

LOCALITY INSIGHT

an overview of the **North West** Locality

Strategy & Insight

CITY & LOCALITY OVERVIEW

City Overview

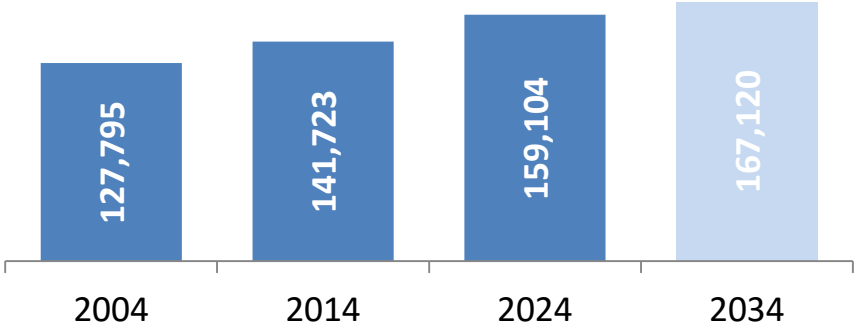
- Edinburgh is an affluent city, but with pockets of poverty and low income as severe as any other city in Scotland
- City population, and demand for services has grown rapidly in the past decade.
- This population and demand growth is projected to continue throughout the next ten to fifteen years, facilitated by planned housing developments.

Locality Overview

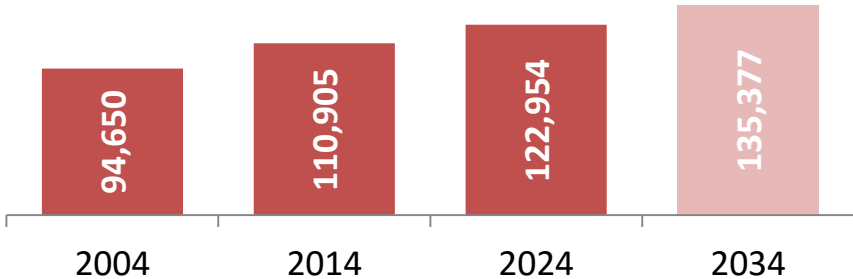
- Locality level averages mask significant variation at lower level geographies across most measures
- All services the Council provides are needed in every locality
- Every locality contains at least one ward or community which is significantly different from the rest of the area
- Population growth in the next decade is likely to be most concentrated towards the north of the city

LOCALITIES – POPULATION & GROWTH

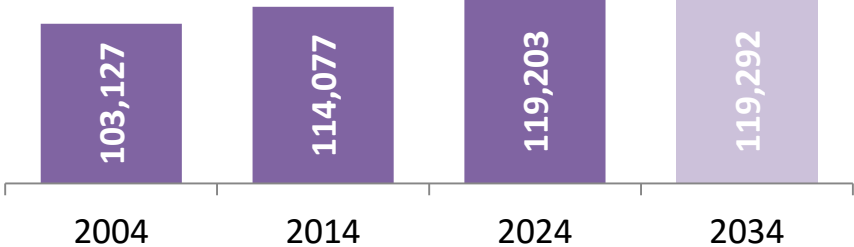
North West



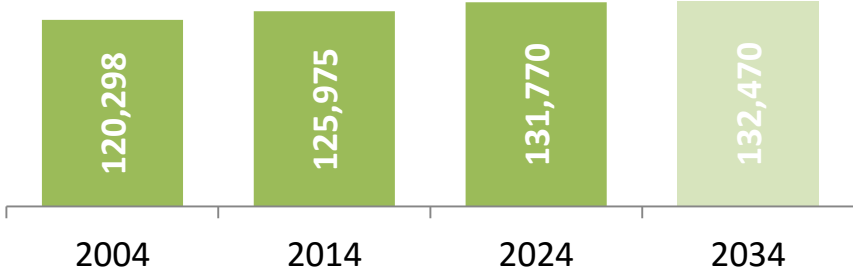
North East



South West

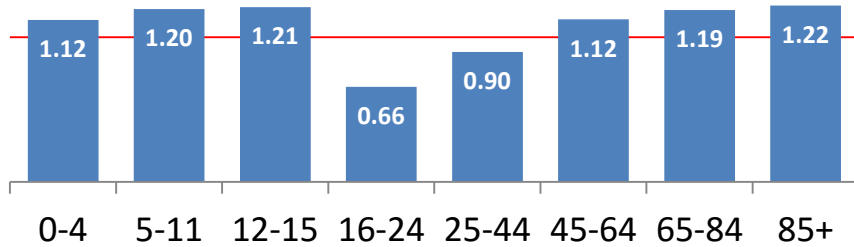


South East

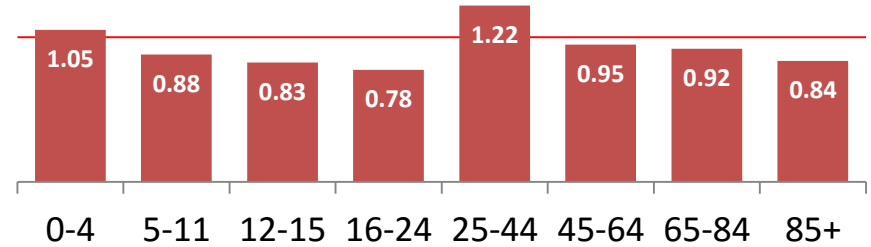


LOCALITIES - POPULATION STRUCTURE

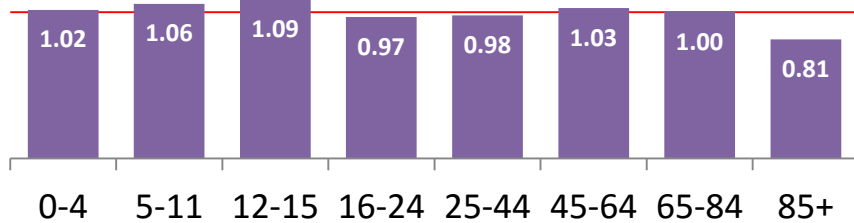
North West



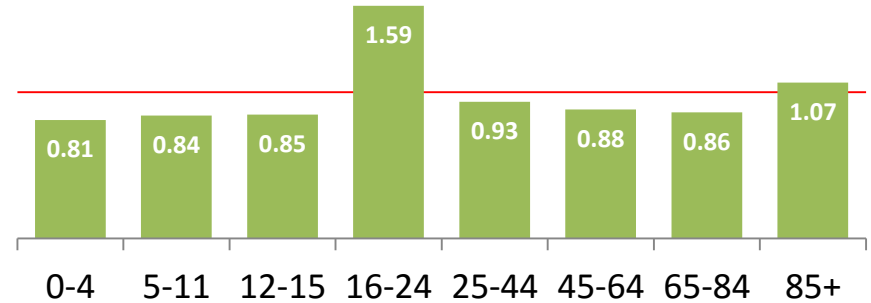
North East



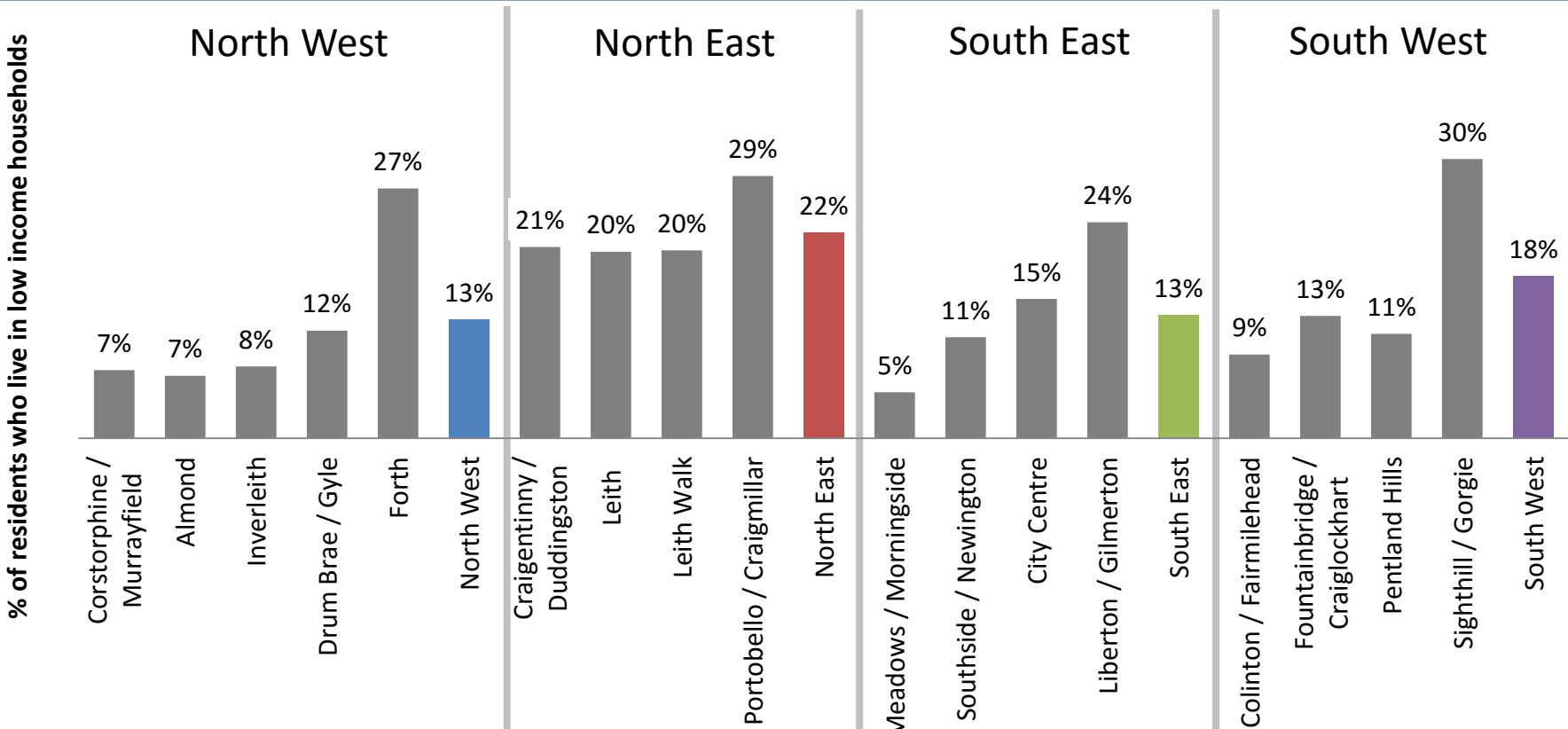
South West



South East

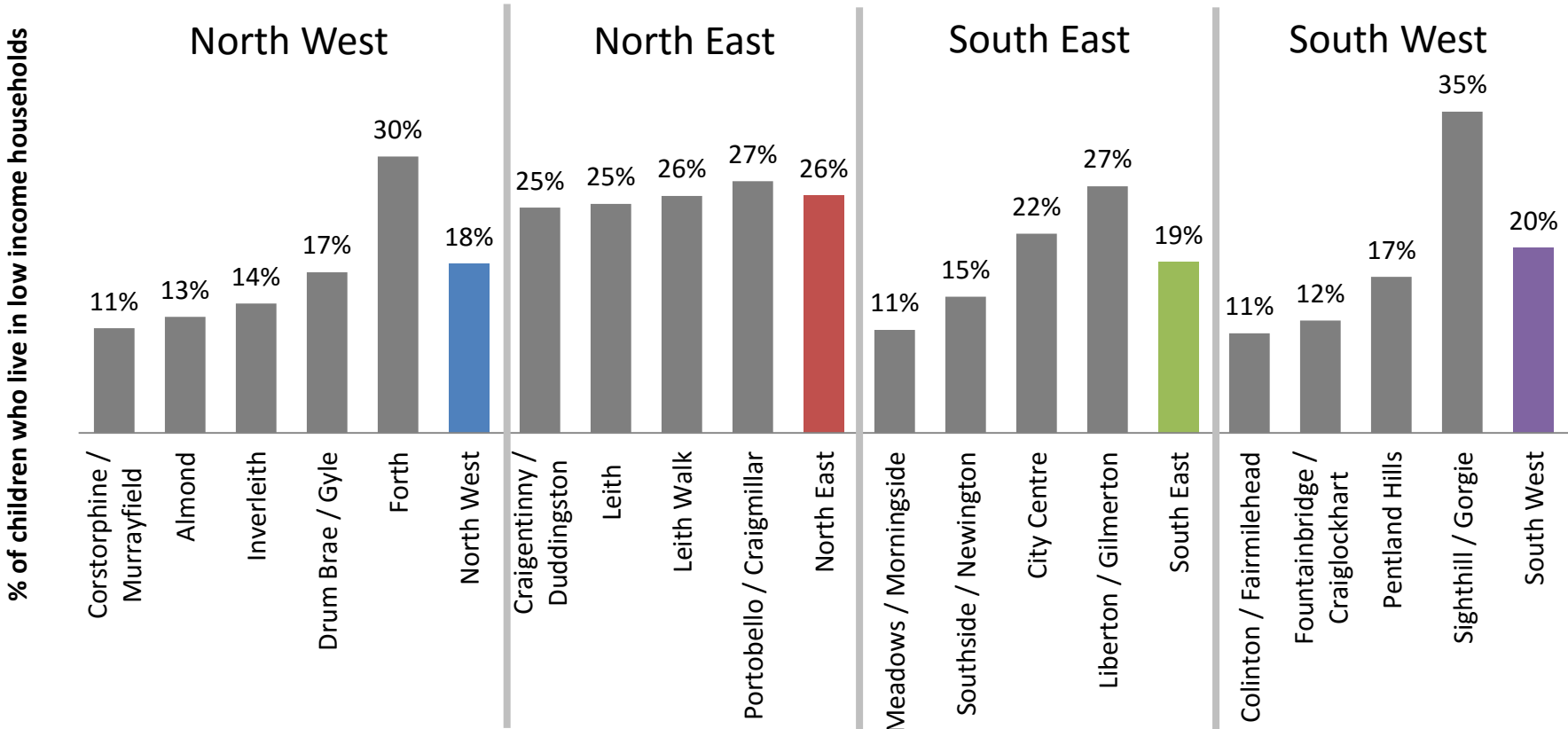


POVERTY IN EDINBURGH BY WARD AND LOCALITY, 2013/14

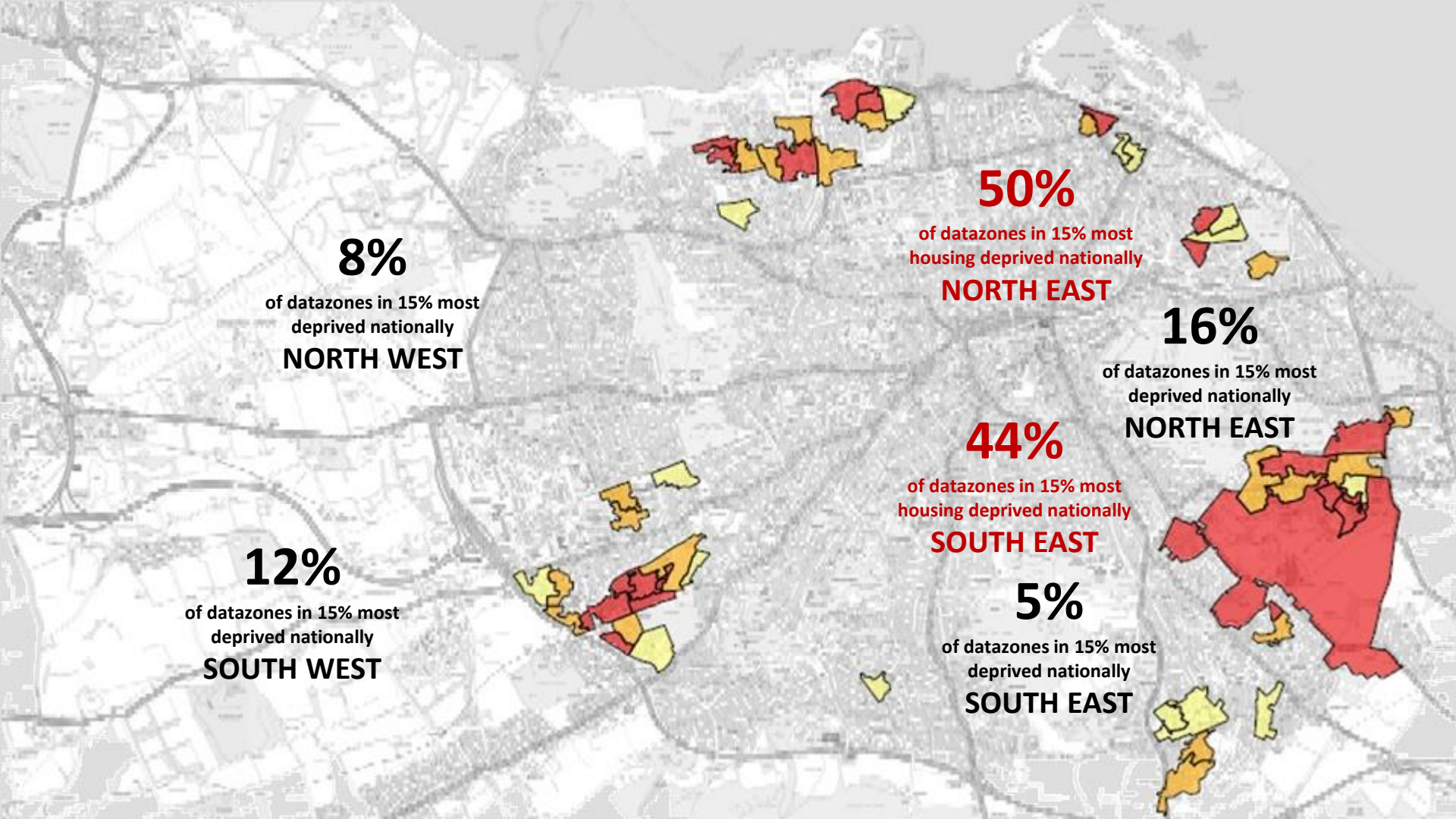


Business Intelligence modelled estimates

CHILD POVERTY IN EDINBURGH BY WARD AND LOCALITY, 2013/14



Business Intelligence modelled estimates



8%

of datazones in 15% most
deprived nationally
NORTH WEST

12%

of datazones in 15% most
deprived nationally
SOUTH WEST

50%

of datazones in 15% most
housing deprived nationally
NORTH EAST

16%

of datazones in 15% most
deprived nationally
NORTH EAST

44%

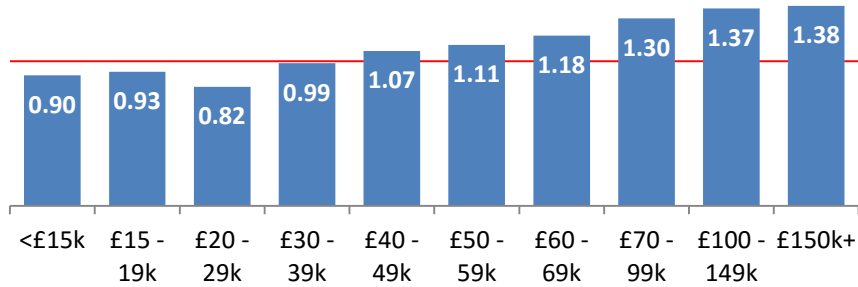
of datazones in 15% most
housing deprived nationally
SOUTH EAST

5%

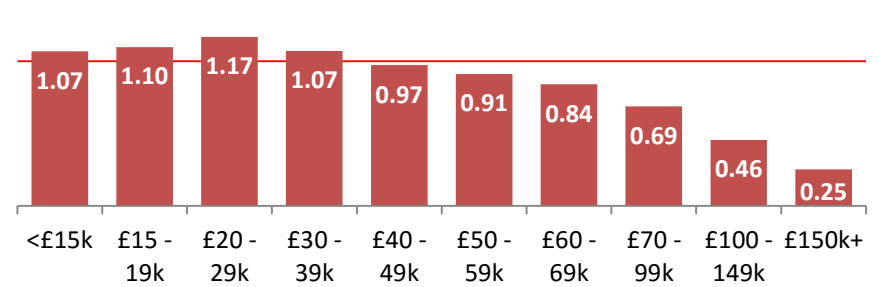
of datazones in 15% most
deprived nationally
SOUTH EAST

INCOME PROFILE – INDEX

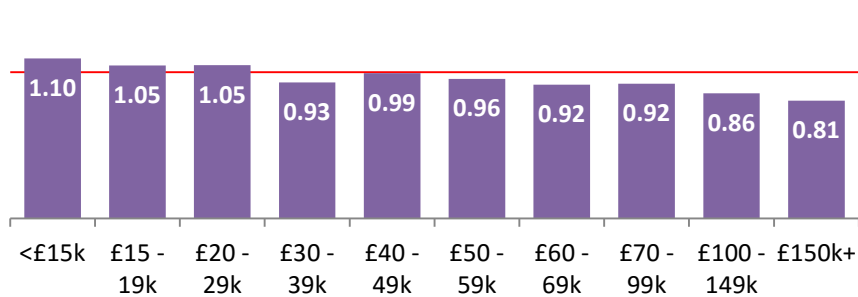
North West



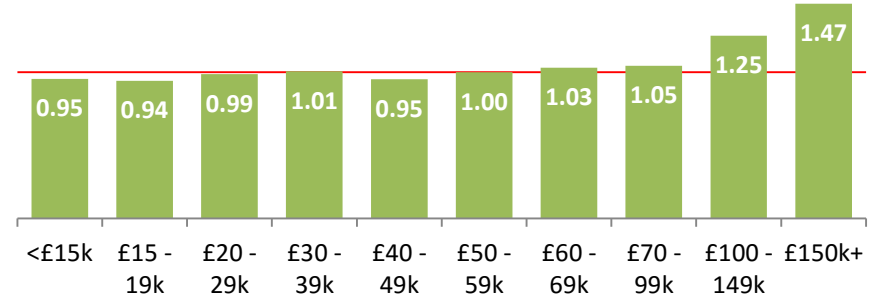
North East



South West

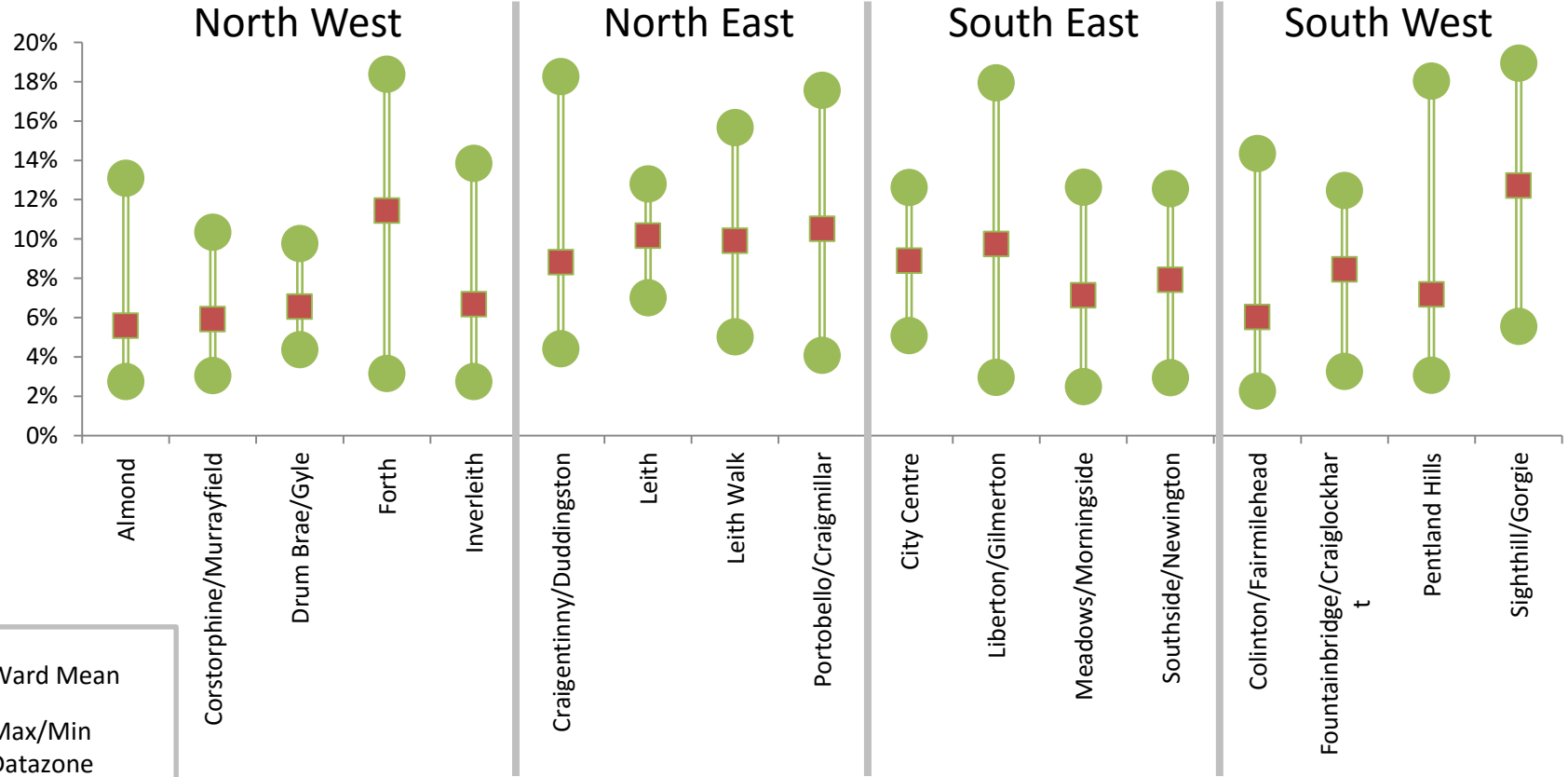


South East



FINANCIAL STRESS

% Households who find it 'very difficult to cope' on current income



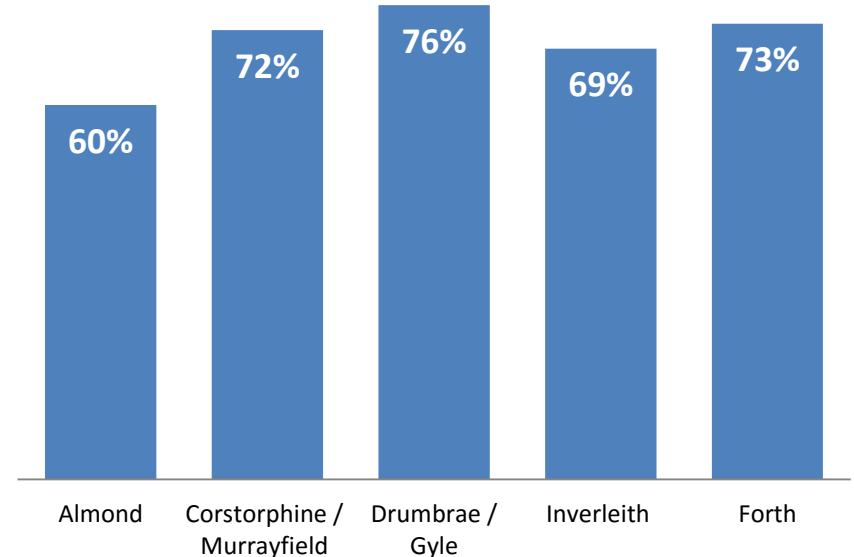
- Unemployment has been falling across all wards, citywide for the last two years
- North West has the largest variation amongst wards with a low of 0.6% in Almond and a high of 2.3% in Forth
- 43% of all of Edinburgh's construction and manufacturing jobs based in North West

HEALTH AND PHYSICAL ACTIVITY

Key Facts

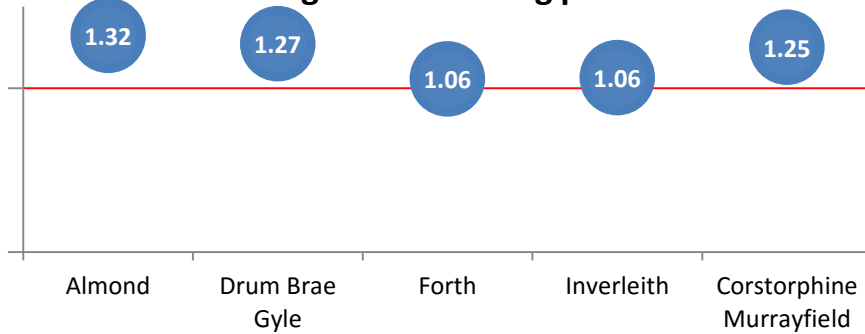
- Mortality rates are lower than any other area in Edinburgh and considerably lower than the national average
- 5.1% of residents in Forth consider their health to be very bad or bad compared with 2.7% of those in Almond
- Residents in Forth exercise the least and smoke the most

% Satisfaction with sports facilities run by Edinburgh Leisure

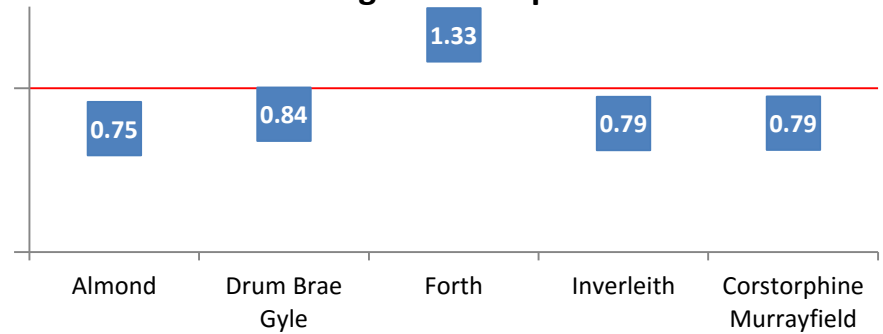


SELF-DIAGNOSED HEALTH & ADMISSIONS

Self diagnosed: Hearing problems



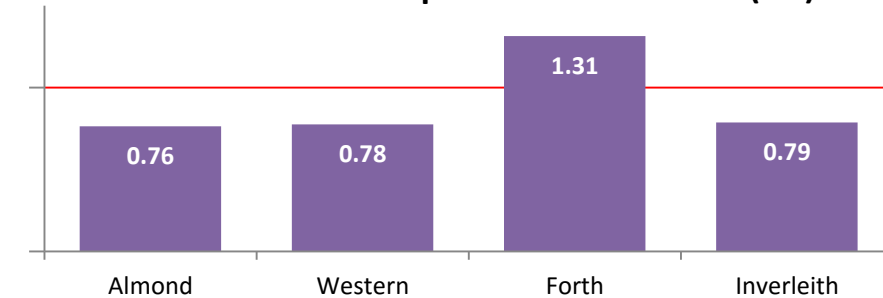
Self diagnosed: Depression



Alcohol related hospital admissions rate



Alcohol related hospital admissions rate (NP)

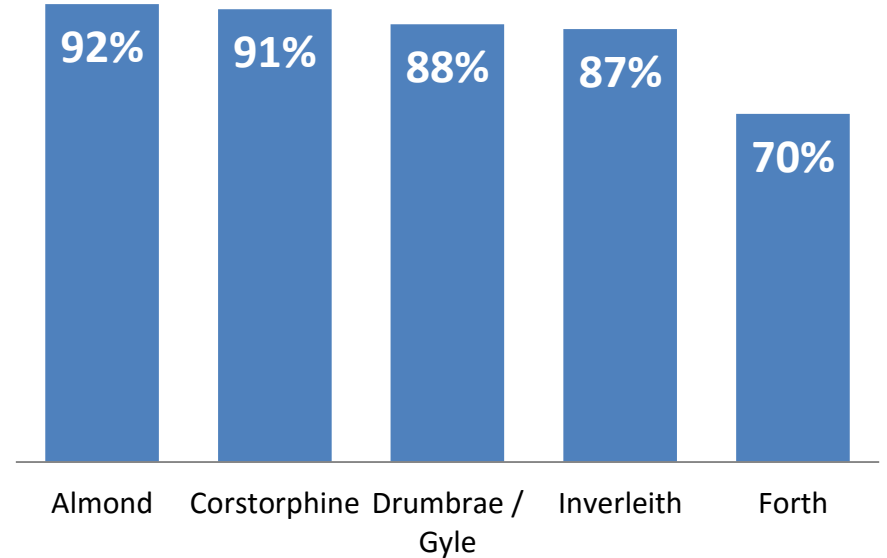


CRIME AND ANTISOCIAL BEHAVIOUR

Key Facts

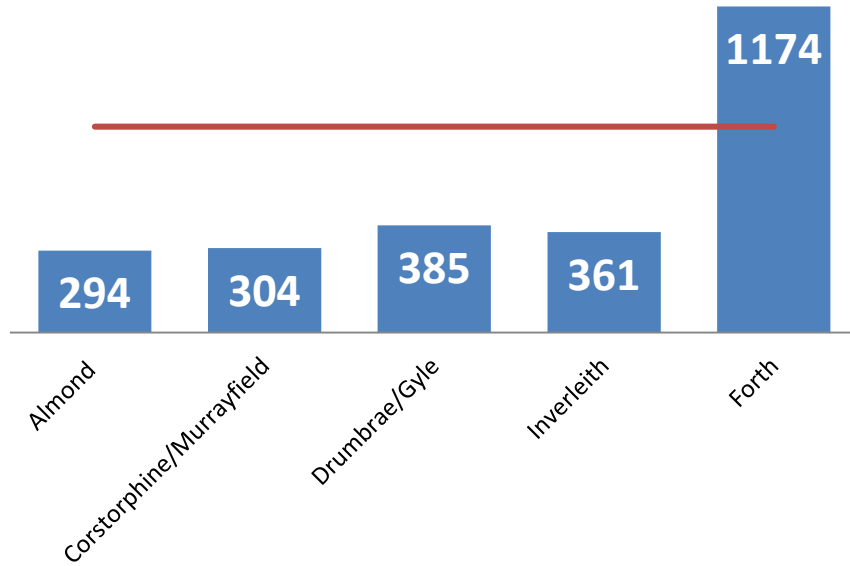
- Large disparities in levels of crime and disorder between Forth and other wards in NW
- Customer satisfaction levels reflect the statistics

% Agree they feel safe after dark in their neighbourhood

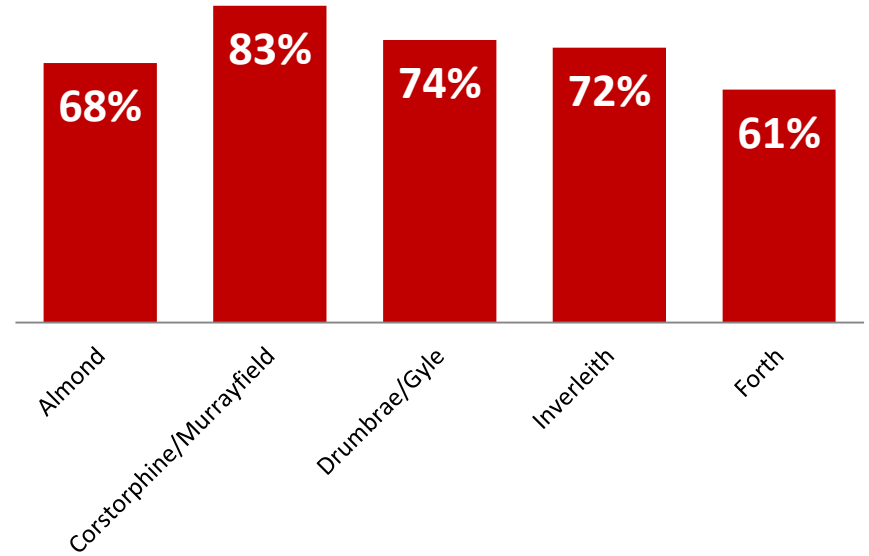


VIOLENT CRIME

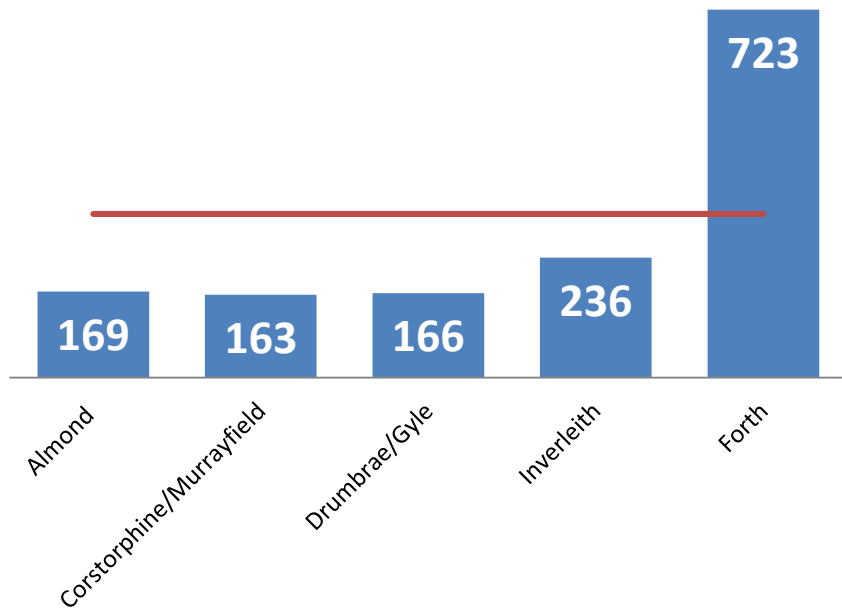
Violent Crimes in North West



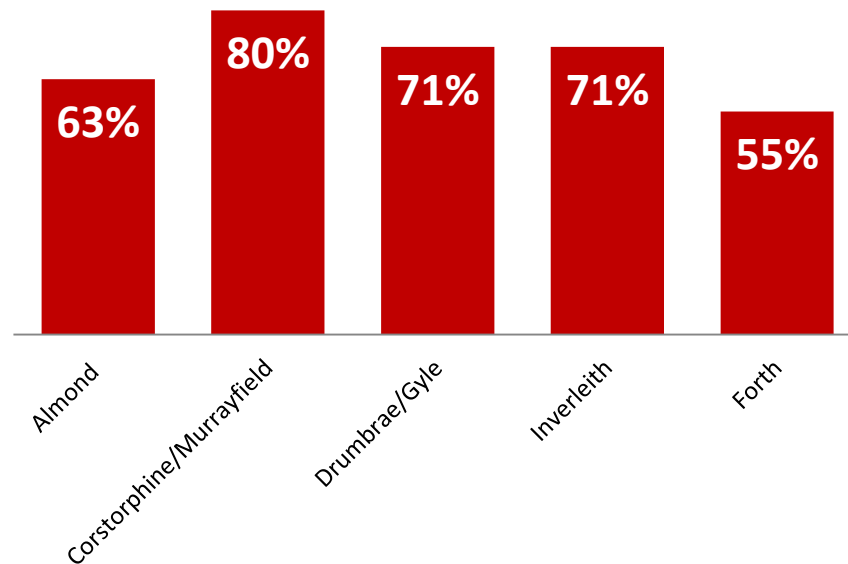
% Satisfied With The Way That Violent Crime Is Dealt With



Vandalism in North West



% Satisfied with the way in which vandalism/Graffiti is dealt with



Child Poverty

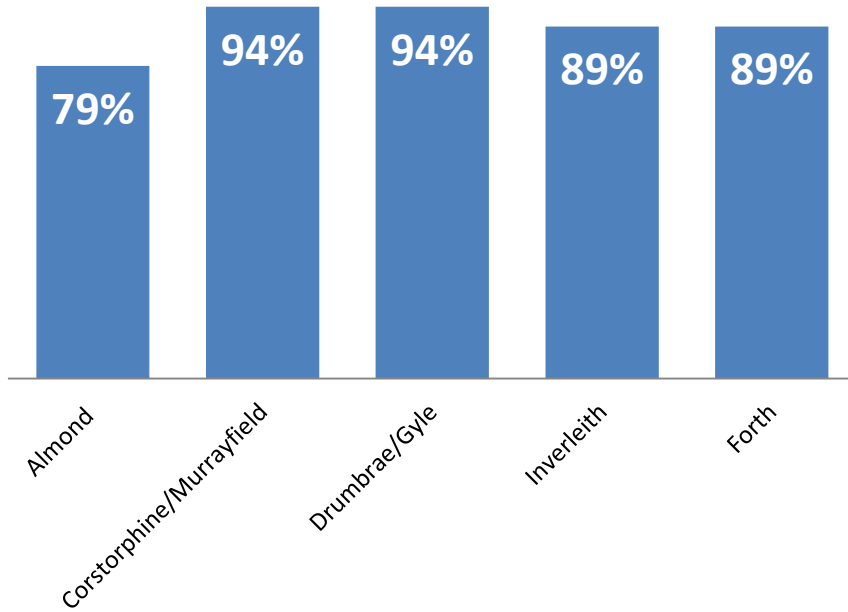
- North West has the lowest total number (18%) out of all four localities of children living in low income households
- However, apart from Sighthill/Gorgie, Forth has the highest number of children (30%) living in low income households
- 40% of looked-after children live in North West

Education

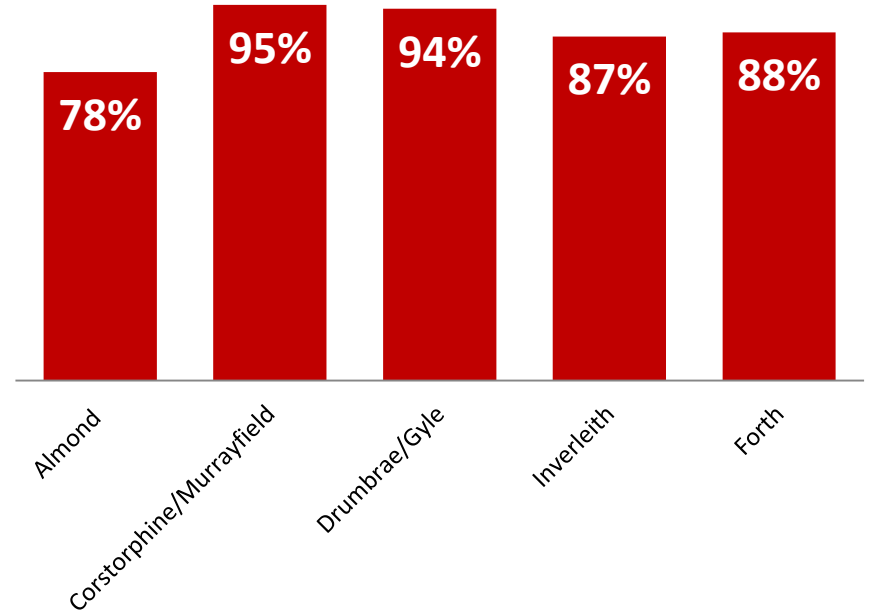
- Forth has the highest number of adults with no qualifications at 25%
- 39% of primary schools are below the locality average but average attendance for all Primary schools is higher than city-wide target
- The locality accounts for 15% of all primary exclusions city-wide (by time excluded)
- Secondary schools in the locality contribute 40% of overall exclusions (by time excluded)

CUSTOMER SATISFACTION WITH SCHOOLS

% Satisfaction with Primary Schools



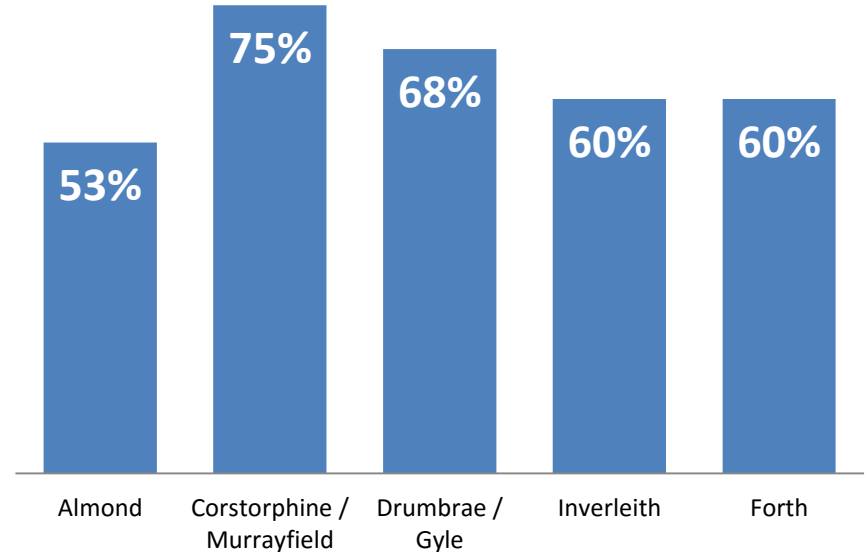
% Satisfaction with Secondary Schools



Key Facts

- Number of adults living in with an open health care involvement vary with a low of 856 in Inverleith and a high of 1900 in Forth

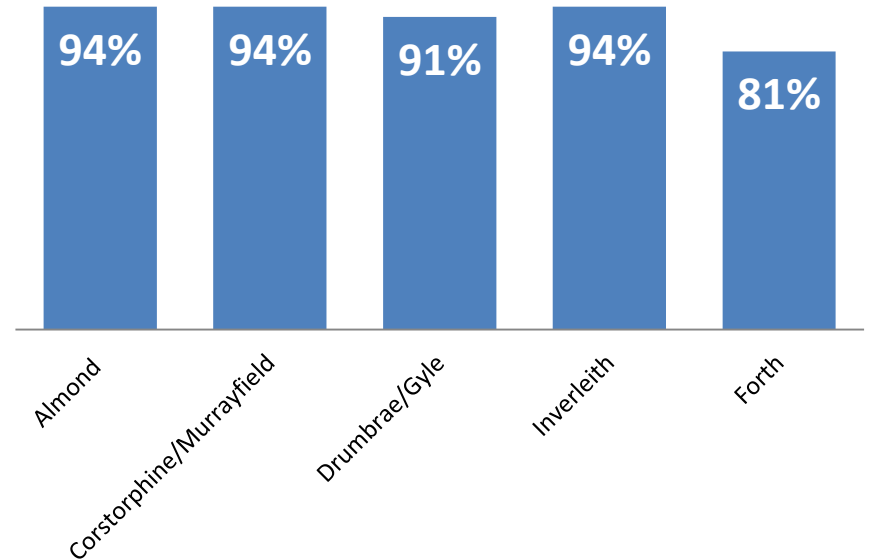
% Agree Council provides care and support for vulnerable people



Key Facts

- In general, the satisfaction levels for the North West neighbourhood are high with an exception of Forth ward
- Roads and transport are bigger concerns farther west
- Lower satisfaction levels in Forth can be attributed to high levels of poverty, ASB and crime
- 2014, prior to the introduction of Safer North, saw Forth record the lowest satisfaction ratings ever for many services

% Satisfaction with neighbourhood as a place to live



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