

A focus on South Ruislip

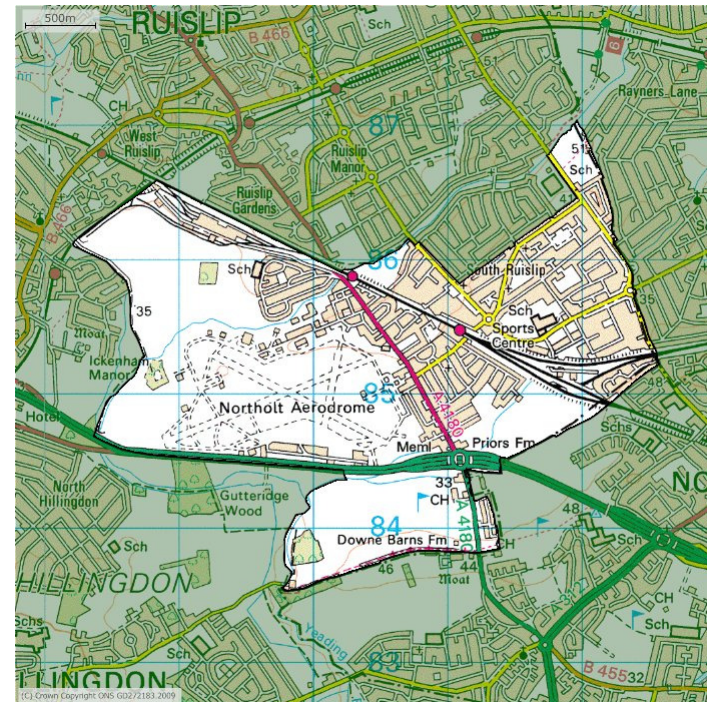
Policy Team January 2010



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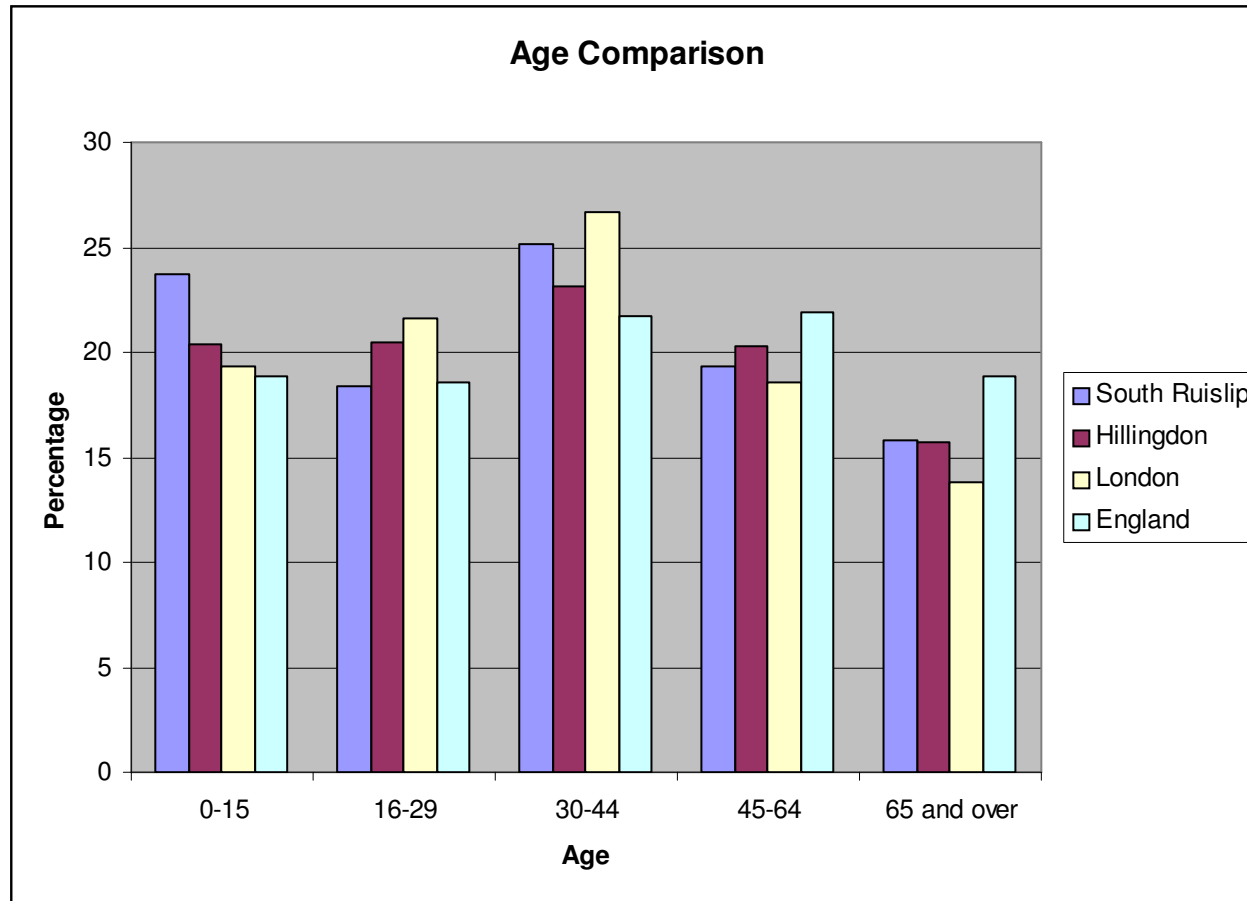
A focus on Eastcote and East Ruislip: Contents

- Key facts:
 - Indices of multiple deprivation,
 - Health,
 - Education,
 - Skills,
 - Economy,
 - Housing,
 - Community safety.
- Current Issues



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Key facts : Age profile



Source ONS Nov 2008

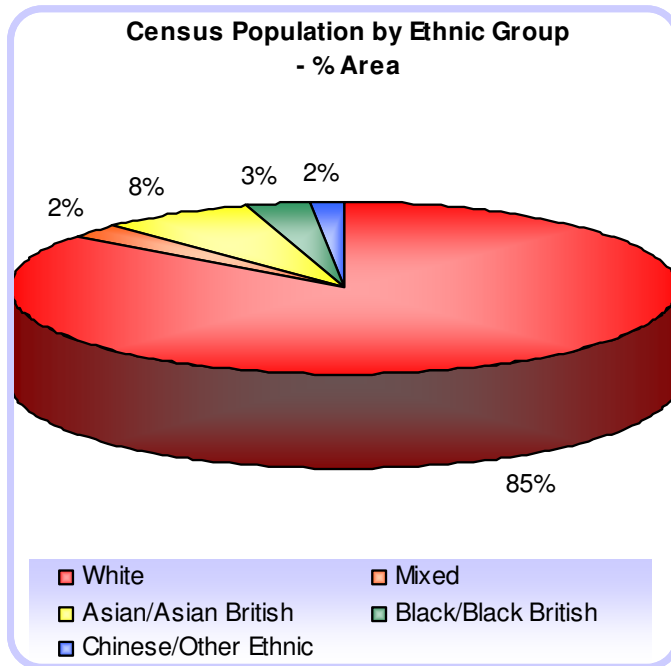
South Ruislip has a population of approx 11,116 living in approximately 4801 households.

South Ruislip has a higher percentage of young people and those in the 30-44 age bracket compared to the rest of Hillingdon.

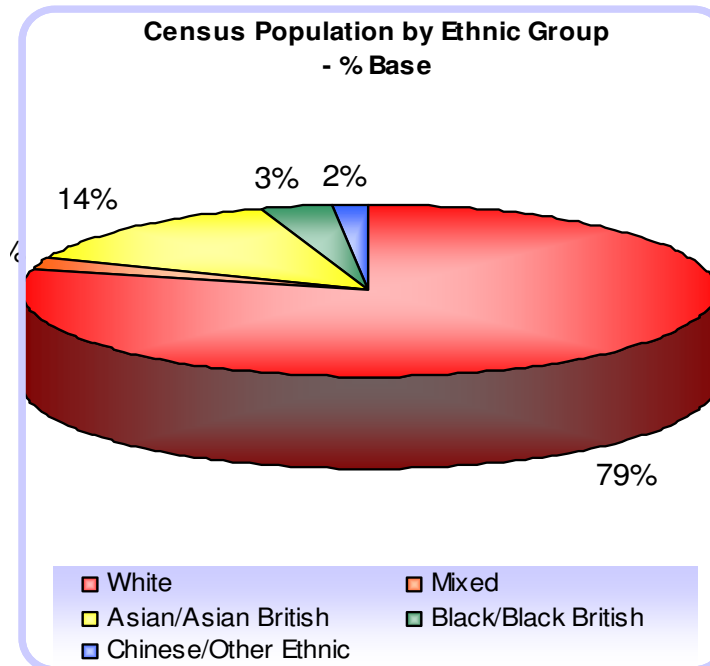


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Key Facts : Ethnicity



South Ruislip



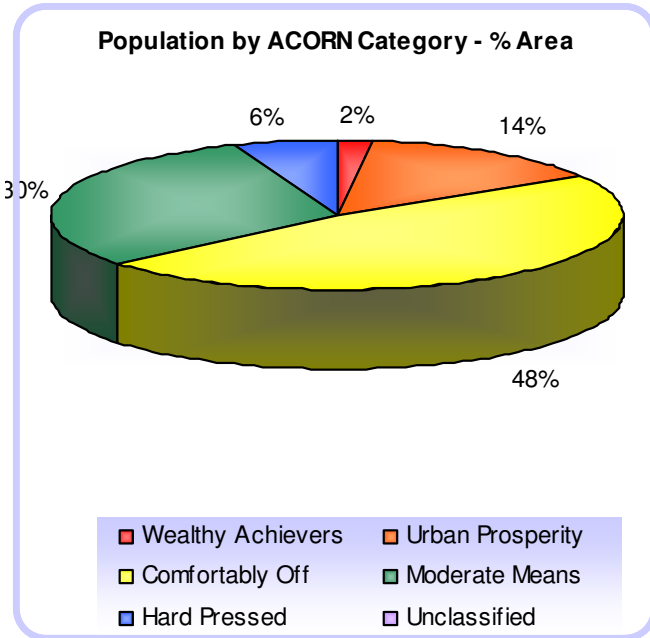
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When compared to the rest of Hillingdon there is a higher proportion of White population and nearly 50% fewer from the Asian community.

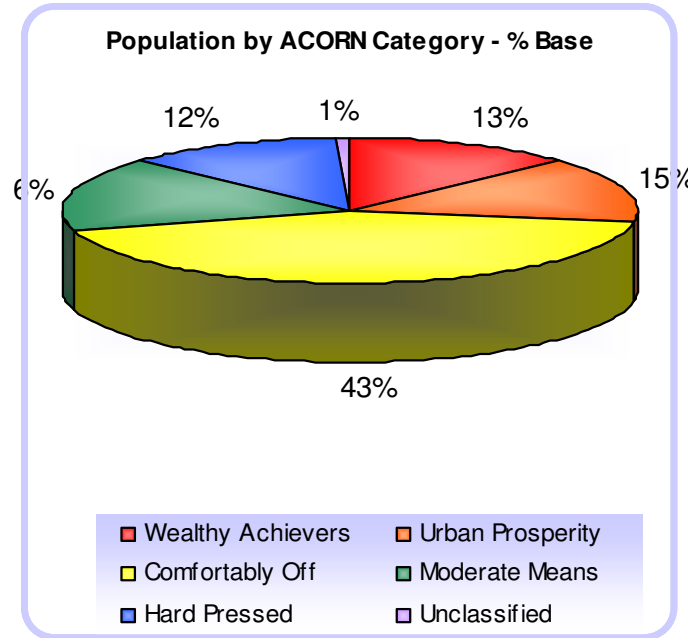


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Key Facts: Resident profile



South Ruislip



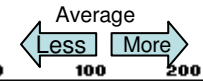
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Although there are similar numbers of comfortably off individuals within South Ruislip and Hillingdon there are over 6 times as many Wealthy Achievers and half as many Hard Pressed



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100 = the borough average
 196 = 1.96 times the borough



		Data as %		Data as %			
		Profile	for area	for base	Index	0	200
1	Wealthy Achievers	251	2.2	13.1	17		
2	Urban Prosperity	1,681	15.1	14.9	101		
3	Comfortably Off	5,015	44.9	41.1	109		
4	Moderate Means	3,313	29.7	16.0	185		
5	Hard Pressed	906	8.1	14.0	58		
	Unclassified	0	0.0	0.8	0		
Total Population		11,166					

ACORN Group Profile

		Data as %		Data as %			
		Profile	for area	for base	Index	0	200
A	Wealthy Executives	0	0.0	5.0	0		
B	Affluent Greys	11	0.1	2.8	3		
C	Flourishing Families	240	2.1	5.3	41		
D	Prosperous Professionals	49	0.4	2.5	17		
E	Educated Urbanites	935	8.4	5.2	161		
F	Aspiring Singles	697	6.2	7.2	87		
G	Starting Out	252	2.3	5.2	43		
H	Secure Families	2,517	22.5	27.8	81		
I	Settled Suburbia	1,006	9.0	2.9	314		
J	Prudent Pensioners	1,240	11.1	5.2	215		
K	Asian Communities	0	0.0	0.6	0		
L	Post Industrial Families	2,581	23.1	10.4	223		
M	Blue Collar Roots	732	6.6	5.1	129		
N	Struggling Families	660	5.9	11.0	54		
O	Burdened Singles	0	0.0	1.7	0		
P	High Rise Hardship	246	2.2	0.9	257		
Q	Inner City Adversity	0	0.0	0.5	0		
	Unclassified	0	0.0	0.8	0		
Total Population		11,166					

Many people employed in blue collar occupations with others in service and retail jobs. Most housing is terraced with 2/3 bedrooms and largely owner occupied.

These young people are highly qualified. Most are in professional and managerial roles and many are working hard to further their careers. They have high incomes and those that have been working for some time will be buying flats and making other financial investments. Others are renting and have high disposable incomes.

Many own their homes outright. They earn modest salaries and a significant number of women work part time to boost the income.

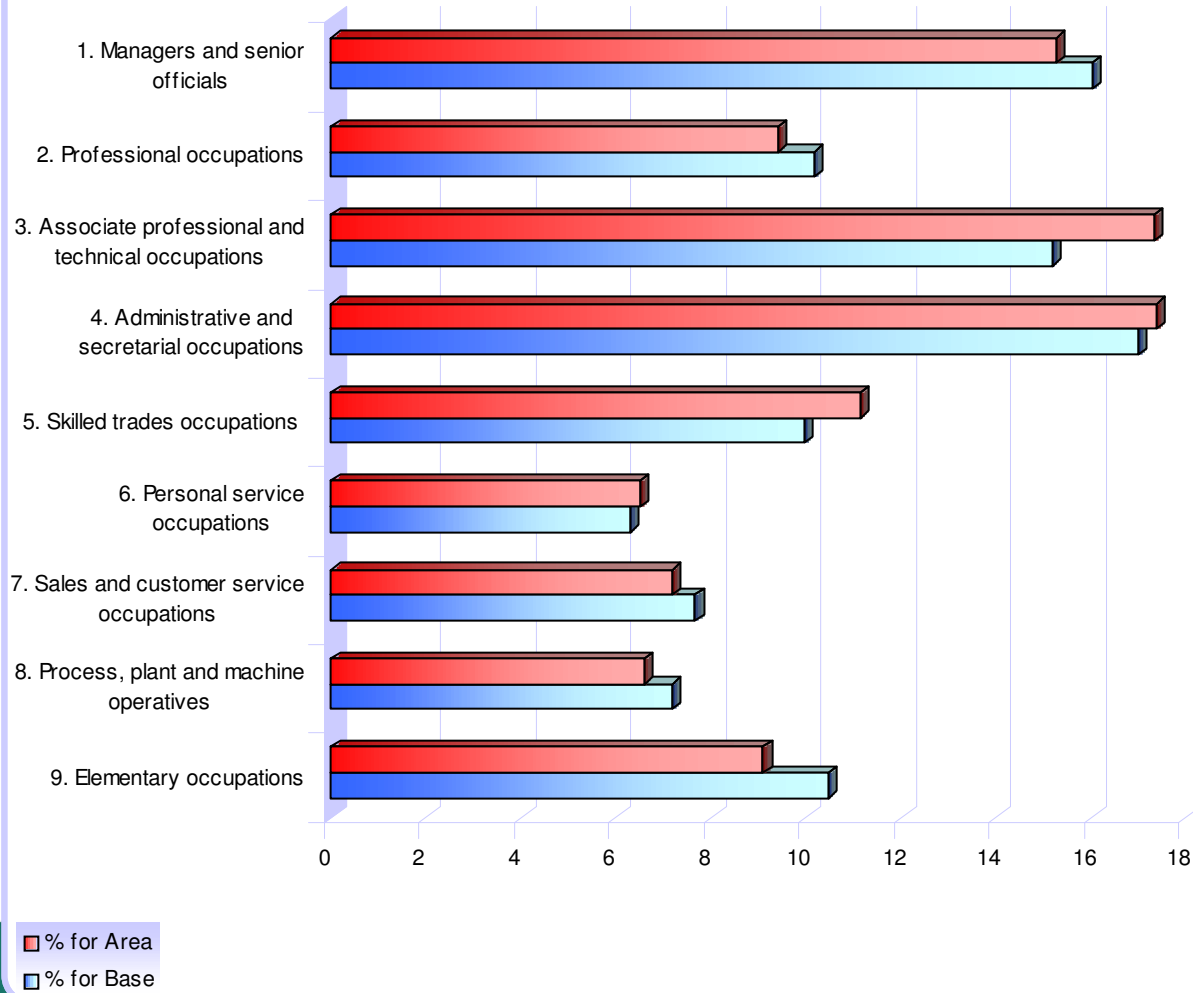
Residents tend to be well educated, and employment for those who are not retired tend to be in managerial and professional occupations. Although predominantly of retired age, householders are far from inactive. They are prepared to take on charity and voluntary work.

With the decline of heavy industry people are quite likely to work in office/clerical jobs or shops. Incomes are around the national average. Most households are traditional with school age children living in three bed roomed Terraces.

These communities have very high numbers of older residents, especially over 65s. Over 60% of households contain only one adult.

Residents Occupation

Census Occupation - % Area vs % Base



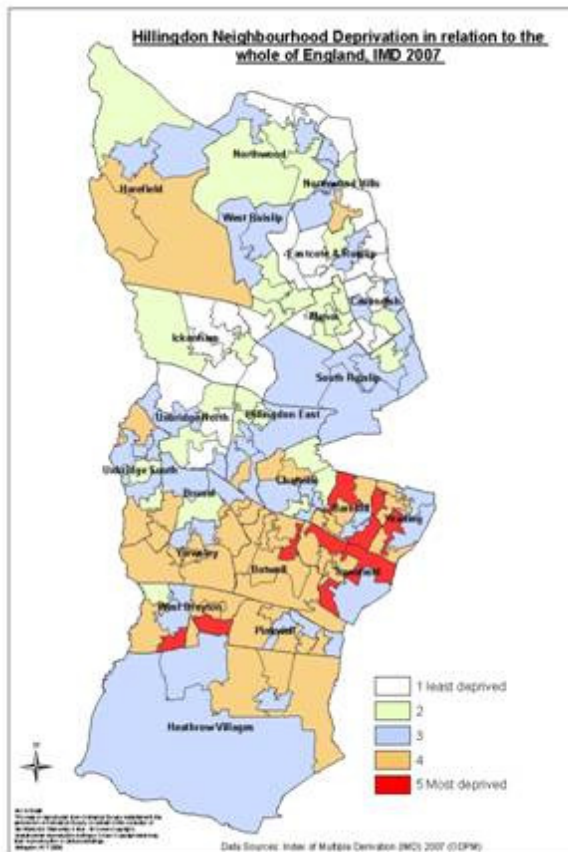
Compared to the rest of Hillingdon South Ruislip has a higher percentage of Associate Professionals, Skilled trades and Administrative staff

People living in South Ruislip typically have a lower percentage of roles in occupations at the higher and lower end of the scale when compared to Hillingdon.

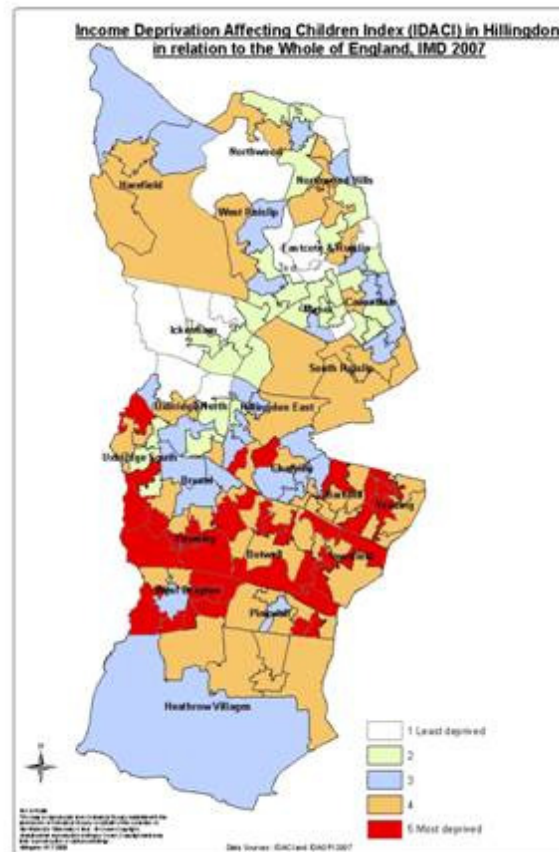


Key Facts: Indices of multiple deprivation (Super Output Area v England)

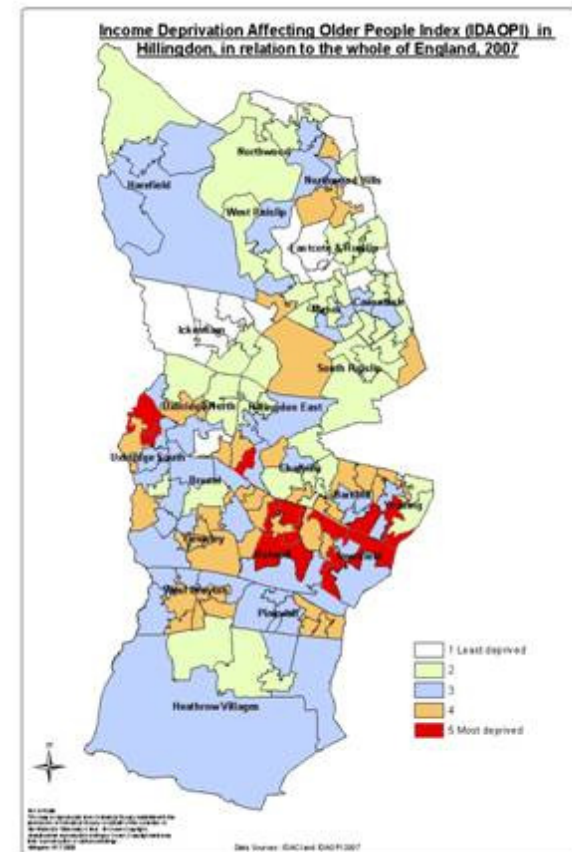
Neighbourhood



Children

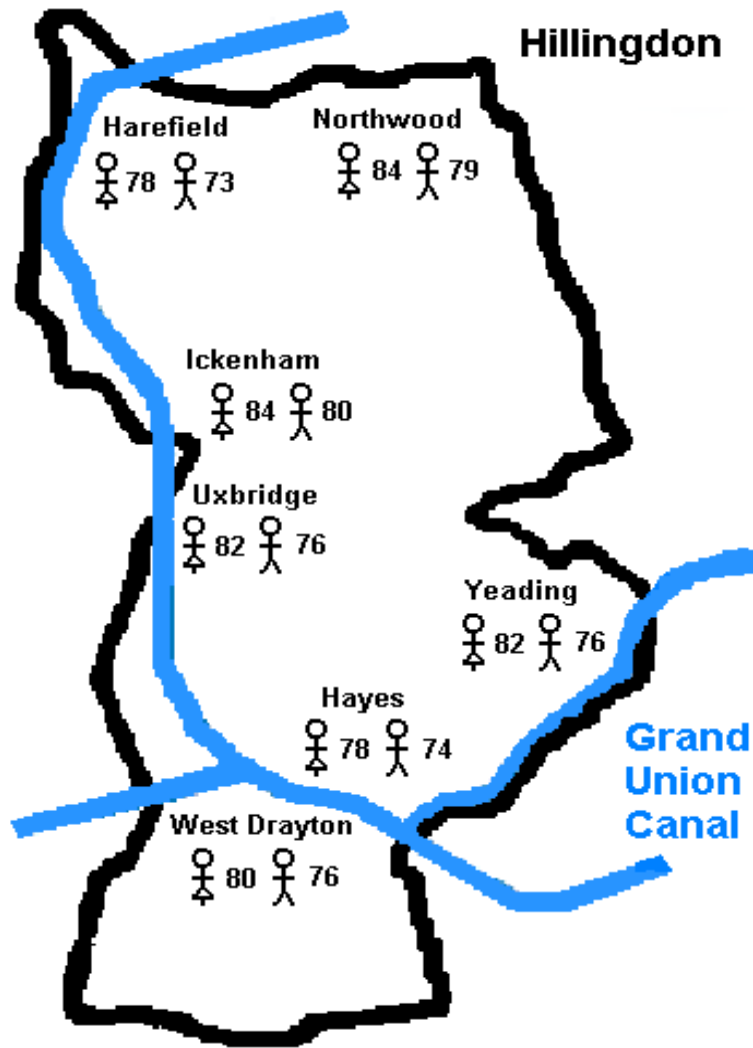


Older people



Hillingdon is an average borough, it is only when you look at specific areas you can see the differences

Health Inequalities: life expectancy



Source Hillingdon PCT

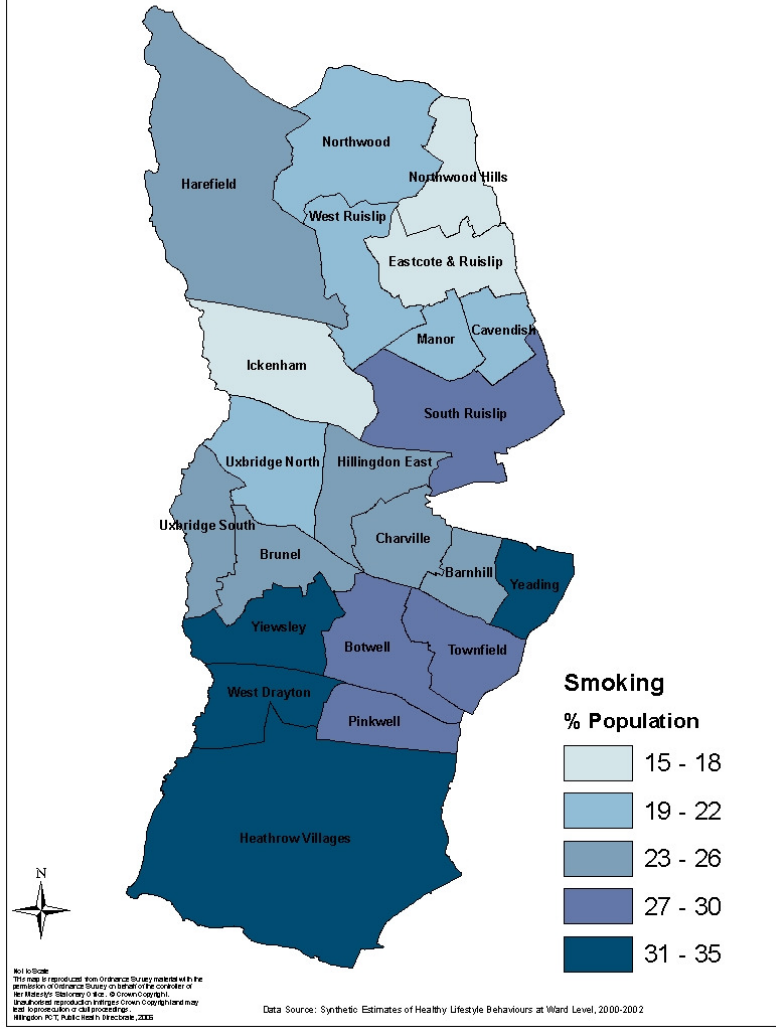
- Life expectancy in Hillingdon varies by about 6-7 years across the borough
- Women can expect to live six years longer in Northwood or Ickenham than in Harefield or Hayes.
- Men in Ickenham can expect to live seven years longer than in Harefield, six years longer than in Hayes.



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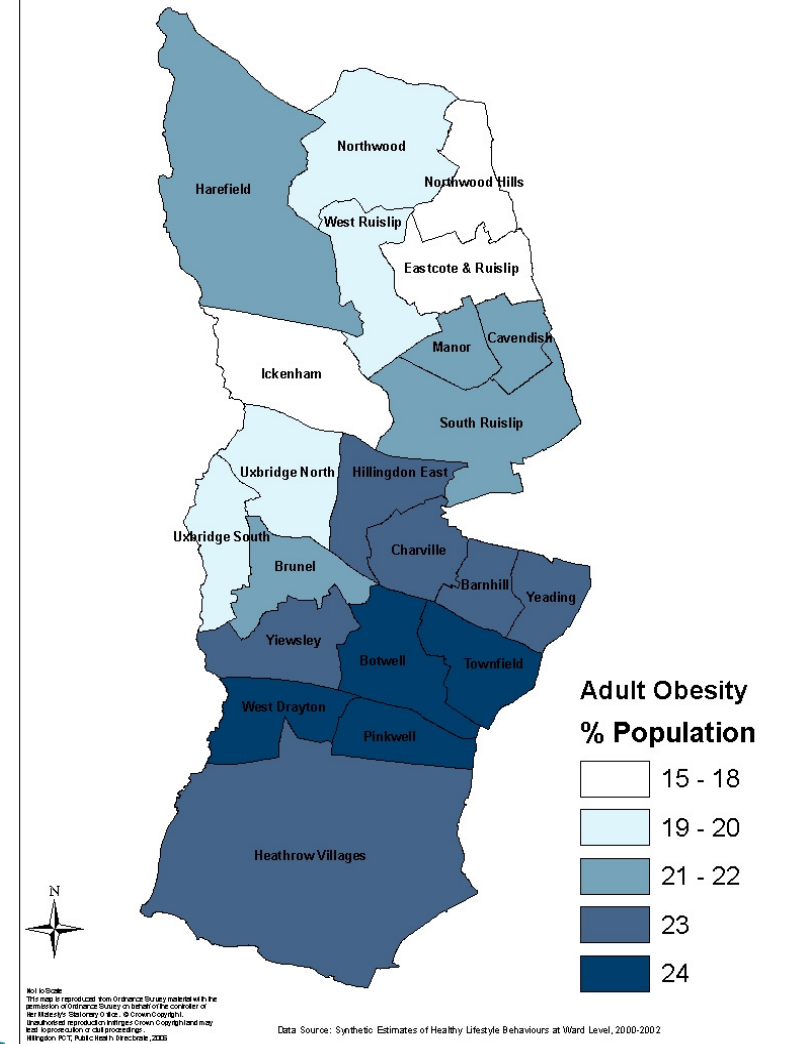
Health Inequalities : risk factors

Expected Prevalence of Adult Smoking (16 years and over) for any ward, given the demographic and social characteristics of that area

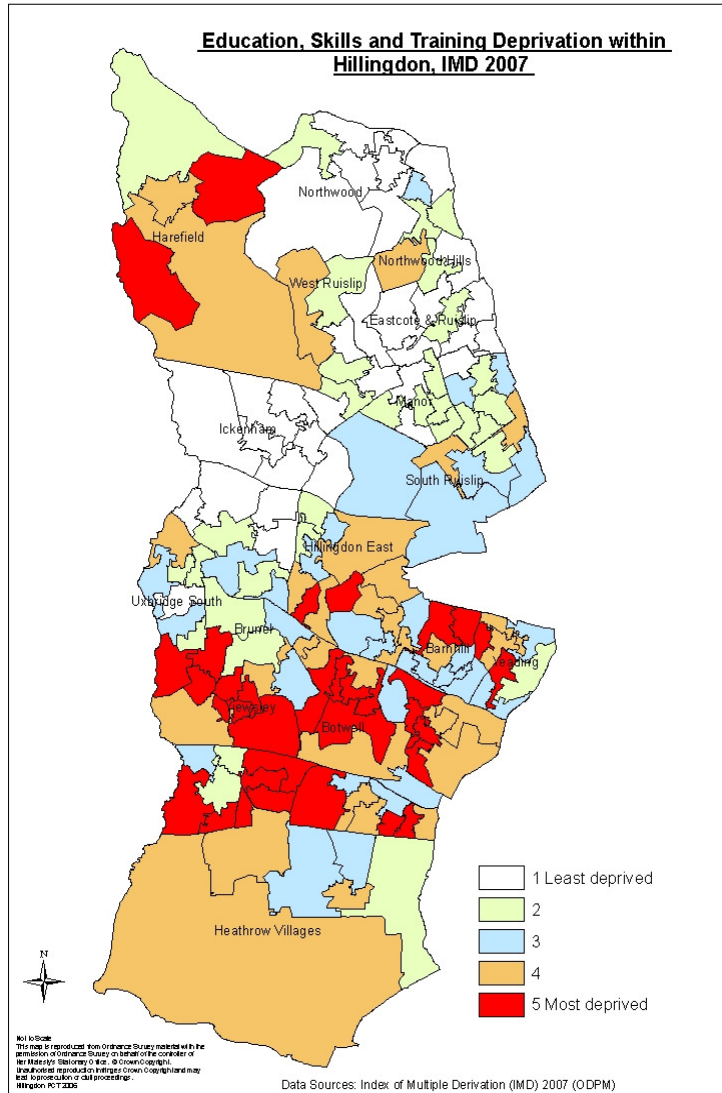


Both maps demonstrate the health inequalities and contributing factors across the Borough with Harefield the outlier in the north

Expected Prevalence of Adult (age 16 years and over) Obesity by Ward given the Demographic and Social Characteristics of that area.



Education Skills and Training



Based on education for children and young people in the area, and skills and qualifications among working - age adults.

LSC funded £54M in 07/08 benefiting over 20k Hillingdon residents.

Uxbridge College – Hayes Community campus significant investment.

LAA “stretch target” commitment to work across partners to improve skills base.

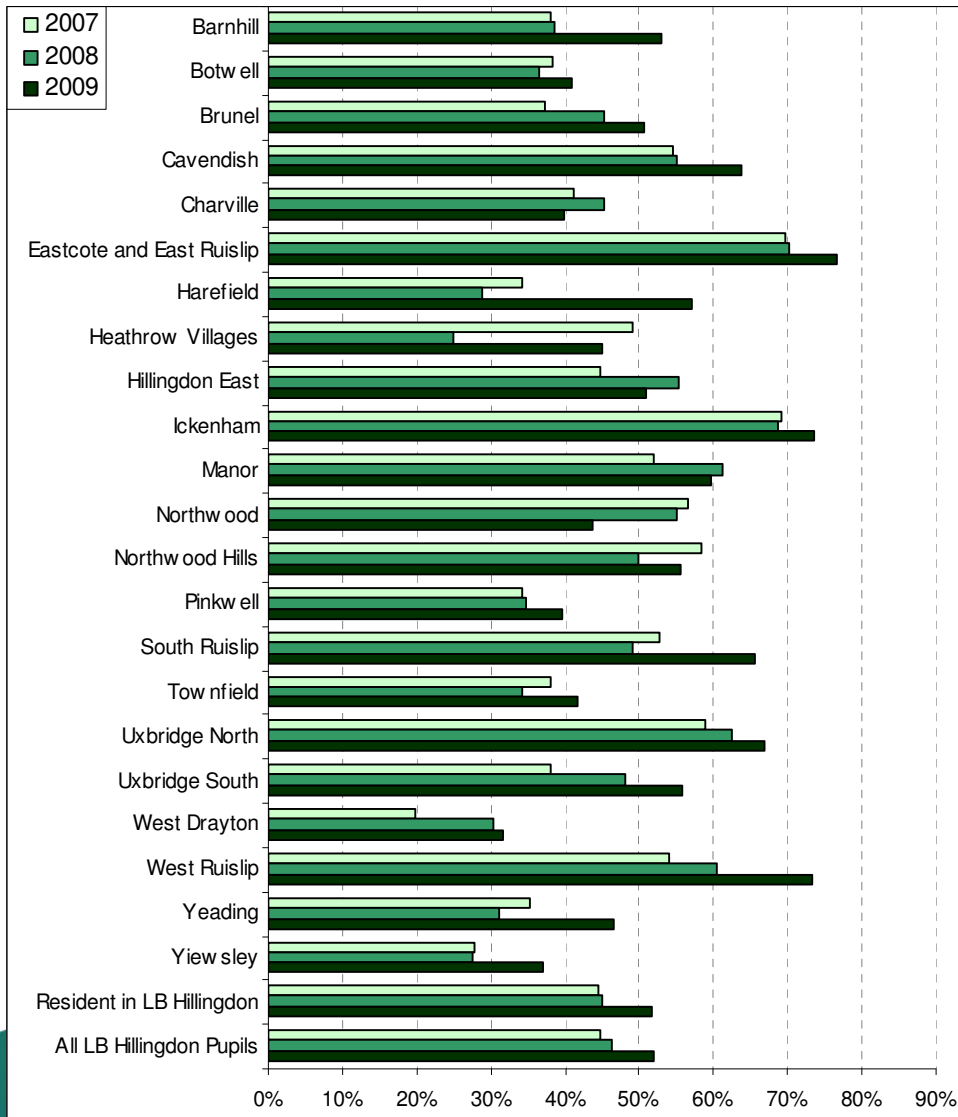
Workspace group investment in Enterprise House for flexible commercial property to SMEs.

NEETS figure Sep 09 6.2%

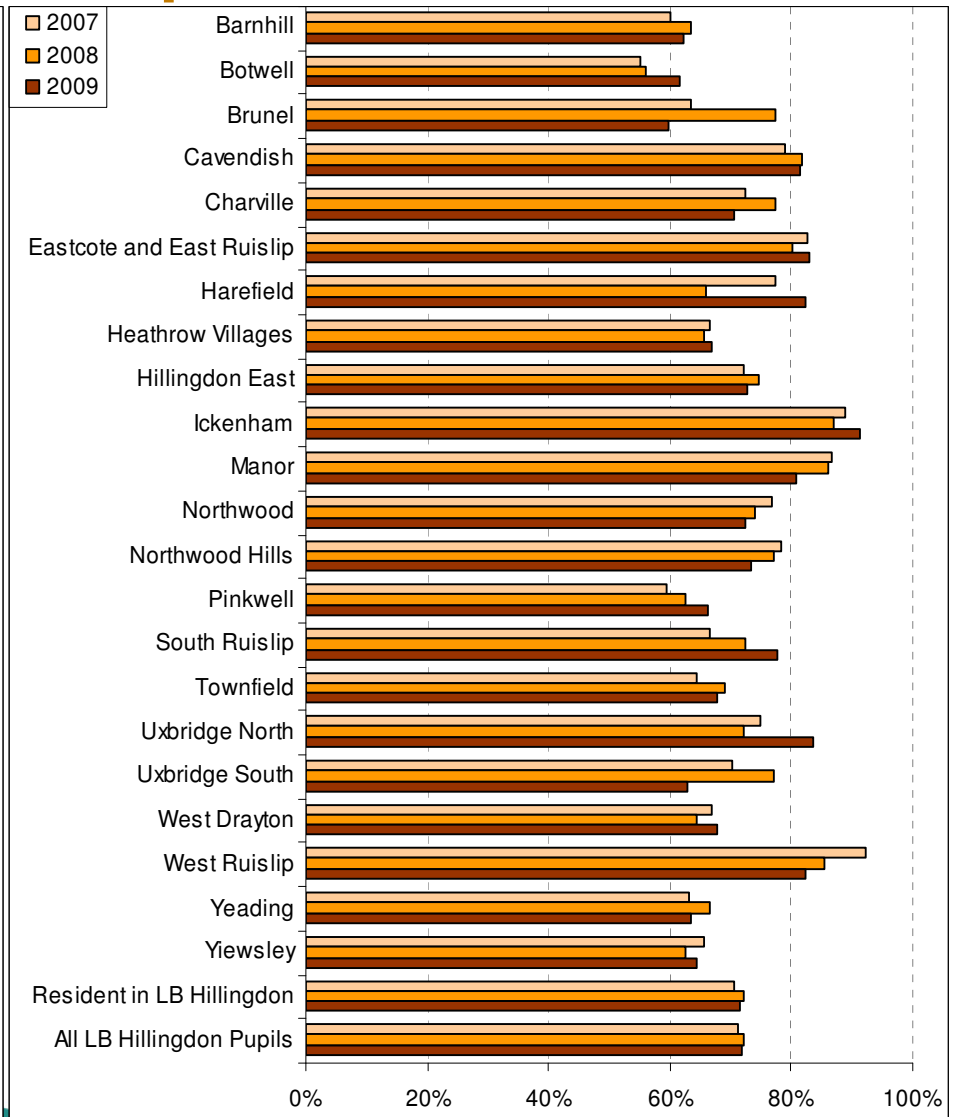


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Educational Attainment of Pupils



% Pupils achieving 5+ A*-C grades including English and maths by year and ward of residence



% Pupils achieving Level 4+ in both English and maths at KS2 by year and ward of residence

Economy : Where people work

Ward Name	Workers that leave ward to work	Workers that arrive at ward to work	Live and Work within the same ward
Barnhill	5322	2054	853
Botwell	5746	14451	1230
Brunel	5042	6323	1121
Cavendish	5556	2223	938
Charville	5876	2386	1019
Eastcote and East Ruislip	5470	2606	1143
Harefield	3566	3402	1011
Heathrow Villages	5393	70187	2295
Hillingdon East	5978	2216	1029
Ickenham	4798	2466	996
Manor	5651	2012	966
Northwood	5172	4597	1297
Northwood Hills	5166	2374	1053
Pinkwell	5687	3864	952
South Ruislip	5592	6807	1466
Townfield	5092	6846	1101
Uxbridge North	6007	9201	1513
Uxbridge South	5666	14302	1412
West Drayton	5430	5154	1044
West Ruislip	5314	4140	1110
Yeading	5636	1748	879
Yiewsley	5444	7825	1141

18% more people arrive in the ward to work than leave the ward.

20% of the workers actually live in the ward

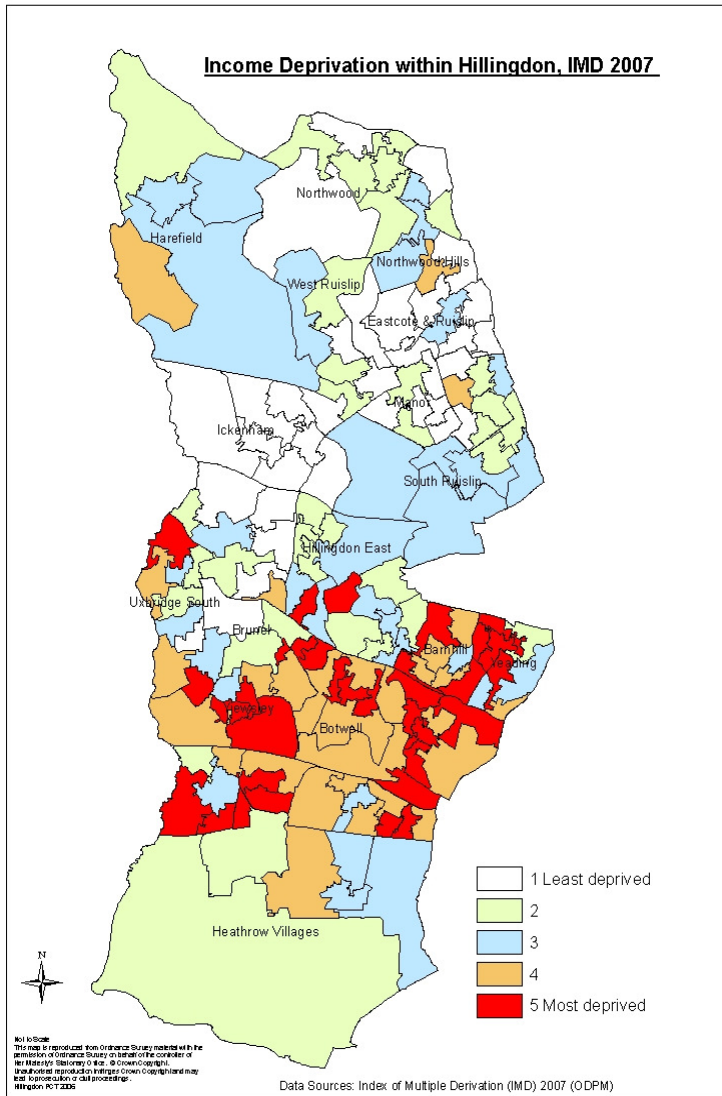
Two thirds of Hillingdon based jobs are filled by people commuting into the borough

Strong Knowledge Economy
Hillingdon 6th in Britain (41.5% v 23.7%)

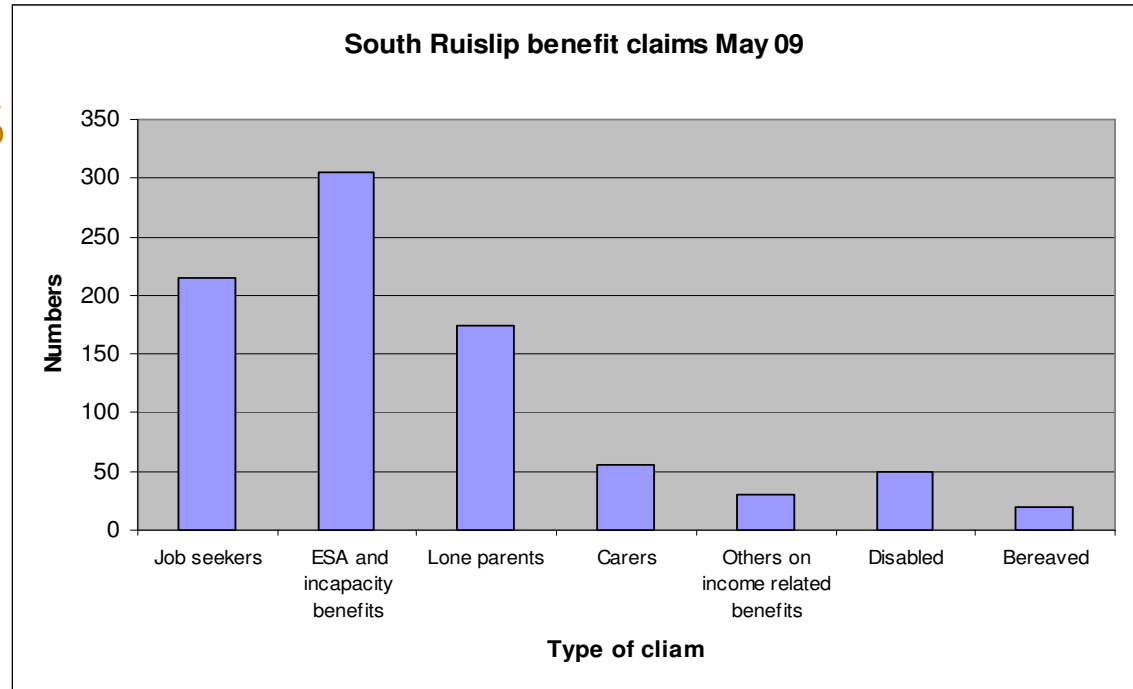


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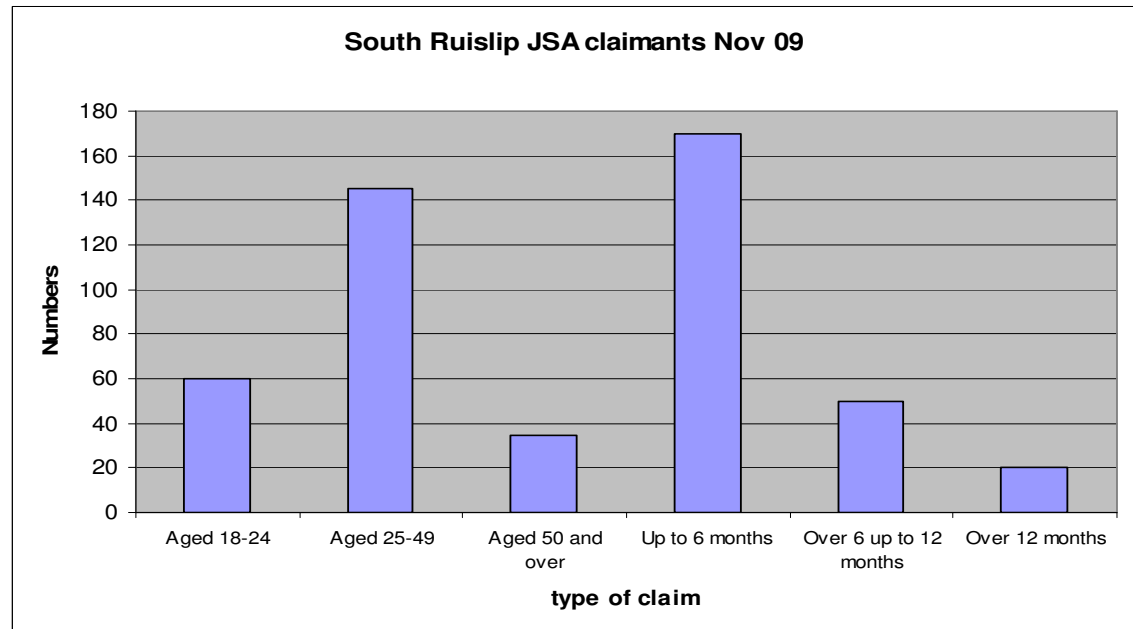
Income and Benefits



Income deprivation measured by the proportion of people who are living on low incomes (based means tested benefits).



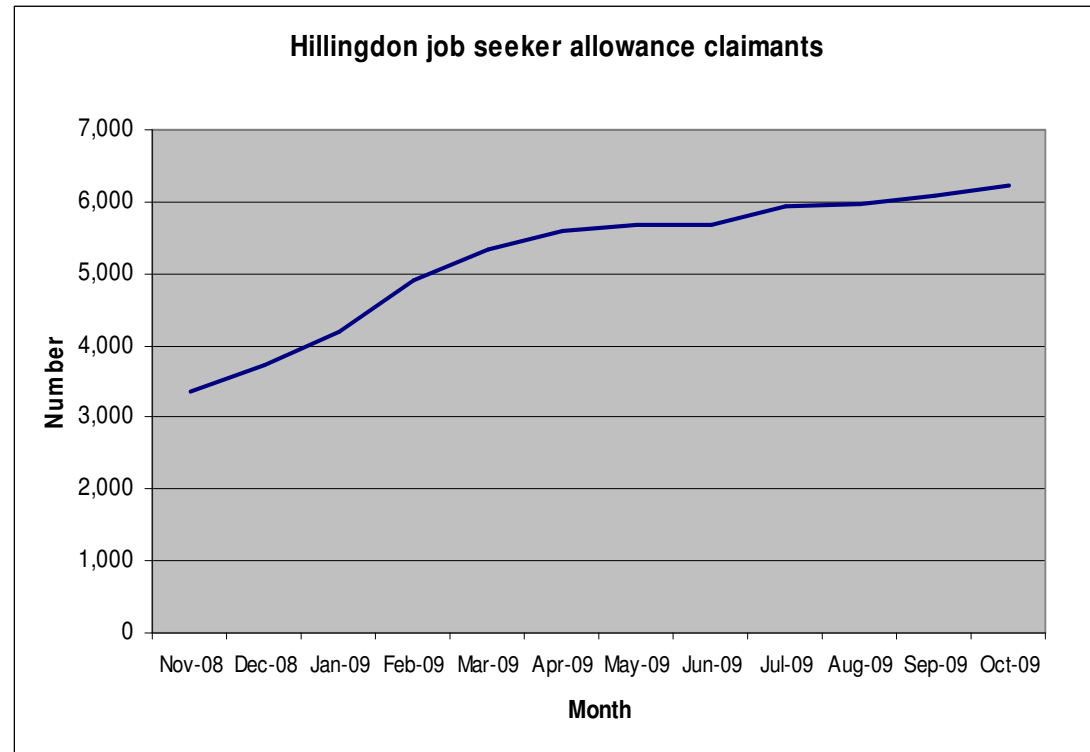
Source DWP May 2009



Source DWP Dec 2009

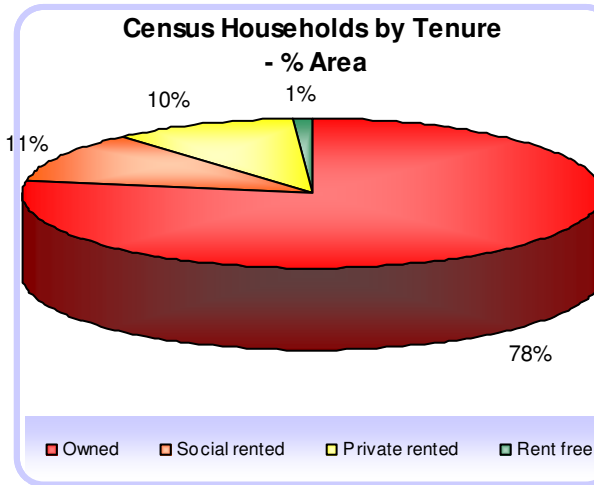
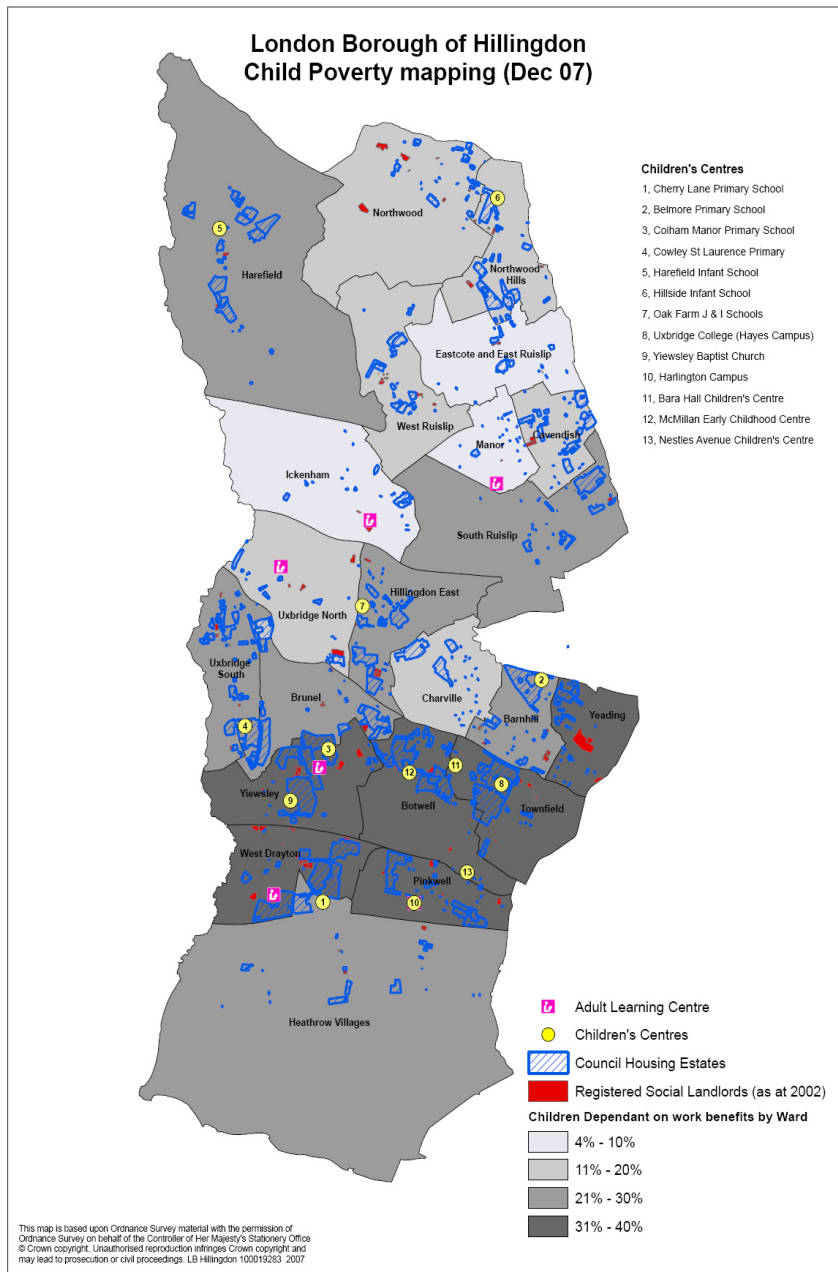
Unemployment

- Hillingdon JSA claims currently 83% increase the year to June 09, to 6,132
- 3.8% Working age population Job Seeker Allowance claimants.
- 987 Jobcentre plus vacancies across Hillingdon.
- JSA claimants per unfilled vacancy 6.2.

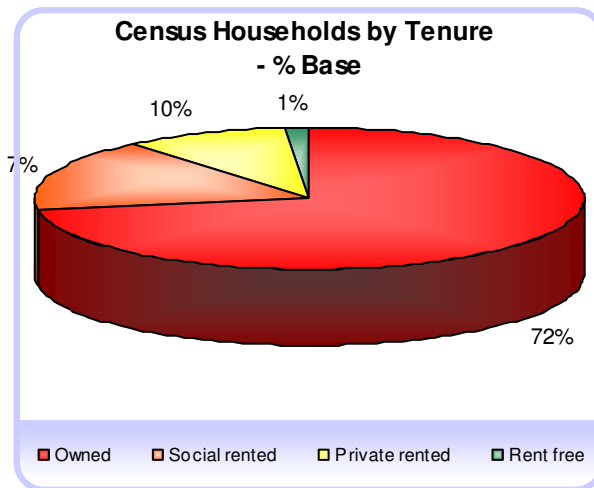


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Housing and Services



South Ruislip



Hillingdon

Information on Housing is difficult to obtain outside of the Census. We know the market has changed in the last few years with the buy to let figures increasing.

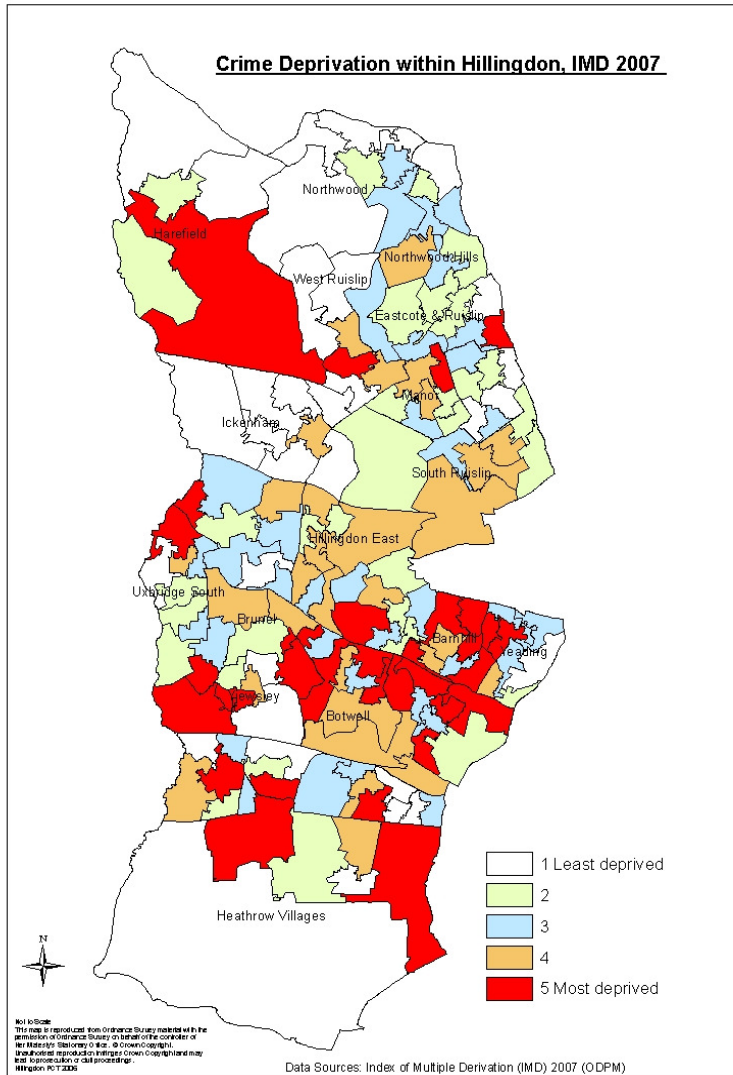
Approx 70% of council tenants are on benefits

Private ownership dominates across Borough



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Community Safety



Based on 33 types of recorded crime under 4 broad categories – burglary, theft, criminal damage and violence

There were 1,175 respondents to the Crime and Disorder survey for 2008/09. These were some of the responses compared to the last survey taken in 2007:

- In 2007 39% were satisfied with local policing, in 2009 this increased to 52%.
- In 2007 74% felt safe in their area, in 2009 this decreased to 70%.
- In 2007 50% felt that crime/ASB did not restrict their lives, in 2009 this rose to 54%.
- In 2007 44% felt there was more crime than last year; in 2009 this fell to 24%.



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Current Issues and Priorities

- **Economic Downturn:** support for residents and businesses.
- **Health Inequalities** : PCT GP-led Health Centre, roll out of “polyclinic agenda”, stronger working with partners e.g. obesity strategy
- **Skills** : maximise local employability within development opportunities. Work with LDA, Job centre plus.
- **Residents first: Hillingdon First card, street champions, streets ahead**, ward-led initiatives, civic pride, Chrysalis funding (Ally gating).
- **Education** : Building Schools for 21st Century.
- **Housing** : HRA pipeline, HMO license scheme application, 1st time buyers scheme.



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More Information



www.Hillingdon.gov.uk : Hillingdon Profile and Joint Strategic Needs Assessment for health and well being.

www.london.gov.uk/gla/dmag : GLAs Data Management and Advisory Group

www.Nomisweb.co : latest Labour market statistics from central government

<http://www.london.gov.uk/focusonlondon/> : the Focus on London report offers a unique snapshot of life in London today.

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