	104
Crime (9.3%)	17	↑	1051	Most deprived 5%	22	15
Living Environment (9.3%)	30	↓	4260	Most deprived 20%	20	45
Income Deprivation Affecting Children	21	↓	3432	Most deprived 20%	17	16
Income Deprivation Affecting Older People	44	↑	8966	Most deprived 30%	58	75

Where 1 is the most deprived

IMD 2010 for Millbrook

The table below shows the rank and score for Cumbrian Way in each domain

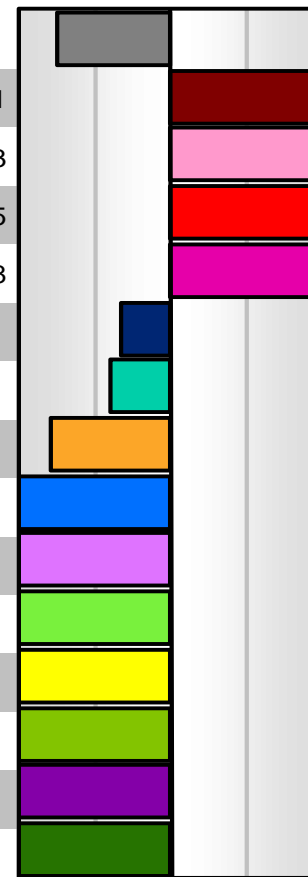
Millbrook: Cumbrian Way	Rank in Southampton		Rank in England	Deprivation in England Decile	IMD 2007 Rank of IMD in Southampton	IMD 2004 Rank of IMD in Southampton
Overall	7	↑	2626	Most deprived 10%	9	10
Income (22.5%)	10	↓	3559	Most deprived 20%	8	7
Employment (22.5%)	16	↓	5506	Most deprived 20%	10	10
Health and Disability (13.5%)	43	↓	8633	Most deprived 30%	22	22
Education and Skills (13.5%)	2	↔	334	Most deprived 5%	2	6
Barriers to housing and Service (9.3%)	131	↓	22867	Least Deprived 30%	124	124
Crime (9.3%)	3	↑	263	Most deprived 5%	34	10
Living Environment (9.3%)	63	↓	6932	Most deprived 30%	59	60
Income Deprivation Affecting Children	20	↔	3364	Most deprived 20%	20	8
Income Deprivation Affecting Older People	21	↑	6161	Most deprived 20%	34	27

Where 1 is the most deprived

Mosaic Profile – Millbrook

Redbridge Hill, Paignton Road & Cumbrian Way

Mosaic Public Sector Groups	Millbrook E01017210,207 and	%	Southampton Population	%	Pen. %	Index
1 Financially secure older couples living in owner occupied properties	31	1.5	13,401	5.9	0.2	25
2 Elderly singles with low mobility, reliant on public services for support	104	5.0	5,634	2.5	1.8	201
3 Low income older couples approaching retirement, living in low rise council	427	20.5	15,405	6.8	2.8	303
4 Childless, young, high rise council tenants with issues of social isolation	879	42.3	15,114	6.7	5.8	635
5 Vulnerable young families or lone parents living on council housing estates	407	19.6	8,752	3.9	4.7	508
6 Middle-aged owner occupiers making some use of public services	90	4.3	14,631	6.5	0.6	67
7 Diverse private renters in older terraced properties	85	4.1	15,511	6.8	0.5	60
8 Middle-aged lower income couples & families in right-to-buy homes	55	2.6	28,838	12.7	0.2	21
9 Comfortably-off, families who lead active yet busy lifestyles	0	0.0	32,727	14.4	0.0	0
10 Young couples, new to the area, in privately rented purpose-built flats	0	0.0	11,401	5.0	0.0	0
11 Students living in shared houses or flats near to the city centre	0	0.0	22,136	9.8	0.0	0
12 Transient young singles with weak support networks, living in a mixture of	0	0.0	7,175	3.2	0.0	0
13 Students living with like-minded people in halls of residence	0	0.0	11,614	5.1	0.0	0
14 Affluent professionals living in large detached properties out of the city centre	0	0.0	15,812	7.0	0.0	0
15 Well qualified, young professionals living in purpose-built prestigious locations	0	0.0	8,647	3.8	0.0	0
Total	2,078	100	226,798	100	0.92	100



Mosaic Profile – Millbrook

Segment 2: Elderly singles with low mobility, reliant on public services for support

Key features

- Diabetes
- Highest over 65's falls
- High A&E admissions
- Council tax - cash/cheque
- In receipt of adult care plan
- Purpose-built flats
- Council tenants
- High deprivation
- Very elderly



Segment 3: Low income older couples approaching retirement, living in low rise council housing

Key features

- Obesity
- Heavy smokers
- High A&E admissions
- Council tax - cash/cheque
- Length of residency 11+ years
- Council tenants
- Benefit claimants
- Low incomes
- Older couples/families



Mosaic Profile – Millbrook

Segment 4: Childless, young, high rise council tenants with issues of social isolation

Key features

- Low mental well-being
- Heavy smokers
- Alcohol attributable admissions
- High A&E admissions
- Reminder & summons issued
- Council flats
- Benefit claimants
- Lone parents
- Young singles



Segment 5: Vulnerable young families or lone parents living on council housing estates

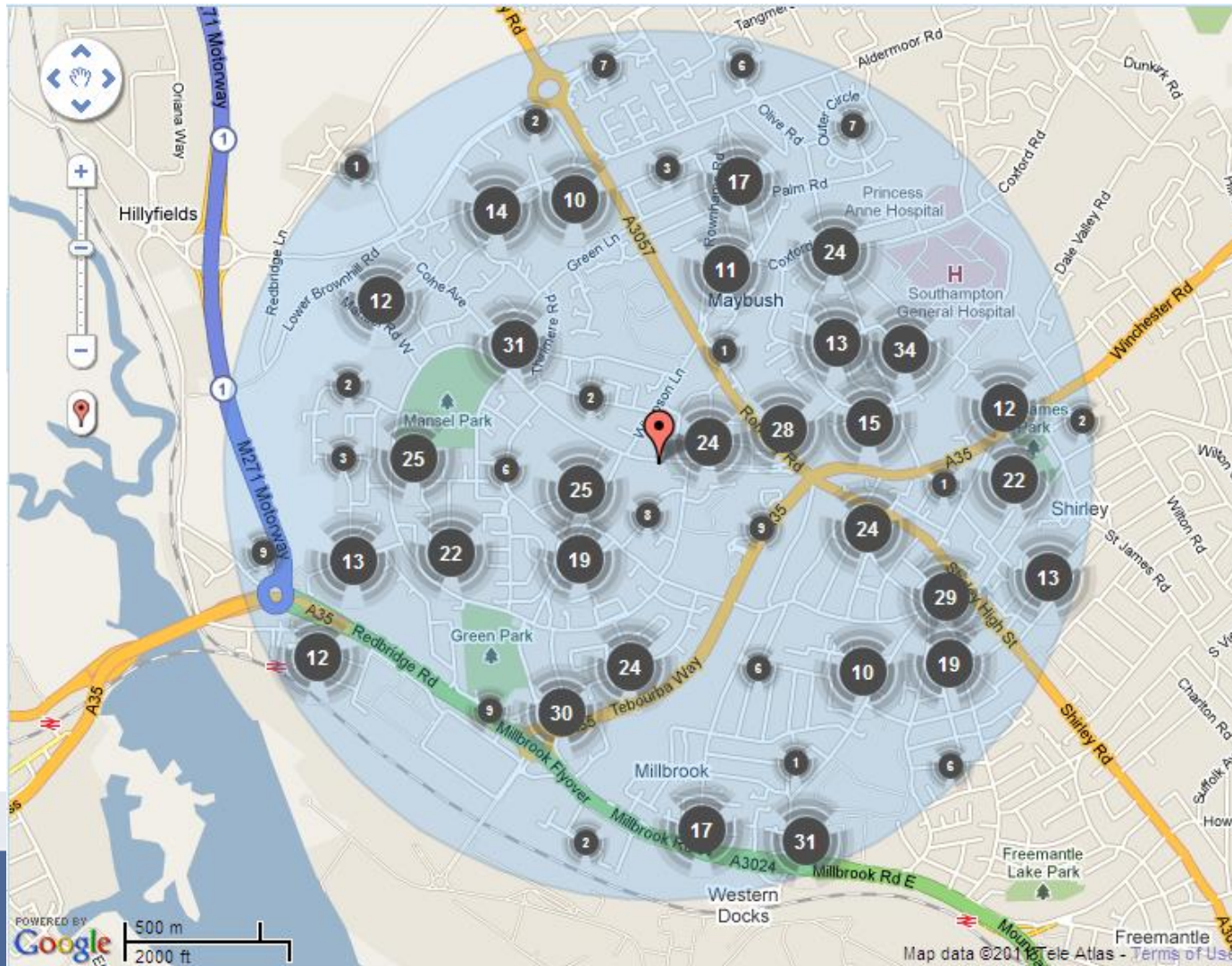
Key features

- Overweight/obese children
- Teenage conceptions
- Not 4 week quitters
- Free school meals
- Heavy smokers
- Low educational attainment
- Council houses
- Deprived
- Young families



Crime data

February 2011 for the area around Redbridge Hill and Paignton Road



Source: national website Police.uk



Millbrook - Education - comparison

2008

- ❖ 21.7% achieving 5+ A* - C GCSEs including Maths & English
- ❖ 54.2% achieving level 4 in English & Maths
- ❖ 7.4% absence from secondary schools sessions (½ day)

2010

- ❖ 36% achieving 5+ A* - C GCSEs including Maths & English
- ❖ 67.8% achieving level 4 in English & Maths
- ❖ 12% absence from secondary schools sessions (½ day)