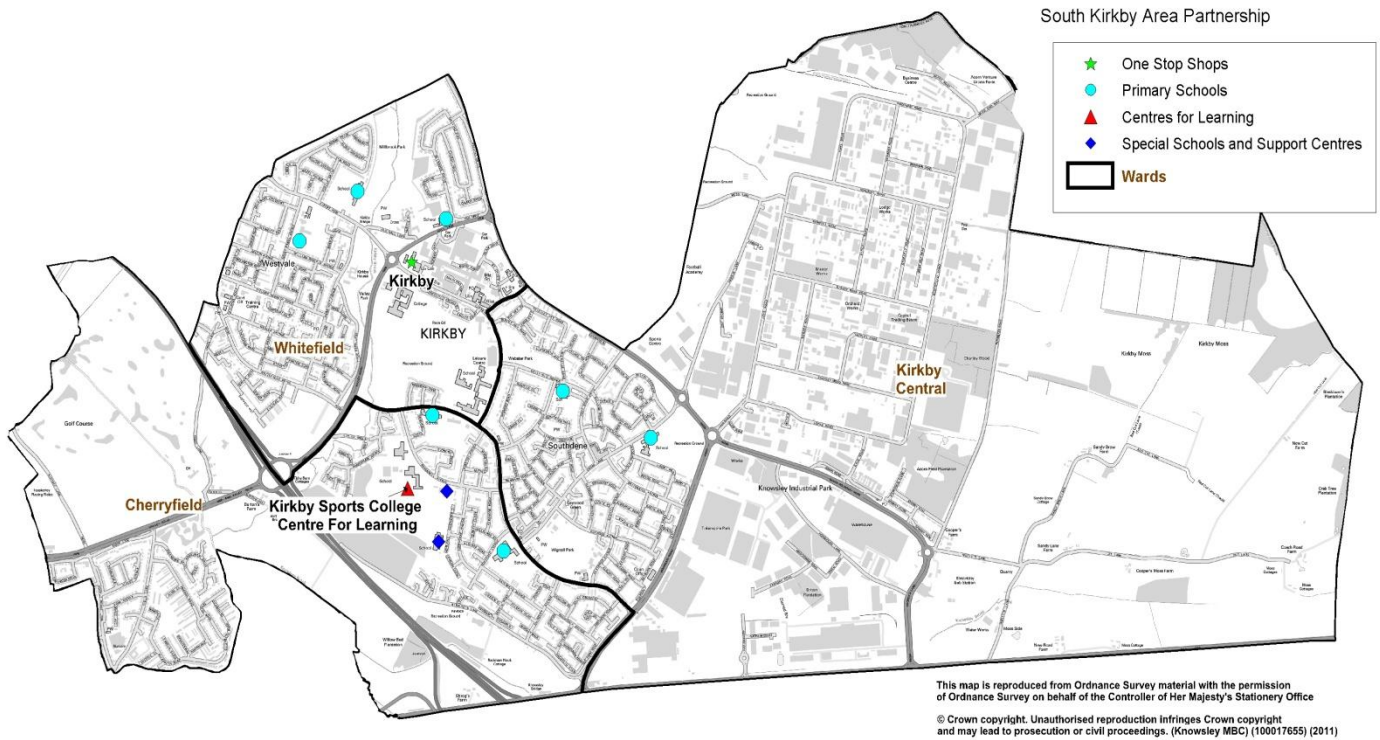


Area Profile: South Kirkby



Population



Male Population 9,640
(Knowsley 48%, GB 49%)



Female Population 10,858
(Knowsley 52%, GB 51%)



Population Change
(Down only 5 from 2008)



	APB	Knowsley
0-4	1,338 (6%)	9,480 (6%)
5-15	2,723 (13%)	20,335 (14%)
16-64	13,433 (66%)	96,355 (64%)
65+	3,004 (15%)	23,191 (16%)
Total	20,498	149,400

Latest data: 2009 MYE

14% of Knowsley's population live within South Kirkby. The age demographics within South Kirkby reflect those across the borough closely. However, there is a slightly greater proportion of people of working age. There is a slightly greater proportion of females compared to males in the area, higher than the Knowsley and national averages. The population of South Kirkby has seen a decline from 2008 to 2009, as has the population of the borough as a whole. This is the second greatest decline across all the partnership areas.

Area Profile: South Kirkby

Area Priorities

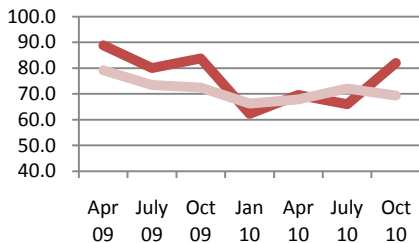
- Breast Feeding
- Cross Generational Cohesion
- Child Poverty in Kirkby Central Ward
- Child Safety

The following generic behaviour change actions will be tailored and used to tackle each of the priorities:

- Community champions
- Soft and informal engagement with residents
- Mentoring
- Development of front-line staff to understand resident need
- Volunteering

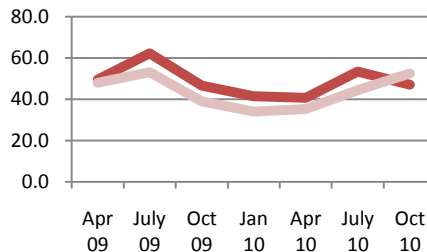
Tracker Survey

Happiness



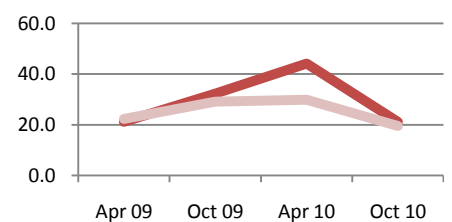
Happiness levels **similar** to the same time in the previous year but have been increasing steadily from a low in January 10. Happiness is **higher** in South Kirkby than the Borough average

Ability to afford what makes people happy



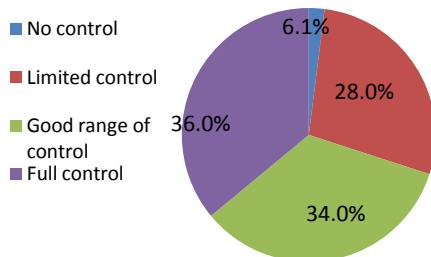
Since January 2010, **more people agree** that it is more difficult to afford things that make them happy. This is greater than seen across the borough

Tension



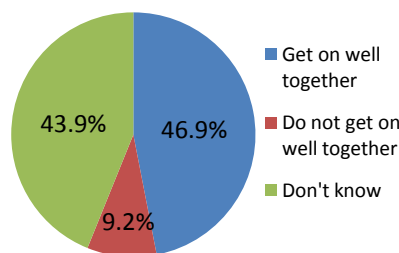
Perceived tension levels are **lower** than the same time in the previous year, and are now at a similar level to the borough average

Resilience



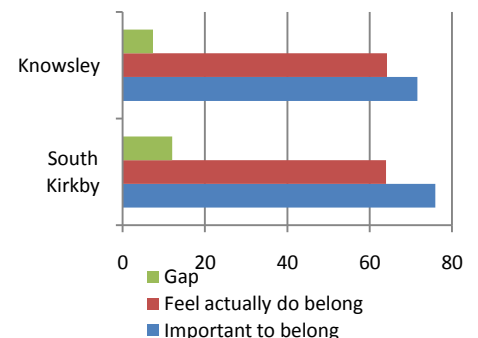
The **majority of people** feel they have either full or a good range of control (70%). This is slightly higher than the borough average

Whether people get on well together



9% of people feel that people of different backgrounds do not get on well together, which is the second highest in the borough

Belonging to neighbourhood



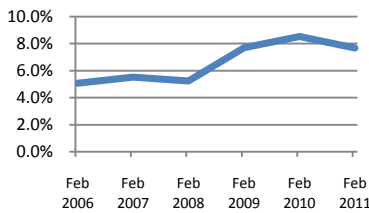
There is a **greater gap** in South Kirkby compared to the rest of Knowsley between those who feel it is important to belong with whether they feel they actually do belong

Area Profile: South Kirkby

Labour Market

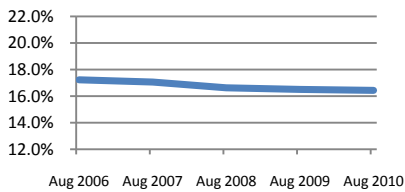


13,433
Working age population
(66% of total population)
(Knowsley, 64%, GB 64%)



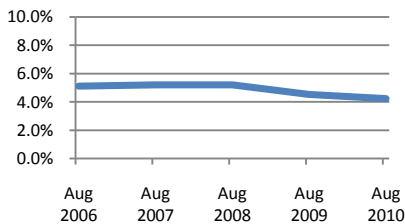
JSA – 1,032

(7.7% of Working age population, Feb 2011)
(Knowsley 6.3%, National 3.8%)



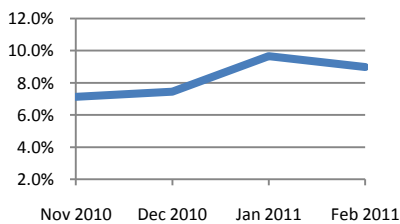
IB/ESA – 2,208

(16.44% of working age population, Aug 2010)
(Knowsley 12.9%, National 6.7%)



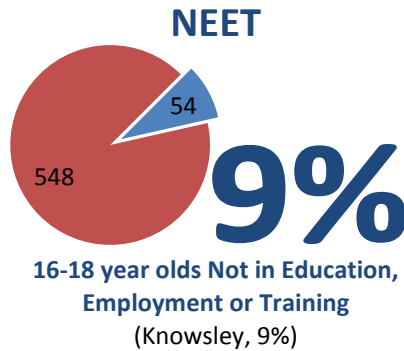
LP – 569

(4.24% of working age population, Aug 2010)
(Knowsley 3.3%, National 1.7%)



NEET – 54

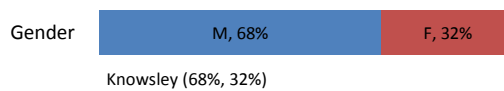
(9.0% of 16-18 year olds, Feb 2011)
(Knowsley 9.19%)



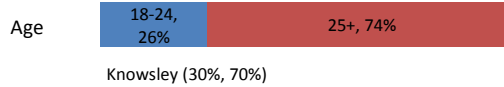
Total benefit claimants



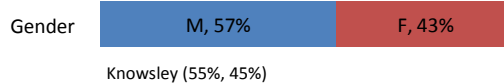
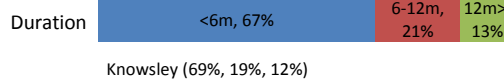
Legend: JSA (red), IB/ESA (purple), LP (orange), Other (blue) (Aug 10)



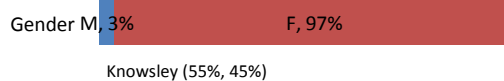
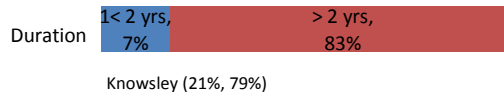
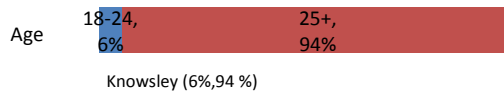
The percentage of JSA claimants has increased over the past 5 years, with a slight decrease since last year.



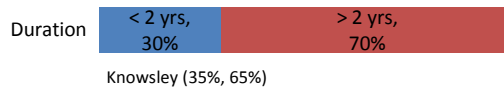
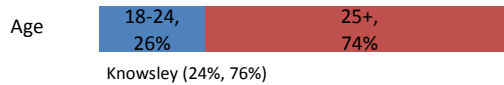
Levels are lower than the Knowsley average and higher than the national average. The majority of claimants are male, most are over 25 and the majority have been claiming the benefit for less than 6 months.



The proportion of Incapacity Benefit / Employment Support Allowance claimants is slightly down from last year. However, the figure is over double the national average and is the highest of all partnership areas. Most claimants are male, the vast majority are over 25 and a large proportion have been claiming for over 2 years.

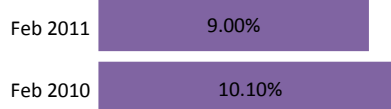


The proportion of lone parent benefit claimants is on the decline. However, the figure is above the Knowsley and national averages. The vast majority of claimants are female. Most are over 25 and 7 out of 10 have been claiming for over 2 years.



Over the last 4 months the proportion of NEET 16-18 year olds in South Kirkby has increased, but the figure remains above the Knowsley average. There are slightly more NEET females in this area. Compared to this time last year the proportion NEET has shown a decrease of over 1% point.

February 2011 compared to February 2010



Area Profile: South Kirkby



9,261

Number of residential properties

Knowsley 66,569



323

Number of empty homes

Knowsley 2201



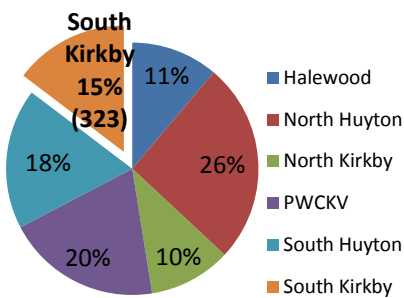
53

Number of properties with council tax arrears over £2,000

Knowsley 299

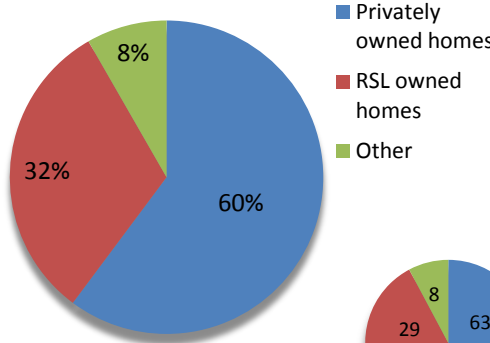
Housing

Empty homes



Latest data: March 2011

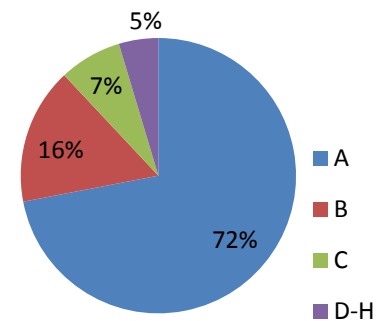
Tenure mix



Latest data: March 2011



Council Tax Banding - Kirkby



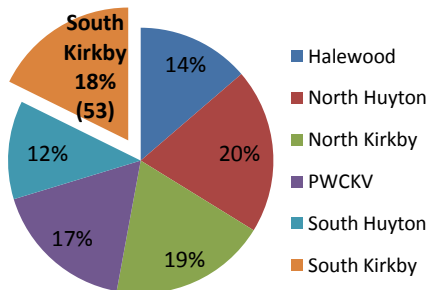
Latest data: April 2011

*Bandings by Parish Area. Data for Kirkby

South Kirkby has 15% of the boroughs empty properties in the area. In South Kirkby, nearly two thirds of homes (60%) are privately owned whilst just under a third (32%) are RSL owned homes. Nearly three quarters of properties (72%) within Kirkby fall within council tax band A, indicating a property valuation in 1991 of under £40,000. Just under a quarter of properties (23%) are banded B-C with only 5% of properties within bands D-H.

Debt

Council tax arrears over £2,000



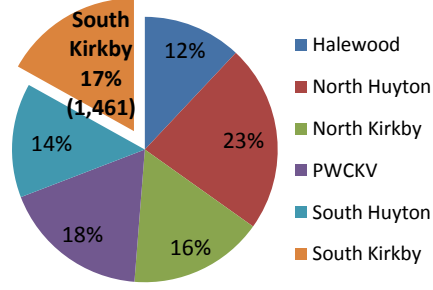
Latest data: October 2010

Total number of addresses

299

Knowsley

Council tax arrears up to £2,000



Latest data: October 2010

Total number of addresses

8,631

Knowsley

Of the 299 properties in the Borough with council tax arrears over £2,000 18% (53) are within South Kirkby. The proportion of properties with council tax arrears up to £2,000 is slightly lower, with 17% (1,461) of the 8,631 addresses with council tax arrears under £2,000 within South Kirkby.

Area Profile: South Kirkby

Health

75.7 yrs – Males

80.2 yrs – Females

Life Expectancy

(Knowsley males – 75.9 yrs
Knowsley females – 79.8 yrs)

24.5%

Smoking Prevalence

(Knowsley 24.1%)

675.1

per 100,000 population

All causes Mortality

(Knowsley 695 per 100,000 population)

Health Indicator	Time Period	South Kirkby	Knowsley	England	
Low Birth Weight Births	2007-09	8.3%	8.4%	7.3%	
Breast Feeding	10-14 Days	2009-10	17.6%	21.5%	-
	6 Weeks	2009-10	10.7%	14.8%	44.9%
Obesity	Reception Year	2007-08 to 2009-10	12.2%	11.9%	9.7%
	Year 6	2007-08 to 2009-10	25.1%	21.7%	18.5%
Alcohol Related Harm	2010-11 Q1	2,990.6	2,643.2	1,780.0	

South Kirkby has slightly lower levels of low birth weight births than the Knowsley average although this figure is still higher than the England average. The area has lower levels of breast feeding when compared with the rest of the borough and higher levels of obesity when compared with the rest of Knowsley and England. South Kirkby also has the greatest number of instances of alcohol related harm in the borough.

Community Safety



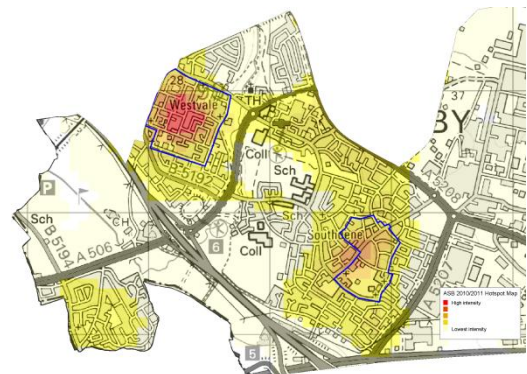
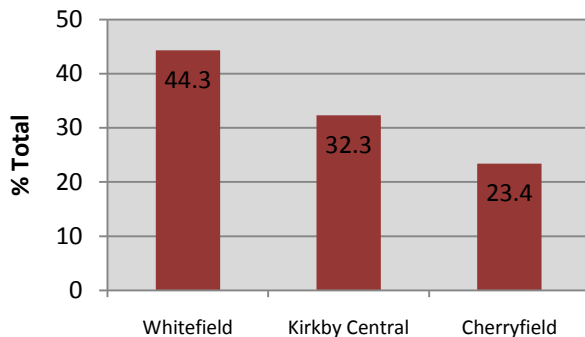
Crime

(2,054, last year 2,296)
(Knowsley 13% reduction)



Anti Social Behaviour

(1,522, last year 1,884)
(Knowsley 18% reduction)



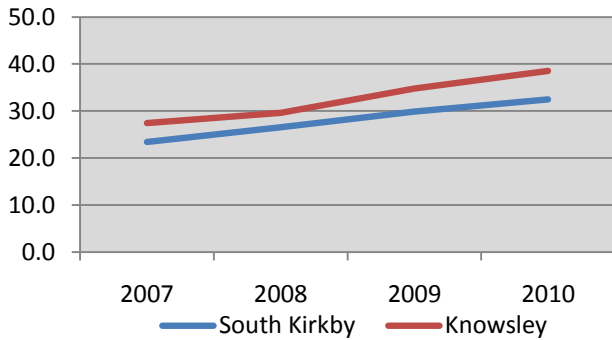
Crime levels have continued to fall in North Huyton, in line with the rest of the borough. The most common crimes are Theft (31%) and Criminal Damage (24%). Theft are particularly high compared to Knowsley overall.

ASB levels have continued to fall in South Kirkby, in line with the rest of the borough. There are two long term ASB locations in the area – Westvale and Southdene.

Area Profile: South Kirkby

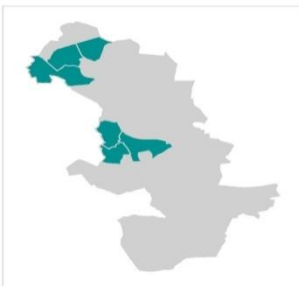
Attainment

% achieving 5+ A*-C (including English and Maths) at GCSE



GCSE attainment in South Kirkby is below the borough average. Performance has followed a similar trend to Knowsley over the past four years. However, the performance gap has increased slightly from 4% points in 2007 to 6% points in 2010.

Ward level GCSE attainment

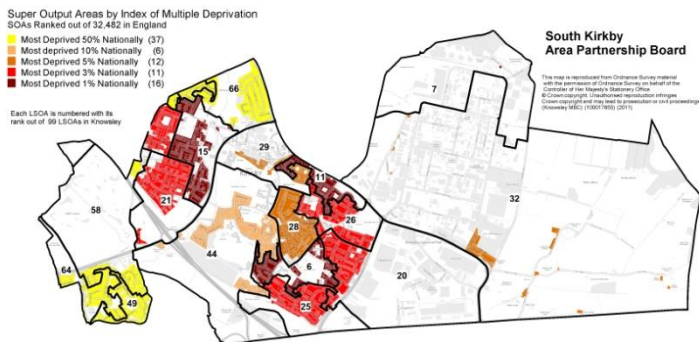


This map highlights the Knowsley wards with the lowest attainment rates. Two of South Kirkby's wards are on this map (Cherryfield and Whitefield).

Attainment rates in Whitefield are the third worst of the 21 wards. Performance is currently at 28.6% and has been on the decrease from 30.5% in 2007. Cherryfield has the sixth worst attainment rate of the wards at 32.3%. Kirkby Central is the third ward in South Kirkby which, although not on the map to the left, is still performing below the borough average. Performance is currently 34.4%, an improvement from 18.4% in 2007.

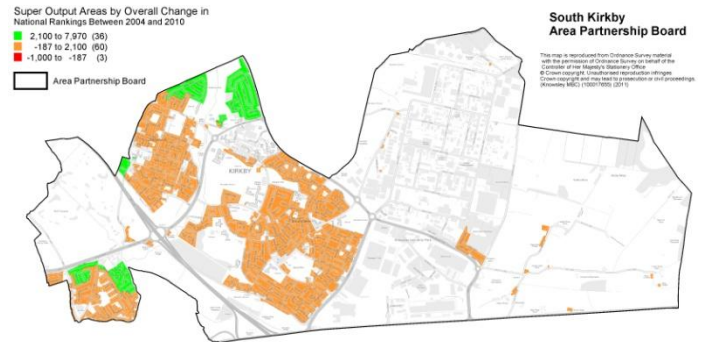
Index of Multiple Deprivation 2010

Most Deprived Nationally



A number of Super Output Areas in South Kirkby area within the 5% most deprived nationally, and one of which is ranked 6th locally.

Overall Change between 2004 and 2010



The above map shows Super Output Areas which have declined or improved in rankings between the IMD 2004 and 2010. Small areas have improved, although for the majority of Super Output Areas there is no significant change.