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**Our People**

**Population**

In 2009, Rochford had a population of 83,100<sup>1</sup> people (representing just under 6% of the total population of Essex), making it the 8<sup>th</sup> most populated of all the Essex districts. Rochford district covers an area of around 170 square km, making it the 8<sup>th</sup> largest district in Essex. Based on ONS figures, Rochford is the 6<sup>th</sup> most densely populated Essex district, with 490 people per square km.

*Figure 1.1 shows the district-level populations & population density in Essex (population, in 000's)*

	<b>Population (000's, 2009)</b>	<b>Area (sq. km)<sup>2</sup></b>	<b>Population density (people per sq. km)</b>
<b>Essex</b>	<b>1,399.0</b>	<b>3,465</b>	<b>404</b>
Harlow	80.6	30.5	2,643
Castle Point	89.2	45.1	1,978
Basildon	174.1	110.0	1,583
Colchester	177.1	329.1	538
Chelmsford	167.8	338.8	495
<b>Rochford</b>	<b>83.1</b>	<b>169.5</b>	<b>490</b>
Brentwood	73.8	153.1	482
Tendring	148.0	337.7	438
Epping Forest	124.0	339.0	366
Braintree	142.7	611.7	233
Maldon	62.9	358.9	175
Uttlesford	73.8	641.2	115

According to the ONS 2009 population estimates, 49.1% of Rochford's population are male & 50.9% are female.

Throughout this document, Rochford will be compared to other Essex districts, Essex as a whole, or regional & national averages. Where possible, reference is also made to Rochford's "statistical neighbours"; other local authorities with similar attributes to Rochford (including size, demography, geography, economic factors, etc). It is often more relevant to compare districts to their statistical neighbours rather than geographic ones. Rochford's nearest statistical neighbours are: Fareham, Castle Point, Rushcliffe, Sedgemoor, Eastleigh, Tewkesbury, Teignbridge, Ribble Valley, South Ribble, Wyre, Maldon, Havant, North Devon, Lichfield & Blaby.

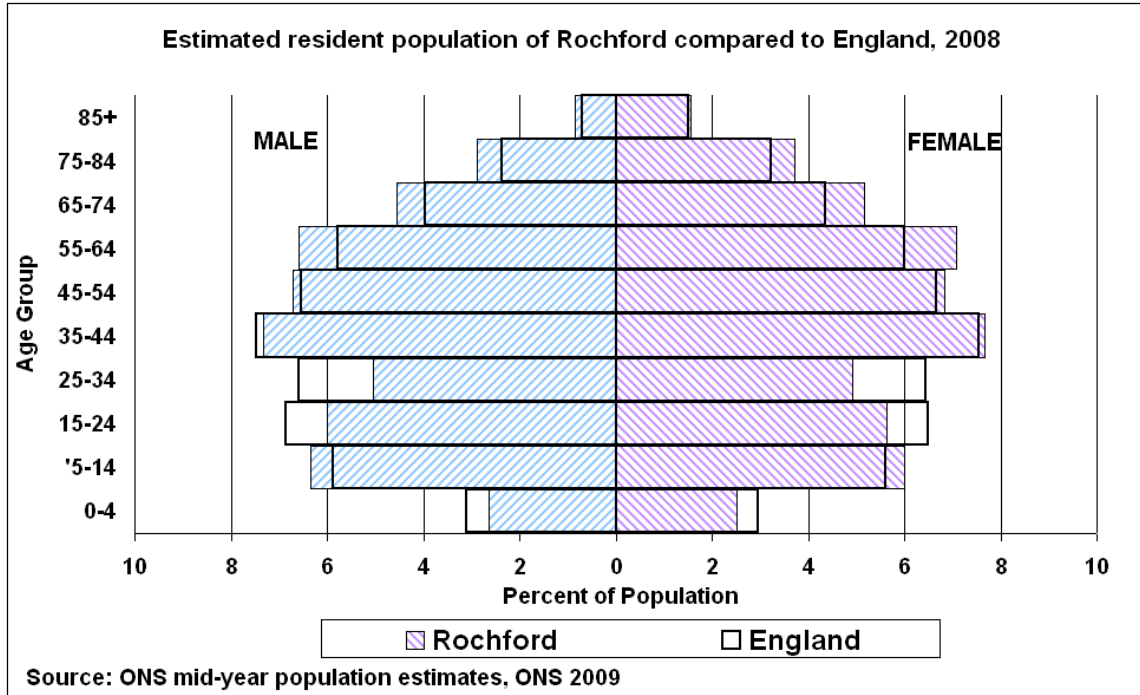
<sup>1</sup>ONS, mid-year estimates 2009; [www.statistics.gov.uk](http://www.statistics.gov.uk)

<sup>2</sup> Source: [Office for National Statistics](http://www.statistics.gov.uk); UK Standard Area Measurements (SAM)

# Rochford District Profile

## Age profile

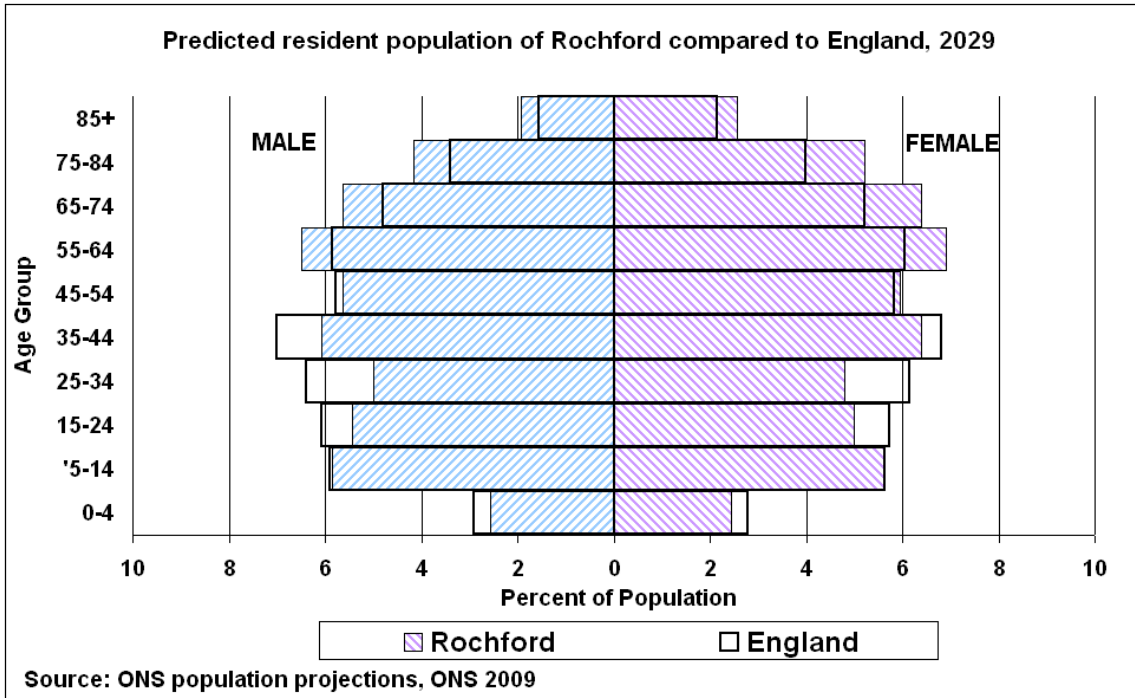
Figure 1.1a shows the age-structure of Rochford's residents



Rochford has over-representation of both males & females over the age of 45 and fewer 15-34 year olds than the England average. Because of the lower rate of 15-34 year olds in the district, there are fewer 0-4 year olds than in the country as a whole.

## Rochford District Profile

Figure 1.1b shows Rochford's predicted population in 2029, based on current patterns



This graph of projected population shows the estimated population of Rochford in 2029, compared to England. It is based on current population trends and does not take account of any policy changes or any other developments in things such as health & housing. Compared to figure 1.1a it shows a population that is ageing. Rochford has even fewer young people and young adults, and more over-representation of older age-groups; from 55+. If this projection is accurate, it has wide-ranging implications for public sector organisations within the district.

### BME groups

Figure 1.2 shows a ward-level breakdown of BME population in Rochford based on the 2001 census.

## Rochford District Profile

Figure 1.2 shows Rochford BME populations, by ward (2001 census)

Ward name	Asian or British Asian	Black or British Black	Chinese or Other	Mixed	White
Barling & Sutton	0.17%	-	-	0.34%	99.49%
Hullbridge	0.29%	0.12%	0.17%	0.36%	99.05%
Hockley Central	0.31%	0.11%	0.21%	0.44%	98.92%
Ashingdon & Canewdon	0.45%	-	0.36%	0.50%	98.69%
Hockley North	0.27%	0.16%	0.43%	0.53%	98.61%
Hawkwell West	0.33%	0.15%	0.28%	0.64%	98.60%
Hawkwell North	0.30%	0.00%	0.73%	0.50%	98.47%
Hawkwell South	0.33%	0.25%	0.55%	0.45%	98.41%
Foulness & Great Wakering	0.49%	0.17%	0.33%	0.65%	98.36%
Hockley West	0.70%	-	0.50%	0.45%	98.35%
Downhall & Rawreth	0.47%	0.20%	0.52%	0.54%	98.27%
Whitehouse	0.32%	0.35%	0.48%	0.59%	98.26%
Lodge	0.60%	0.30%	0.33%	0.53%	98.24%
Grange	0.68%	0.12%	0.42%	0.68%	98.10%
Rochford	0.48%	0.38%	0.32%	0.80%	98.02%
Sweyne Park	0.69%	0.21%	0.53%	0.72%	97.85%
Wheatley	0.82%	0.41%	0.21%	0.75%	97.81%
Rayleigh Central	0.75%	0.14%	0.58%	0.82%	97.71%
Trinity	1.23%	0.87%	0.22%	0.34%	97.34%

Table 1.3 below shows district-level BME population estimates based on 2007 projections by the ONS. Rochford has the 2<sup>nd</sup> fewest BME residents according to these projections, but the proportion of BME residents is increasing.

Figure 1.3 shows district-level populations by ethnic group, 2007<sup>3</sup>

District	White British	White Irish & White Other	Mixed	Asian	Black	Chinese & Other
Maldon	93.11%	3.04%	0.96%	1.44%	1.12%	0.64%
<b>Rochford</b>	<b>93.07%</b>	<b>2.55%</b>	<b>1.09%</b>	<b>1.46%</b>	<b>1.09%</b>	<b>0.61%</b>
Castle Point	92.71%	2.47%	1.01%	1.79%	1.46%	0.67%
Braintree	92.34%	3.12%	1.14%	1.49%	1.14%	0.64%
Tendring	92.20%	2.53%	1.23%	1.71%	1.44%	0.82%
Uttlesford	90.76%	3.86%	1.10%	1.93%	1.24%	0.97%
Basildon	90.11%	3.24%	1.41%	2.59%	1.88%	0.88%
Chelmsford	89.54%	3.89%	1.40%	2.43%	1.58%	1.09%
Harlow	87.23%	3.96%	1.66%	2.81%	2.17%	1.79%
Colchester	86.89%	5.19%	1.65%	2.56%	1.42%	2.28%
Brentwood	86.73%	5.03%	1.40%	3.77%	1.82%	1.26%
Epping Forest	85.15%	4.79%	1.70%	4.46%	2.92%	1.05%
<b>ESSEX</b>	<b>89.82%</b>	<b>3.68%</b>	<b>1.35%</b>	<b>2.40%</b>	<b>1.64%</b>	<b>1.10%</b>
<b>EAST OF ENGLAND</b>	<b>86.92%</b>	<b>4.71%</b>	<b>1.55%</b>	<b>3.59%</b>	<b>1.92%</b>	<b>1.32%</b>
<b>ENGLAND</b>	<b>83.65%</b>	<b>4.59%</b>	<b>1.70%</b>	<b>5.71%</b>	<b>2.83%</b>	<b>1.52%</b>

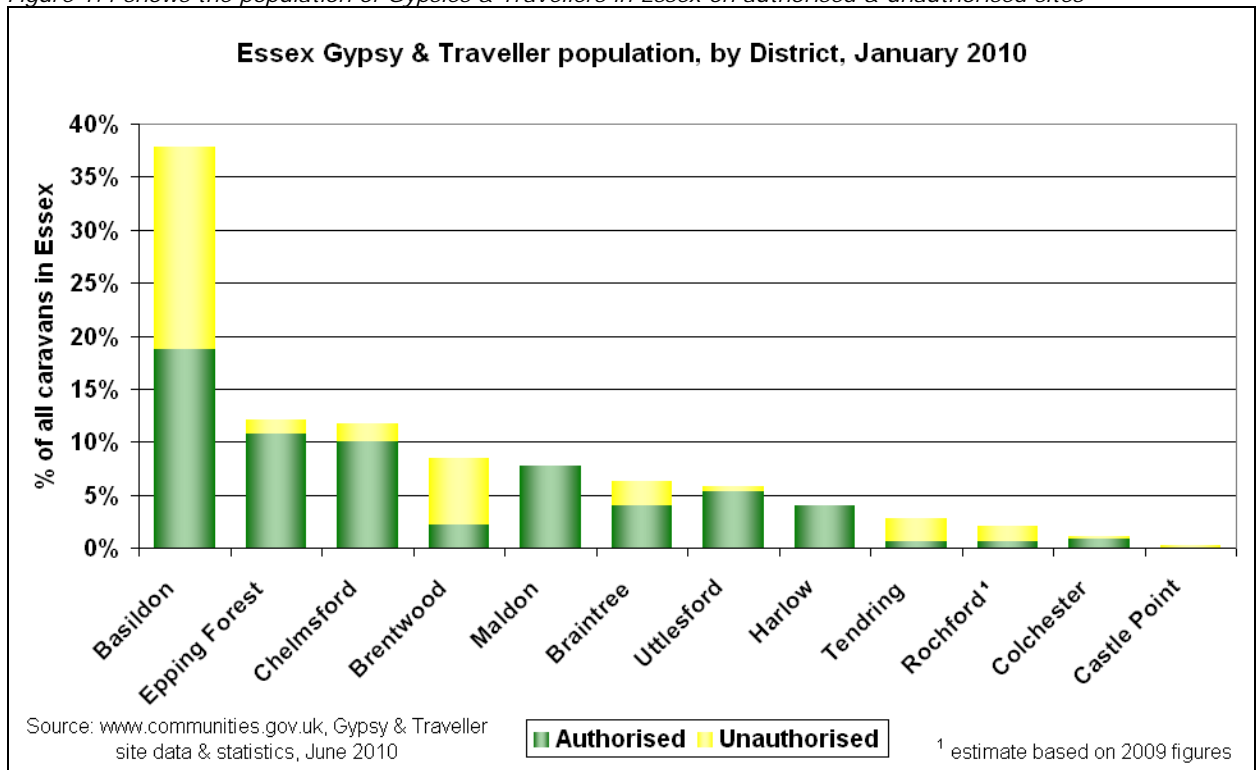
<sup>3</sup> Source: Population estimates by ethnic group, mid-2007. ONS, Crown Copyright.

Gypsy & traveller communities

In January 2010, Rochford was home to an estimated 23 caravans. This was the 10<sup>th</sup> highest number in Essex, and represented just over 2% of all the caravans in Essex<sup>4</sup>. Although there are not a large number of caravans in Rochford, the majority are on unauthorised privately-owned land without planning permission, this compares to an Essex average of around 70% authorised. All of the caravans in Rochford are on privately owned sites; none of the 11 Essex County Council managed sites are located within the district.

The Essex district with the most caravans is Basildon, which has 39.6% of the total number of caravans in the county, most of which are on unauthorised sites. The districts of Epping Forest and Chelmsford have the 2<sup>nd</sup> and 3<sup>rd</sup> most caravans in Essex. Collectively, these 3 districts have 66.4% of the total number of caravans in Essex.

Figure 1.4 shows the population of Gypsies & Travellers in Essex on authorised & unauthorised sites



<sup>4</sup> [www.communities.gov.uk](http://www.communities.gov.uk), Gypsy and Traveller site data and statistics January 2010

Deprivation

Figure 1.5 shows the national IMD rankings of Essex's districts

**Indices of Multiple Deprivation 2007: Essex Districts**

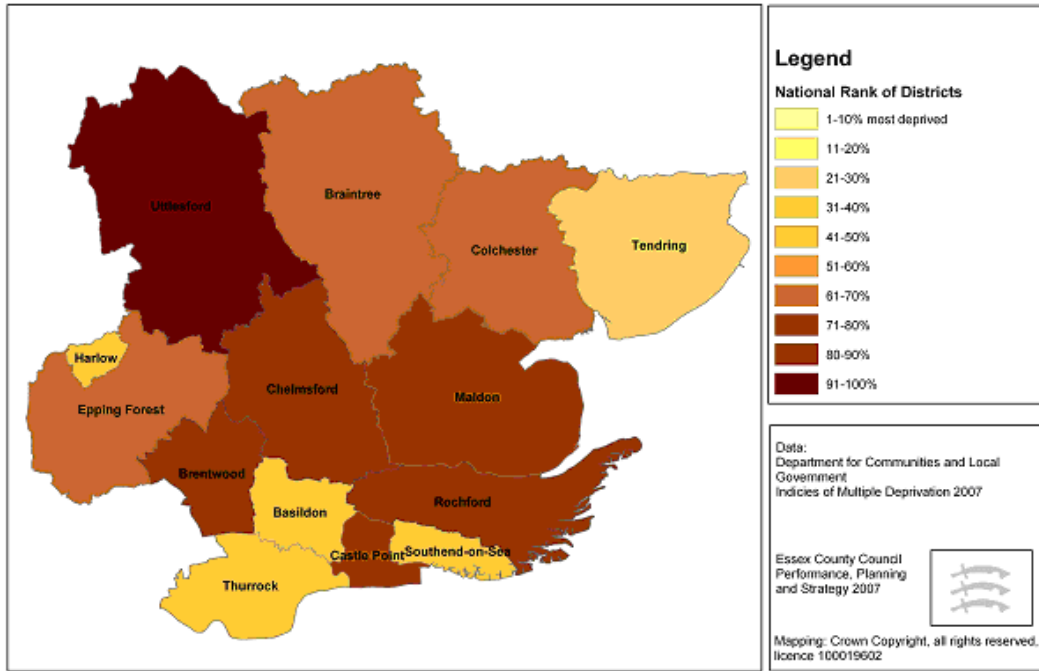


Figure 1.5 shows where the Essex districts rank nationally on the IMD scale.

The Indices of Multiple Deprivation (IMD) 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. This allows each area to be ranked relative to one another according to their level of deprivation<sup>5</sup>. The latest version of the IMD is from 2007.

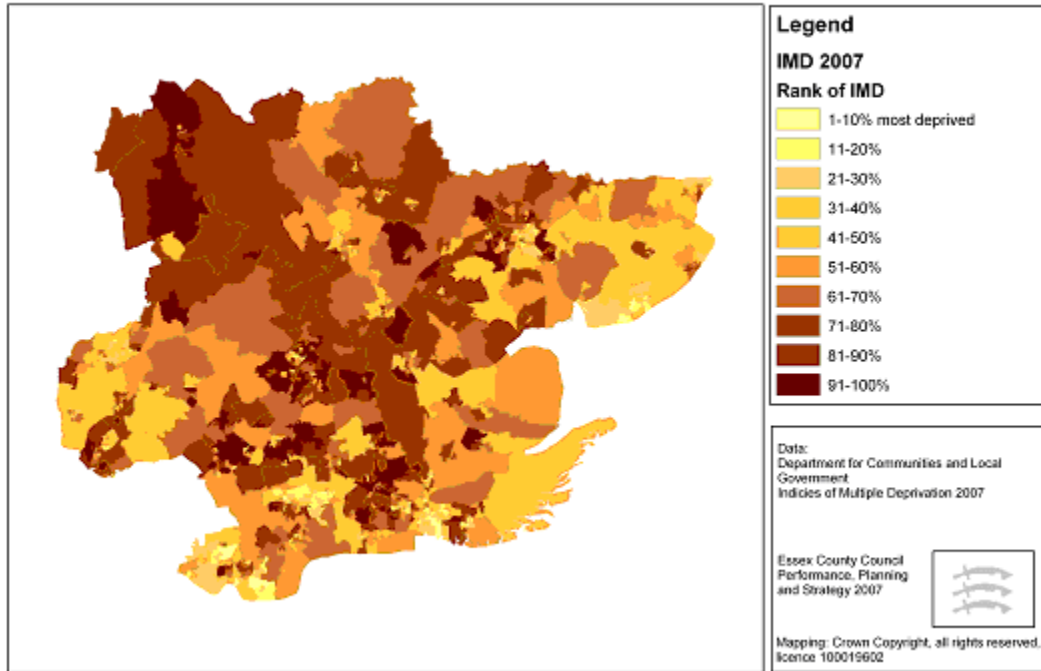
Rochford has 2 LSOA areas in the 20% most deprived in Essex (roughly the wards of Rochford (north) & Sweyne Park) and 1 LSOA in the 10% most deprived in Essex; the North West part of Rochford ward, which is ranked as the 59<sup>th</sup> most deprived out of the 863 LSOAs in Essex. However, the district also has 9 LSOA areas in the 10% least deprived in Essex (the South East of Downhall & Rawreth ward is the 10<sup>th</sup> least deprived LSOA in Essex) & 13 in the 20% least deprived areas in the County. This highlights the inequalities that exist within the district that are often hidden when looking at district wide data.

Figure 1.5a below shows deprivation in Essex at Lower Super Output Area (LSOA) level.

<sup>5</sup> Communities and local government [website](#), 2007

Figure 1.5a shows deprivation at lower super output area

### Indices of Multiple Deprivation 2007



Geodemographic profiles

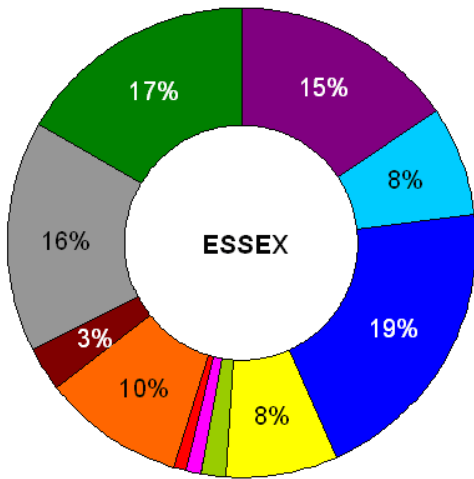
Geodemographics is described as the analysis and classification of people by where they live. The technique involves classifying small areas to help draw general conclusions about the characteristics and behaviours of the people who live in them. The idea being that people who live in similar places, will have similar interests, do similar things and have similar lifestyles. Public and private organisations can use geodemographics to estimate anticipated patterns in certain areas and can target their resources more effectively and efficiently.

Geodemographic systems estimate the most probable characteristics of people based on the pooled profile of all people living in a small area. There are a number of geodemographic profiling tools available, but here we have used MOSAIC. For a list of the MOSAIC groups and types, please see the [Appendix](#).

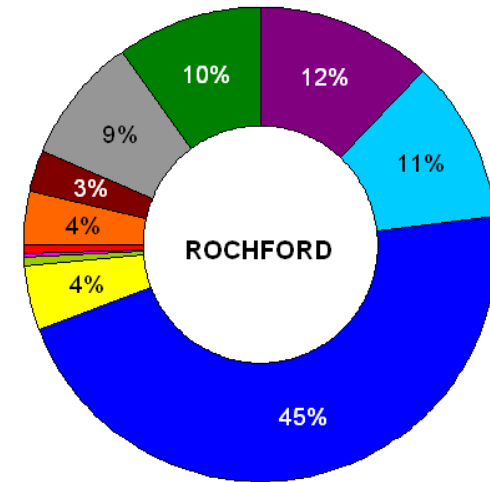
The Rochford & Essex MOSAIC charts are shown below:

Figure 1.6 shows the MOSAIC group profiles of Rochford & Essex

**Essex MOSAIC profile breakdown**



**Rochford MOSAIC profile breakdown**

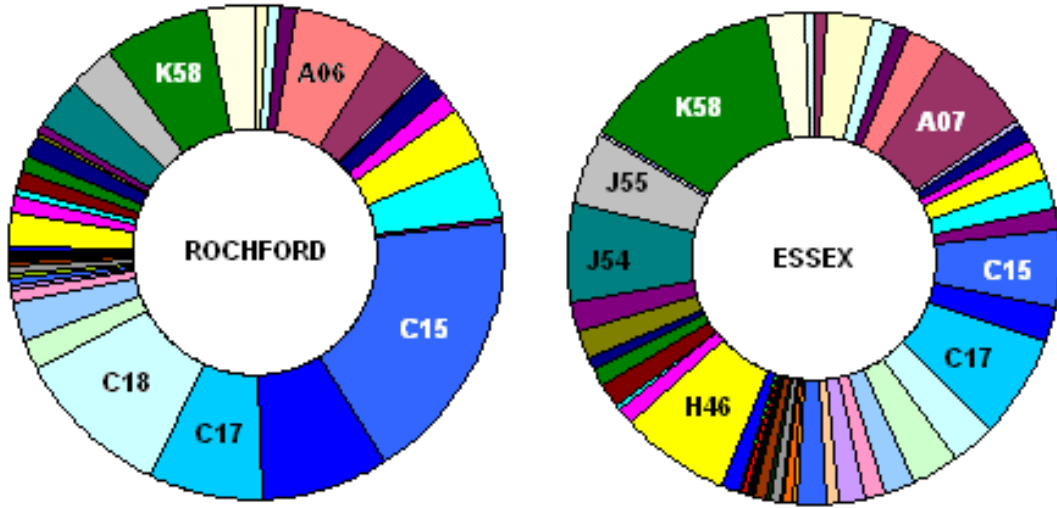


- A - Symbols of success
- B - Happy Families
- C - Suburban Comfort
- D - Ties of Community
- E - Urban Intelligence
- F - Welfare borderline
- G - Municipal Dependency
- H - Blue Collar Enterprise
- I - Twilight subsistence
- J - Grey perspectives
- K - Rural isolation

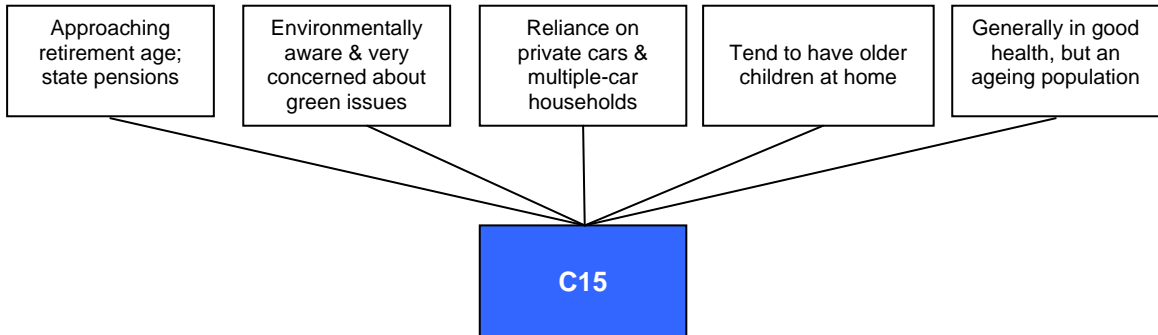
This comparison shows the difference between the MOSAIC group profiles of Rochford & Essex. There are some broad similarities between the two profiles, but Rochford has many more residents belonging to group C; more than double the Essex average, and fewer in almost every other group, particularly groups H, J & K.

Rochford District Profile

Figure 1.7 shows the MOSAIC "types" profile of Rochford & Essex



Essex & Rochford MOSAIC profile types & charts of need; using MOSAIC we can determine the likely needs of the most common MOSAIC types in Rochford & Essex. For instance, group C15 is the most common MOSAIC type in Rochford. People in type C15 tend to have the following traits, which may determine what sort of services they require from the District & County Councils:

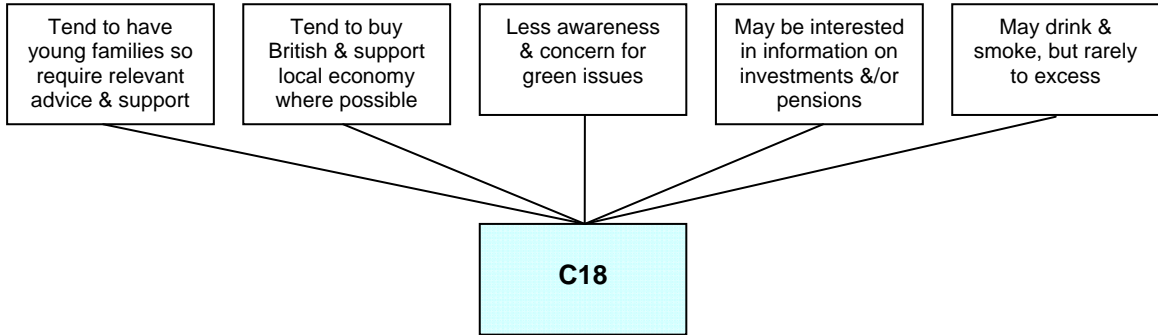


**C15; Senior white collar workers many on the verge of a financially secure retirement**

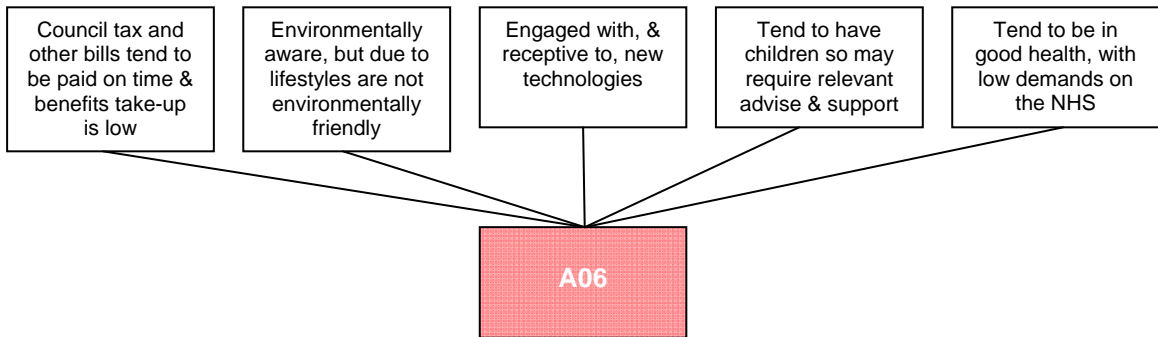
By identifying the services that this group is likely to require, we can target areas more efficiently. Because we know that households in MOSAIC type C15 are receptive to telephone advice lines, local social networks and broadsheet newspapers (and unreceptive to TV, & posters), we also know how to get messages out to them effectively. With the information provided by MOSAIC, the Health service could target these people with information about Health MOTs. The environmental team might target them with ideas on how to be more environmentally friendly. Leisure services could target them with information about opportunities to stay fit & healthy. All of these activities would be targeted at people that are most likely to be interested in them, reducing the amount of resources that public sector organisations use to communicate with their residents.

Rochford District Profile

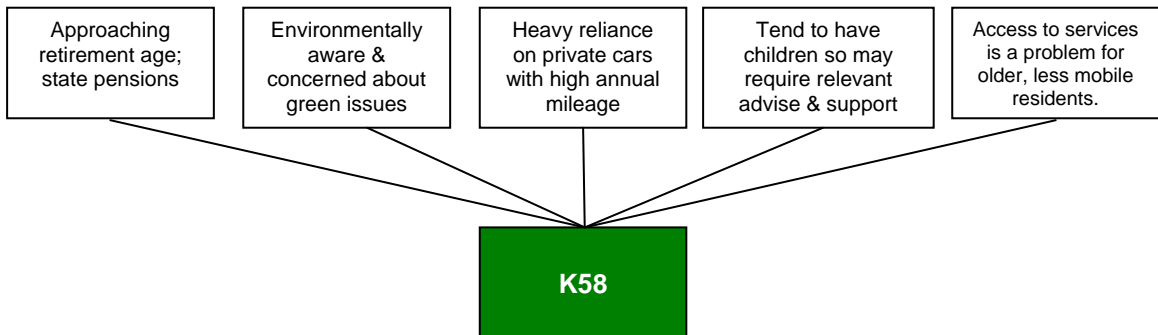
Other common MOSAIC types in Rochford include C18, A06 & K58. The charts for these types are as follows:



**C18; Inter war suburbs many with less strong cohesion than they originally had**



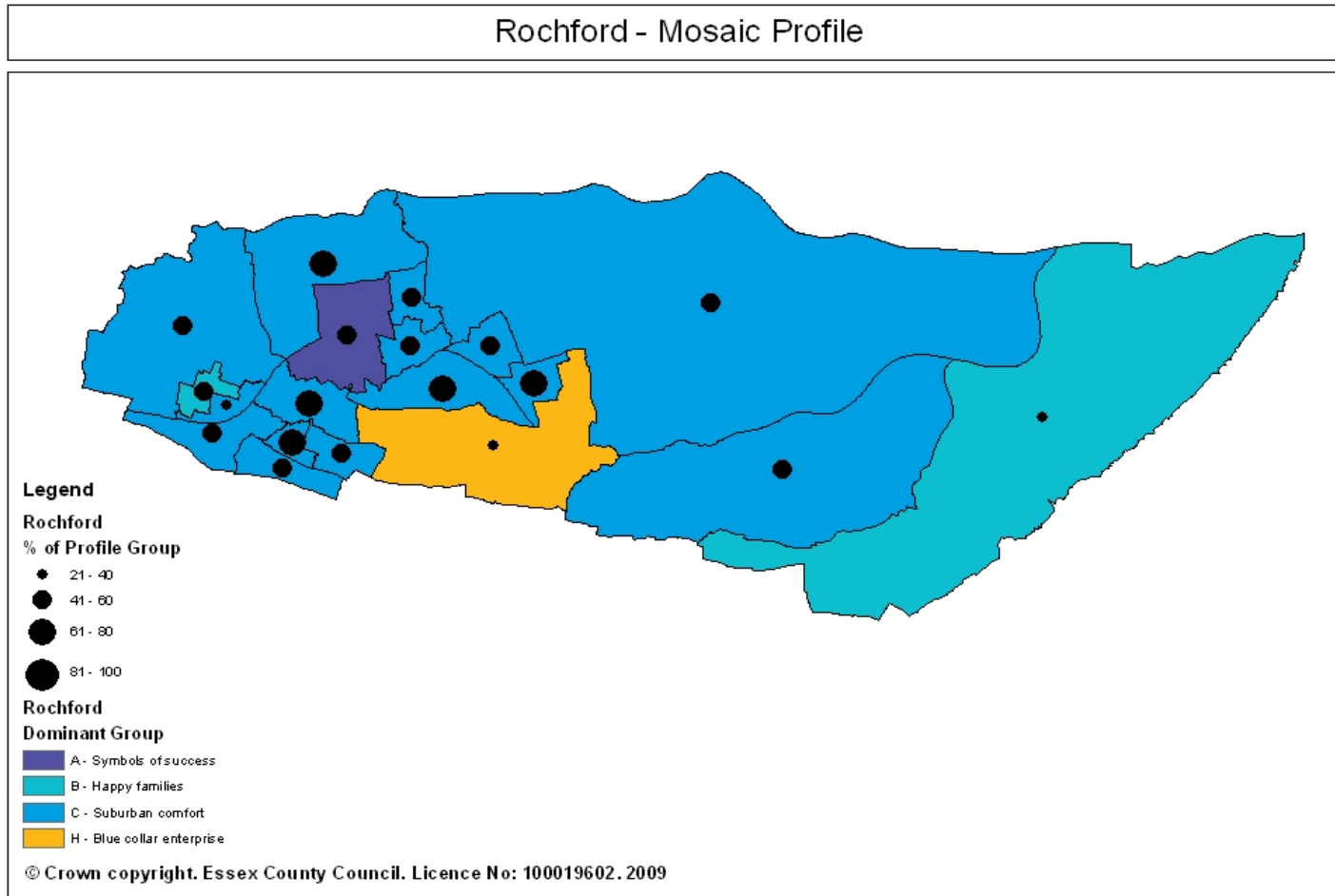
**A06; Successful, high earning couples with new jobs in areas of growing high-tech employment**



**K58; Well-off commuters & retired people living in attractive country villages**

# Rochford District Profile

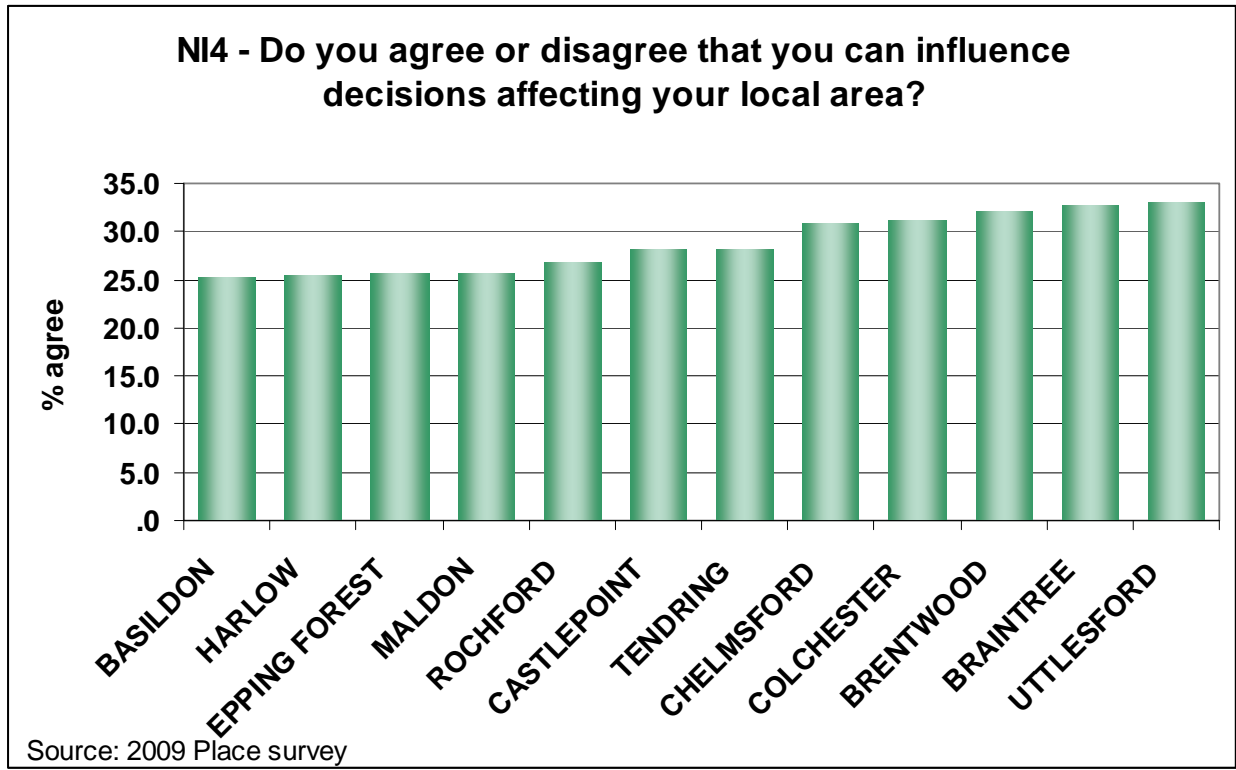
Figure 1.8 shows the MOSAIC profile map of Rochford, by ward



This map shows the predominant MOSAIC group in each ward of Rochford. The sizes of the black dots show the dominance of that particular group within an area. The wards of Hullbridge, Trinity, Rayleigh Central, Hawkwell West & Hawkwell South are all dominated by residents belonging to MOSIAC group C. Other wards have smaller dots, suggesting that although one group is dominant, there is a mix of different groups within the ward.

Community engagement

Figure 1.9 shows district-level NI4 scores from the 2008-9 Place survey



In the latest Place survey, Rochford was ranked 8<sup>th</sup> out of the 12 Essex districts for residents' perception that they can influence local decisions (National Indicator 4).

## Rochford District Profile

### Education

In 2009, Rochford was ranked 1<sup>st</sup> of 12 Essex districts for secondary school children achieving 5 or more grades A\*-C at GCSE (up from 4<sup>th</sup> in 2008)<sup>6</sup>. In 2009 81.7% of Rochford pupils achieved 5 or more grades A\*-C. The Essex average was 68.2% and the national average was 70%.

Figure 1.10 shows school achievement by district, 2008 & 2009

Rank	District	Level 2 (5 or more grades A*-C) 2008	Level 2 (5 or more grades A*-C) 2009
<b>1</b>	<b>Rochford</b>	<b>72.5%</b>	<b>81.7%</b>
2	Brentwood	68.4%	72.2%
=3	Chelmsford	69.7%	71.1%
=3	Uttlesford	71.1%	71.1%
5	Maldon	58.9%	68.9%
=6	Basildon	62.7%	67.5%
=6	Harlow	59.1%	67.5%
8	Castle Point	58.2%	67.1%
9	Colchester	64.0%	66.0%
10	Epping Forest	57.9%	64.8%
11	Tendring	59.3%	63.2%
12	Braintree	55.6%	62.4%
Essex		<b>63.3%</b>	<b>68.2%</b>
East of England			<b>69.0%</b>
England		<b>65.3%</b>	<b>70.0%</b>

Source: Department for Children, Schools & Families [website](#)

Figure 1.10a shows school GCSE achievement by Rochford's statistical neighbours, 2008 & 2009

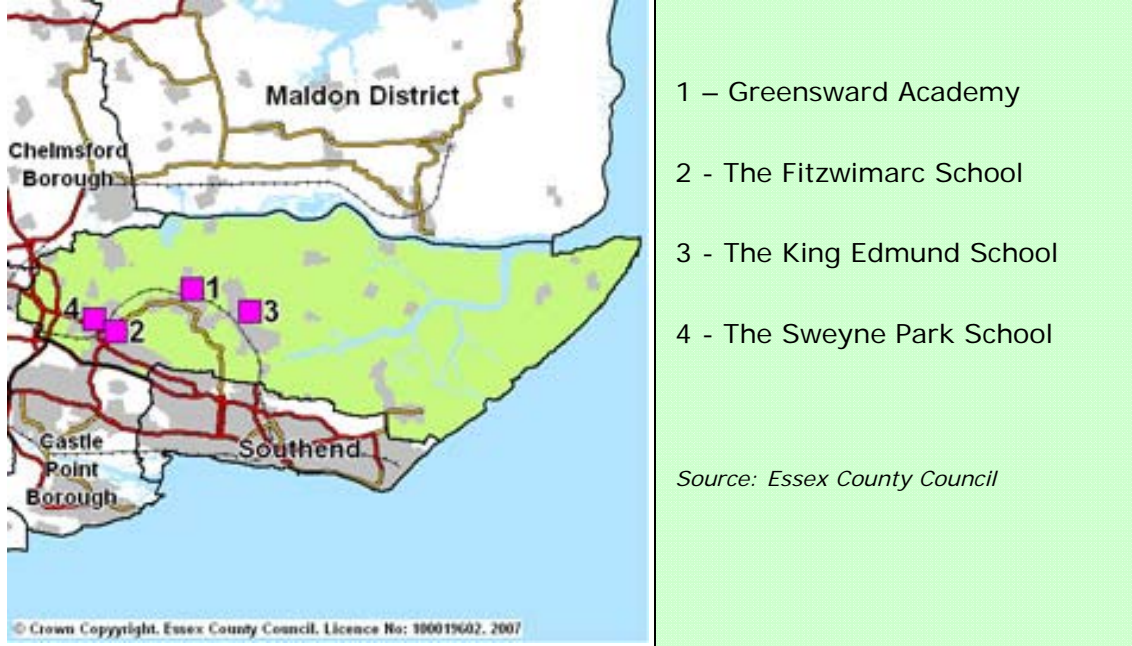
Rank amongst statistical neighbours	District	Level 2 (5 or more grades A*-C) 2008	Level 2 (5 or more grades A*-C) 2009
1	Rushcliffe	76.6%	82.6%
<b>2</b>	<b>Rochford</b>	<b>72.5%</b>	<b>81.7%</b>
3	Ribble Valley	76.0%	78.0%
4	Wyre	71.2%	77.4%
5	Eastleigh	69.7%	74.6%
6	Tewkesbury	67.6%	71.8%
7	South Ribble	69.8%	71.6%
8	Lichfield	67.6%	70.4%
9	Maldon	58.9%	68.9%
10	Fareham	67.2%	68.0%
11	Castle Point	58.2%	67.1%
12	Havant	62.2%	66.1%
13	Blaby	64.2%	65.9%
14	Teignbridge	60.9%	63.6%
15	North Devon	58.9%	62.7%
16	Sedgemoor	52.7%	60.9%

Source: [DCSF website](#)

<sup>6</sup> Source: [DCSE](#), 2009 NB Excludes independent schools

## Rochford District Profile

Figure 1.11 shows the location of secondary schools in Rochford



There are 4 LEA-controlled secondary schools within Rochford. The Greensward Academy was the best performer in 2009 (94% with 5 or more A\*-C GCSE grades; 7<sup>th</sup> best result in Essex). The Swayne Park & King Edmund Schools reported a 75% pass rate in 2009; all of Rochford’s schools were in the top 25 across Essex and performed better than the County average (68.2%). All of Rochford’s schools witnessed improvements in their results from 2008 (excluding Greensward Academy, which opened in 2008), as shown in figure 1.12 below, which gives a breakdown of results, by school, 2005 – 2009, including absence rates.

Figure 1.12 shows the results of Rochford’s schools 2005-2009

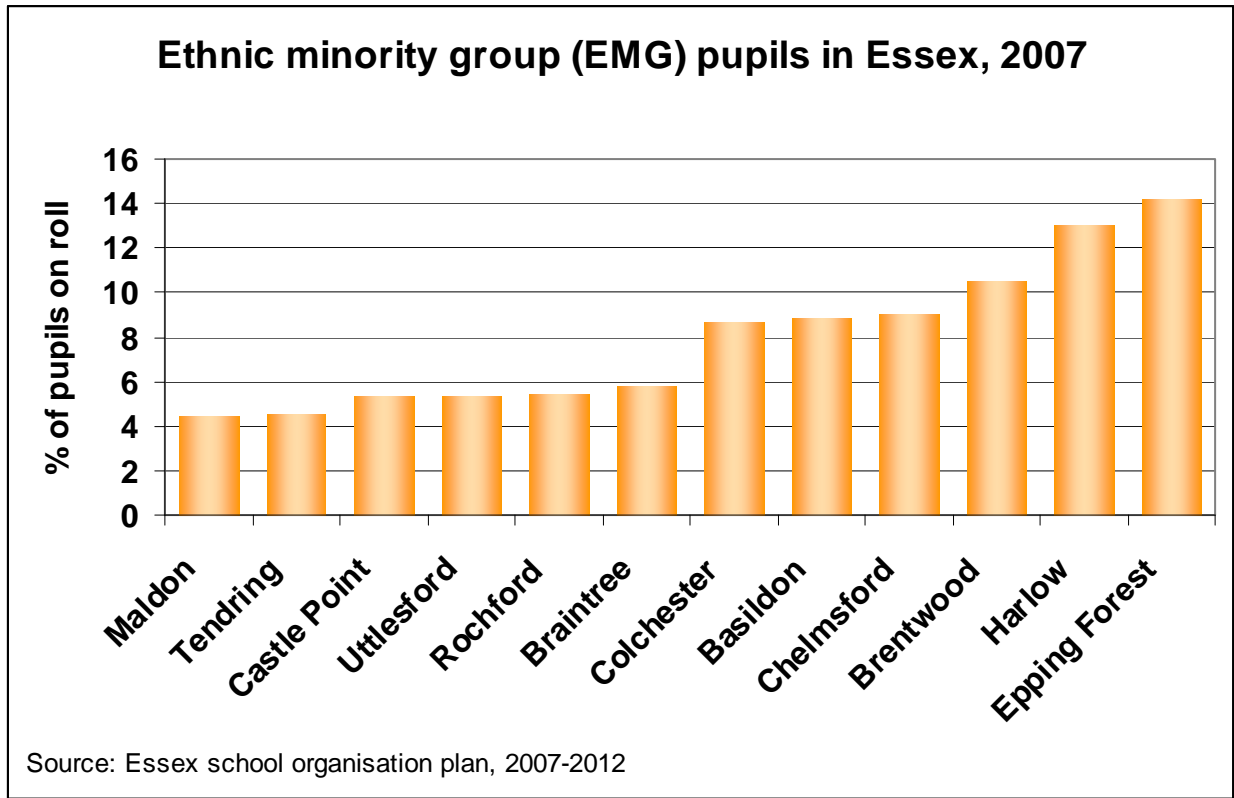
School	Number of 15 year old pupils on Roll (2008/09)	% of 15 old pupils achieving 5 or more A*-C (& equivalent)					overall absence (2008-9)	persistent absence (2008-9)
		2005	2006	2007	2008	2009		
The FitzWimarc School	265	66%	76%	74%	77%	82%	6.30%	4.20%
Greensward Academy	266	<i>Not Applicable. School opened after January 2008</i>				94%	6.60%	3.70%
The King Edmund School	262	73%	76%	78%	58%	75%	7.60%	6.10%
The Swayne Park School	243	58%	74%	72%	67%	75%	5.90%	3.30%

Source: Department for Children, Schools & Families [website](#)

In the 2008-9 Place Survey, Rochford residents chose education provision as their 4<sup>th</sup> most important issue (selected by 32.2% of respondents). In the County-wide Place survey results, Essex residents selected education provision as their 5<sup>th</sup> most important issue (selected by 26.6% of respondents). For more details on the results of these surveys, please see the section on [perception data](#), below.

In 2008, of the 4,137 secondary-school pupils that attend school in Rochford, 614 (15%) were from outside the district<sup>7</sup>, this compares to an average of 3.5% in the rest of the County. 490 pupils (80%) of those travelling into Rochford came from outside Essex. It is assumed the majority of these are from the unitary authority of Southend. Of the 3,632 secondary school-age children that live in Rochford, 97% attend school within the district.

Figure 1.13 shows ethnic minority pupils in Essex, by district

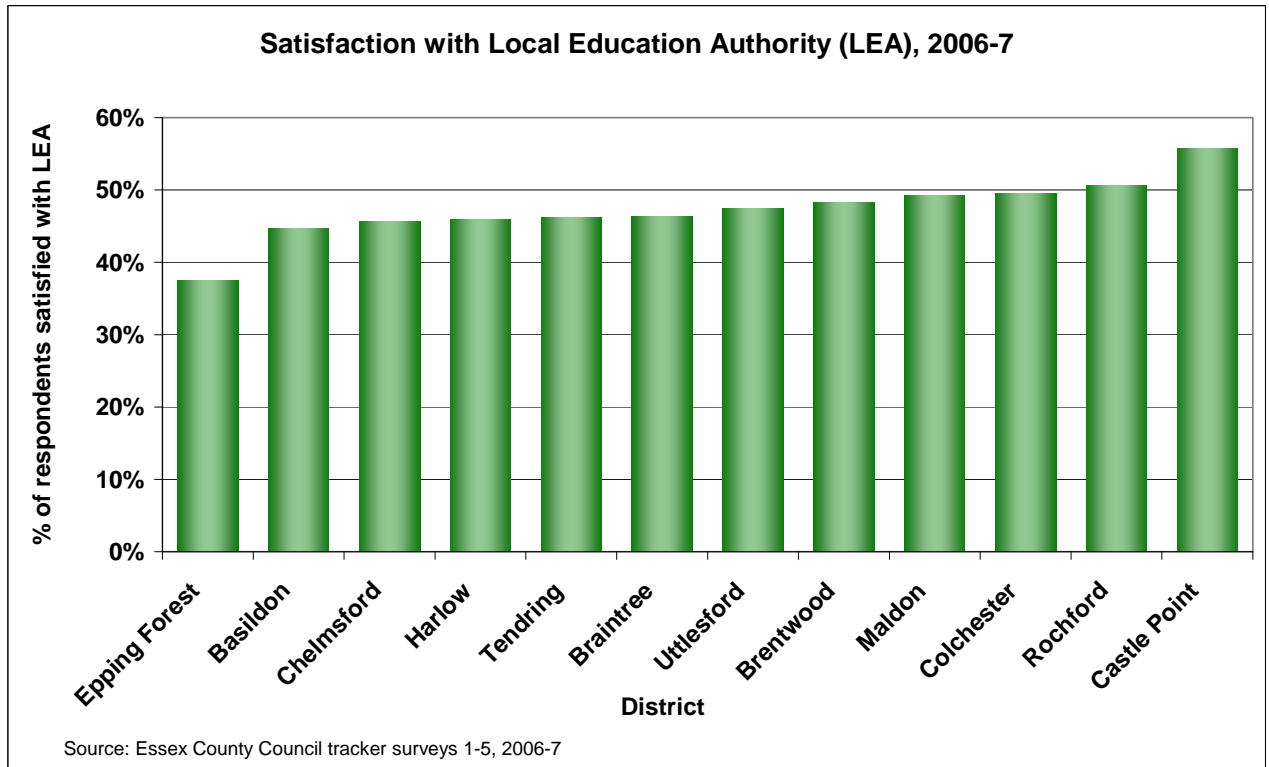


Rochford has fewer than average numbers of ethnic minority pupils; 5.4% compared to an Essex average of around 8%.

<sup>7</sup> School Census - Summer 2008

## Rochford District Profile

Figure 1.14 shows satisfaction with LEA by Essex district



Data was collected in the ECC tracker surveys between 2006 and 2007. It shows that Rochford residents are the 2nd most satisfied in Essex with their LEA.

## Rochford District Profile

### NEET (Children not in education, employment or training)

In March 2010, Rochford had the 5<sup>th</sup> highest rate of children NEET in Essex; 9.4%, compared to an Essex average of just under 7%<sup>8</sup>. Rochford's average rate for the year 2009-10 was 8.5%, the 5<sup>th</sup> highest average rate in Essex & above the County & national averages. The '09-10 Essex average was 7.3%, while the national average was just over 7%. 2009-10 NEET rates for Essex are shown in figure 1.15 below.

Figure 1.15 shows the 2009-10 NEET rates for Essex, by district

	Apr '09	May '09	Jun '09	Jul '09	Aug '09	Sep '09	Oct '09	Nov '09	Dec '09	Jan '10	Feb '10	Mar '10	Avg. '09-10
Tendring	13.5%	13.7%	14.0%	14.8%	16.7%	14.3%	13.4%	13.8%	13.3%	13.4%	13.1%	13.6%	14.0%
Basildon	11.0%	10.9%	10.9%	12.2%	14.7%	13.5%	13.2%	12.7%	12.6%	12.8%	12.5%	13.4%	12.5%
Braintree	11.1%	11.4%	11.8%	12.4%	15.6%	14.4%	11.5%	10.8%	10.7%	11.4%	11.0%	11.1%	11.9%
Maldon	9.1%	8.0%	8.3%	8.9%	11.0%	11.9%	10.3%	10.7%	9.6%	10.5%	10.8%	10.6%	10.0%
<b>Rochford</b>	<b>5.8%</b>	<b>5.6%</b>	<b>6.0%</b>	<b>7.1%</b>	<b>8.6%</b>	<b>7.2%</b>	<b>11.1%</b>	<b>10.3%</b>	<b>10.4%</b>	<b>10.6%</b>	<b>10.3%</b>	<b>9.4%</b>	<b>8.5%</b>
Colchester	5.7%	5.5%	5.8%	6.9%	8.3%	8.1%	5.6%	5.0%	5.1%	5.2%	5.5%	5.7%	6.0%
Castle Point	6.1%	6.1%	6.0%	6.9%	8.3%	9.9%	4.6%	4.3%	4.3%	4.6%	4.6%	4.5%	5.9%
Brentwood	4.4%	4.0%	4.2%	5.3%	7.1%	6.2%	5.7%	6.2%	5.5%	6.2%	5.5%	4.7%	5.4%
Harlow	4.4%	4.6%	4.9%	5.7%	7.8%	5.6%	5.5%	5.3%	4.9%	4.1%	4.1%	4.2%	5.1%
Chelmsford	3.8%	3.7%	3.6%	3.8%	4.4%	4.9%	4.1%	3.8%	3.8%	3.4%	3.5%	3.5%	3.9%
Uttlesford	3.9%	3.4%	3.2%	3.6%	5.3%	4.6%	4.5%	3.6%	3.0%	3.0%	3.6%	3.5%	3.8%
Epping Forest	2.2%	2.5%	2.4%	3.1%	3.7%	4.7%	4.5%	3.4%	3.0%	2.8%	3.1%	2.9%	3.2%
<b>Essex</b>	<b>7.0%</b>	<b>6.9%</b>	<b>7.0%</b>	<b>7.4%</b>	<b>8.4%</b>	<b>9.0%</b>	<b>7.5%</b>	<b>7.0%</b>	<b>6.8%</b>	<b>6.8%</b>	<b>6.8%</b>	<b>6.9%</b>	<b>7.3%</b>
<b>England</b>	<b>7.3%</b>	<b>7.3%</b>	<b>7.5%</b>	<b>8.0%</b>	<b>8.7%</b>	<b>8.0%</b>	<b>7.1%</b>	<b>6.5%</b>	<b>6.4%</b>	<b>6.2%</b>	<b>6.4%</b>	<i>n/a</i>	<b>7.2%</b> <sup>9</sup>

Source: Essex Connexions Team, Data Services, SCF, June 2010

<sup>8</sup> Source: Essex Connexions Team, Data Services, SCF, June 2010

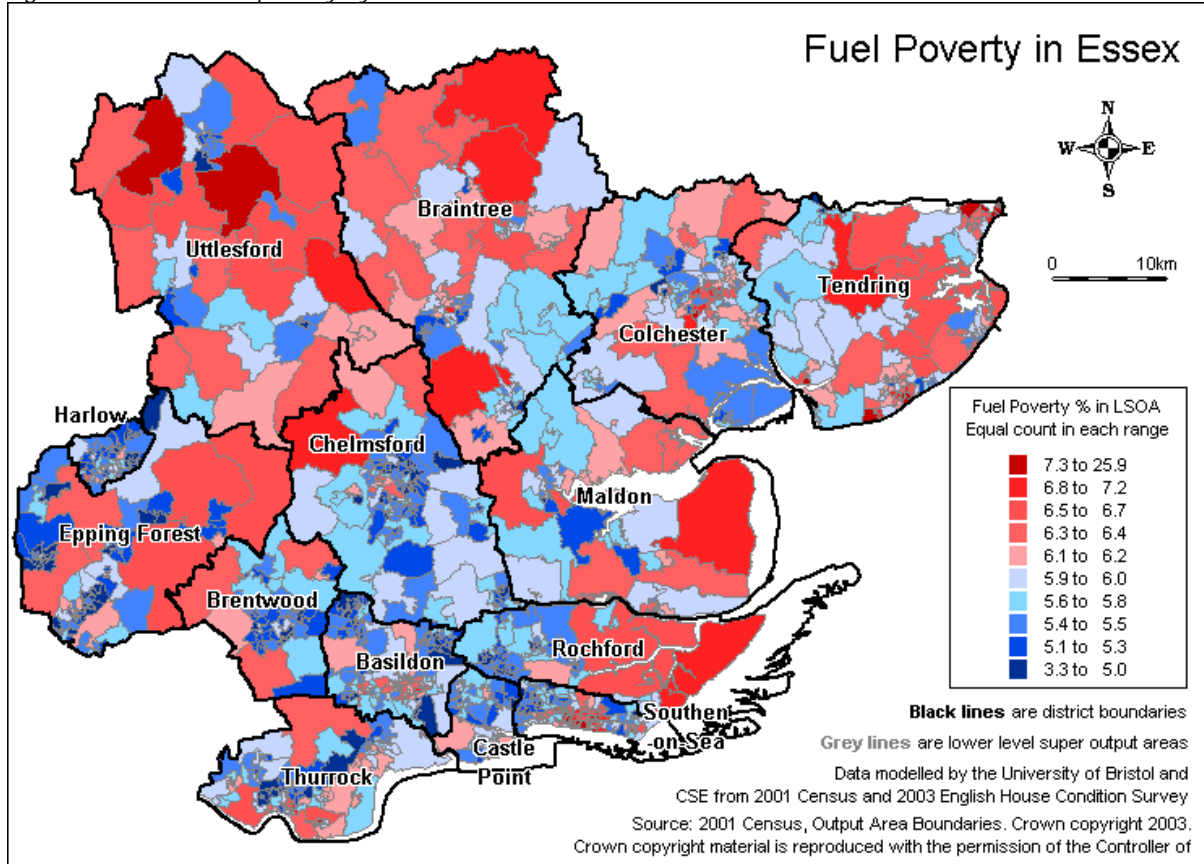
<sup>9</sup> Average is for Apr '09-Feb '10; excludes March 2010 as the national average figures are not available

Vulnerable people

*Fuel Poverty*

A household is said to be in fuel poverty if it needs to spend more than 10% of its income on fuel to maintain a satisfactory heating regime. 3 of Rochford's 53 LSOAs are in the 10% most at risk of experiencing fuel poverty in Essex; these are the wards of Foulness & Great Wakering, Ashingdon & Canewdon and Barling & Sutton. 8 are in the 20% least at risk, & 7 are in the 10% most at risk of experiencing fuel poverty.<sup>10</sup>

Figure 1.16 shows fuel poverty by LSOA in Essex



<sup>10</sup> www.fuelpovertyindicator.co.uk

Public health

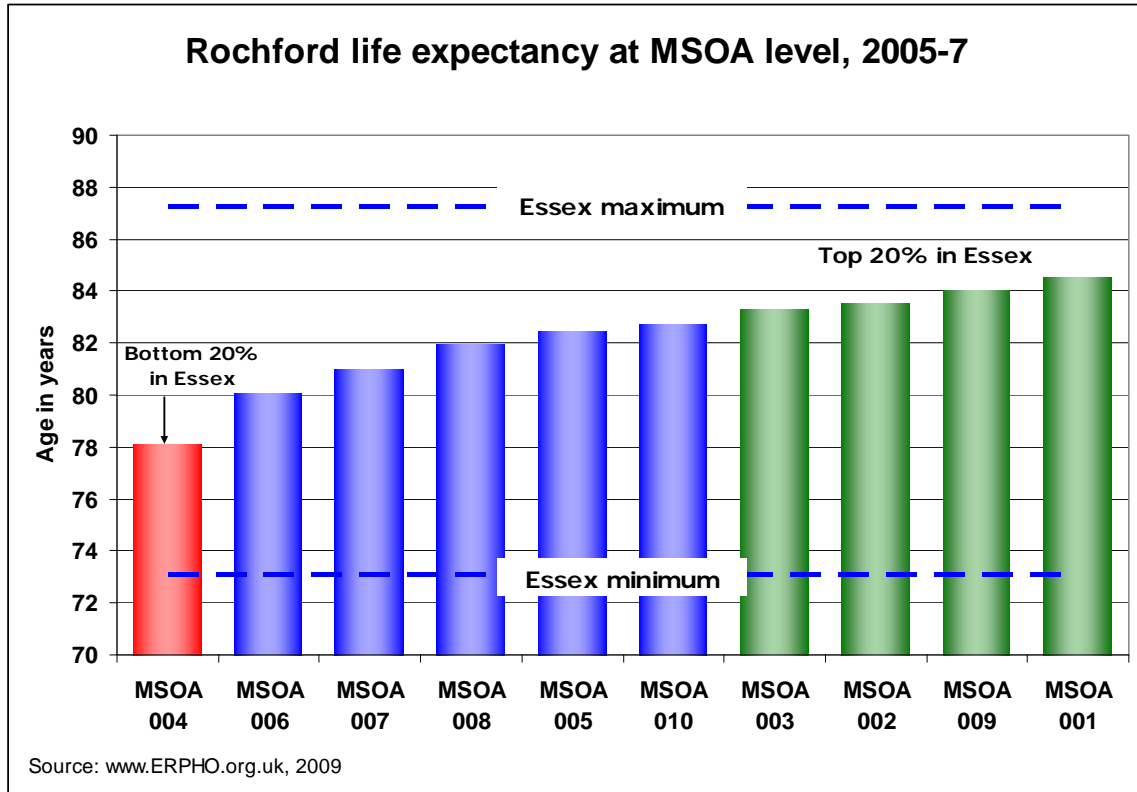
Rochford's health profile is shown in [Appendix 1.7](#).

*Life expectancy*

Between 2005 and 2007, MSOA 001 (Hullbridge ward) had the highest life expectancy (84.5 years) in the district & the 10<sup>th</sup> highest in Essex (out of 176 MSOAs) <sup>11</sup>. The average life expectancy in Essex is just over 81 years, the Rochford average is below that, at 79.2 years.

Rochford has 4 MSOAs in the top 20% of life expectancy in Essex; MSOAs 001, 009, 002 & 003, and has 1 MSOA in the lowest 20%; MSOA 004, which has the 11<sup>th</sup> lowest out of 176 MSOAs in Essex. The variation of 6.41 years between the highest & lowest life expectancy in the district is the 6<sup>th</sup> highest in Essex, just below the County average of around 6.8 years.

Figure 1.17 shows life expectancy in Rochford, by MSOA (there is a Rochford MSOA map in [Appendix 1.3](#))



<sup>11</sup> Eastern Region Public Health Observatory using information from the ONS, 2009

Alcohol

The alcohol profile for Rochford is in [Appendix 1.1](#)

Figure 1.18 shows the months of life lost due to alcohol, by district & gender, 2005-7

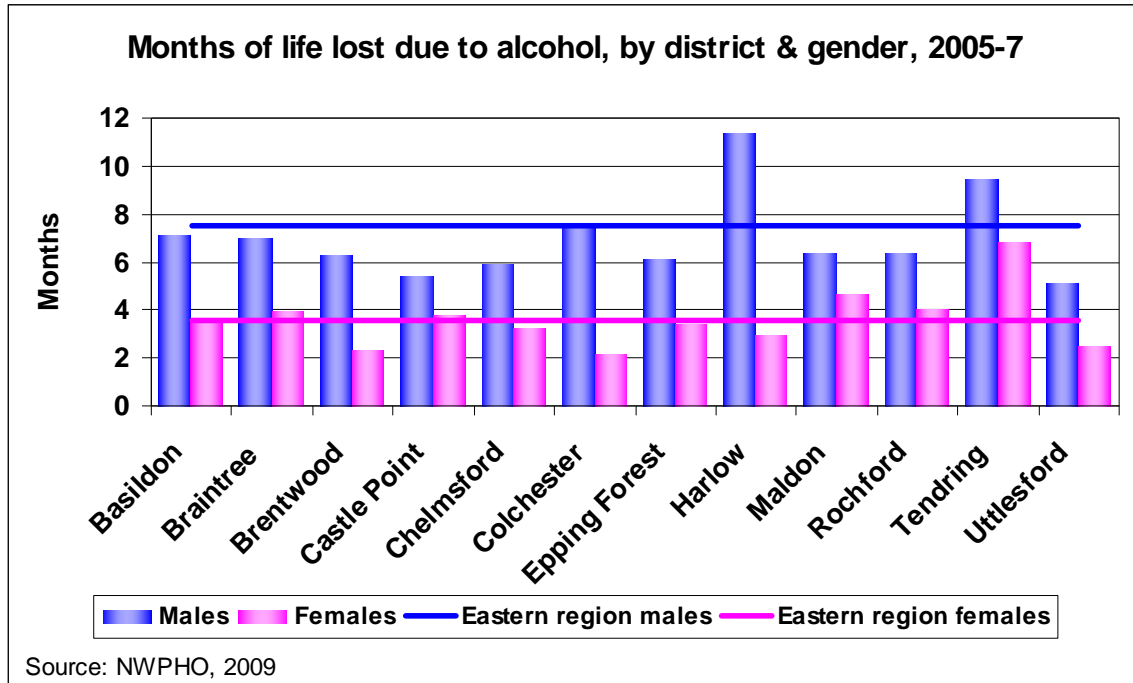
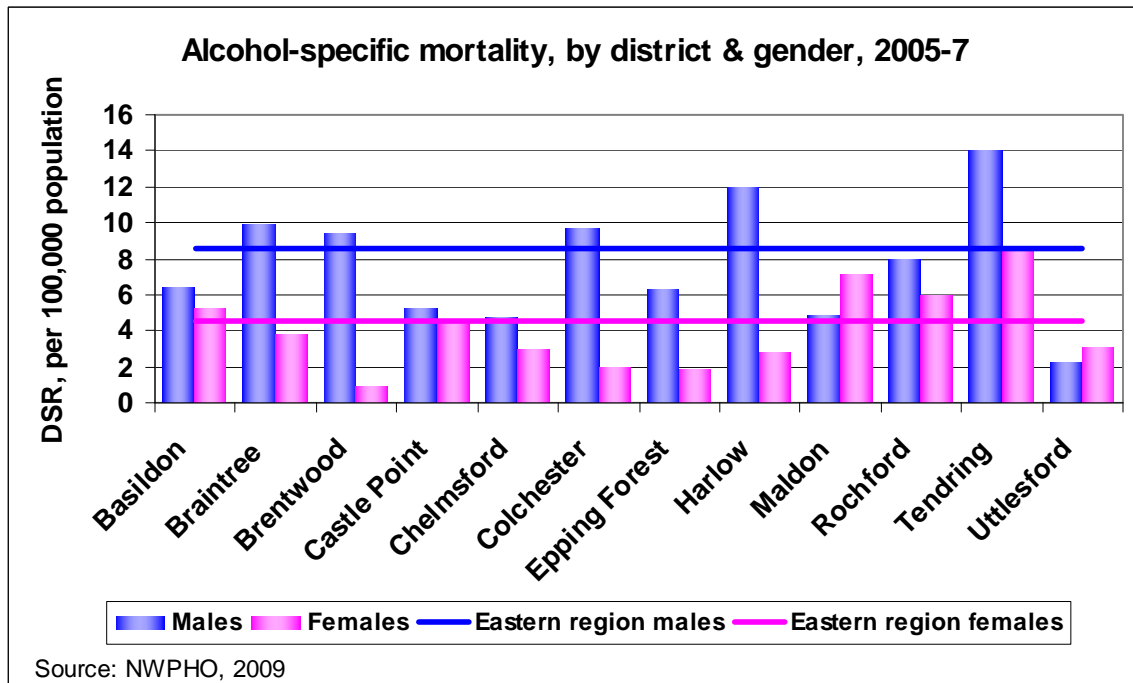
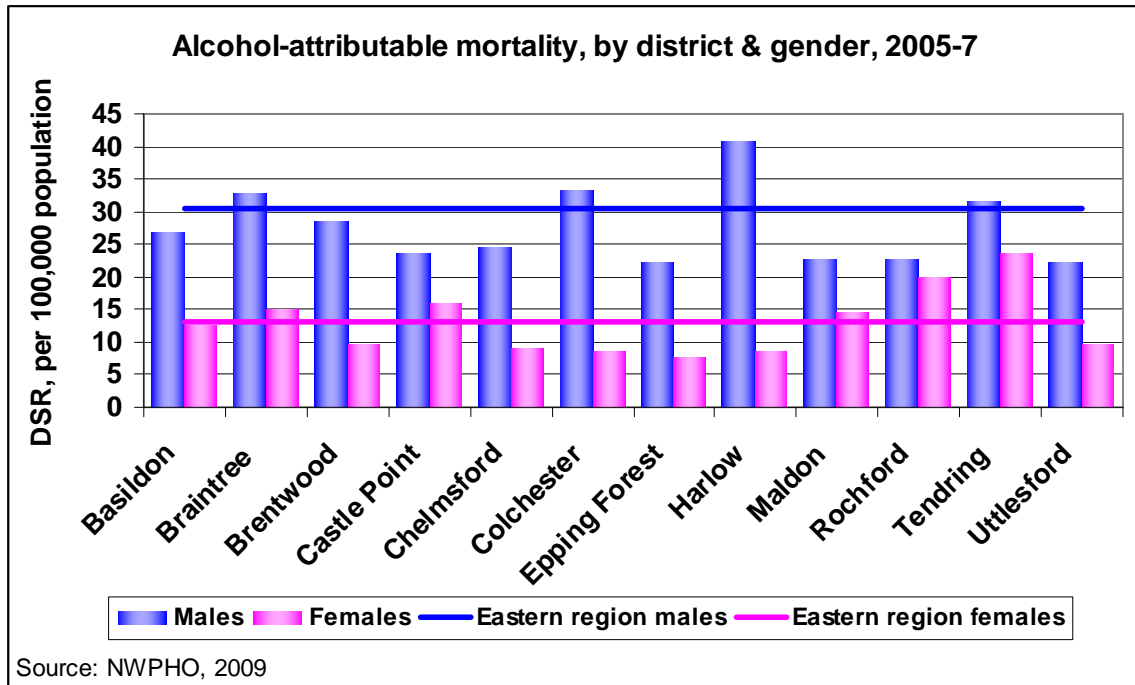


Figure 1.19 shows the alcohol-specific mortality rate in Essex, by district



Rochford District Profile

Figure 1.20 shows the alcohol-attributable mortality rate in Essex, by district



## Rochford District Profile

### Obesity

From 2003-5 Rochford had an estimated obesity rate of 24.4% of adults. This was slightly below the Essex average rate of 24.9%<sup>12</sup>.

In 2008-9, Rochford had the 4<sup>th</sup> highest obesity rate in Essex for children aged 10-11; 16.8%, compared to an Essex average of 16%. 9% of reception-age children were obese in Rochford. This was the 3<sup>rd</sup> highest rate in Essex, above the County average of 8.2%<sup>13</sup>

Figure 1.21 shows childhood obesity rates in Essex in 2008-9, by district

2008-9	Reception	Rank in Essex	Year 6	Rank in Essex
Harlow	11.0%	1	21.7%	1
Epping Forest	8.8%	5	17.8%	2
Rochford	8.3%	8	17.3%	3
<b>Basildon</b>	<b>9.0%</b>	<b>=3</b>	<b>16.8%</b>	<b>4</b>
Colchester	8.5%	7	16.2%	5
Castle Point	8.7%	6	16.0%	6
Braintree	7.0%	9	15.8%	7
Tendring	9.6%	2	15.6%	8
Chelmsford	6.4%	10	14.8%	9
Maldon	4.7%	12	13.8%	10
Uttlesford	5.6%	11	12.4%	11
Brentwood	9.0%	=3	10.9%	12
<b>ENGLAND</b>	<b>9.6%</b>		<b>18.3%</b>	
<b>Essex</b>	<b>8.2%</b>		<b>16.0%</b>	

Figure 1.21a shows childhood obesity rates in Rochford's statistical neighbours, 2008-9

2008-9	Reception	Rank	Year 6	Rank
Lichfield	8.94	7	18.22	1
Tewkesbury	7.93	12	17.43	2
<b>Rochford</b>	<b>8.28</b>	<b>10</b>	<b>17.35</b>	<b>3</b>
Teignbridge	9.57	4	17.03	4
Wyre	8.62	9	16.90	5
Sedgemoor	9.82	2	16.89	6
South Ribble	6.81	15	16.30	7
Blaby	9.68	3	16.25	8
Havant	11.24	1	16.21	9
North Devon	9.12	6	15.99	10
Castle Point	8.74	8	15.95	11
Ribble Valley	7.38	13	15.26	12
Rushcliffe	7.29	14	14.54	13
Eastleigh	9.23	5	13.91	14
Maldon	4.74	16	13.81	15
Fareham	8.09	11	13.59	16

<sup>12</sup> Synthetic Health Indicators for Health Lifestyle Behaviours [www.neighbourhood.statistics.gov.uk/](http://www.neighbourhood.statistics.gov.uk/) December 2007

<sup>13</sup> The National Obesity Observatory e-Atlas; <http://www.noo.org.uk/maps/eatlas> 2008-9

# Rochford District Profile

Figure 1.21a shows obesity in reception-age children, by district, 2008-9

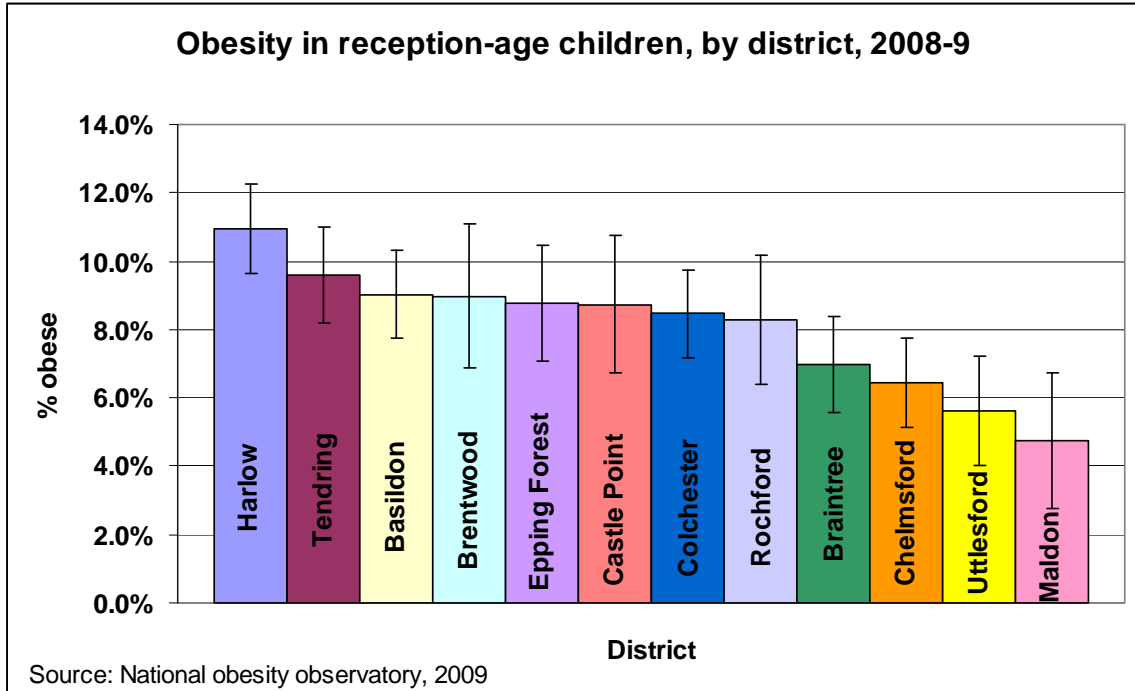
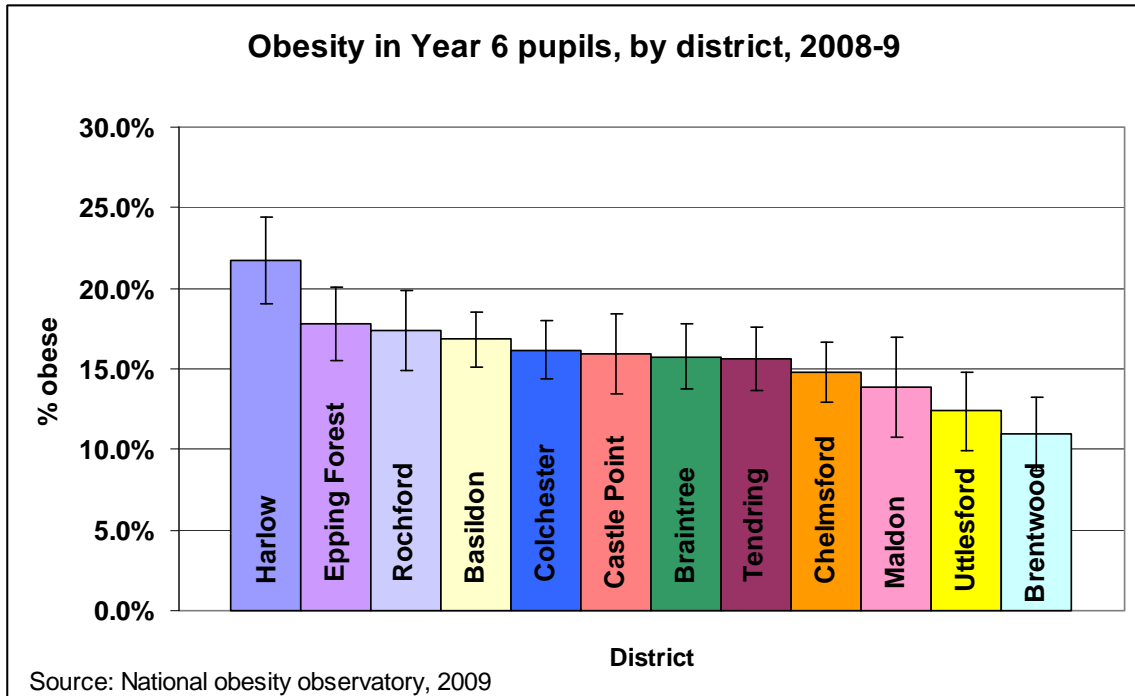
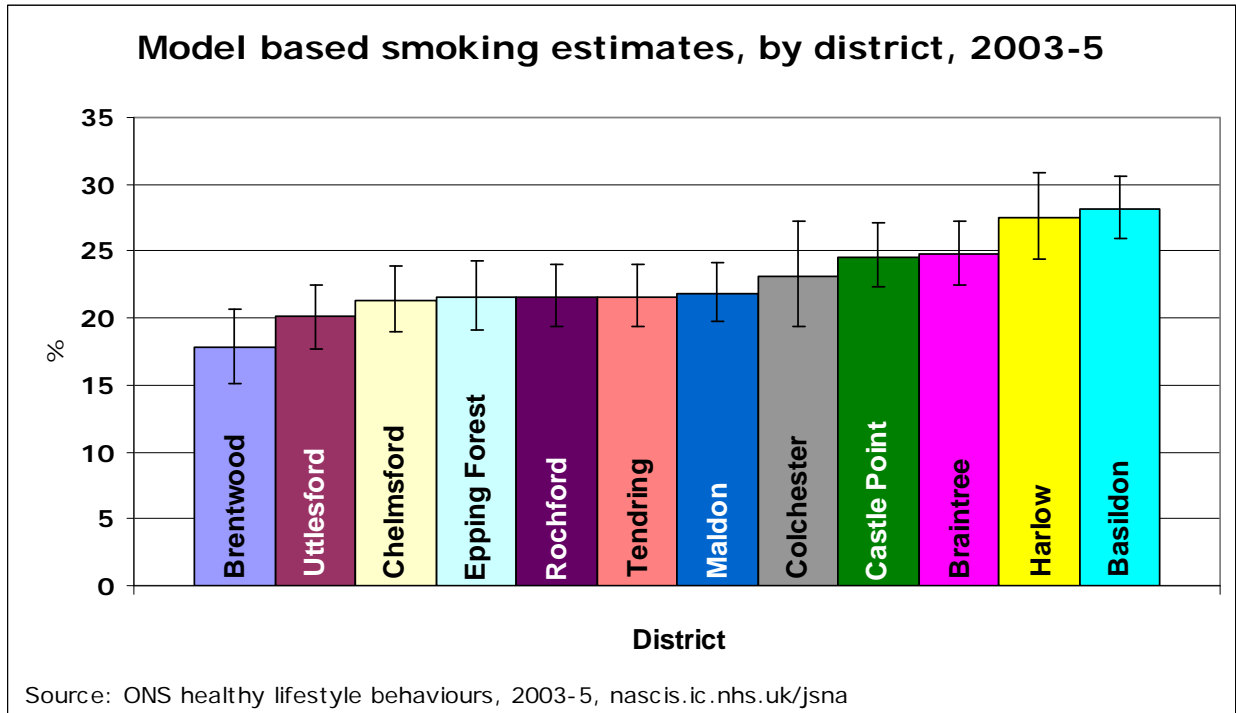


Figure 1.21b shows obesity in year 6 pupils, by district, 2008-9



Smoking

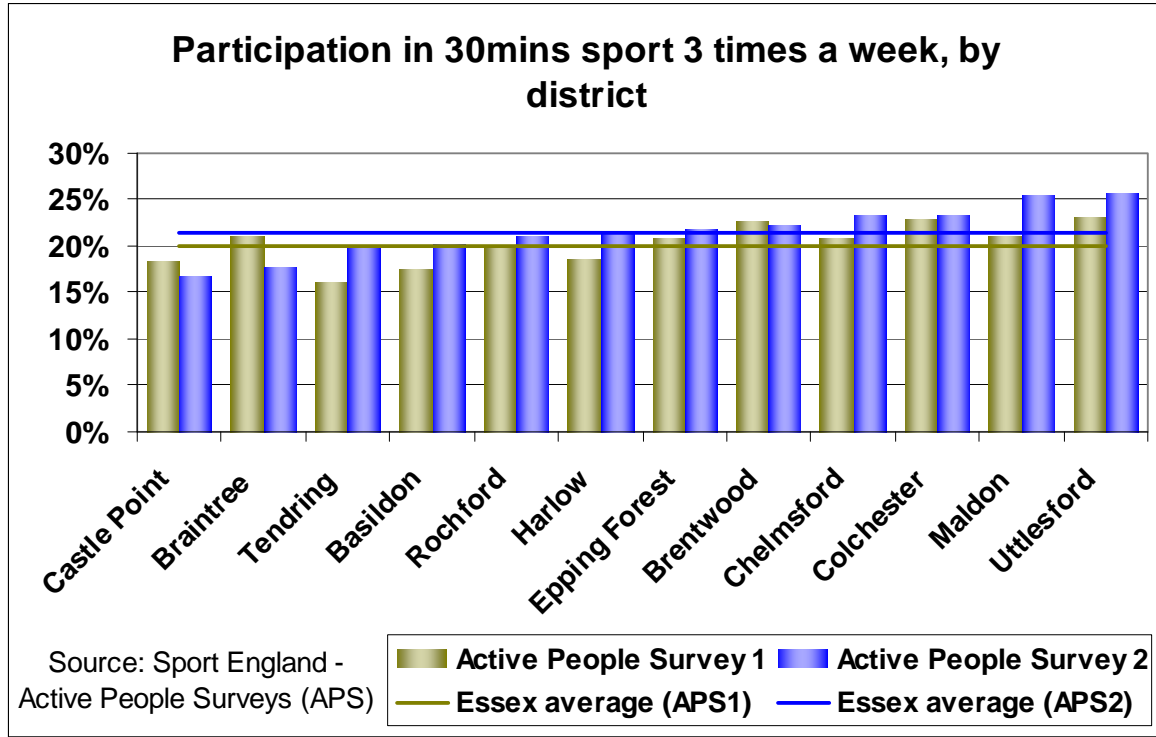
Figure 1.22 shows modelled estimates of smoking prevalence, by Essex district, 2003-5



This graph shows the estimated smoking rates in each Essex district between 2003 & 2005. Rochford had the 5<sup>th</sup> lowest estimated rate of smoking prevalence in Essex.

According to the Active People Surveys, Rochford has an average rate of people taking part in the recommended 30 minutes of exercise, 3 times per week. The district-level results of both Active People's surveys are shown below:

Figure 1.22 shows level of participation in 30 minutes of exercise 3 times per week, by district



The Active People's Survey information is useful because the level of active people within a district is a barometer for how the people of Rochford are looking after their health. Levels of activity are a good indicator for future obesity rates. A population with high levels of physical activity is less likely to suffer from obesity-related health issues in the near future, provided these levels can be encouraged and maintained. Rochford performed average in the first active people's survey and below average in the second (average refers to Essex average).

*Physical & Sensory impairment*

In 2006-7 Rochford had the lowest number of service users with physical impairments in Essex; 1.7 per 1,000 users, compared to an Essex average of 2.4 per 1,000.

In 2006-7 Rochford had an above-average number of people with sensory impairments; 4.8 compared to an Essex average of 4.4 per 1,000. Of those experiencing sensory impairment, 0.7 per 1,000 had severe impairment, which is also above the Essex average.

# Rochford District Profile

Figure 1.23 shows MSOA-level physical impairment in Essex

**Physical Disability: Rate of adults with a physical disability known to a social care team during the year 2006-2007**

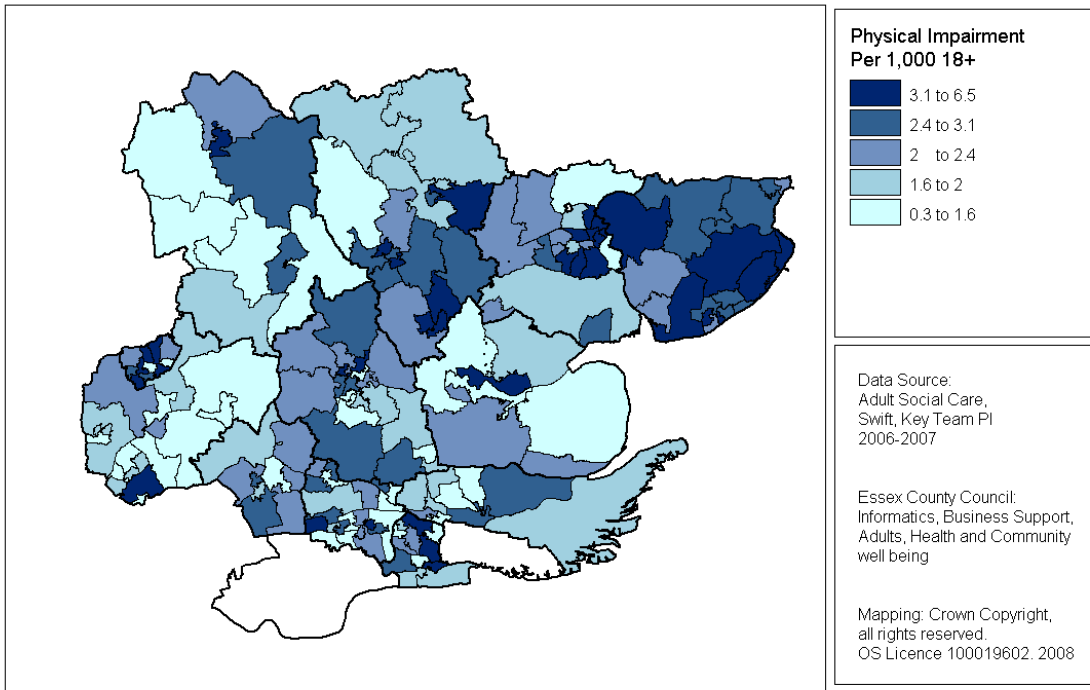
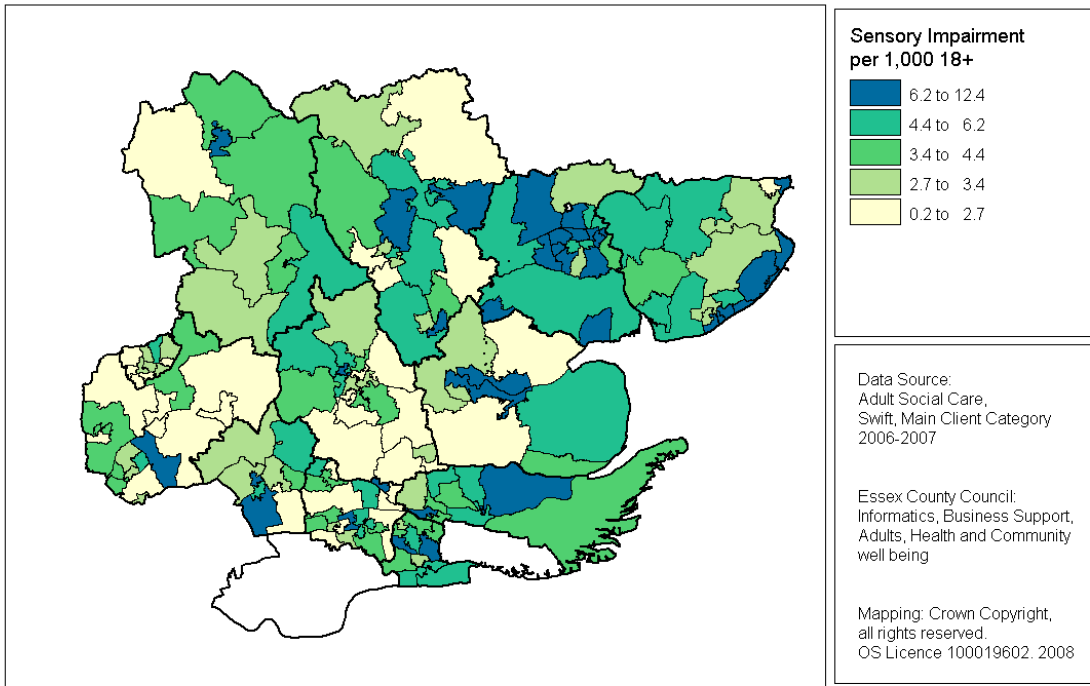


Figure 1.24 shows MSOA-level sensory impairment in Essex

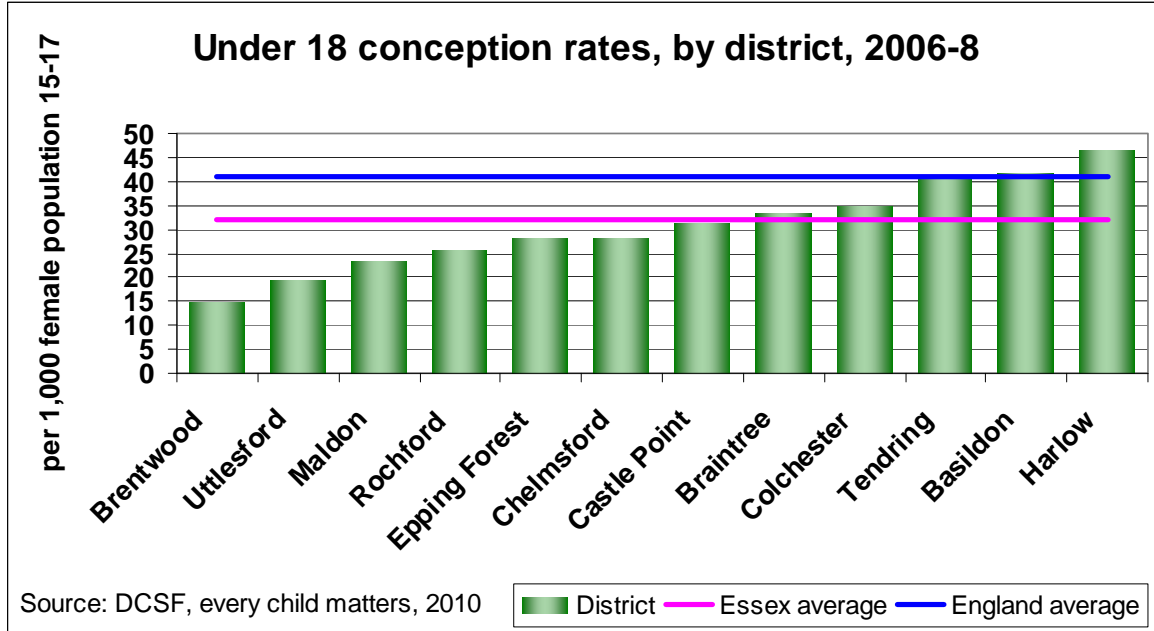
**Sensory Impairment: Rate of adults and older people with a Sensory Impairment known to social care during the year 2006-2007**



*Reduce teenage conceptions*

Rochford has the 4<sup>th</sup> lowest teenage conception rate in Essex; 25.6 per 1,000 15-17 year old girls, compared to the Essex average of 32.1. The average across England is just over 40.<sup>14</sup> 68% of teenage pregnancies in Rochford led to abortions. This is the 4<sup>th</sup> highest rate in Essex, and joint 15<sup>th</sup> highest in England. It is above the national average of 50% and the Essex average of 55%.

Figure 1.25 shows teenage conception rates across Essex, by district



Compared to its 15 statistical neighbours, Rochford had the 4<sup>th</sup> lowest teenage pregnancy rate. The highest was 42.3 in Havant and the lowest was 20.6 in Rushcliffe.

*NB conception information is compiled by combining data from birth registrations & abortion notifications. Conception statistics include pregnancies that result in: one or more live or still births or a legal abortion under the Abortion Act 1967<sup>15</sup>. Note: Miscarriages & illegal abortions are not included. For more information, visit the [teenage pregnancy section of the DCSF website](#).*

<sup>14</sup> Teenage pregnancy unit, 2010

<sup>15</sup> DCSF website: <http://www.dcsf.gov.uk/everychildmatters/download/?id=5361>

## Rochford District Profile

### Perception data

Figure 1.26 below shows the response from Essex & Rochford residents to the questions of what is most important in making somewhere a good place to live, & which things most need improving in the local area.

Figure 1.26 shows most important vs. most need improving results from the Place survey for Essex & Rochford

Issues	Most Important				Most needs improving			
	Rochford		Essex		Rochford		Essex	
	Rank	%	Rank	%	Rank	%	Rank	%
<i>Access to nature</i>	9	24.4%	9	24.1%	18	4.9%	14	4.0%
<i>Activities for teenagers</i>	11	20.6%	10	18.6%	1	51.4%	1	43.5%
<i>Affordable decent housing</i>	7	25.7%	6	26.1%	7	16.8%	7	18.7%
<i>Clean streets</i>	3	43.0%	3	38.7%	6	18.1%	6	20.2%
<i>Education provision</i>	4	32.2%	5	26.6%	19	4.0%	13	5.3%
<i>Health services</i>	2	45.5%	2	42.0%	14	10.0%	10	14.8%
<i>Job prospects</i>	15	9.8%	13	13.4%	21	1.2%	8	16.2%
<i>Parks &amp; open spaces</i>	5	31.5%	8	25.9%	11	13.8%	12	8.0%
<i>Public transport</i>	6	27.4%	4	27.9%	20	3.8%	4	23.9%
<i>Road &amp; pavement repairs</i>	12	16.8%	12	17.4%	5	18.7%	2	42.7%
<i>Shopping facilities</i>	8	25.2%	7	26.0%	16	5.8%	9	15.8%
<i>Sports &amp; leisure facilities</i>	14	10.1%	14	9.8%	2	42.4%	11	13.8%
<i>The level of congestion</i>	10	23.5%	11	18.2%	12	13.8%	3	33.6%
<i>The level of crime</i>	1	56.5%	1	52.0%	3	40.4%	5	23.2%

Source: 2008-9 Place Survey (Essex results are amalgamated from all district Place survey results)

Crime, health services & clean streets were selected as the three most important issues to Rochford & Essex residents. Education provision & parks & open spaces are more of a priority for Rochford residents than the rest of Essex, whereas Essex residents prioritise public transport more than Rochford residents do.

Activities for teenagers tops the list of things that most need improving for Rochford & Essex residents. 42.4% of Rochford residents believe sports & leisure facilities need the most improvement, this compares to 13.8% across Essex. Rochford residents believe the level of crime is in need of improvement more than Essex residents do. Essex resident believe public transport, shopping facilities & the level of congestion need improvement more than Rochford residents do.

Rochford District Profile

Figure 1.27 shows the results from the Rochford Place survey, 2008-9

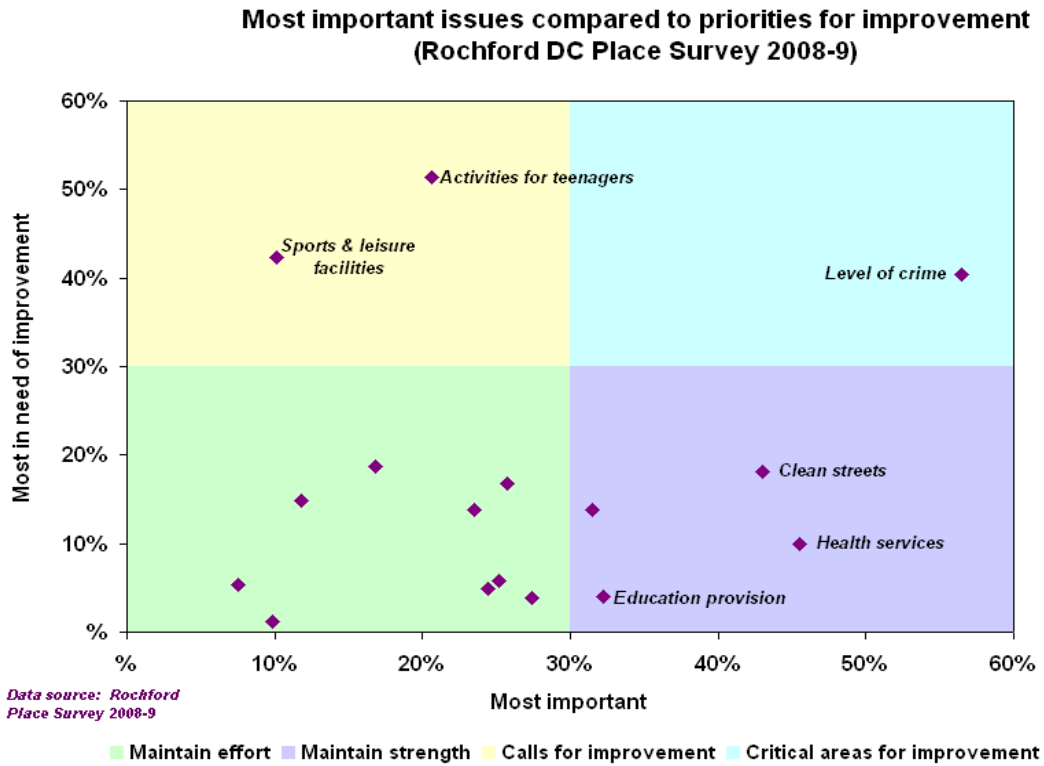
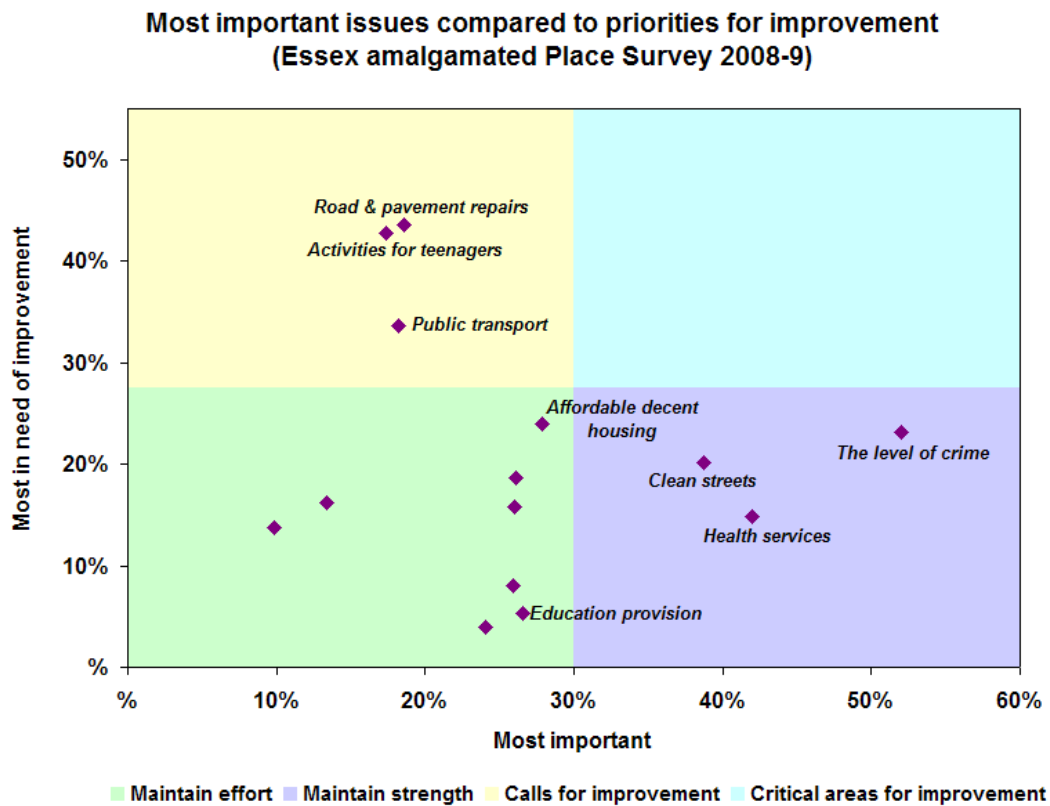


Figure 1.28 shows the results from the amalgamated Essex Place survey, 2008-9

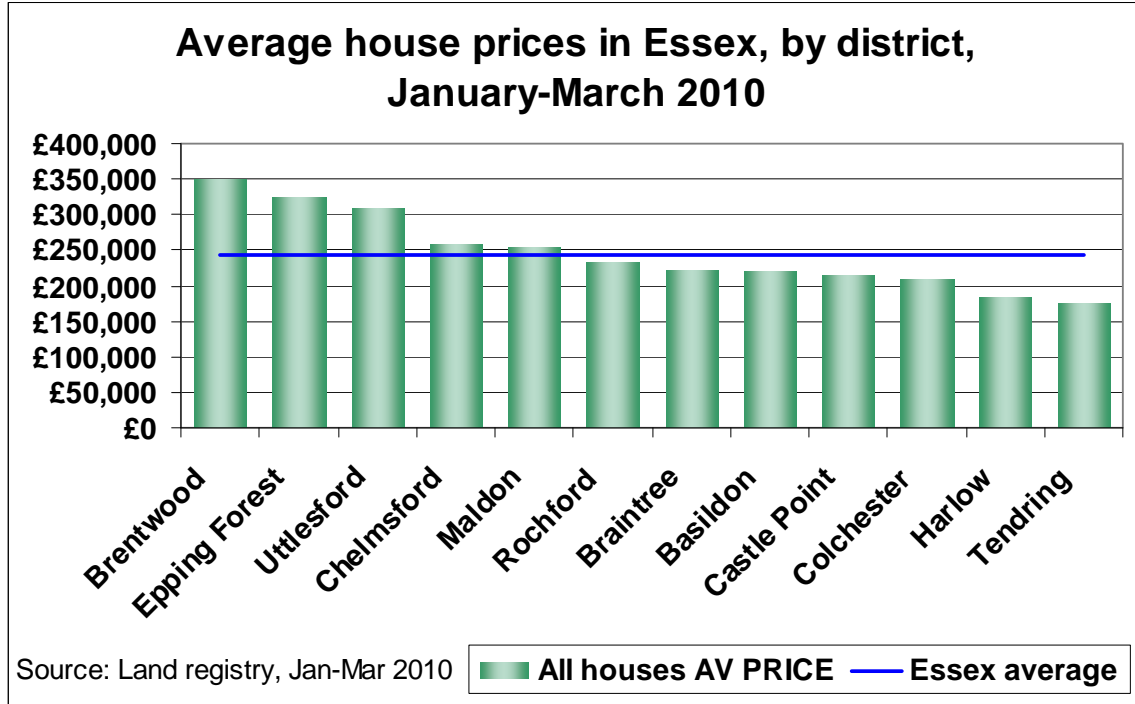


**Our Communities**

Housing

In Jan-March 2010, the average house price in Rochford was £232,802, which is the 6<sup>th</sup> highest in Essex, just below the Essex (£243,993) & national (£224,064) averages; see figure 1.29 below.

Figure 1.29 shows average house prices in Essex, by district



Compared to its statistical neighbours, Rochford has the 4th highest average house price. The highest is £252,995 in Maldon and the lowest is £151,420 in South Ribble.

Access to services

All of Rochford’s wards appear to have good access to most services, such as schools, doctors, banks and supermarkets. See [Appendix 1.6](#) for a breakdown of access to services, by ward.

Public transport

Public transport was identified in the 2009 Place Survey as the 6<sup>th</sup> most important issue to Rochford residents (selected by 27.4% of respondents). However, it was only 20<sup>th</sup> on the list of things that most need improving in the district (selected by only 3.8% of respondents). Compare this to Maldon district, where public transport is the 3<sup>rd</sup> on the list of things that most need improving (selected by 33% of residents) and it suggests that although public transport is important to the residents of Rochford, it is not a priority area in need of improvement.

Figure 1.30 shows satisfaction with local bus service, by district

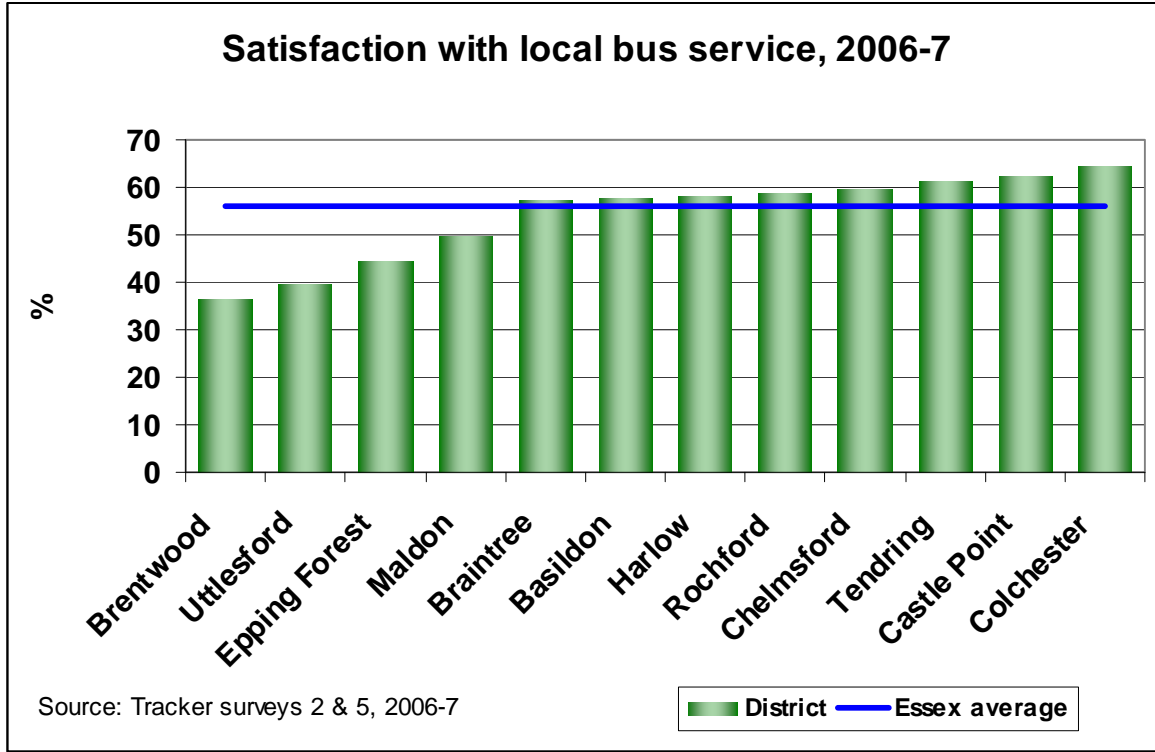


Figure 1.30, above, shows that Rochford residents are generally satisfied with their local bus service; 59% satisfaction, which is slightly above the County average of 56.2%.

Community safety

*Road accidents (KSI - killed & seriously injured)*

Rochford has both the 2<sup>nd</sup> fewest KSI casualties in Essex by number (behind Harlow) and 2<sup>nd</sup> fewest KSIs per capita in Essex (also behind Harlow). The number of KSI casualties in Rochford was on target (baselined 1994-1998) for 2008, but is slightly above target for 2009; up to the 3<sup>rd</sup> quarter of 2009 there have been 30 casualties in 2009 compared to 17 for the same period last year. Rochford’s KSI 2008 report is available in [Appendix 1.5](#)

Rochford District Profile

Figure 1.31 shows 2008 KSI figures in Essex, by district

District	All	Drink driving	Motor-cycles	Speed related	Young drivers	KSI per 100,000 population
Basildon	63	4	19	8	12	37.37
Braintree	66	5	15	13	18	47.24
Brentwood	39	0	7	4	12	55.01
Castle Point	41	2	8	3	11	46.28
Chelmsford	76	5	24	10	16	46.68
Colchester	94	4	30	19	20	55.04
Epping Forest	113	7	27	22	21	91.94
Harlow	16	1	4	1	3	20.49
Maldon	37	4	7	6	9	59.97
<b>Rochford</b>	<b>22</b>	<b>4</b>	<b>6</b>	<b>3</b>	<b>7</b>	<b>27.13</b>
Tendring	80	6	19	7	13	55.33
Uttlesford	59	2	12	14	13	82.63
<b>Essex</b>	<b>706</b>	<b>44</b>	<b>178</b>	<b>110</b>	<b>155</b>	<b>51.87</b>

*Fear of crime*

The tracker series of surveys show that fear of crime in the local area, both during the day & at night, is lower in Rochford than the Essex average. Around 5 of Rochford's 53 SOA's are in the 10% least deprived domains in Essex, with 12 in the 20% least deprived, using the Crime IMD figures. Only one of Rochford's SOA's fall into the 20% most deprived; Rochford ward (Central & East).

Figure 1.32 shows district-level fear of crime during the day

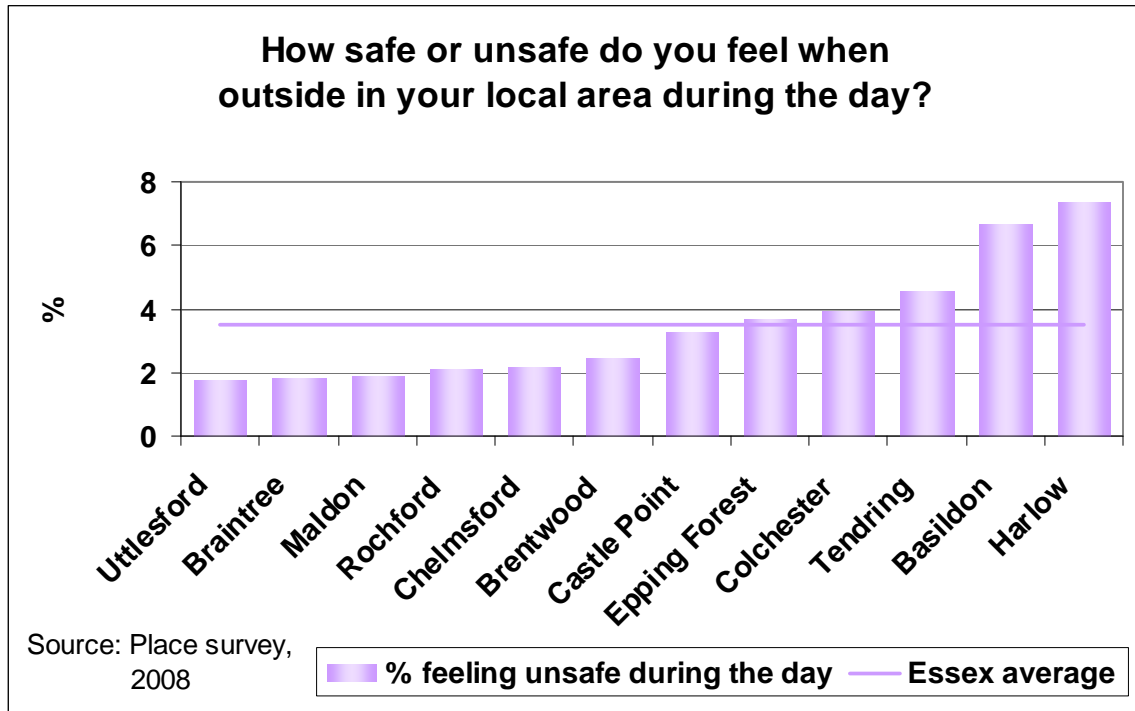
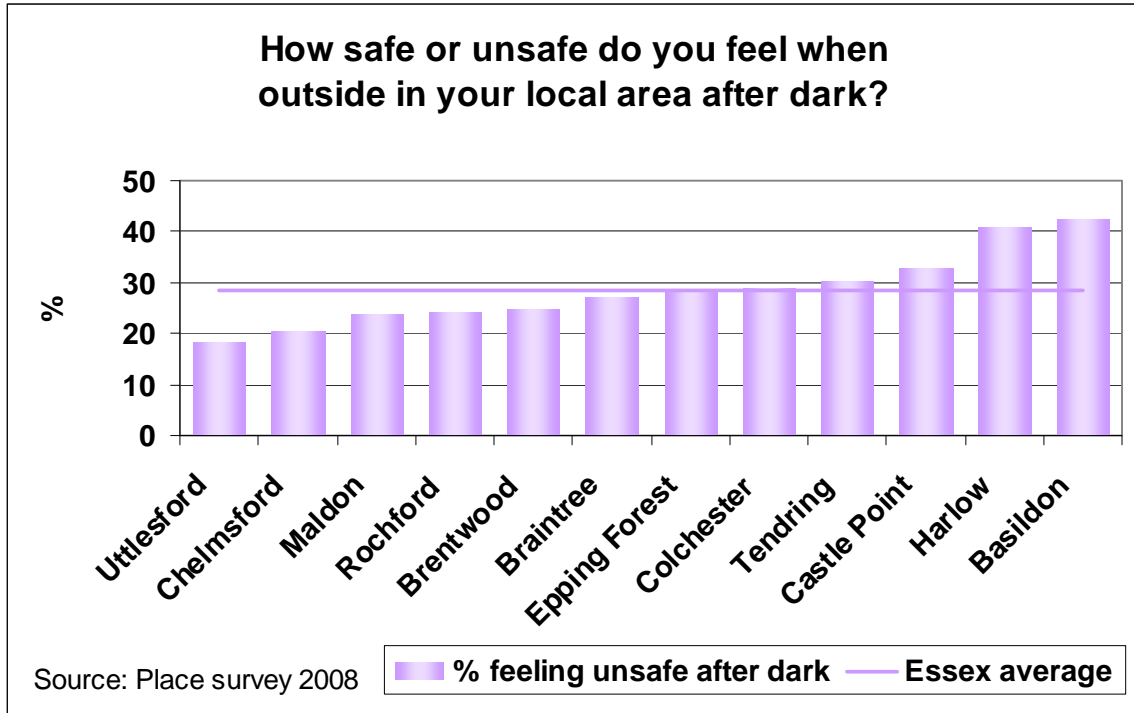


Figure 1.33 shows district-level fear of crime after dark

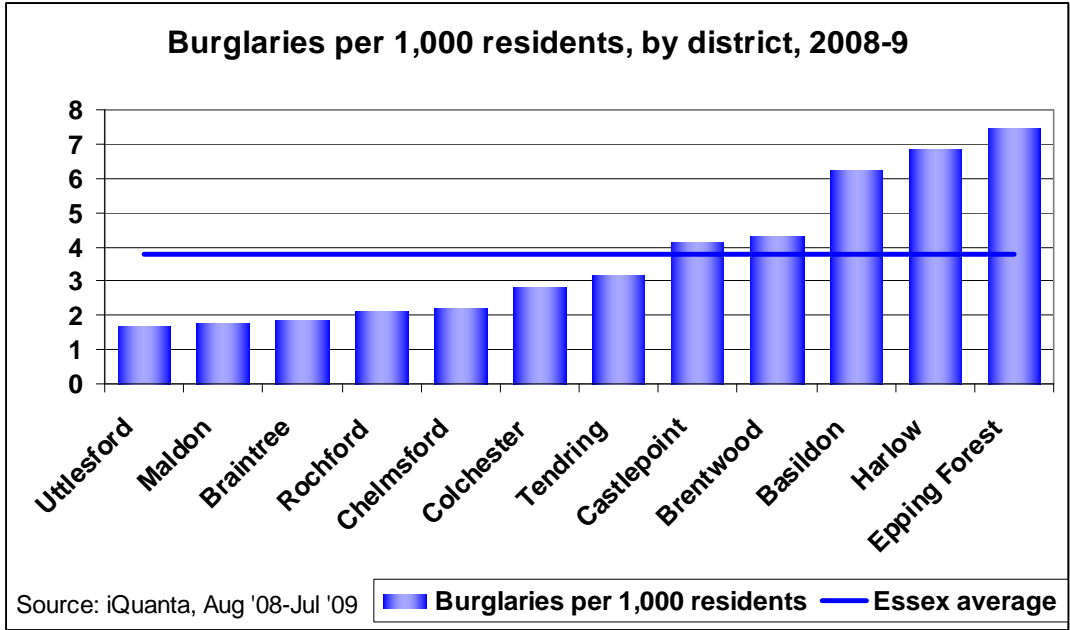


Essex is ranked as the 8th 'safest' county in England – based upon recorded crime figures published in July 2008 – yet fear of crime is still an issue for local people. Fear of crime is a key driver of overall satisfaction with the local area as a place to live.

The 2009 Place Survey results show that the level of crime is top of the list of Rochford residents' list of important issues (selected by over half of respondents), and is 3<sup>rd</sup> on the list of things that most need improving; selected by over 40% of respondents, compared to only 23.5% in the rest of Essex. This suggests that although fear of crime is low in Rochford residents believe there is still more to be done in this area.

Rochford District Profile

Figure 1.34 shows the number of burglaries, per 1,000 residents in Essex, by district, 2008-9



Cleaner communities

In the 2009 Place survey, 43% of Rochford’s respondents selected clean streets as an important issue, making it the 3rd most popular response. This was also the case across Essex (just under 40% of respondents)

On the list of things that most need improving in Rochford, the issue of clean streets was ranked 6<sup>th</sup>.

Figure 1.35 shows the number of abandoned vehicles, by district, 2007-2008

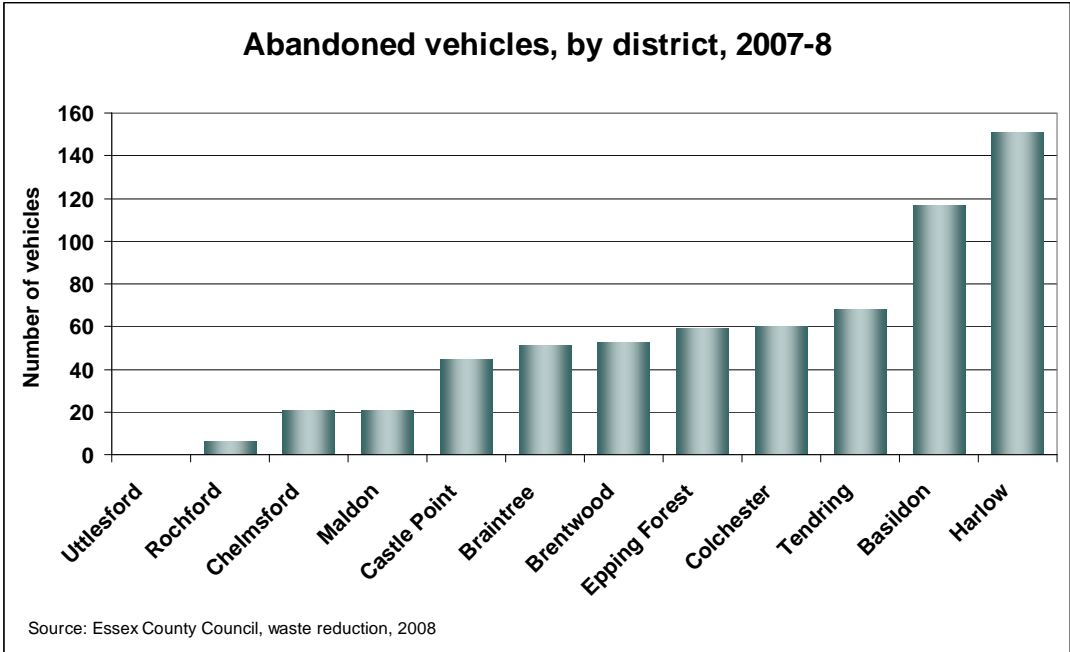


Figure 1.35 shows that Rochford had the second fewest number of abandoned vehicles in 2007-8.

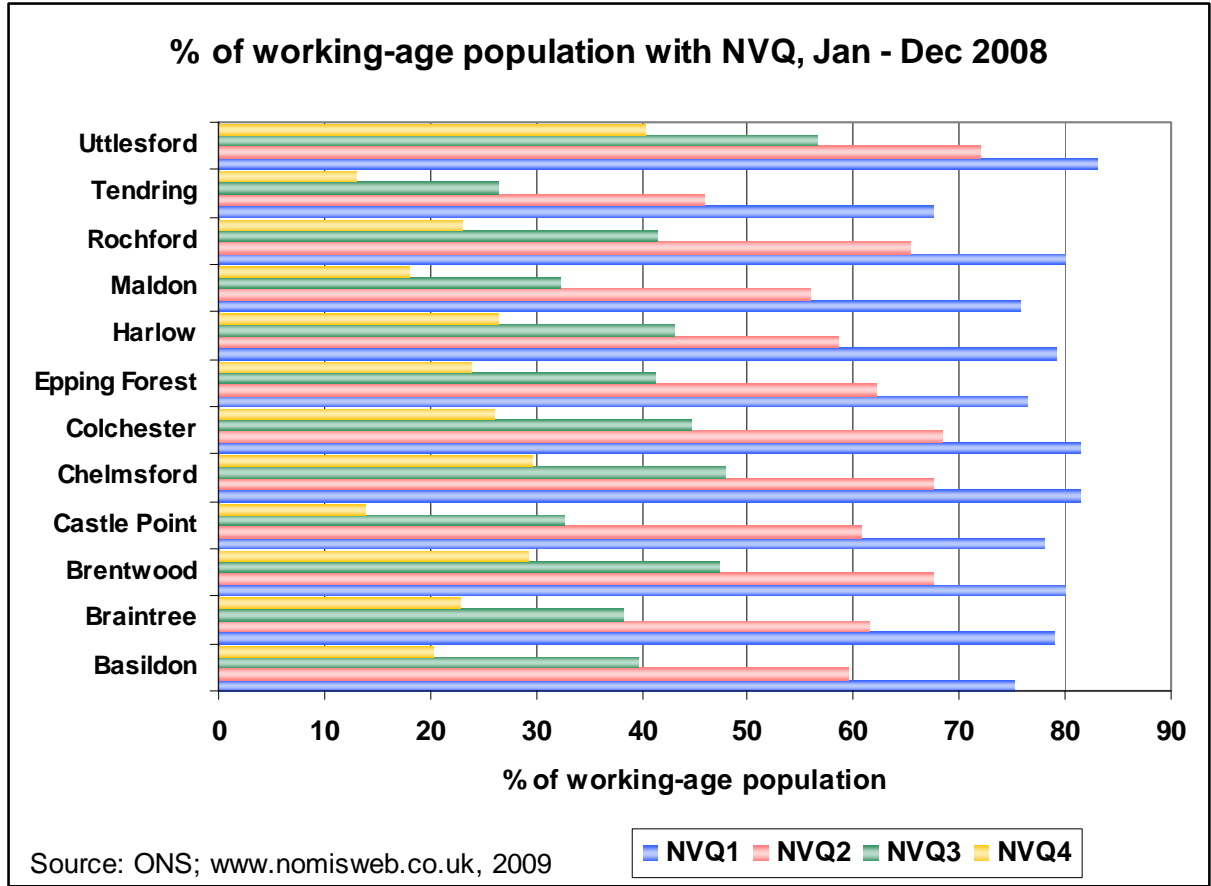
**Our Economy**

Skills amongst the working population

In 2008, Rochford was ranked 2<sup>nd</sup> out of the 12 Essex districts, for working-age population with no qualifications; only 10.3% of the working age population have no qualifications, compared to a county average of 14.1%.

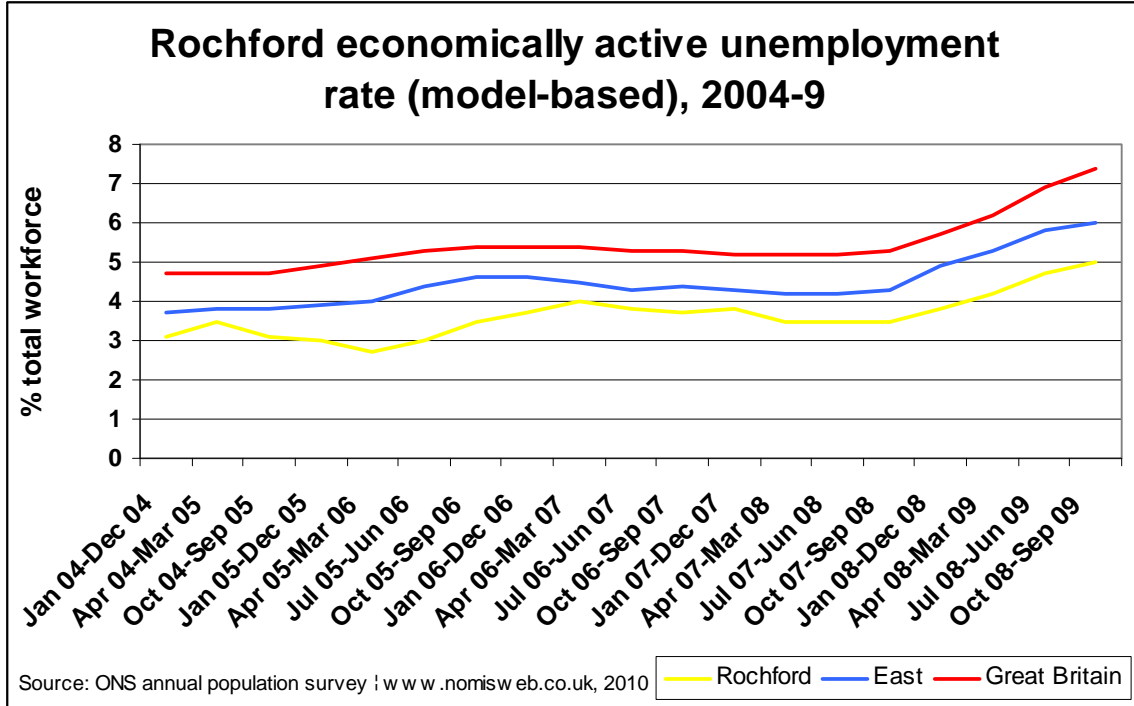
Rochford has the 5<sup>th</sup> highest rate in Essex for working age adults with NVQ level 1 qualifications; 79.9% compared to a County average of 77.9%. 65.3% of Rochford's working age population have an NVQ level 2 qualification (ranked 5<sup>th</sup> in Essex). 41.5% have an NVQ level 3 qualification (ranked 6<sup>th</sup> in Essex). Rochford is just below the County average for working age population with an NVQ level 4 or above; 23% (ranked 7<sup>th</sup> in Essex) of working-age adults, compared to an Essex average of 23.6%

Figure 1.36 shows the % of the working age population with NVQ-level qualifications, by district



Unemployment

Figure 1.37 is a time-series of Unemployment levels in Rochford, the East & Great Britain, 2005-'09



The latest available data shows that Rochford’s unemployment rate has been consistently below the regional and national average in recent years.<sup>16</sup> Rochford’s current unemployment rate of 5.0% is the highest for over a decade.

Compared to its statistical neighbours, Rochford had the joint 10<sup>th</sup> highest unemployment rate. The highest was 7% in Sedgemoor and the lowest was 4.2% in Ribble Valley.

The graph in figure 1.38 below shows how Rochford’s unemployment rate compared to other Essex districts from July 2008-June 2009. Rochford’s rate was the 3<sup>rd</sup> lowest in Essex, below the County & national average.

<sup>16</sup> Source: ONS Annual Population Survey, 2010

Rochford District Profile

Figure 1.38 shows unemployment by Essex district, Jul '08-Jun '09

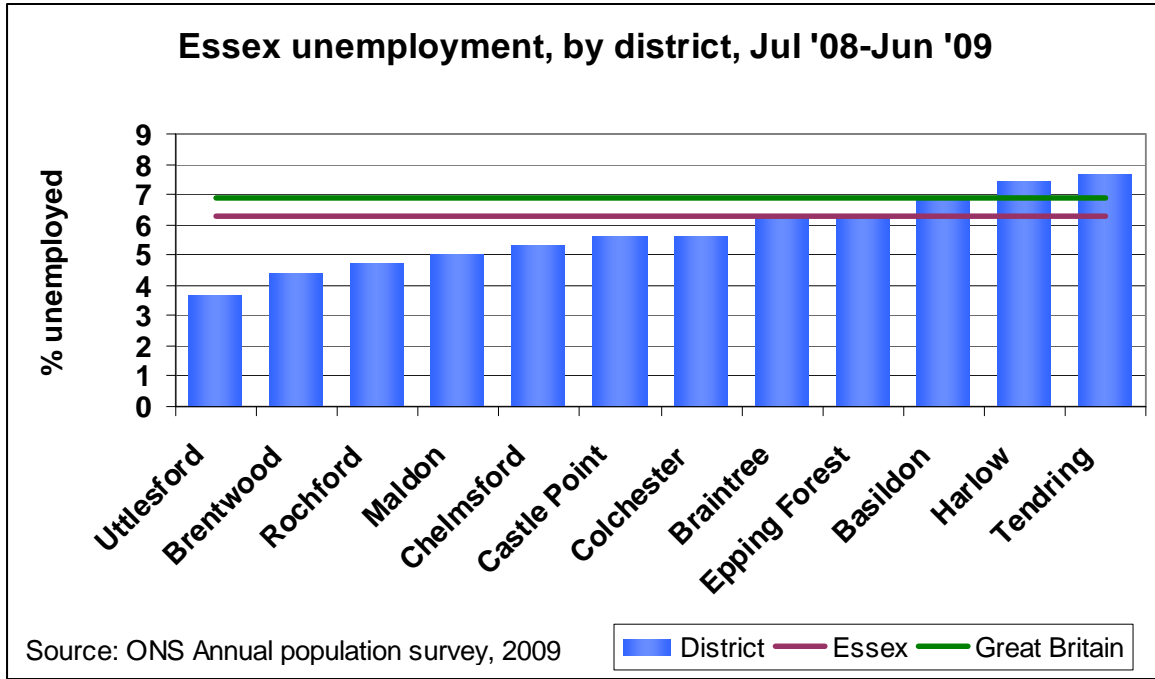
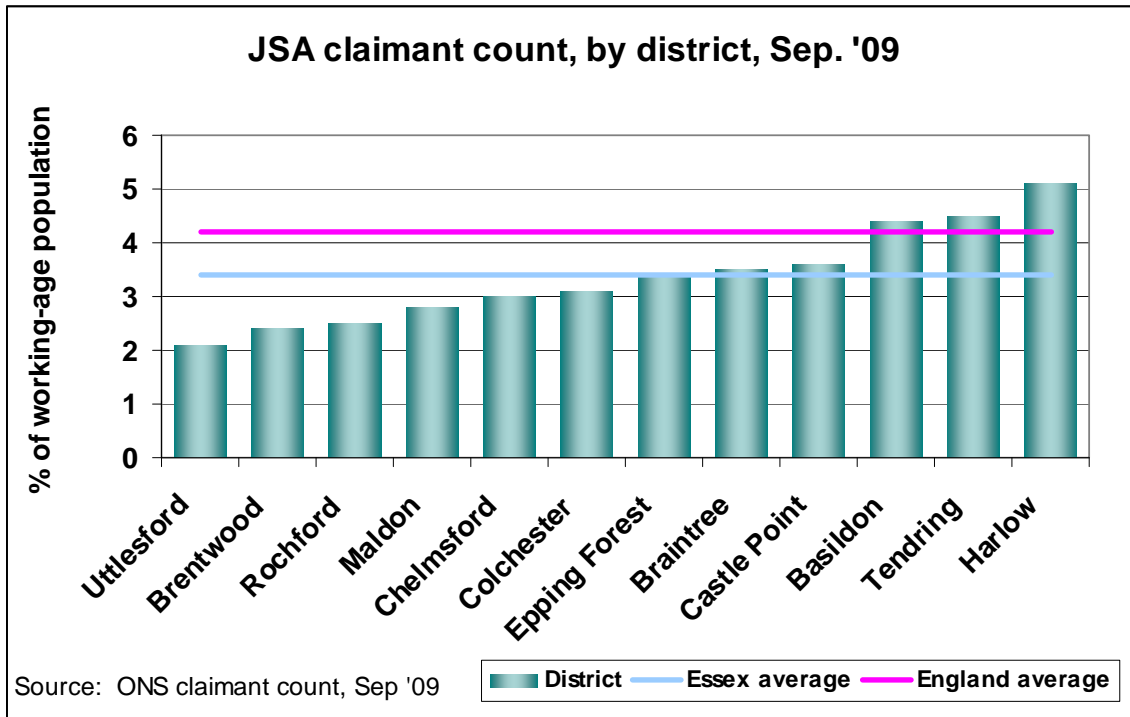


Figure 1.38a below shows that Rochford has below average numbers of job seekers allowance claimants; 2.5% of the working-age population, compared to an Essex average of 3.4% & a national average of 4.2%.

Figure 1.38a shows district-level job seekers allowance claimants



Migrant registrations

The most recent statistical data shows that in 2009, immigration numbers fell compared to a year earlier and from the peak in 2003-4. Most striking is the reduction in immigration from A8 countries (those that joined the EU in May 2004), which actually shows a net emigration from Britain for the first time since those countries joined the EU - 12,000 more A8 citizens left Britain than arrived in the year to September 2009 - a considerable reduction from the peak inflow of over 80,000 in 2007<sup>17</sup>.

Figure 1.39 shows district-level immigrant registrations Jan-Dec 2009

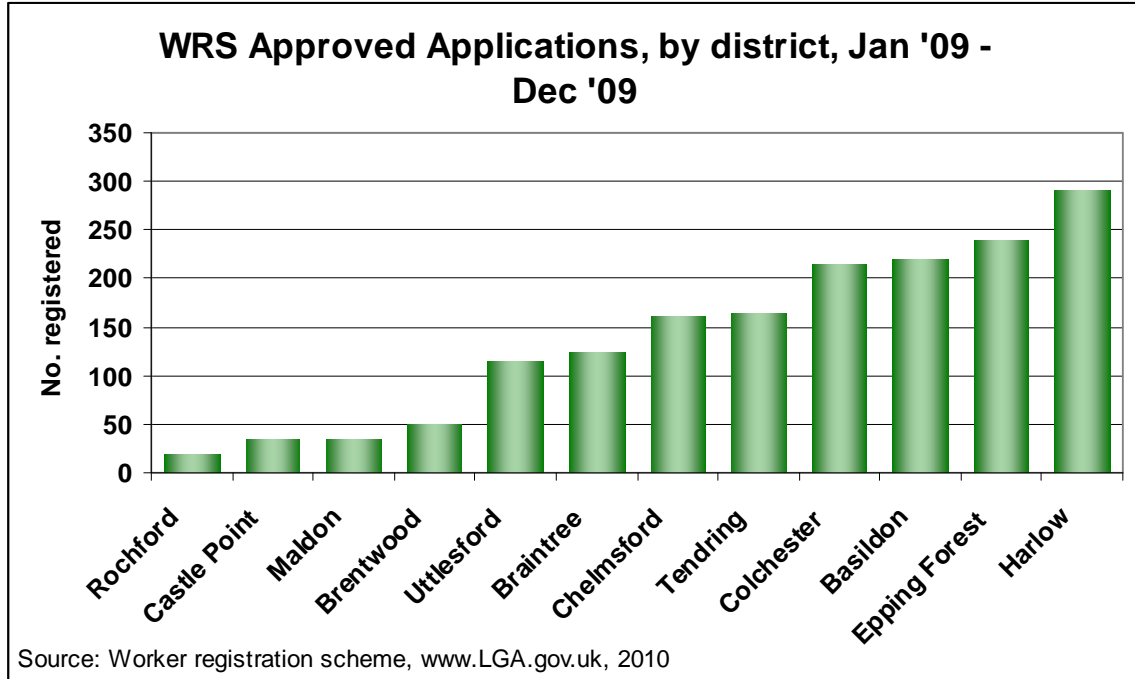


Figure 1.39 shows that Rochford had the fewest immigrant registrations between Jan & Dec '09

<sup>17</sup> Source: ippr briefing – May 2010 Migration Statistics | www.ippr.org

## **Our World**

### Environment

Rochford is a coastal district, with a mix of rural areas and also vibrant urban areas. In the Place survey, Rochford residents ranked access to nature and parks and open spaces as their 9<sup>th</sup> (selected by 24.4% of respondents) & 5<sup>th</sup> (selected by 31.5%) most important factors in making somewhere a nice place to live. In terms of things that most need improving in the district, Rochford residents rank these two issues 18<sup>th</sup> & 11<sup>th</sup>, suggesting that they are satisfied with the current provision within the district.

### Waste & recycling

Rochford has drastically improved its recycling rate in 2008-9. In 2007-8 Rochford recycled less per capita than any other Essex district. For the whole of 2008-9 it had the 2nd highest recycling rate in the county and its current recycling rate is the highest in Essex. Rochford's recycling program has been recognized as one of the most successful schemes in the United Kingdom and was recently given the prestigious National Recycling Award, announced in November 2009.<sup>18</sup>

This improvement is due to expanded kerbside service, a new approach to separating waste & a new food waste collection scheme, which increased bio recycling from 15% in May '08 to 62% in July '09.

Rochford's total recycling & composting rate increased from 19% in 2007-8 to 50% in 2008-9.

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<sup>18</sup> <http://www.recycle.co.uk/news/1576000.html>

**Appendix**

**1.1 Rochford Alcohol Profile**

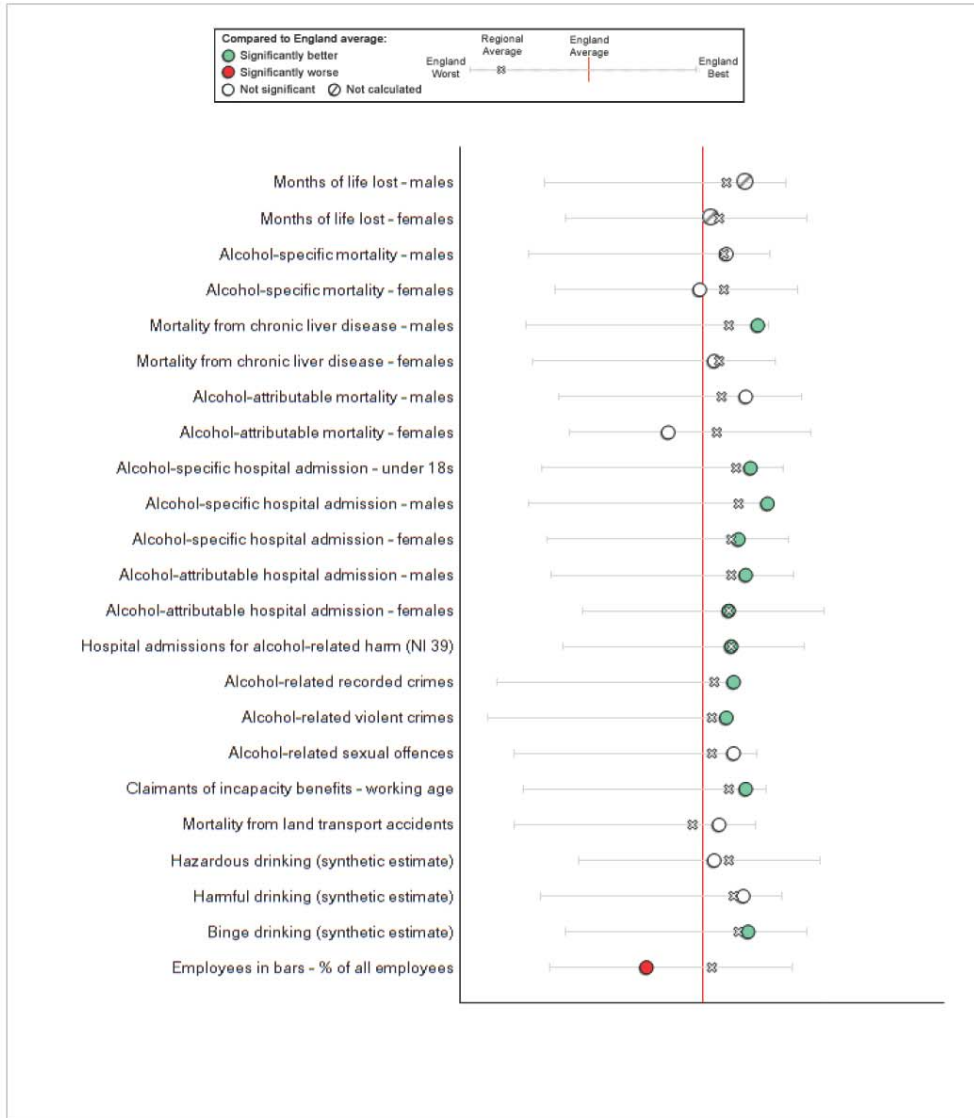


[www.nwph.net/alcohol/lape](http://www.nwph.net/alcohol/lape)

**LAPE**

Local Alcohol Profiles For England

**Profile of alcohol related harm - Rochford**



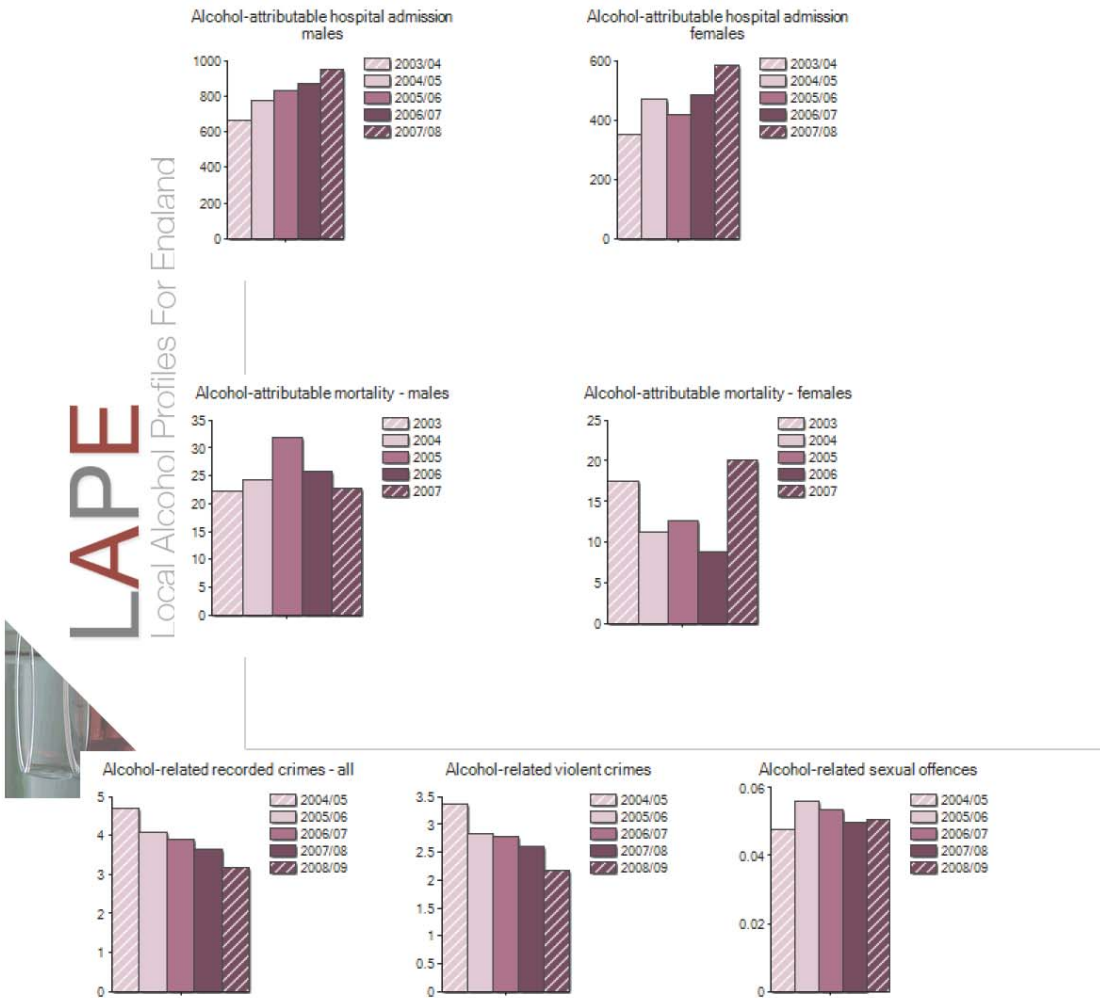
NorthWest  
Public Health  
Observatory



NWPHO is part of the UK & Ireland Association of Public Health Observatories



Trends for selected indicators - Rochford



Alcohol related indicators - Rochford

ID	Indicator	Measure (a)	National Rank (b)	Regional Average
1	Months of life lost - males	6.4	46	7.5
2	Months of life lost - females	4.0	165	3.6
3	Alcohol-specific mortality - males	8.0	89	8.6
4	Alcohol-specific mortality - females	6.0	196	4.5
5	Mortality from chronic liver disease - males	3.9	8	8.9
6	Mortality from chronic liver disease - females	6.0	140	5.5
7	Alcohol-attributable mortality - males	22.7	25	30.5
8	Alcohol-attributable mortality - females	20.0	280	13.1
9	Alcohol-specific hospital admission - under 18s	30.1	31	41.4
10	Alcohol-specific hospital admission - males	135.0	5	242.5
11	Alcohol-specific hospital admission - females	111.4	49	126.4
12	Alcohol-attributable hospital admission - males	952.3	82	1,040.8
13	Alcohol-attributable hospital admission - females	585.5	117	581.6
14	Hospital admissions for alcohol-related harm (NI 39)	1,235.7	134	1,234.8
15	Alcohol-related recorded crimes	3.2	10	6.5
16	Alcohol-related violent crimes	2.2	9	4.5
17	Alcohol-related sexual offences	0.1	9	0.1
18	Claimants of incapacity benefits - working age	40.7	39	74.9
19	Mortality from land transport accidents	1.2	58	2.1
20	Hazardous drinking (synthetic estimate)	19.5	161	18.7
21	Harmful drinking (synthetic estimate)	4.1	95	4.3
22	Binge drinking (synthetic estimate)	14.3	37	15.2
23	Employees in bars - % of all employees	3.0	270	1.9

L A P E



Footnotes	Definition
Alcohol-specific	Conditions that are wholly related to alcohol (e.g. alcoholic liver disease or alcohol overdose). A list of alcohol-specific conditions with their ICD-10 codes and associated attributable fractions can be found at: <a href="http://www.nwph.net/nwpho/publications/AlcoholAttributableFractions.pdf">http://www.nwph.net/nwpho/publications/AlcoholAttributableFractions.pdf</a>
Alcohol-attributable	Alcohol-specific conditions plus conditions that are caused by alcohol in some, but not all, cases (e.g. stomach cancer and unintentional injury). For these latter conditions, different attributable fractions are used to determine the proportion related to alcohol for males and females. A list of alcohol-attributable conditions with their ICD-10 codes can be found at: <a href="http://www.nwph.net/nwpho/publications/AlcoholAttributableFractions.pdf">http://www.nwph.net/nwpho/publications/AlcoholAttributableFractions.pdf</a>
a)	The actual indicator value for the local authority as calculated in the definitions below.
b)	The rank of the local indicator value among all 326 local authorities in England. A rank of 1 is the best local authority in England and a rank of 326 is the worst. Two local authorities (City of London and Isles of Scilly) have been omitted from indicators 20, 21 and 22 so in these cases the worst local authority has a rank of 324. For indicator 23, a rank of 1 is the lowest and a rank of 326 is the highest value, as the desirability of the value (what is better or worse) has not been determined.

# Rochford District Profile

www.nwph.net/alcohol/lape



# L A P E

Local Alcohol Profiles For England

ID	Definitions
1,2	An estimate of the increase in life expectancy at birth that would be expected if all alcohol-attributable deaths among males/females aged under 75 years were prevented. (NWPFO from 2005-2007 England and Wales life expectancy tables for males and females [Government Actuary Department], alcohol-attributable deaths from Public Health Mortality File 2005-2007 in males/females aged under 75 and Office for National Statistics mid-year population estimates for 2005-2007).
3,4	Deaths from alcohol-specific conditions (all ages, male/female), directly standardised rate per 100,000 population (standardised to the European Standard Population). (NWPFO from Office for National Statistics Public Health Mortality File for 2005-2007 and mid-year population estimates for 2005-2007).
5,6	Deaths from chronic liver disease including cirrhosis (ICD-10: K70, K73-K74) (all ages, male/female), directly standardised rate per 100,000 population (standardised to the European Standard Population). (Compendium of Clinical and Health Indicators, National Centre for Health Outcomes Development 2005-2007 pooled).
7,8	Deaths from alcohol-attributable conditions (all ages, male/female), directly standardised rate per 100,000 population (standardised to the European Standard Population). (NWPFO from Office for National Statistics Public Health Mortality File for 2007 and mid-year population estimates for 2007).
9	Persons admitted to hospital due to alcohol specific conditions (under 18s, persons), crude rate per 100,000 population. Numerator counts of between 1 and 5 have been suppressed (indicated as *) (NWPFO from Hospital Episodes Statistics 2005/06-2007/08 and Office for National Statistics mid-year population estimates 2005-2007). Does not include attendance at A&E.
10, 11	Persons admitted to hospital due to alcohol-specific conditions (all ages, male/female), directly standardised rate per 100,000 population. Numerator counts of between 1 and 5 have been suppressed (indicated as *) (NWPFO from Hospital Episodes Statistics 2007/08 and Office for National Statistics mid-year population estimates 2007). Does not include attendance at A&E.
12, 13	Persons admitted to hospital due to alcohol-attributable conditions (all ages, male/female), directly standardised rate per 100,000 population. (NWPFO from Hospital Episodes Statistics 2007/08 and Office for National Statistics mid-year population estimates 2007). Does not include attendance at A&E.
14	NI39: Hospital Admissions for Alcohol Related Harm: directly age and sex standardised rate per 100,000 population, 2007/08. (Department of Health using Hospital Episode Statistics and Office for National Statistics 2007 mid-year population estimates) Note that data has been re-calculated for this collection and shouldn't be compared with external source.
15, 16, 17	Alcohol-related recorded crimes, crude rate per 1,000 population. (NWPFO from Home Office recorded crime statistics 2008/09). Office for national Statistics 2007 mid year population were used. Attributable fractions for alcohol for each crime category were applied, based on survey data on arrestees who tested positive for alcohol by the Strategy Unit. Please note that data is missing for a small number of areas.
18	Claimants of Incapacity Benefit or Severe Disablement Allowance whose main medical reason is alcoholism, crude rate per 100,000 (working age, persons) population. (NWPFO from Department for Work and Pensions data Nov 2008 and Office for National Statistics 2007 mid-year population estimates). NB Important Note Supplied by DWP - To qualify for Incapacity Benefit, claimants have to undertake a medical assessment of incapacity for work called a Personal Capability Assessment. The medical condition recorded on the claim form does not itself confer entitlement to Incapacity Benefit. So, for example, a decision on entitlement for a customer claiming Incapacity Benefit on the basis of alcoholism would be based on their ability to carry out the range of activities assessed by the Personal Capability Assessment, or on the effects of any associated mental health problems. It is also important to note that where someone has more than one diagnosis or disabling condition, only the predominant one is currently recorded.
19	Estimated number of deaths attributable to alcohol from land transport accidents (ICD-10: V01-V89) (all ages, persons) directly standardised rate per 100,000 population (standardised to the European Standard population). (NWPFO from Compendium of Clinical and Health Indicators, National Centre for Health Outcomes Development 2005-07 pooled and Office for National Statistics mid-year population estimates 2005-2007). The Strategy Unit's alcohol-attributable fraction was applied to obtain the estimates.
20	Mid-2005 synthetic estimate of the proportion (%) of the population aged 16 years and over who report engaging in hazardous drinking, defined as consumption of between 22 and 50 units of alcohol per week for males, and between 15 and 35 units of alcohol per week for females. (NWPFO from Health Survey for England, Hospital Episode Statistics, Office for National Statistics mid-year population estimates and mortality data and the Census of Population 2001). Two local authorities (City of London and Isles of Scilly) have been omitted so authorities have been ranked from 1 to 324. Please note that values for the new Local Authorities arising from the April 2009 boundary changes are a population weighted average of the component Local Authority predicted prevalence's only. Amendments will be made to these values when these synthetic estimates are updated.
21	Mid-2005 synthetic estimate of the proportion (%) of the population aged 16 years and over who report engaging in harmful drinking, defined as consumption of more than 50 units of alcohol per week for males, and more than 35 units of alcohol per week for females. (NWPFO from Health Survey for England, Hospital Episode Statistics, Office for National Statistics mid-year population estimates and mortality data and the Census of Population 2001). Two local authorities (City of London and Isles of Scilly) have been omitted so authorities have been ranked from 1 to 324. Please note that values for the new Local Authorities arising from the April 2009 boundary changes are a population weighted average of the component Local Authority predicted prevalence's only. Amendments will be made to these values when these synthetic estimates are updated.
22	Synthetic estimate of the proportion (%) of adults who consume at least twice the daily recommended amount of alcohol in a single drinking session (that is, 8 or more units for men and 6 or more units for women). Estimates originally produced for the Department of Health (2003-2005). Two local authorities (City of London and Isles of Scilly) have been omitted so authorities have been ranked from 1 to 324. Please see Health profiles for further information www.apho.org.uk/default.aspx?QN=P_HEALTH_PROFILES



[www.nwph.net/alcohol/lape](http://www.nwph.net/alcohol/lape)



# L A P E

Local Alcohol Profiles For England

ID	Definitions
23	The number of employees employed in bars (SIC2003: 5540), as a percentage of all employees. (Annual Business Inquiry 2007, National Statistics, from Nomis website: <a href="http://www.nomisweb.co.uk">www.nomisweb.co.uk</a> ). Office for National Statistics single year of age mid 2007 population estimate for males aged between 16-64 years and females aged 16-60 years. A rank of 1 is the lowest local authority value in England and a rank of 326 is the highest. Values that are significantly lower than the England average have been highlighted green and values that are significantly higher have been highlighted red. The desirability of the value (what is better or worse) has not been determined.



Rochford District Profile

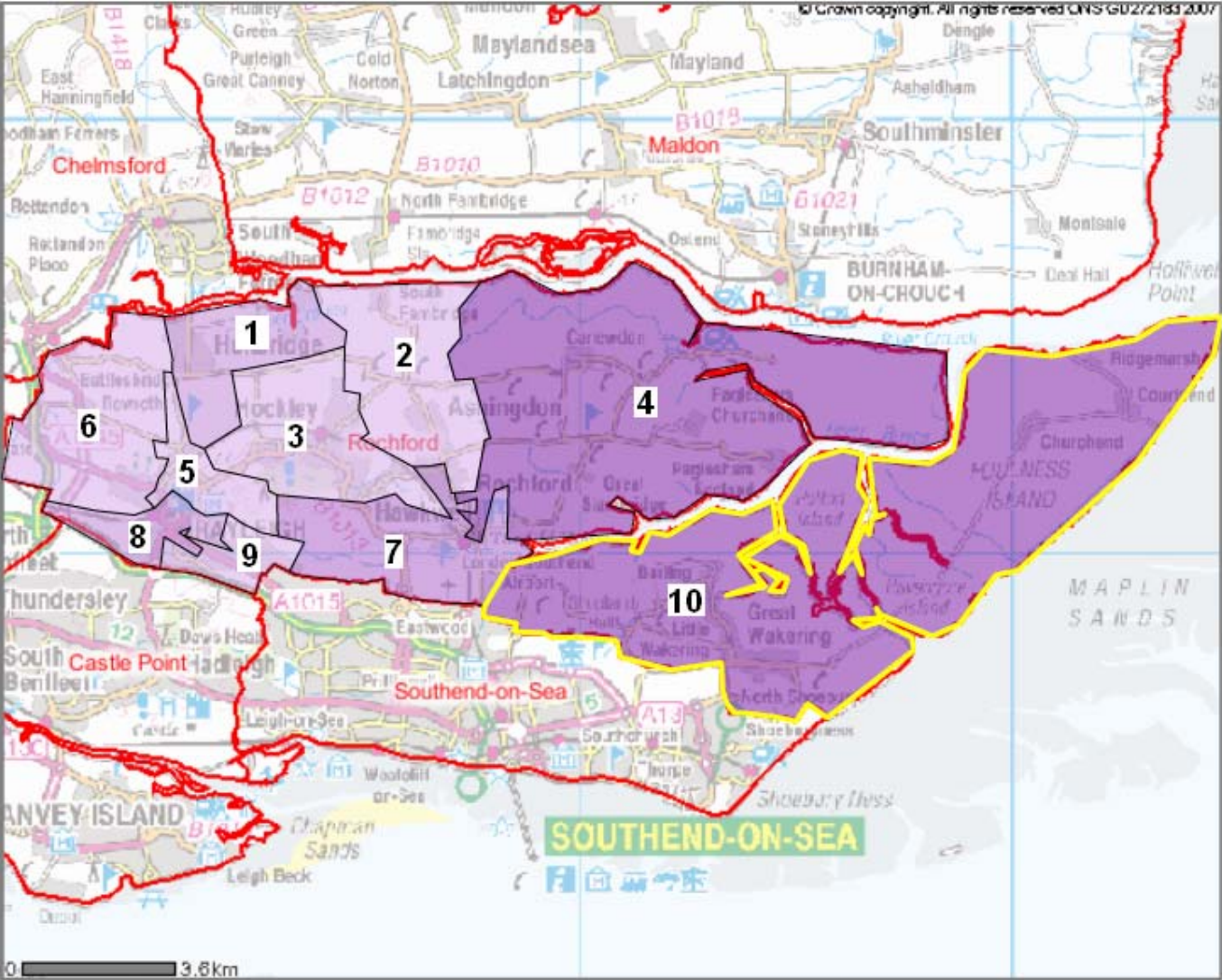
1.2 Geodemographic profiles - MOSAIC

Mosaic group	Group description	Type	Type description
A	Symbols of success	A01	Financially successful people living in cosmopolitan inner city locations
		A02	Highly educated senior professionals, many working in the media, politics and law
		A03	Successful managers living in very large houses in outer suburban locations
		A04	Financially secure couples, many close to retirement, living in sought-after suburbs
		A05	Senior professionals and managers living in the suburbs of major regional centres
		A06	Successful, high-earning couples with new jobs in areas of growing high-tech employment
		A07	Well paid executives living in individually-designed homes in rural environments
B	Happy Families	B08	Families and singles living in developments built since 2001
		B09	Well-qualified couples typically starting a family on a recently built private estate
		B10	Financially better off families living in relatively spacious modern private estates
		B11	Dual income families on intermediate incomes living on modern estates
		B12	Middle income families with children living in estates of modern private homes
		B13	First generation owner-occupiers, many with large amounts of consumer debt
		B14	Military personnel living in purpose-built accommodation
C	Suburban Comfort	C15	Senior white collar workers, many on the verge of a financially secure retirement
		C16	Low density private estates, now with self-reliant couples approaching retirement
		C17	Small business proprietors living in low density estates in smaller communities
		C18	Inter-war suburbs, many with less strong cohesion than they originally had
		C19	Singles and childless couples increasingly taking over attractive older suburbs
		C20	Suburbs sought-after by the more successful members of the Asian community
D	Ties of Community	D21	Mixed communities of urban residents living in well-built, early 20th century housing
		D22	Comfortably off manual workers living in spacious but inexpensive private houses
		D23	Owners of affordable terraces built to house 19th century heavy industrial workers
		D24	Low income families living in cramped Victorian terraced housing in inner city locations
		D25	Centres of small market towns and resorts containing many hostels and refuges
		D26	Communities of lowly paid factory workers, many of them of South Asian descent
		D27	Inner city terraces attracting second generation Londoners from diverse communities
E	Urban Intelligence	E28	Neighbourhoods with transient singles living in multiply occupied large old houses
		E29	Economically successful singles, many living in small inner London flats
		E30	Young professionals and their families who have 'gentrified' older terraces in inner London
		E31	Well-educated singles and childless couples colonising inner areas of provincial cities

Rochford District Profile

Mosaic group	Group description	Type	Type description
E (cont.)	Urban Intelligence	E32	Singles and childless couples in small units in newly-built private estates outside London
		E33	Older neighbourhoods increasingly taken over by short term student renters
		E34	Halls of residence and other buildings occupied mostly by students
F	Welfare Borderline	F35	Young people renting hard to let social housing, often in disadvantaged inner city locations
		F36	High density social housing, mostly in inner London, with high levels of diversity
		F37	Young families living in upper floors of social housing, mostly in Scotland
		F38	Singles, childless couples and older people living in high rise social housing
		F39	Older people living in crowded apartments in high density social housing
		F40	Older tenements of small private flats often occupied by highly disadvantaged individuals
G	Municipal Dependency	G41	Families, many single parents, in deprived social housing on the edge of regional centres
		G42	Older people living in very large social housing estates on the outskirts of provincial cities
		G43	Older people, many in poor health from work in heavy industry, in low rise social housing
H	Blue Collar Enterprise	H44	Manual workers, many close to retirement, in low rise houses in ex-manufacturing towns
		H45	Older couples, mostly in small towns, who now own houses once rented from the council
		H46	Residents in 1930s and 1950s London council estates, now mostly owner-occupiers
		H47	Social housing, typically in 'new towns', with good job opportunities for the poorly qualified
I	Twilight Subsistence	I48	Older people living in small council and housing association flats
		I49	Low income older couples renting low rise social housing in industrial regions
		I50	Older people receiving care in homes or sheltered accommodation
J	Grey Perspectives	J51	Very elderly people, many financially secure, living in privately-owned retirement flats
		J52	Better off older people, singles and childless couples in developments of private flats
		J53	Financially secure and physically active older people, many retired to semi-rural locations
		J54	Older couples, independent but on limited incomes, living in bungalows by the sea
		J55	Older people preferring to live in familiar surroundings in small market towns
		J56	Neighbourhoods with retired people and transient singles working in the holiday industry
K	Rural Isolation	K57	Communities of retired people and second homers in areas of high environmental quality
		K58	Well off commuters and retired people living in attractive country villages
		K59	Country people living in still agriculturally active villages, mostly in lowland locations
		K60	Smallholders and self-employed farmers, living beyond the reach of urban commuters
		K61	Low income farmers struggling on thin soils in isolated upland locations

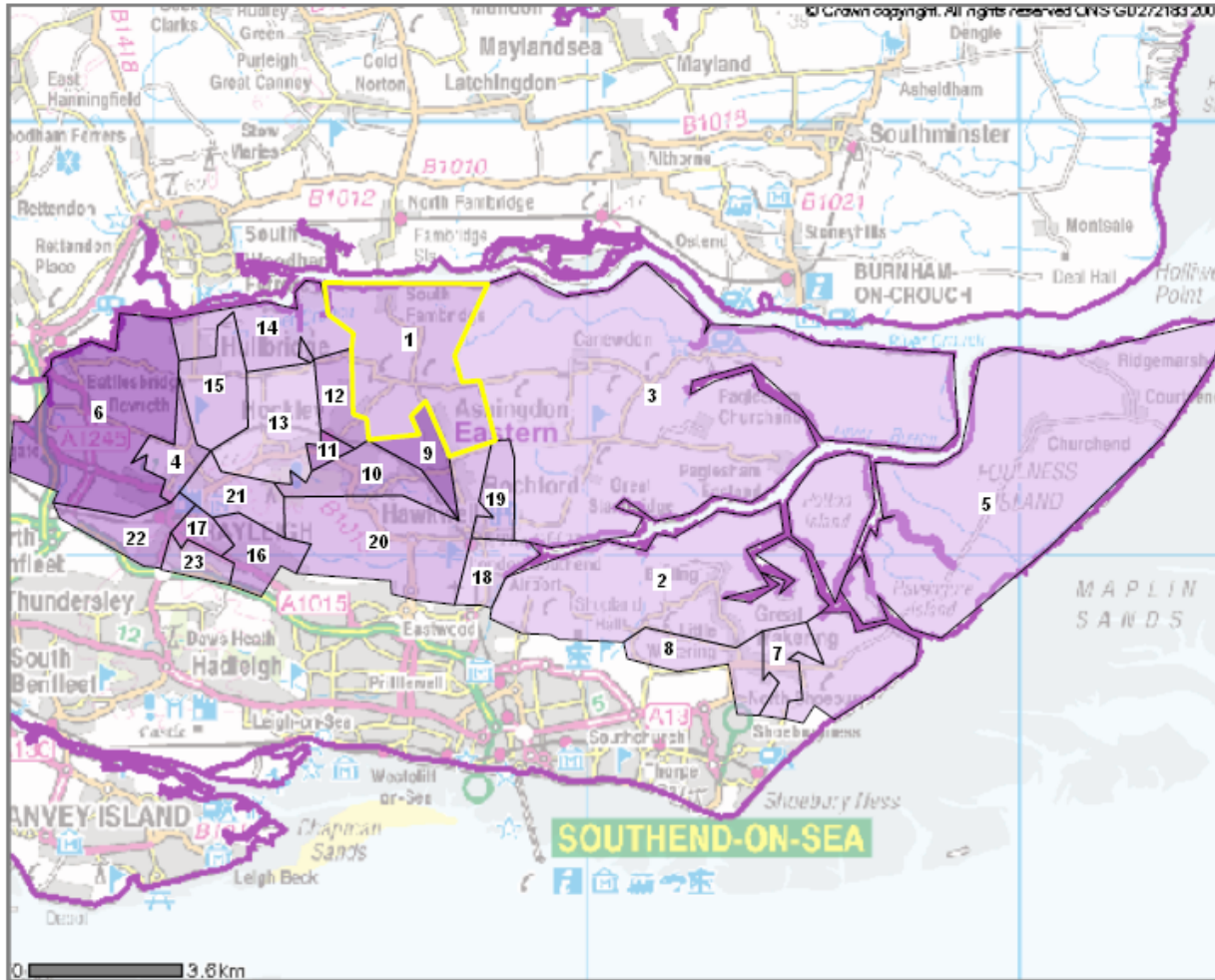
1.3 Rochford MSOA map



Rochford MSOAs, 1-10

# Rochford District Profile

## 1.4 Rochford ward map



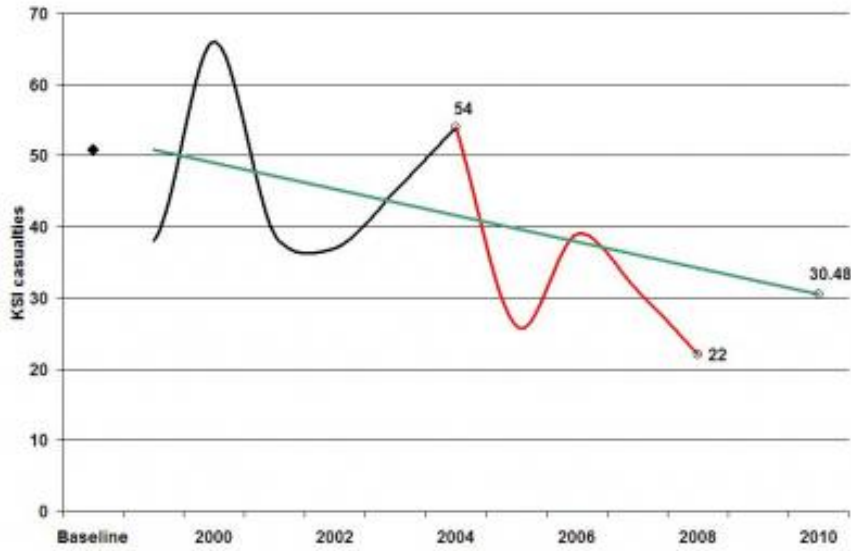
Rochford wards	
Ward name	
1	Ashingdon
2	Barling & Sutton
3	Canewdon
4	Downhall
5	Foulness & Great Wakering East
6	Grange & Rawreth
7	Great Wakering Central
8	Great Wakering West
9	Hawkwell East
10	Hawkwell West
11	Hockley Central
12	Hockley East
13	Hockley West
14	Hullbridge Riverside
15	Hullbridge South
16	Lodge
17	Rayleigh Central
18	Rochford Eastwood
19	Rochford Roche
20	Rochford St Andrews
21	Trinity
22	Wheatley
23	Whitehouse

### 1.5 Rochford road casualties report (2008-9)

#### Progress towards the 2010 target in Rochford

The 2010 target is to achieve a 40% reduction on the 1994-1998 baseline average.

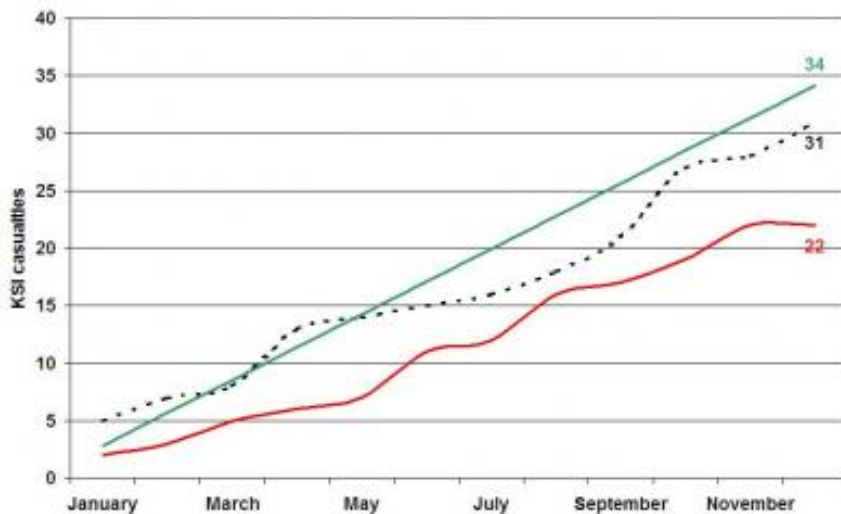
This graph shows the number of casualties each year since that average (the black line), compared with the progress required to meet the 2010 target (the green line).



#### Progress in 2007

This graph shows the number of KSI casualties in 2007 (red line).

The green line shows the level required to be on target for 2010, while the dotted line shows casualties in 2006.



## Rochford District Profile

### Comparison with other districts

In 2007 Rochford was ranked 11<sup>th</sup> by number of KSI casualties & 11th by KSI casualties per 100,000 population.

	KSI casualties - 2008 to Q4 ONLY						KSI per 100000 population
	Population	All	Drink Drive	Motorcycles	Speeding	Young Drivers	
Basildon	168600	60	4	19	8	11	35.59
Braintree	139700	66	5	15	13	18	47.24
Brentwood	70900	39	0	7	4	12	55.01
Castle Point	88600	41	2	8	3	11	46.28
Chelmsford	162800	75	5	24	10	16	46.07
Colchester	170800	90	4	28	19	20	52.69
Epping	122900	113	7	27	22	21	91.94
Harlow	78100	16	1	4	1	3	20.49
Maldon	61700	37	4	7	6	9	59.97
Rochford	81100	22	4	6	3	7	27.13
Tending	144600	76	5	18	7	13	52.56
Uttlesford	71400	57	2	10	14	13	79.83
<b>New Essex</b>	<b>1361200</b>	<b>692</b>	<b>43</b>	<b>173</b>	<b>110</b>	<b>154</b>	<b>50.84</b>

Source: 2006 mid-year population estimates, ONS Crown Copyright Reserved (from Nomis on 23 June 2008)

[Click here](#) to download the third quarter 2009 RCO Report for Rochford.

[Click here](#) to download category definitions.

**1.6 Rochford access to services**

Ward	Access to a Bank or Building Society (%)	Access to a Dr's Surgery (%)	Access to a Post Office (%)	Access to a Primary School (%)	Access to a Supermarket (%)
Ashingdon & Canewdon	72	98	78	93	79
Barling & Sutton	89	100	66	99	100
Downhall & Rawreth	100	100	97	96	100
Foulness & Great Wakering	96	96	98	96	96
Grange	100	100	100	100	100
Hawkwell North	100	100	100	100	100
Hawkwell South	100	100	100	100	100
Hawkwell West	100	100	100	100	100
Hockley Central	100	100	100	100	100
Hockley North	100	100	100	100	100
Hockley West	100	100	100	100	100
Hullbridge	100	100	95	100	100
Lodge	100	100	100	100	100
Rayleigh Central	100	100	100	100	100
Rochford	100	100	100	100	100
Sweyne Park	100	100	100	100	100
Trinity	100	100	100	100	100
Wheatley	100	100	100	100	100
Whitehouse	100	100	100	100	100

*Source: Rural services survey, Countryside Agency - [www.countryside.gov.uk](http://www.countryside.gov.uk)  
% of people within 2km of service*

Columns 2-6 show the % of residents that are within 2km of various services.

1.7 Rochford health profile ([www.healthprofiles.org.uk](http://www.healthprofiles.org.uk))

## Health Profile 2010

# Rochford

updated 28 July 2010

This profile gives a picture of health in this area. It is designed to help local government and health services improve people's health and reduce health inequalities.

Health Profiles are produced every year by the Association of Public Health Observatories.

Visit the Health Profiles website to:

- see profiles for other areas
- use interactive maps
- find more detailed information

[www.healthprofiles.info](http://www.healthprofiles.info)



Based on Ordnance Survey material. © Crown Copyright. All rights reserved.  
DH 100020290 2010. Other map data © Collins Bartholomew.

Population 83,200  
Mid-2006 population estimate  
Source: National Statistics website: [www.statistics.gov.uk](http://www.statistics.gov.uk)



Rochford - updated 28 July 2010

### Rochford at a glance

- The health of people in Rochford is generally good. Deprivation levels are low and life expectancy is higher than the average for England. However, the level of physically active adults is estimated to be lower than average and the level of malignant melanoma, a type of skin cancer, is higher than average.
- There are inequalities within Rochford. For example, life expectancy for men living in the least deprived areas is nearly 4 years higher than for men living in the most deprived areas.
- Over the past ten years, the rates of death from all causes and rates of early death from cancer and from heart disease and stroke have all improved. They are lower than the England average.
- The proportion of children in Reception year who are classified as obese is similar to the England average and the rate of physical activity of children in schools is higher. The rate of teenage pregnancy is lower than average and GCSE achievement is higher.
- It is estimated that fewer adults in Rochford smoke or binge drink than the England average.
- There are more details about the health of this area in the Annual Public Health Report and the Joint Strategic Needs Assessment, available from [www.seect.nhs.uk](http://www.seect.nhs.uk). For more local adult lifestyle data please refer to [www.erpho.org.uk/lr](http://www.erpho.org.uk/lr).

### Health inequalities: changes over time

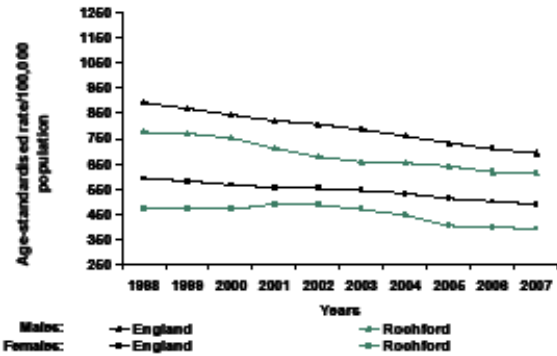
These graphs show how changes in death rates for this area compare with changes for the whole of England. Data points on the graph are mid-points of 3-year averages of yearly rates. For example the dot labelled 2003 represents the 3-year period 2002 to 2004.

Trend 1 compares rates of death, at all ages and from all causes, in this area with those for England.

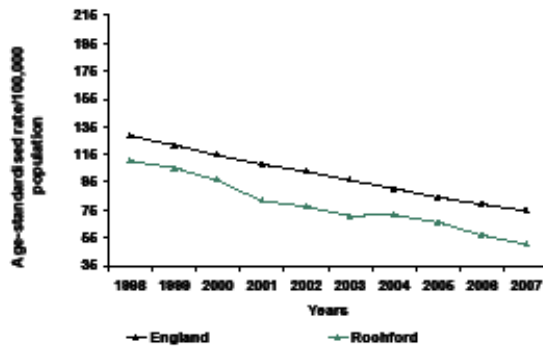
Trend 2 compares rates of early death from heart disease and stroke (in people under 75) in this area with those for England.

Trend 3 compares rates of early death from cancer (in people under 75) in this area with those for England.

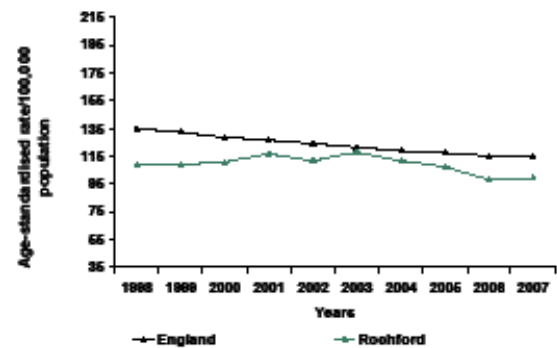
Trend 1:  
All age, all cause mortality



Trend 2:  
Early death rates from heart disease and stroke

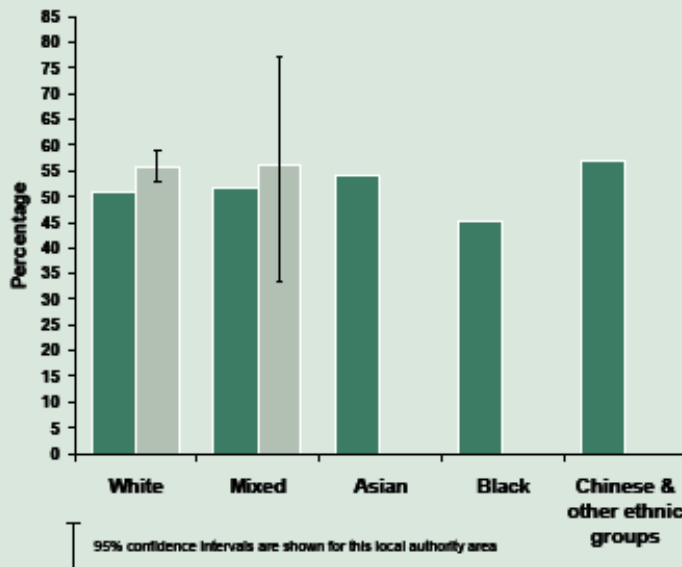


Trend 3:  
Early death rates from cancer



### Health inequalities: ethnicity

This chart shows the percentage of pupils by ethnic group in this area who achieved five GCSEs in 2008/09 (A\* to C grades including English and Maths). Comparing results may help find possible inequalities between ethnic groups.



Legend:  
■ England  
■ Rochford

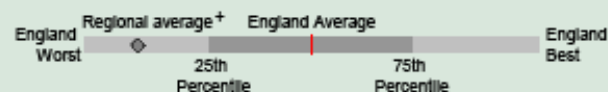
Ethnic Groups	% pupils achieved grades	No. of pupils achieved grades
White	55.8	548
Mixed	56.3	9
Asian		
Black		
Chinese/other		

If there are any empty cells in the table this is because data has not been presented where the calculation involved pupil numbers of 0, 1 or 2. Some further groups may not have data presented in order to prevent counts of small numbers being calculated from values for other ethnic groups or areas.

## Health summary for Rochford

The chart below shows how the health of people in this area compares with the rest of England. This area's result for each indicator is shown as a circle. The average rate for England is shown by the red line, which is always at the centre of the chart. The range of results for all local areas in England is shown as a grey bar. A red circle means that this area is significantly worse than England for that indicator; however, a green circle may still indicate an important public health problem.

- Significantly worse than England average
- Not significantly different from England average
- Significantly better than England average
- No significance can be calculated



+ In the South East Region this represents the Strategic Health Authority average

Domain	Indicator	Local No. Per Year	Local Value	Eng Avg	Eng Worst	England Range	Eng Best
Our communities	1 Deprivation	0	0.0	19.9	89.2	[Bar with red circle]	0.0
	2 Children in poverty	1725	11.1	22.4	66.5	[Bar with red circle]	6.0
	3 Statutory homelessness	44	1.31	2.48	9.84	[Bar with red circle]	0.00
	4 GCSE achieved (5A*-C Inc. Eng & Maths)	579	56.0	50.9	32.1	[Bar with green circle]	76.1
	5 Violent crime	453	5.9	16.4	36.6	[Bar with red circle]	4.8
	6 Carbon emissions	429	5.2	6.8	14.4	[Bar with red circle]	4.1
Children and young people's health	7 Smoking in pregnancy	123	16.1	14.6	33.5	[Bar with red circle]	3.8
	8 Breast feeding initiation	552	72.7	72.5	39.7	[Bar with green circle]	92.7
	9 Physically active children	5914	52.5	49.6	24.6	[Bar with green circle]	79.1
	10 Obese children	64	8.3	9.6	14.7	[Bar with red circle]	4.7
	11 Tooth decay in children aged 5 years	n/a	0.6	1.1	2.5	[Bar with green circle]	0.2
	12 Teenage pregnancy (under 18)	41	25.6	40.9	74.8	[Bar with red circle]	14.9
Adult health and lifestyle	13 Adults who smoke	n/a	19.1	22.2	35.2	[Bar with red circle]	10.2
	14 Binge drinking adults	n/a	15.5	20.1	33.2	[Bar with red circle]	4.6
	15 Healthy eating adults	n/a	26.6	28.7	18.3	[Bar with green circle]	48.1
	16 Physically active adults	n/a	9.4	11.2	5.4	[Bar with red circle]	16.6
	17 Obese adults	n/a	24.9	24.2	32.8	[Bar with red circle]	13.2
Disease and poor health	18 Incidence of malignant melanoma	15	18.0	12.6	27.3	[Bar with red circle]	3.7
	19 Incapacity benefits for mental illness	690	14.1	27.6	58.5	[Bar with red circle]	9.0
	20 Hospital stays for alcohol related harm	1507	1310	1580	2890	[Bar with red circle]	784
	21 Drug misuse					[Bar with red circle]	
	22 People diagnosed with diabetes	3301	3.97	4.30	6.72	[Bar with red circle]	2.69
	23 New cases of tuberculosis	3	4	15	110	[Bar with red circle]	0
	24 Hip fracture in over-65s	101	500.6	479.2	643.5	[Bar with red circle]	273.6
Life expectancy and causes of death	25 Excess winter deaths	24	10.2	15.6	26.3	[Bar with red circle]	2.3
	26 Life expectancy - male	n/a	79.8	77.9	73.6	[Bar with green circle]	84.3
	27 Life expectancy - female	n/a	84.6	82.0	78.8	[Bar with green circle]	88.9
	28 Infant deaths	2	2.07	4.84	8.67	[Bar with red circle]	1.08
	29 Deaths from smoking	135	183.6	206.8	360.3	[Bar with red circle]	118.7
	30 Early deaths: heart disease & stroke	52	50.5	74.8	125.0	[Bar with red circle]	40.1
	31 Early deaths: cancer	101	99.2	114.0	164.3	[Bar with red circle]	70.5
	32 Road injuries and deaths	31	37.3	51.3	167.0	[Bar with red circle]	14.6

### Indicator Notes

1 % of people in this area living in 20% most deprived areas of England 2007 2 % of children living in families receiving means-tested benefits 2007 3 Crude rate per 1,000 households 2008/09 4 % at Key Stage 4 2008/09 5 Recorded violence against the person crimes crude rate per 1,000 population 2008/09 6 Total end user CO<sub>2</sub> emissions per capita (tonnes CO<sub>2</sub> per resident) 2007 7 % of mothers smoking in pregnancy where status is known 2008/09 8 % of mothers initiating breast feeding where status is known 2008/09 9 % of year 1-13 pupils who spend at least 3 hours per week on high quality PE and school sport 2008/09 10 % of school children in reception year 2008/09 11 Weighted mean number of teeth per 5 yr old child sampled that were actively decayed, missing or filled 2007/08 12 Under-18 conception rate per 1,000 females aged 15-17 (crude rate) 2006-2008 (provisional) 13 % adults, modelled estimate using Health Survey for England 2006-2008 14 % adults, modelled estimate using Health Survey for England 2007-2008 15 % adults, modelled estimate using Health Survey for England 2006-2008 16 % aged 16+ 2008/09 17 % adults, modelled estimate using Health Survey for England 2006-2008 18 Directly age standardised rate per 100,000 population under 75 2004-2006 19 Crude rate per 1,000 working age population 2008 20 Directly age and sex standardised rate per 100,000 population 2008/09 (rounded) 21 New Problematic Drug User estimates were not available in time for inclusion 22 % of people on GP registers with a recorded diagnosis of diabetes 2008/09 23 Crude rate per 100,000 population 2006-2008 24 Directly age-standardised rate per 100,000 population for emergency admission 2008/09 25 Ratio of excess winter deaths (observed winter deaths minus expected deaths based on non-winter deaths) to average non-winter deaths 1.08.05-31.07.08 26 At birth, 2006-2008 27 At birth, 2006-2008 28 Rate per 1,000 live births 2006-2008 29 Per 100,000 population age 35+, directly age standardised rate 2006-2008 30 Directly age standardised rate per 100,000 population under 75, 2006-2008 31 Directly age standardised rate per 100,000 population under 75, 2006-2008 32 Rate per 100,000 population 2006-2008

More indicator information is available in The Indicator Guide: [www.healthprofiles.info](http://www.healthprofiles.info) For information on your area contact your regional PHO: [www.apho.org.uk](http://www.apho.org.uk)

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