

Area Profile

Thirsk & Villages

Spring 2011





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1 Introduction

Hambleton Strategic Partnership works with local communities to help facilitate their needs and aspirations. Made up of the public, private and voluntary sector it evaluates and prioritises services, recognising that needs are distinctive to the individual areas within the district.

Each area has its own character and local priorities. The Area Profiles identify them in a single document - the data within them enables partners to understand the issues and concerns surrounding specific locations in order to plan appropriate services.

Information in each profile is a combination of descriptive narrative, geographical data and considered analysis. This combined outlook will give focus to efforts to improve key services and ensure they meet the needs of our local communities.

The Area Profiles also enables the Partnership to engage with local people, allowing communities to see what is being done in their area and providing them with an opportunity to influence how it is developed in terms of services and the environment. It also presents an opportunity to highlight some of the features and local services in the area, so people looking to visit or live in it are aware of what is available.

The Area Profiles will continue to develop over time as more information becomes available and the views of local communities are added. Some of the data at area level is not yet available or is several years old - the most recent Census information has been used but it dates back to 2001. And some of the figures may only represent relatively small proportions of the population. However, they are a valid indication of how people feel and the findings will be validated through engagement with community groups and forums.

2 The Thirsk & Villages Area

According to feedback from consultations and performance information, the Thirsk and Villages area is generally a good place to live. Some of the positive indications to support this are:

- the busy market town with a number of local tourist attractions
- the number of attractive villages throughout the area
- The World of James Herriot - an award winning museum and visitor attraction
- the unemployment rate is below that of the District and well below the Great Britain rate
- the high proportion of people that feel safe during the day, one of the highest in the District

Like any community there are always things to improve on. Issues and concerns of residents are summarised in Section 10, grouped under themes. Of these themes the one that raises the most concerns is that of Prosperity, with concerns about establishing the market town as an accessible point of services for local people; addressing training and skills to allow people to choose and work in jobs locally; and promoting the area to tourists as a place to visit.

Other themes that raised concerns from local residents were Place and Safety with issues around the infrastructure and pathways to improve access in and around the town and villages; promoting retail outlets and cafes and making them welcoming for tourists to visit; perceptions of anti-social behaviour; and doubts about how concerns were being dealt with by police and local services.

Next steps

Some of the issues and concerns are already being dealt with in local improvement plans. Local service providers and their partners will work with local community groups to validate findings and consider how remaining issues can be addressed.



3 An Overview of your Area

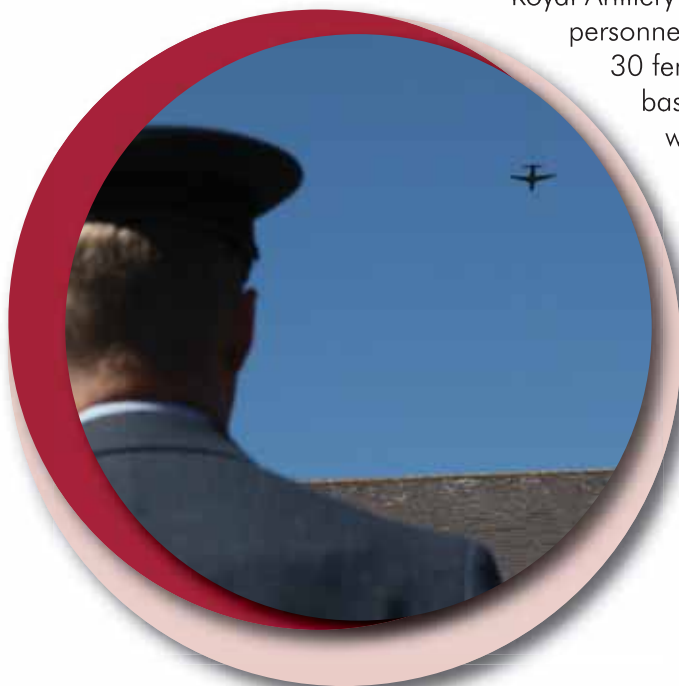
The Thirsk and Villages Area sits centrally and slightly to the South of the Hambleton District and is made up of the wards of Sowerby, Thirsk, Thorntons, Topcliffe, and Whitestonecliffe. Making up these wards are 47 parishes.

The area is primarily rural with the market town of Thirsk at its centre, surrounded by a number of villages and hamlets. The Thirsk and Villages Area is bordered by the Hambleton District areas of Northallerton to the North and Easingwold to the South.

The town of Thirsk is a traditional North Yorkshire market town, best known as home to author and vet, James Herriot. His house and surgery has been converted into 'The World of James Herriot', an award winning museum and visitor attraction.

The town clock dominates the market square and many shops retain their original frontages. Mondays and Saturdays are market days when the south side of the Market Place is home to a variety of stalls selling everything from fruit and vegetables, candles and computer games to health food and clothing. On most Bank Holiday Mondays the entire market place is filled with stalls and can be very busy.

One of the largest employers in the area is the Army at Alanbrooke Barracks which is located on a RAF airfield near the village of Topcliffe. The base represents a small community in its own right. It is the home of the 4th Regiment Royal Artillery and has approximately 553 personnel. This is made up of 523 male and 30 female personnel with 162 families. The base also has two private contractors working on site - Sodexo and Carillion. The base also provides a flying facility for a detachment of planes from RAF Linton on Ouse. Of the personnel on the base around 150 commute in and out on a regular basis.



There are dedicated married quarters on the base with capacity for approximately 22 officers and 153 soldiers and their families. Of the properties on the base 34 have been sold to the private sector - bought privately or are rented from an agent. These are subject therefore to support from local services. The military family's accommodation is allocated, managed, maintained and repaired by the Defence Estates Housing Directorate (DE).

Although the Army provides medical and pastoral services for the soldiers, their families and dependants also rely on public services including doctors, dentists and hospitals. This provides some challenges for the families in terms of accessing those services especially when soldiers are on duty away from their home base.

There is limited access to public transport with a bus service every two hours to Thirsk and Northallerton stopping at the gates of the camp. The service only operates weekdays between 8am and 6pm and are less frequent at weekends and Bank Holidays. The railway station at Thirsk provides access to other main locations.

The isolated nature of the camp - over 30km from Catterick Garrison and over 7km from Thirsk (the nearest town with local amenities) - makes Alanbrooke Barracks an 'island community'. As such the families and single soldiers are more 'needy' than regiments that are closer to local population centres or in Garrison communities. This is manifested in the overwhelming support for the Wives Club, the almost constant demand for transport to and from local amenities/off camp activities and the sense of boredom experienced by those who do not/cannot get away from camp in the evenings or at weekends.

There are no major crime or social issues identified, although a small amount of criminal damage is reported and is attributed to bored young teenagers.

Key Facts

Public Services

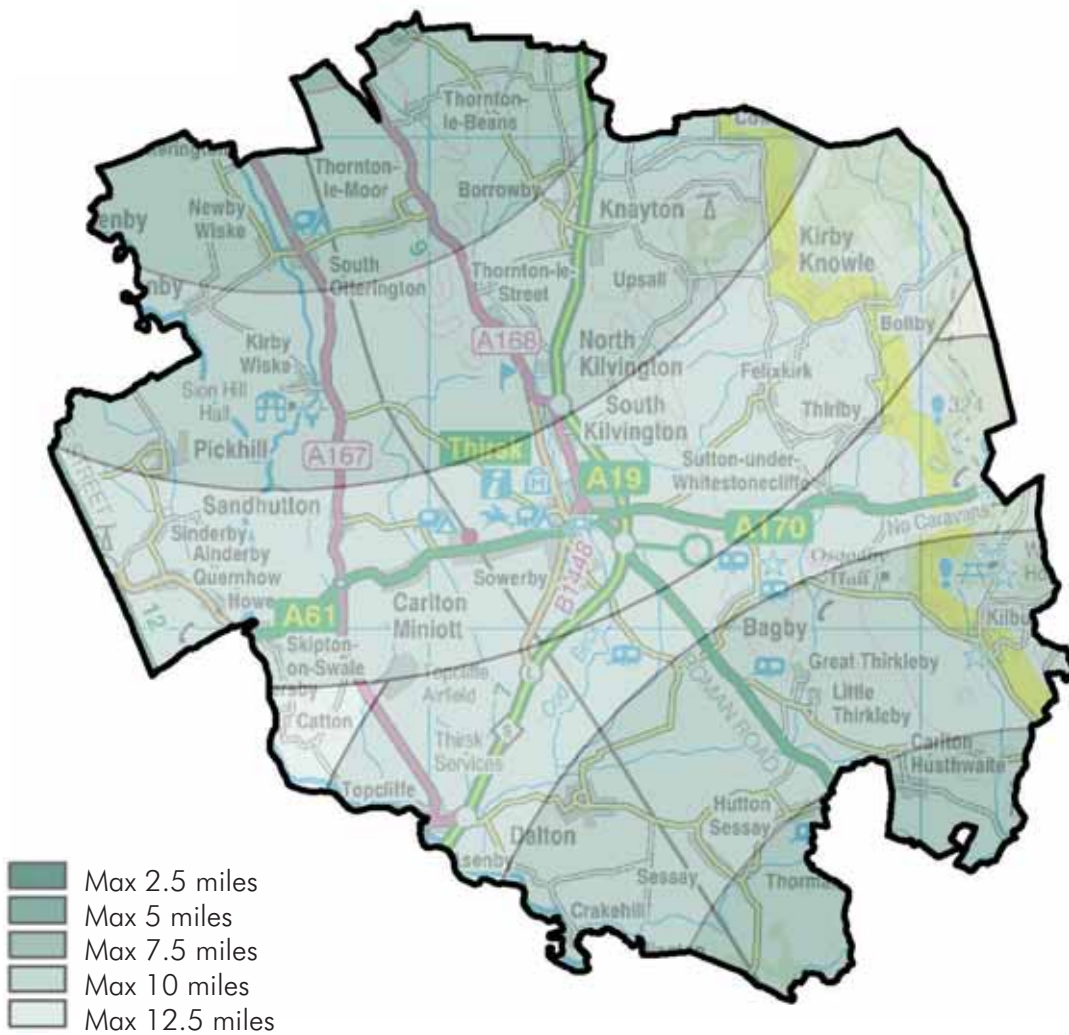
National Indicator:

NI 140 Fair treatment by local services - 78%
(District - 83%)

A number of public services are available in the area including police, doctors, dentists, library, tourist information centre, a community hospital and a leisure centre. There is a Fire Station in Thirsk which is covered by retained personnel who work/live in the local community. These services are mainly provided in Thirsk itself, requiring people from the outlying villages to travel into the town. The nearest access centre is at the Civic Centre in Northallerton and Police stations are located in Northallerton and Easingwold.

There are 24 designated play spaces in the Thirsk and Villages area, reviewed in a survey by the Council in 2009. Of the 29 villages, 15 do not have a designated play space.

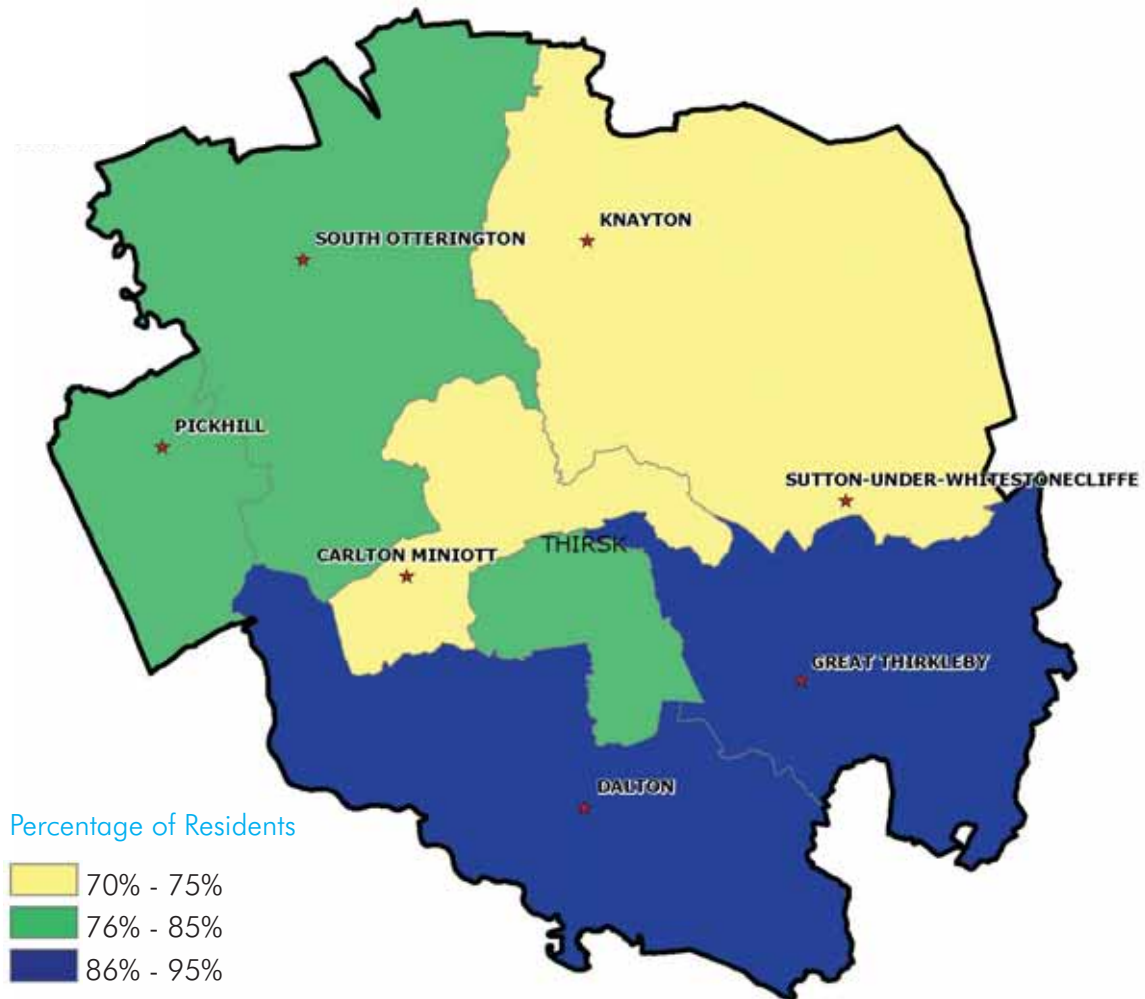




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The map above indicates the distances between communities in Thirsk and Villages area and their nearest access centres.

The map below shows the distribution of where residents feel they have received fair treatment from their local services.



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Transport Links

2008 Place Survey:

Satisfied with Local Transport information - 28% (District 38%)

Percentage people who used local transport information last year - 49% (District 57%)

Satisfied with local bus service - 31% (District 40%)

Percentage people who used local bus service in last year - 36% (District 49%)

Satisfaction with local transport information and the local bus service is amongst the lowest in the District and rates lower than the District figures. Hambleton is ranked at 146th (out of 210) and is low in the third quarter for satisfaction with local transport information. Satisfaction with local bus services is at 153rd and in the bottom quarter. The top percentage for any district in this category is 71%.

The Thirsk and Villages area is served by a number of major roads with the A19 running from North to South giving access to Newcastle and York; the A170 running East to Scarborough and the coast; the A61 running West to Ripon and Harrogate and the A168 running South West to join up with the A1. The A167 and A168 connect the area to Northallerton.

Thirsk has a railway station situated a mile and a half outside the town centre providing additional links to Northallerton and York and connections to other major destinations in the country. There are bus links between the station and the town centre.

There are a number of bus services operating across the area. Thirsk town centre is a drop off point for National Express coaches and a coach park is provided at Millgate for other coaches.

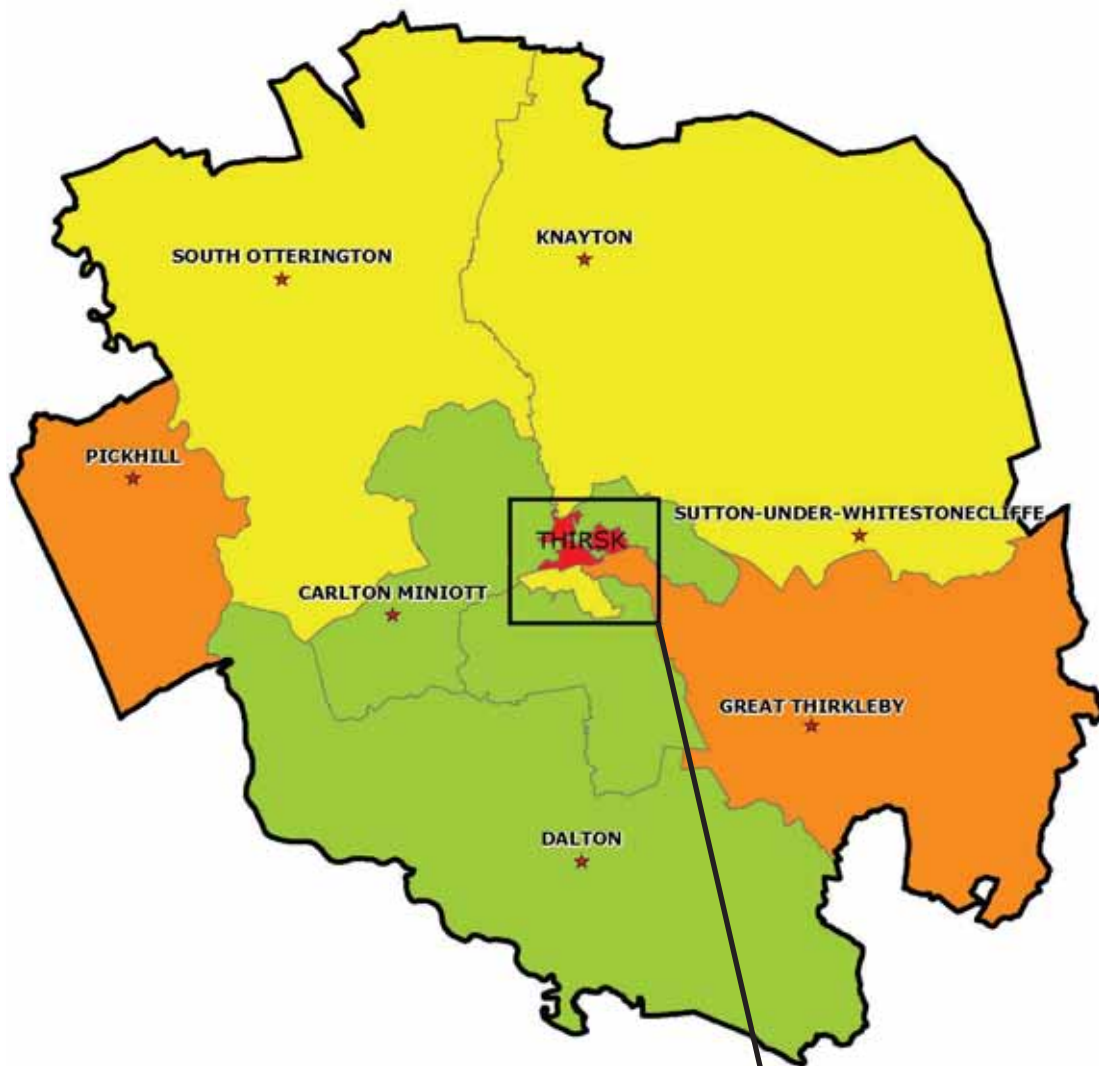


Levels of Deprivation

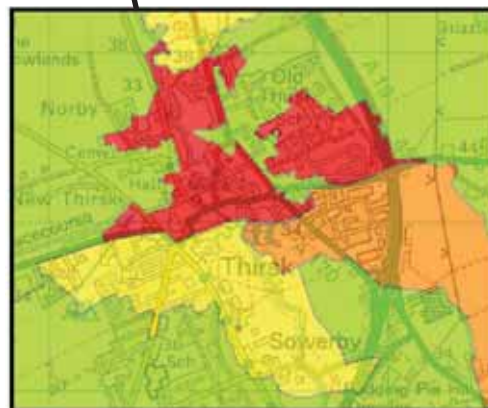
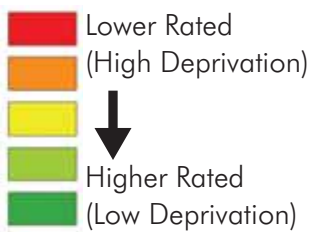
The Indices of Deprivation (ID) 2007 combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. Each small area covers a population of between 1,000 and 3,000 people. This allows each area to be ranked relative to one another according to their level of deprivation. The Index of Multiple Deprivation (IMD) 2007 has been produced at Lower Super Output Area (LSOA) level, of which there are 32,482 in England. The range goes from one being the most deprived, to 32,482 being the least deprived.

An LSOA is smaller than a ward so is useful in pinpointing pockets of deprivation. In Hambleton there are 51 LSOAs of which there are ten LSOAs in the Thirsk area. The most overall deprived LSOA in Thirsk and surrounding villages is a part of the town of Thirsk with a ranking of 9,643 in England. This has remained unchanged since 2004 - the community is also rated as the lowest in the District for education, skills and training and employment. The least deprived community in the area is the northern part of Topcliffe with a rating of 27,300.

The next map shows deprivation areas across Thirsk and Villages area. Red shows the communities with the highest levels of overall deprivation and green the communities with the least level of overall deprivation.



English Deprivation Ratings



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The overall deprivation index is informed by seven categories of influencing factors:

- education, skills and training
- income
- employment
- barriers to housing and services
- health deprivation and disability
- crime
- living environment

The overall deprivation ratings of the Thirsk and Villages area show that of the ten LSOAs there are none in the lower third of England. Two areas have mid range index scores, both parts of Thirsk town scoring 9,643 (the most overall deprived in the District) and 14,694. The remaining eight LSOAs have a deprivation index score of above 21,000 which is in the top third of England. This shows a low level of deprivation overall in the Thirsk and surrounding villages, compared with the rest of England.

There are pockets of specific deprivation, which are areas of concern as they fall into the most deprived of all LSOAs in England. Results of these specific factors for deprivation for Thirsk and Villages are highlighted below:

LSOA/Ward	Specific Factor	Deprivation Index Ranking	Comparison across England
Whitstonecliffe	Barriers to housing and services	892	Bottom 10% of England
White Horse	Barriers to housing and services	1013	Bottom 10% of England
Thorntons	Barriers to housing and services	1042	Bottom 10% of England
Thirsk (E01027629)	Barriers to housing and services	2366	Bottom 10% of England
Topcliffe	Barriers to housing and services	6140	Bottom 20% of England

Source : The English Indices of Deprivation 2007 survey (ID2007) Official Government Measure. (1 being the most deprived to 32,482 being the least deprived.)

The analysis in the table above shows that for the specific factor index 'Barriers to housing and services', Whitstonecliffe, White Horse, Thorntons and part of Thirsk falls into the bottom 10% of England. Topcliffe has a deprivation index rating for the specific factor 'barriers to housing and services' that falls into the bottom 20% of England. One part of Thirsk town is as well as being the most deprived area in the District, the most deprived in terms of education and skills (rated 2,366), most deprived in terms of employment (8,681) and most deprived in terms of health and disability (11,045).

The picture in 2004 is similar with parts of Thirsk town ranking lowest in the District for education, skills and training (2,914); and crime (16,693). Sowerby was ranked lowest in the District for living environment in 2004 (8,138) but has improved slightly to 9, 346.

Community Groups

National Indicator:

NI 1 Percentage of people who believe people from different backgrounds get on well together in their local area - 82% (District 84%)

NI 2 Percentage of people who feel that they belong to their neighbourhood - 68% (District 72%)

There are a number of community groups around the area suitable for people of all ages and interests. These include area groups and forums that allow residents to take part in the running of their area. A list is provided in Section 11 along with information on how to get more involved.

Education

There are a number of schools in the Thirsk and Villages area:

- Alanbrooke County Primary School
- All Saints RC Primary School
- Balderby St James C of E Primary School
- Breckenbrough (Independent) School
- Carlton Miniott Community Primary School
- Dishforth C of E VC Primary School
- Knayton C of E School
- South Kilvington C of E Primary School
- Sowerby Community Primary School
- Thirsk Secondary School
- Queen Mary (Independent) School

The GCSE results reported in January 2009 showed 59% of Thirsk Secondary School pupils achieving an equivalent of five or more GCSE's Grade C or above including Maths and English. Queen Mary Independent School achieved 93% in 2008 in the same category.

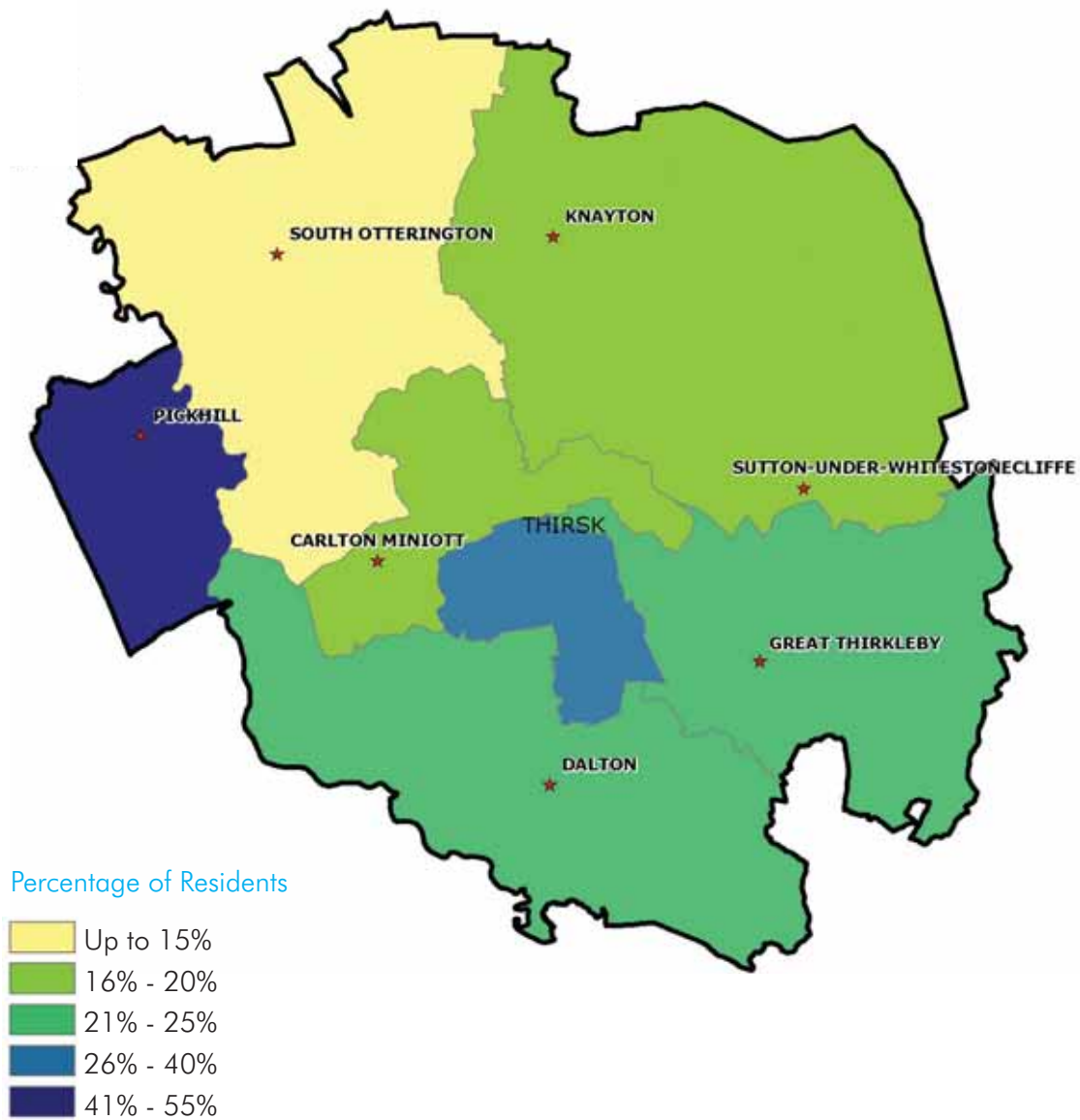
The top five things that are important to people in the area

The level of crime	58%
Clean streets	46%
Health services	45%
Affordable decent housing	35%
Shopping facilities	28%

The top five things that people in the area think need improving

Activities for teenagers	39%
Public transport/ road and pavement repairs	35%
Affordable decent housing	28%
Shopping facilities/ level of traffic congestion	26%
Job prospects	24%

The map below illustrates where people feel confident that the police and local services are dealing with local issues. The communities around South Otterington have the least confidence and those around Pickenhill have the most confidence. It is interesting to note that communities close to Thirsk town have higher levels of confidence even though perceptions of anti-social behaviour are higher there.



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4 Understanding more about your people

People is a key priority theme in the Hambleton Community Plan. Its aim is to create:

'A stronger more engaged community in which people participate in decisions that affect them and where everyone has access to information and services that enable them to lead full and active lives, in particular old people and young people.'



Key Data/Performance Information

In line with the performance indicators laid out in the Hambleton Community Plan priority for People, information has been provided below to give an indication of how well we are performing. A comparison is also provided so that area results can be compared with those of the District and National figures.

Measure	Area	District	National
Influencing decisions in local area (NI 4)	29%	32%	28.9%
Perception of quality of life (NI 5, NI 138)			
NI 5 - Overall/General satisfaction with local area	85%	91%	90.5%
NI 138 - Satisfied with both home and area	88%	91%	91.5%
People get on well from different backgrounds (NI 1*)	82%	86%	76.4%
Carry out voluntary work (NI 6)	27%	29%	23.2%
Percentage of people within 5 miles of a local access centre (L 41*)	-	69.6% ¹	-
Diversity - Hard to reach groups (NI 145, NI 146)	-	-	-
Time taken to process Housing Benefit/Council Tax Benefit new claims and change events - days (NI 181)	-	12.7 ²	-
Customer needs dealt with at first point of contact (L-CU01)	-	60% ³	-
Contact from citizens that is unnecessary (NI 14)	-	33% ⁴	-
Civic participation in local area (NI 3)	13%	17%	14%
Vulnerable people (NI 141, NI 142)	-	-	-

* denotes LAA indicator

Source: 2008 Place Survey of Hambleton District, Snap Surveys Ltd, (2348R Hambleton NI Tables reweighted) shows % average of those in agreement with the statement.

¹ 2009 HDC Customer Services data

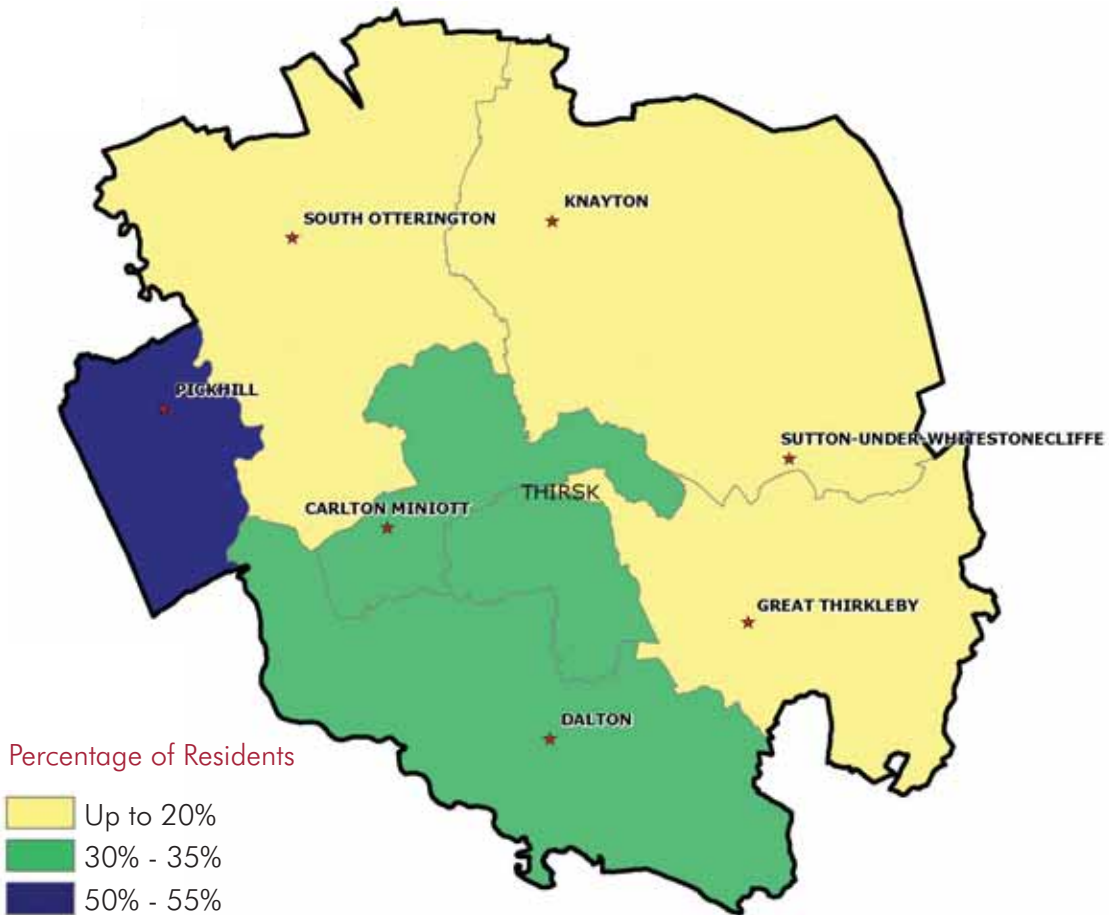
² 2009 HDC Housing Benefit Section data

³ 2009 HDC Customer Services data

⁴ 2009 HDC Customer Services data

All available indicators show that the area is performing below District level and in some cases National level. Quality of life perceptions for the Thirsk and Villages area are below District and National figures. NI 4, relating to the ability to influence decisions in local area, is lower than the District but higher than the National figure. Although the average participation of the residents carrying out voluntary work in Thirsk and the surrounding villages is close to that of the District level, there is a significant variation across the wards - Sowerby 16%, Thirsk 14% and Thorntons 50%.

The map below shows where residents feel they can most influence decisions in their local area. The darker shades indicate the highest levels of influence and the lighter shades the least.



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Population

The population split by age for Thirsk and Villages is:

Age Range	Thirsk & Villages		Hambleton
	Number	%	%
14 or under	2,865	16%	16%
15 - 34	3,820	21%	21%
35 - 64	7,766	44%	44%
65+	3,440	19%	19%
Total	17,891	100%	100%

Source: 2007 ONS mid year population estimates

The population distribution across the towns and villages in the Thirsk and Villages area for 2008 was:

Village	Population 2001 Mid Year Estimates	Population 2008 Mid Year Estimates	% of Area Population
Ainderby Quernhow	50	60	0.3
Angram Grange	20	20	0.1
Bagby	470	530	3.0
Balk	50	60	0.3
Boltby	150	160	0.9
Borrowby	390	400	2.2
Carlton Husthwaite	170	160	0.9
Carlton Miniott	930	940	5.2
Catton	110	120	0.7
Cotcliffe	10	10	0.1
Cowesby	70	70	0.4
Crosby	20	20	0.1
Dalton	500	590	3.3
Eldmire with Crakehill	30	30	0.2
Felixkirk	100	100	0.6
Holme	40	60	0.3
Hood Grange	10	10	0.1
Howe	20	20	0.1
Hutton Sessay	100	110	0.6
Kilburn High and Low	180	200	1.1
Kirby Knowle	70	80	0.4
Kirby Wiske	110	100	0.6
Knayton with Brawith	330	300	1.7
Leake	10	10	0.1
Maunby	140	140	0.8
Newby Wiske	170	180	1.0
Newsham with Breckenbrough	140	130	0.7
North Kilvington	20	30	0.2
Pickhill with Roxby	410	400	2.2
Sandhutton	250	290	1.6
Sessay	310	330	1.8
Sinderby	140	170	0.9
Skipton-on-Swale	60	60	0.3
South Kilvington	230	230	1.3
South Otterington	340	350	1.9
Sowerby	3700	3980	22.2
Sutton-under-Whitstonecliffe	270	280	1.6
Thirkleby High and Low with Osgodby	220	250	1.4
Thirlby	130	110	0.6
Thirsk	4710	4810	26.8

table continued overleaf...

Village	Population 2001 Mid Year Estimates	Population 2008 Mid Year Estimates	% of Area Population
Thornbrough	20	10	0.1
Thornton-le-Beans	250	240	1.3
Thornton-le-Moor	300	310	1.7
Thornton-le-Street	90	110	0.6
Topcliffe	1340	1300	7.2
Upsall	60	60	0.3
Wildon Grange	30	30	0.2
Totals	11900	12410	100

Source: NYCC 2008 Population estimates by Parish

There is an almost equal split of those living in villages compared to those living in the two main towns in this area - Sowerby has a population of 3,980 and Thirsk 4,810. There was a 4% rise in the population across Thirsk and the surrounding villages from 2001 to 2008.

Internet Connectivity

The table below shows the proportion of selected settlements that have internet access and broadband in the area:

LSOA Reference	LSOA Location	Households	Have Internet Connection	Do not have Internet Connection	Type of internet service: Broadband	Type of internet service: Dial Up
E01027620	Sowerby	701	413	288	392	21
E01027621	Sowerby	933	554	379	470	84
E01027629	Thirsk	640	309	331	270	39
E01027630	Thirsk	874	501	373	426	75
E01027631	Thirsk	648	389	259	363	26
E01027632	Thirsk	586	385	201	334	51
E01027633	Thorntons	774	519	255	411	108
E01027635	Topcliffe	916	780	136	689	91
E01027636	White Horse	862	616	246	550	66
E01027637	Whitestonecliffe	818	649	169	506	143
Totals		7,752	5,115	2,637	2,913	704

Source: Lifestyle Data 2008 Computing, Yorkshire Forward, Provided by CEU, Axiom Database

Key local issues/needs

A number of issues were identified through consultation including the need to:

- attract young, qualified graduates back to work in the area following qualification
- maximise and develop the local propensity for self employment and support an enterprising culture
- engage more strongly and closely with the surrounding Parishes - it is recognised that this process requires further work and is likely to require the establishment of some infrastructure to enable the aspiration to be met
- make links with and understand the needs of local people with a range of disabilities

5 Understanding more about your place

Places is a key priority theme in the Hambleton Community Plan. Its aim is to create:

'A community that minimises its contribution to climate change and seeks to protect and enhance the environment of the District for future generations to enjoy and where housing meets the needs of the local population.'



Key Data/Performance Information

In line with the performance indicators laid out in the Hambleton Community Plan priority for Places, information has been provided below to give an indication of how well we are performing. A comparison is also provided so that area results can be compared with those of the District and National figures.

Measure	Area	District	National
Dwelling completions that are affordable (NI 155*)	0	87	-
Empty properties bought back into the market (L-H32)	-	-	-
Social housing quality and condition (NI 158)	-	-	-
Total number of homes delivered (NI 154) ⁵	36	183	-
Council Tax Band D charge in market town wards (£)	1,429.94	-	-
Housing need	-	-	-
Climate change (NI 185*, NI 186*)	-	-	-
Number of properties in flood risk Zone 3 (NI 189*)	-	-	-
Number of extra care units built	-	-	-
Properties with access to kerbside recycling schemes (L-OS21)	66%	65%	-
Household waste composted or recycled (NI 191, NI 192)	-	-	-
Satisfaction with doorstep recycling	67%	68%	-
Satisfaction with street cleaning (L-OS22, NI 195, NI 196)	-	-	-
Satisfaction with refuse collection	76%	75%	77.6%
Satisfaction with local tips / HWRC	79%	80%	71.2%
People presenting themselves as homeless ⁶	21	67	-
Number of households where homelessness has been prevented (L8*):			
Hambleton District Council ⁷	20	102	-
Partner Organisations	-	47	-

Source: 2008 Place Survey of Hambleton District, Snap Surveys Ltd, (2348R Hambleton NI Tables reweighted) shows % average of those in agreement with the statement.

* Denotes LAA indicator

⁵ Figures provided by HDC for the year 2008/09

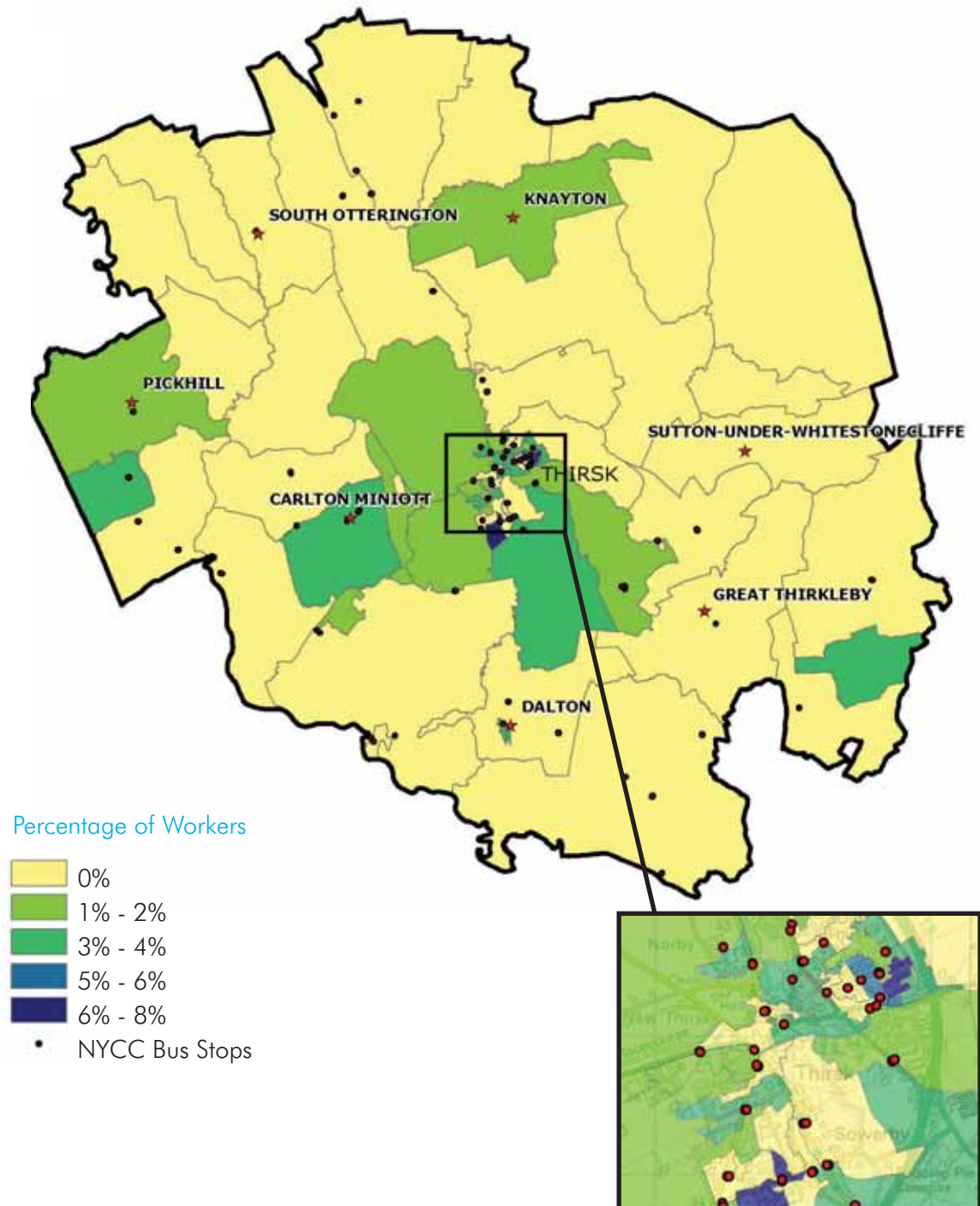
⁶ Figures provided by HDC for 2009

⁷ Figures provided by HDC for 2009

Satisfaction with waste collection is above the District figure, but lower than the National figure. Satisfaction with local tips and household waste recycling centres is lower than the District figure but higher than the National figure.

Travelling to work

The map below shows the distribution of those people who usually travel to work by bus. The main communities where people use buses are around Thirsk town, although these are very small percentages.



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Households

The table below shows the distribution of ownership for households in the Thirsk and Villages area:

Area	Owned Outright	Buying on Mortgage	Rent from Council	Rent from HA/Trust	Rented from private landlord	Other
Thirsk & Villages	39%	38%	1%	8%	10%	3%
Hambleton District	42%	37%	1%	7%	10%	3%

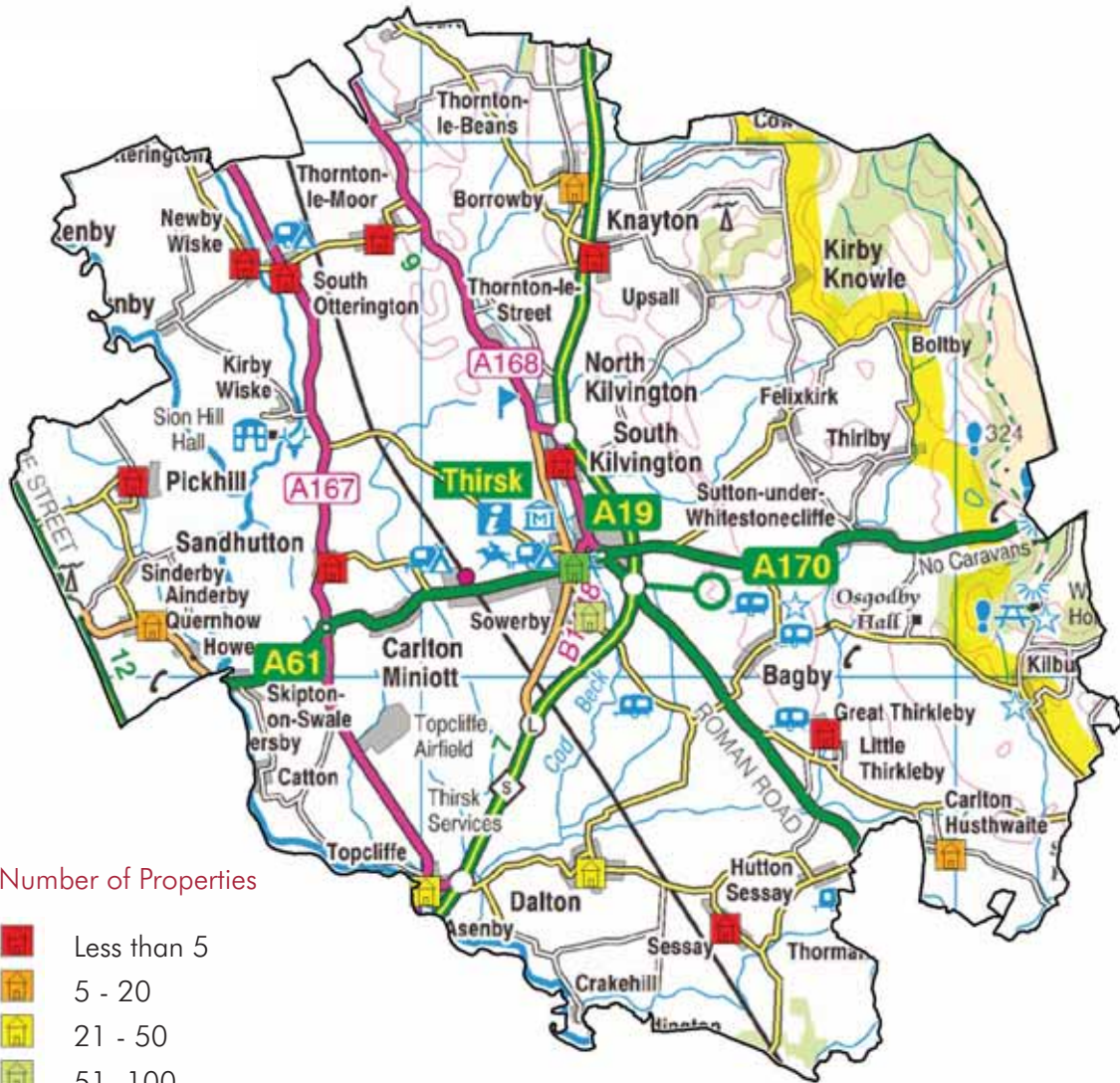
Source: 2008 Place Survey of Hambleton District, Snap Surveys Ltd, (2348R Hambleton NI Tables reweighted)

The area contains the highest percentage of individuals renting from a Housing Association or Trust in the District. It also shares the lowest percentage of households renting from the Council with two other areas.

Key local issues/needs

- Establish local affordable housing needs and specifically meet the needs of young people
- Ensure that the retail offer and infrastructure (cafes, hotels, attractions) is attractive to 'invite' tourists to come and spend
- Improved 'gateway' to Thirsk including environmental/public safety issues, vehicle weight issues and car parking
- Address litter issues by raising public awareness in all sectors
- Address issues relating to the volume of traffic, in particular heavy goods vehicles using the town centre/Market Place as a through route
- Improve the overall levels of service by train into and out of the station. Increase usage through ensuring better connections by bus into and out of the station and connecting train services
- Infrastructure improvements to provide better access and facilities at the station for those with a disability and better local information for all
- Address issues relating to the provision and arrangements for bus transport into and out of Thirsk town centre with services and connections to outlying parishes.
- Adopt a café style culture for pavement seating and enhancing alleyways

The next map shows the distribution of houses supplied by Broadacres Housing Association. The highest number of houses are in and around the town of Thirsk, with the lowest numbers in the outlying villages.



Number of Properties

- Less than 5
- 5 - 20
- 21 - 50
- 51 - 100
- 540

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6 Understanding more about your prosperity

Prosperity is a key priority theme in the Hambleton Community Plan. Its aim is to create:

'A community with a sustainable and productive economy, where businesses have the support they need to thrive, which is attractive and welcoming to visitors and where everyone's need for transport is met.'

Key Data/Performance Information

In line with the performance indicators laid out in the Hambleton Community Plan priority for Prosperity, information has been provided below to give an indication of how well we are performing. A comparison is also provided so that area results can be compared with those of the District and National figures.

Measure	Area	District	National
Average earning of employees in the area (NI 166)***	-	£480.20	£491
Proportion of children in poverty (NI 116)	-	-	-
Working age population in employment (NI 151, NI 152)	-	65.3%	80.9%
Access to skills and employment (NI 174)	-	-	-
Increase/decrease in number of local jobs	-	-	-
Car ownership - % of population owning a car**	73%	72%	-
Business types	-	-	-
Number of new business start ups supported by Council (L-ED15)	-	247 ⁸	-
VAT registered businesses - de-registrations	-	5.6% ⁹	7.3%
Number of empty Business Units voids (Empty industrial units)	60	334	-
Number of empty Business Units paying rates	3	23	-
Empty business properties with primary retail frontages	-	-	-
Number of business VAT registrations (NI 171* NI 172)	-	7.6%	10.2%
Satisfaction with public transport (local bus services) ¹⁰	31%	40%	55%
Take up of public transport concessionary fare passes (L-P15)	-	93%	-
Number of single passenger journeys on community transport schemes (L-P15):			
Thirsk Car Scheme	3,821 ¹²	-	-
Thirsk Minibus (1)	4,142	-	-
Thirsk Minibus (2)			
High quality jobs that are attractive to graduates (L-ED17)	-	-	-

Source: 2008 Place Survey of Hambleton District, Snap Surveys Ltd, (2348R Hambleton NI Tables reweighted) shows % average of those in agreement with the statement.

* Denotes LAA indicator

** Data Source: Yorkshire Forward CEU, 2008

*** NOMIS Earnings by residence 2009

⁸ Numbers of businesses supported by council through funding or accommodation year ending March 2009

⁹ Figures supplied by NOMIS - 2007

¹⁰ 2008 Place Survey

¹¹ HDC Community Planning Team - figures relate to whole year 2008/9

¹² HDC Community Planning Team - figures have been averaged over 2 minibuses

The Thirsk and Villages area has 60 of the Districts 334 empty business units which equates to 18%.

Using figures from 2001/02, the total weekly household income recorded for residents in the Hambleton District is £651.94¹³. This compares favourably with the Yorkshire and Humber Region of £520 and England at £567.81. Within the Thirsk and Villages area the ward of Thirsk has the lowest weekly income at £510 and Thorntons ward has the highest at £800.

Employment

National Indicator:

NI 117 16-18 year olds who are not in education, training or employment (NEET) - 4.8%¹⁴

NI 151 Overall employment rate - 65.3% (District), 80.9% (County)

NI 152 Working age people on out of work benefits - 7.9%¹⁵

Employees in Industry (Workplace based)	Thirsk & Villages		Hambleton	UK
	Employees	%	%	%
Agriculture, Forestry and Fishing	332	3.9%	3.1%	1.3%
Manufacturing Energy and Water	1,141	13.4%	11.3%	18.4%
Construction	909	10.7%	6.6%	4.6%
Hotels and Restaurants	2,280	26.8%	23.7%	5.8%
Transport and Communications	275	3.2%	4.8%	5.8%
Financial Services	1,142	13.4%	11%	4.2%
Public Administration, Education and Health	1,976	23.2%	34.6%	59.9%
Other Services	452	5.3%	4.9%	
Total	4,998	100%	100%	100%

Source: Annual Business Inquiry 2007 (2001 census for agriculture and fishing employee data)

All of the above employees of Thirsk and surrounding villages work in smaller businesses where the average number of employees per business is nine except in public administration, education and health, where the average number of employees per business is 26 (Source: Annual Business Inquiry 2007). This illustrates how reliant the area is on small businesses.

The number of unemployed people claiming unemployment and unemployment related benefits is expressed as a rate - this is the number of claimants expressed as a percentage of the working age population and can be compared to other districts in the region and nationally.



¹³ Figures relate to 2001/02 and provided by NYCC Neighbourhood Profiles

¹⁴ Figures relate to County - area figure not available

¹⁵ Figures relate to County - area figure not available

Thirsk Wards	Thirsk Ward Rate	No. of Claimants	Hambleton District Rate	Yorkshire & The Humber Region Rate	Great Britain Rate
Thirsk	3.3	17	2.2	4.8	4.1
Thorntons	0.7	14			
Topcliffe	2.2	13			
Whitstonecliffe	1.5	22			
Sowerby	2.7	50			
Average	2.1%		2.2%	4.8%	4.1%

Source: October 2009, North Yorkshire Claimant Count rates calculated by Performance, Research & Intelligence, Chief Exec Group NYCC

Of the five wards of Thirsk and the surrounding villages, two (Sowerby and Thirsk) are above the Hambleton District average unemployment rate, but all are lower than the Yorkshire and Humber regional rate and the national rate. One ward - Thorntons - is significantly below the district rate.

The relative proportions of key work related benefits for working aged people in the Thirsk and Villages area are:

Work Related Benefit	Bedale and Villages Area	Hambleton
Job Seekers	32%	31%
Incapacity Benefit	52%	54%
Lone Parents	12%	11%
Other	4%	4%
Total	100%	100%

Source: NOMIS Feb 2009

The table shows that just over half of the benefits claimed for working aged people are for those on Incapacity Benefit. Thirsk and the surrounding villages reflects very closely the results seen in the rest of the Hambleton District.

The three year trend in Job Seekers Allowance (JSA) claims is:

Thirsk Wards	May 2007 No. of Claimants	May 2008 No. of Claimants	May 2009 No. of Claimants
Thirsk	60	68	111
Thorntons	9	6	8
Topcliffe	11	12	36
Whitstonecliffe	7	6	16
Sowerby	30	35	57
Total	117	127	228

Source: NOMIS Dec 2009

The table on the previous page shows that benefit claimants of Job Seekers Allowance (JSA) was fairly consistent in all wards during 2007 and 2008. All wards increased in 2009 with the Thirsk ward increasing significantly. JSA claims in the ward of Topcliffe tripled between 2008 and 2009. Only Thorntons ward stayed relatively stable.

The three year trend in Pension Credit claims for Thirsk and Villages area is:

Thirsk Wards	May 2007 No. of Claimants	May 2008 No. of Claimants	May 2009 No. of Claimants
Thirsk	304	345	340
Thorntons	35	40	35
Topcliffe	60	55	60
Whitstonecliffe	30	30	25
Sowerby	180	185	195
Total	495	475	485

Source: NOMIS Dec 2009

There was a fairly consistent level of claimants for Pension Credit in the Thirsk and Villages area from 2007 - 2009. There was a slight decrease in Thirsk with a steady increase for Sowerby.

Key local issues/needs

- Assess the need to provide training and higher value wage jobs, especially for young people and make links with local employers to assess skills gaps
- Address the mismatch in the types of jobs being provided and the skill levels of the population
- Support and promote the creation of social enterprises and ideas
- Continue to undertake improvements to alleyways and consider advertising/ signposting for businesses located in alleyways
- Maintain an interest in the vacated Auction Mart site and its future development
- Develop a local 'user friendly' web site for Thirsk and District to include the parishes
- Re-use the former police station as artists studio space
Artist's Quarter links - working with RANY on skills development ideas such as web design, graphics design, skills training for new small businesses, enterprise and self-employment
- Address the needs of the farming community including diversification



7 Understanding more about your safety

Safe is a key priority theme in the Hambleton Community Plan. Its aim is to create:

'A community where everyone can live without crime or fear of crime with good access to support services when needed.'

Key Data/Performance Information

In line with the performance indicators laid out in the Hambleton Community Plan priority for Safe, information has been provided below to give an indication of how well we are performing. A comparison is also provided so that area results can be compared with those of the District and National figures.



Measure	Area	District	National
Number of residents that feel safe during the day	97%	97%	88%
Number of residents that feel safe after dark	73%	75%	51%
NI 17 Perceptions of anti-social behaviour	13%	9%	20%
NI 27 Understanding of concerns over anti-social behaviour by local council & police (L 67*)	22%	28%	24.8%
Dealing with local concerns about anti-social behaviour and crime issues by the local council and police (NI 21)	24%	31%	26.3%
Serious violent crime rate (NI 15)	-	0.29	-
Serious acquisitive crime rate (NI 16)	-	6.42	-
Perceptions of drunk and rowdy behaviour (NI 41)	29%	19.4	-
Perceptions of drug use or drug dealing as a problem (NI 42)	23%	19.1%	-
Incidents of repeat domestic violence (NI 32*)	-	-	-
Number of ASB and nuisance incidents (L-CSA10)	-	-	-
Road injuries and deaths (NI 47, NI 48)	-	-	-
Incidents referred to Police by CCTV (L-DM17)	-	-	-
Reduction in prolific and persistent repeat violent offenders (NI 30)	-	-	-
Number of Primary fires and related fatalities and non-fatal casualties (NI 49)	-	-	-
Alcohol - hospital related admissions (NI 39*)	-	-	-
Reduction in alcohol related disorder incidents (L-CSA15, NI 41*)	-	-	-

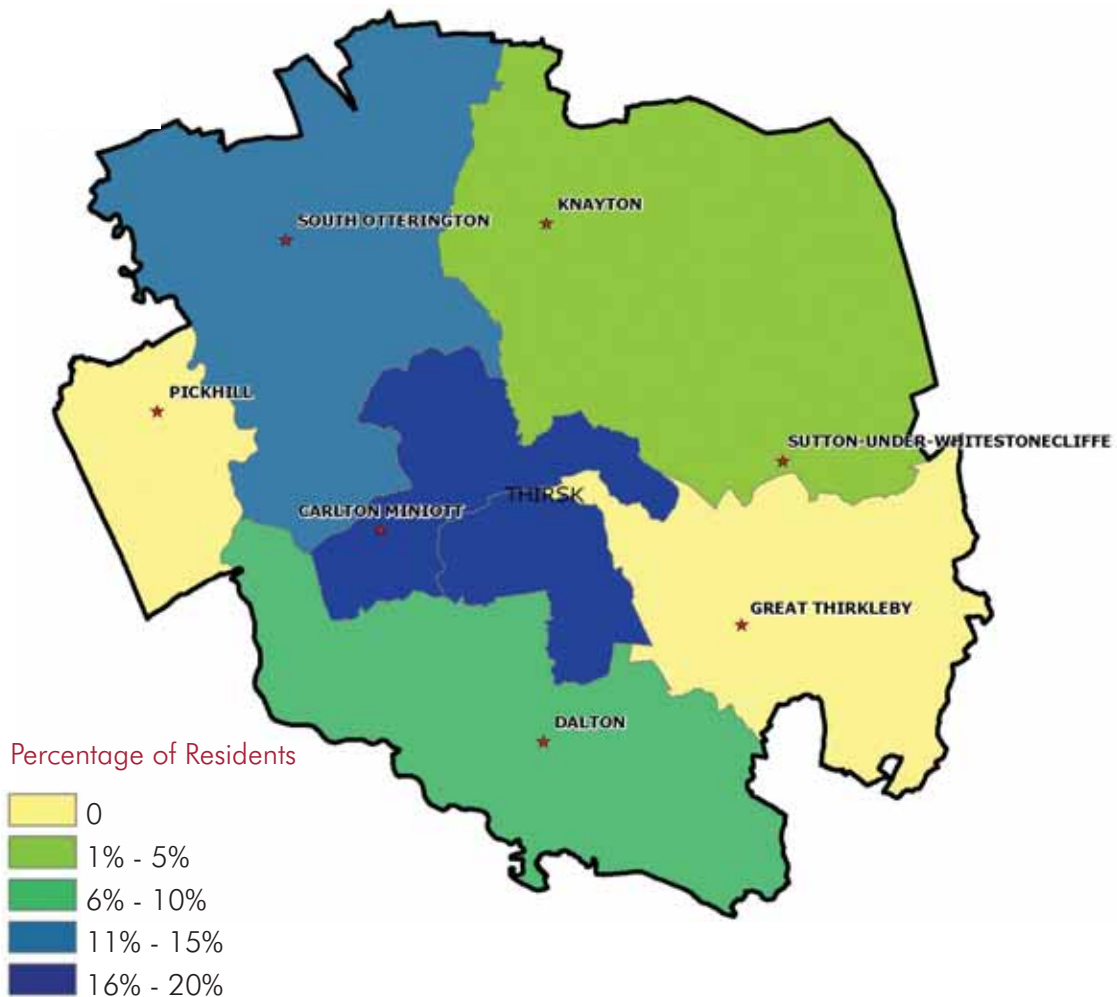
Source: 2008 Place Survey of Hambleton District, Snap Surveys Ltd, (2348R Hambleton NI Tables reweighted) shows % average of those in agreement with the statement.

* Denotes LAA indicator

For perceptions of residents feeling safe during the day, Thirsk and Villages area scores highly. This falls by 24% for perceptions of feeling safe after dark. The perception of anti-social behaviour is a problem in Thirsk and the surrounding villages - it is the highest in the Hambleton District. Alongside this the residents feel the police and local council are not dealing as well with local concerns about anti-social behaviour and crime as well as in other areas in the Hambleton District. Perceptions of drunk and rowdy behaviour are considerably higher than the District figure as are the figures for perceptions of people who use or deal in drugs.

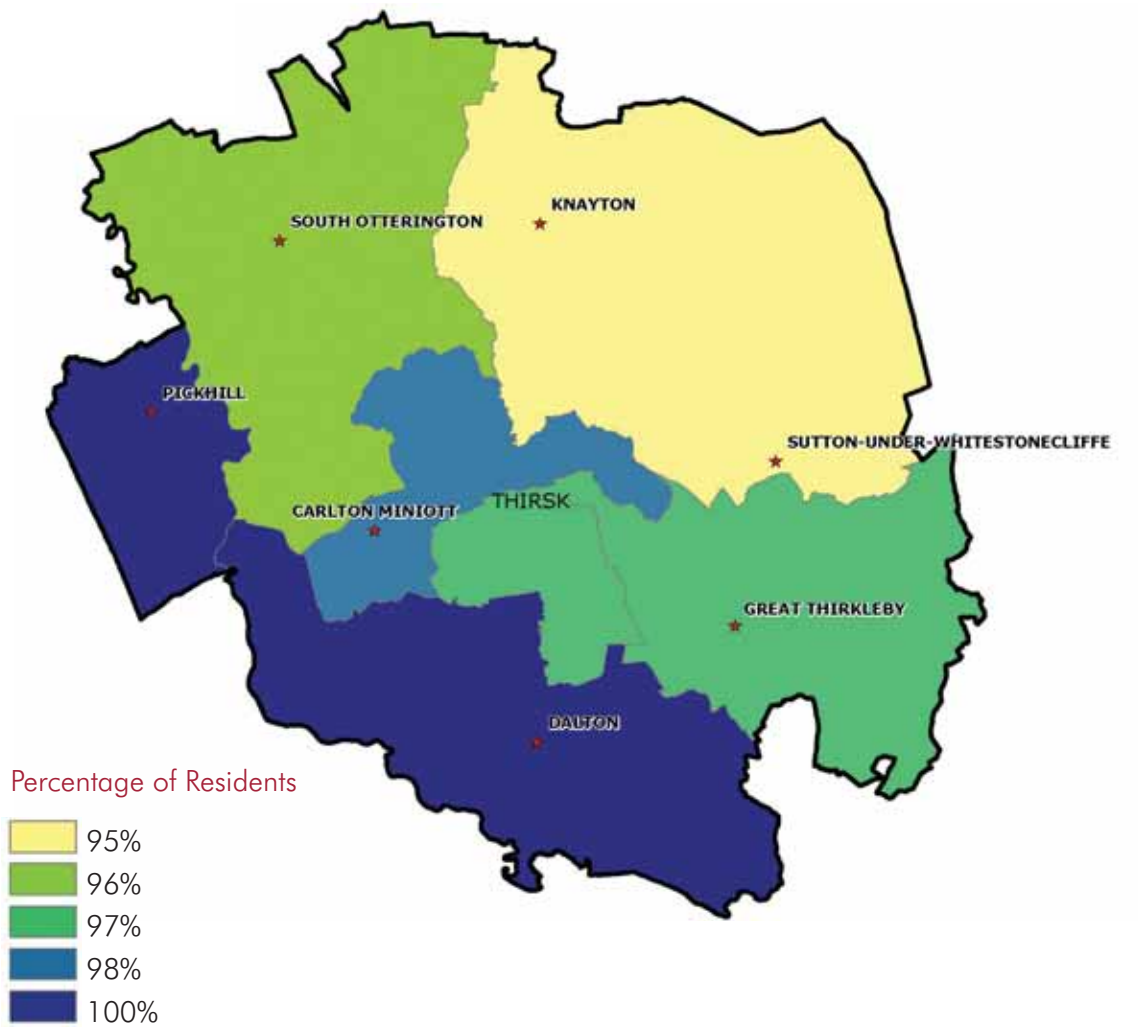
In terms of damage or injury by fire a total of 26 fires were attended by the Fire and Rescue Service during the period April to November 2009. Of these seven (27%) were deliberate and 19 (73%) were accidental. There were no recorded injuries or fatalities as a result of the fires.

The map below shows where people feel that anti-social behaviour is a problem. The darker shades are those communities where people have a higher perception of anti-social behaviour being a problem.



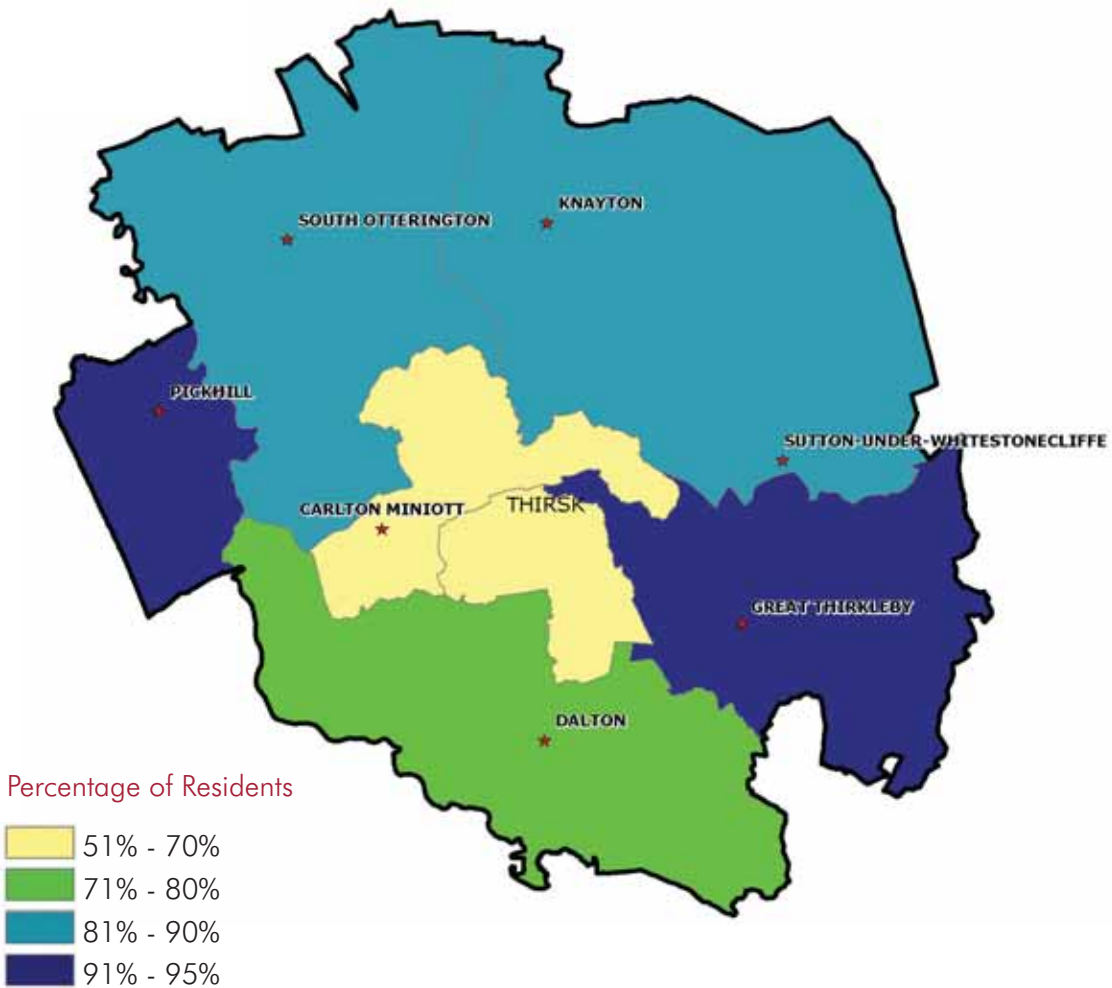
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This map below shows where residents feel most safe during the day, the darker shades show the highest perception of safety. Communities around Knayton feel least safe during the day, although this is still a high percentage.



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This second map shows residents perceptions of feeling safe after dark. The perception of safety changes between communities after dark and those who feel least safe are centred around the town of Thirsk.



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Key local issues/needs

- Use CCTV in Millgate car park to cover the play area and skatepark in Carr's Field to provide safety and protection for users
- Information Point / Enquiry Shop to be developed to help address crime/fear of crime issues and anti-social behaviour in the streets, issues that have a negative impact on both residents and visitors

8 Understanding more about your health

Healthy is a key priority theme in the Hambleton Community Plan. Its aim is to create:

'A more active and healthy community, with high quality local health care, integrated where possible with other services and with opportunities for culture, leisure and sport for all sectors of the community.'



Key Data/Performance Information

In line with the performance indicators laid out in the Hambleton Community Plan priority for Healthy, information has been provided below to give an indication of how well we are performing. A comparison is also provided so that area results can be compared with those of the District and National figures.

Measure	Area	District	National
Self reported measure of people's overall health and wellbeing (NI 119)	79%	80%	-
All-age all cause mortality rate (NI 120)	-	-	-
16+ current smoking rate prevalence (NI 123)	-	-	-
Healthy life expectancy at age 65 - N/A (NI 137)	-	-	-
Life expectancy (in years) at birth - male ¹⁶	-	79.3	77.3
Life expectancy (in years) at birth - female ¹⁷	-	83.2	81.6
Physical Activity amongst children and young people ¹⁸	-	92.8%	85.7%
Children and Young People participation in high quality sport (NI 57)	-	-	-
Engage teenagers in 10 new activities of their choice (L-LE38, NI 110)	-	-	-
Reduction in numbers of people in fuel poverty (L-EH27, NI 187)	-	-	-
Reducing child obesity in school children Year 6 (NI 56) ¹⁹	-	15.2%	17.5%
Reduction in mortality rates; Heart, Stroke, Cancer (NI 121, NI 122)	-	-	-
Number of teenage conceptions 15 - 17 (NI 112) ²⁰	-	133	-
Number of people with diabetes	-	-	-
Number of deaths from smoking	-	-	-
Settlements with adequate play provision**	45%	48%	-
Adult participation in sport (NI 8*) ²¹	-	25.8%	21%
Satisfaction with sports and leisure	54%	58%	46.2%
Used sports and leisure in last year	59%	61%	-
Satisfied with parks and open spaces	64%	57%	68.5%
Used parks and open spaces in last year	79%	81%	-

Source: 2008 Place Survey of Hambleton District, Snap Surveys Ltd, (2348R Hambleton NI Tables reweighted) shows % average of those in agreement with the statement.

* Figures from Joint Strategic Needs Assessment 2008 - 2011

** Denotes LAA indicator

*** Source: Hambleton District Council Play Audit 2010

¹⁶ Figures from Joint Stratic Needs Assessment 2008 - 2011

¹⁷ Figures from Joint Stratic Needs Assessment 2008 - 2011

¹⁸ Figures from Joint Stratic Needs Assessment 2008 - 2011

¹⁹ Figures from Joint Stratic Needs Assessment 2008 - 2011

²⁰ Figures from Joint Stratic Needs Assessment 2008 - 2011

²¹ Figures from Joint Stratic Needs Assessment 2008 - 2011

The health of people in Hambleton is generally better than the England average. Life expectancy, deaths from smoking and early deaths from heart disease and stroke are all better than the England averages. There appear to be some health inequalities within Hambleton by gender and deprivation. Men living in less deprived areas seem more likely to live longer than those living in deprived areas.

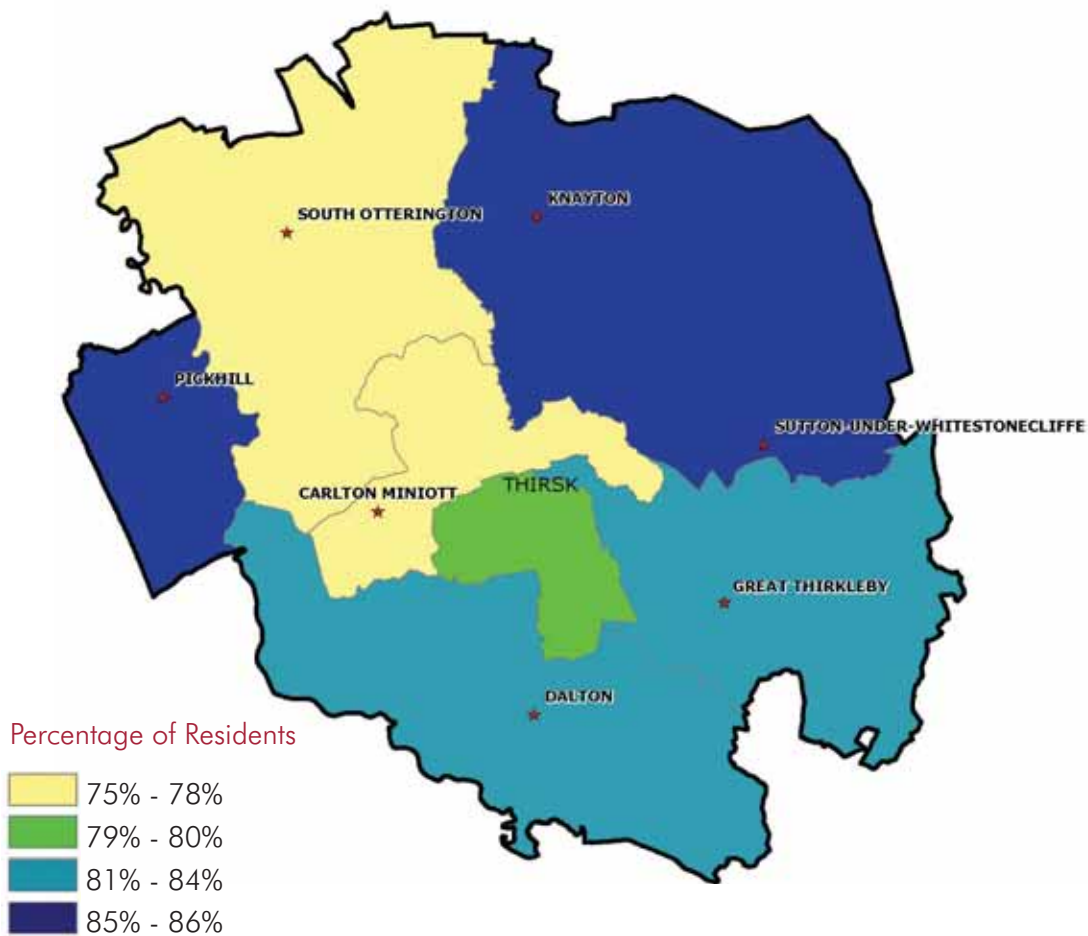
Over the last ten years, all age, all cause mortality rates and early death rates from heart disease and stroke and from cancer, have all decreased and remained better than the England averages.

The health of children and young people is generally better than, or similar to, the England average. GCSE achievement, children classified as obese and teenage pregnancy, are all better than the England average.

Hospital stays for alcohol related harm and the rate of people claiming incapacity benefits for mental illness, are better in Hambleton than the England average. The North Yorkshire LAA has prioritised physical activity, childhood obesity, alcohol related admissions, teenage pregnancy, smoking in pregnancy and inequalities in health.

The self reported measure of health and well being is slightly below the District figure and the second lowest area in the District.

The map below shows the distribution of where people feel they have a good state of health and well being. The communities that feel they have the best health are Knayton and Pickhill - shaded in the darker colours. The lighter colours indicate a lower perception of health and wellbeing - this occurs in the communities of South Otterington and Carlton Miniott.



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Satisfaction with sports and leisure facilities in the Thirsk and Villages area is below the District figure but higher than the National figure. The percentage of people satisfied with parks and open spaces is higher than the District figure but still lower than the National figure.

Key local issues/needs

- Develop a more 'joined-up' system of local cycle routes and way markings
- Create better access to Thirsk from surrounding areas - 'Green Lanes' - and reduce reliance on car transport
- Undertake improvements to public footpaths in the surrounding countryside and create maps and guides for local walks and cycle paths

9 What we know

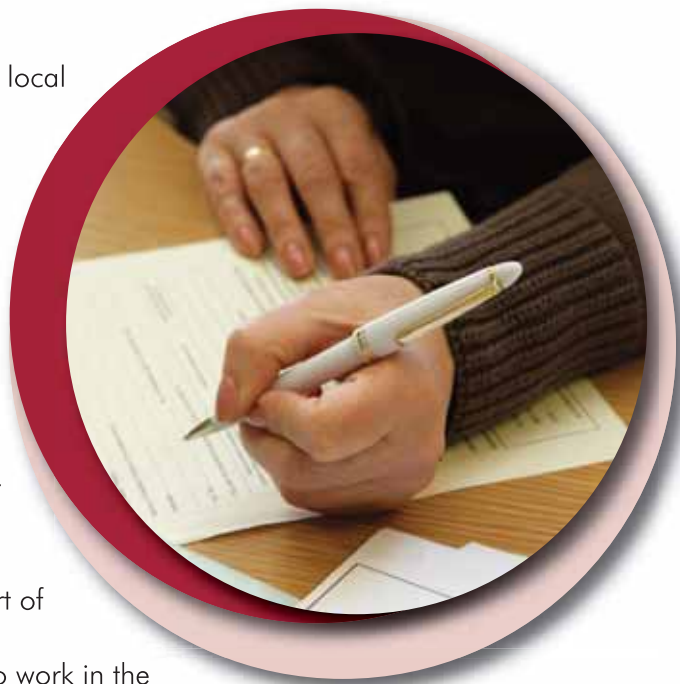
Listed below is a summary of the current issues and concerns raised by local people through consultations, Area Group meetings, National Surveys and data collected from local sources, grouped into themes where possible.

Public transport

- Need to address issues relating to the provision and arrangements for bus transport into and out of Thirsk town centre with services and connections to outlying parishes
- Improve the overall levels of service by train into and out of the station. Increase usage by ensuring better connections by bus into and out of the station and connecting train services
- Disabled access to the railway station is a key priority

Prosperity

- Provide training places to allow local people, and particularly the young, to improve their skills. Promote an enterprise culture to enable people to find work in the Thirsk area and/or start their own businesses
- Seek ways to link young people to volunteering opportunities that will serve the same developmental purpose of finding local jobs or starting their own business
- Encourage retail expansion in Thirsk to ensure it is the first port of call for local shoppers
- Attract young graduates back to work in the area following qualification
- Maximise and develop the local propensity for self employment and support an enterprising culture
- Assess the need to provide training and higher value wage jobs, especially for young people and make links with local employers to assess skills gaps
- Address the mismatch in the types of jobs being provided and the skills levels of the population
- Support, promote and manage Thirsk market as a priority



Place

- Establish local affordable housing needs and specifically the needs of young people
- Ensure that the retail offer and infrastructure (cafes, hotels, attractions) is attractive to 'invite' tourists to come and spend time in the area

Access to services

- Improve access for people from the surrounding areas to key local services within the town centre
- Infrastructure improvements to provide better access and facilities at the station for those with a disability and better local information for all

People

- The need to engage more strongly and closely with the surrounding Parishes is a priority. It is recognised that this process requires further work and is likely to require the establishment of some infrastructure to enable this aspiration to be met

Next steps/actions

Some of the issues raised above are already being dealt with or included in Community Improvement Plans. Some of the data provided might give rise to further actions required both by the community and the service delivery partners.

The next steps are for community groups and service partners to review the content of this profile to ensure it represents all the issues and needs of the community. Service partners will then work with community groups to best decide how any actions might be taken forward. This profile will be updated regularly to reflect the changing needs of the community and new information as it becomes available.



10 How to get more involved

Hambleton Strategic Partnership is keen to understand your views on what is important in your area. There are a number of ways you can get involved in decisions about how things run in your area.

There are various community groups and forums - details are available on your local community websites - or contact Hambleton District Council directly through the website following the link 'Have your say'.

There are also regular surveys on services which ask you specific questions about how we are performing.

The following groups and associations work in the Thirsk and Villages area:

- | | | | |
|----------|--|----------|---|
| A | Asylum - Information source online;
www.rcis.org.uk | M | Mental Health Support Group
MS Society |
| | Age Concern | N | National Autistic Society |
| | Arthritis Care | | North Yorkshire Forum for Voluntary
Organisations |
| | Adult Placement | | North Yorkshire Youth |
| B | Bereavement Care | | Northdale Horticulture |
| | Blue Cross Animal Welfare | | Northallerton and District Diabetes Club |
| | Borrowby Village Centre | | North Yorkshire Business Education
Partnership |
| | Breathing Space | P | Pets for Therapy |
| | Breckenbrough School | R | Retired Senior Volunteer Programme |
| | British Red Cross | S | Social Car Scheme
SOVA |
| | BTCV | T | Thirsk and District Museum
Thirsk Befriending Scheme
Thirsk Clock
Thirsk Community Woodland
Thirsk in Bloom
Thirsk Library
Tourist Information Centre |
| C | CAB Hambleton | | |
| | Chopsticks | | |
| D | Dyslexia Network Plus | | |
| | Dogs Trust | | |
| E | East Thirsk Community Association | | |
| F | Friends of the Friarage Hospital | | |
| H | HARP | | |

To get more information and contact details for these groups, please contact the local or national group websites.

11 Getting more information

This section provides some useful contact and websites for you to get more information relating to the contents of this profile.

Useful Contacts

Tourist Information, 49 Market Place, Thirsk	01845 522755
Thirsk & Sowerby Leisure Centre, Thirsk	01845 522447
Volunteer Centre, Community Centre, Northallerton	01609 780458
North Yorkshire County Council, County Hall, Northallerton	0845 8727374
Hambleton District Council, Stone Cross, Northallerton	0845 1211555
Hambleton Strollers	01609 771624
Community Learning Disability Team	01609 751250
Hambleton and Richmondshire Advocacy	01609 778652
Hambleton Housing (Broadacres Housing Association)	0800 5875291
Debt Advice	01845 525303
Durham Tees Valley Airport	01325 332811
Leeds Bradford Airport	0113 2509696
Newcastle Airport	0871 8821121

Useful websites

Local area information	www.upmystreet.com
Place Survey	www.homeoffice.gov.uk
NYCC Neighbourhood Profiles	www.northyorks.gov.uk
Hambleton District Council	www.hambleton.gov.uk
National Health Service	www.nhs.uk
North Yorkshire and York PCT	www.nypct.nhs.uk
Travel Information	www.traveline.org.uk
Information about Thirsk area	www.visitthirsk.com

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