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Our People

Population

In 2009, Tendring had a population of 148,000¹ people (representing 10.6% of the total population of Essex), making it the 4th most populated of all the Essex districts. Tendring covers an area of around 338 square km, making it the 6th largest district in Essex. Tendring is the 8th most densely populated Essex district, with 438 people per square km. Accounting for the mix of rural and urban areas, the density within the towns of Clacton, Frinton & Harwich is actually much greater than the County-average.

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

| | Population (000's, 2009) | Area (sq. km) ² | Population density (people per sq. km) |
|-----------------|-----------------------------|----------------------------|--|
| Essex | 1,399.0 | 3,465 | 404 |
| 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 |
| Rochford | 83.1 | 169.5 | 490 |
| 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, 51.76% of the population of Tendring are female and 48.24% are male.

Throughout this document, Tendring will be compared to other Essex districts, Essex as a whole, or regional & national averages. Where possible, reference is also made to Tendring's "statistical neighbours"; other local authorities with similar attributes to Tendring (including size, demography, geography, economic factors, etc). It is often more relevant to compare districts to their statistical neighbours rather than geographic ones. Tendring's nearest statistical neighbours are: Arun, Scarborough, Teignbridge, Waveney, Lewes, Wyre, Shepway, North Norfolk, Worthing, North Devon, Canterbury, Adur, East Devon, Lancaster & Sedgemoor

¹ONS, mid-year estimates 2009; www.statistics.gov.uk

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

Tendring District Profile

Age profile

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

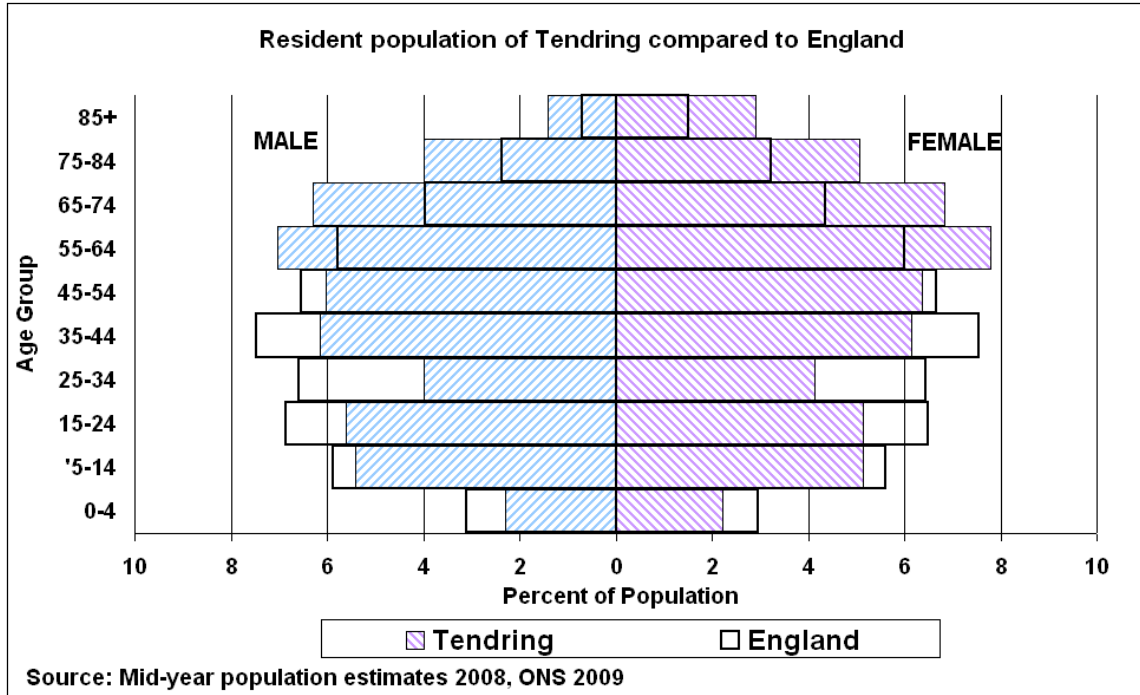
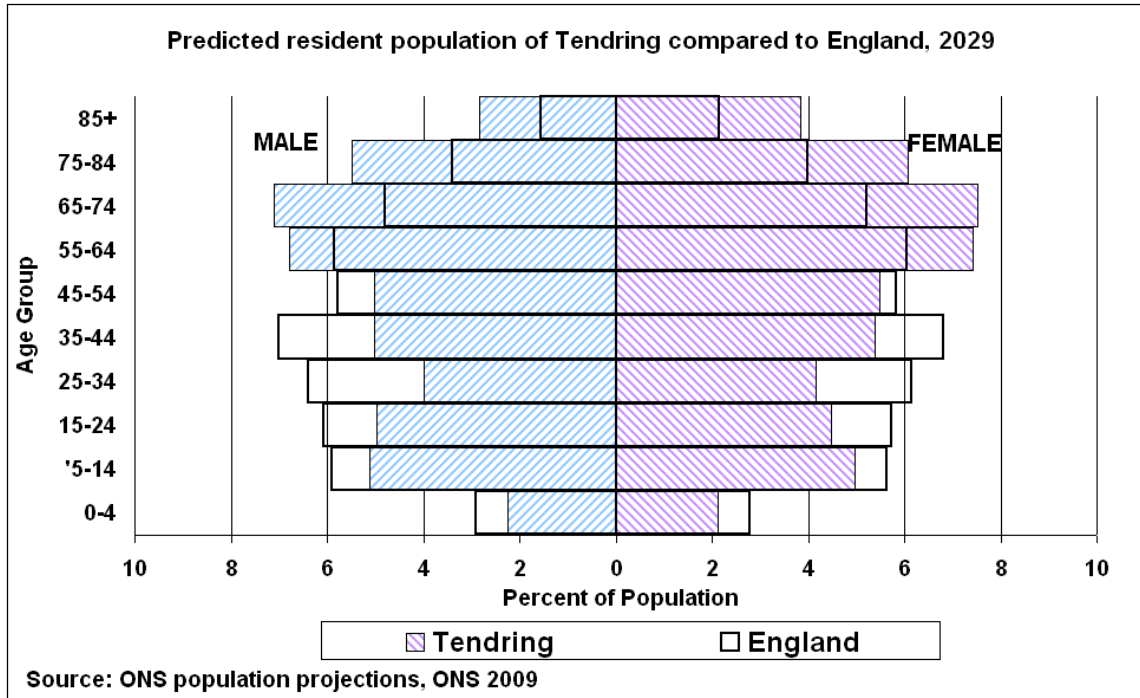


Figure 1.1a shows that Tendring has massive over-representation of both males & females over the age of 55, and fewer people under the age of 54, particularly those between 25-34 years old.

Tendring District Profile

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



This graph of projected population shows the estimated population of Tendring 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. Tendring is predicted to have 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.

Tendring District Profile

BME groups

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

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

| Geography | Asian | Black | Chinese or Other | Mixed | White |
|---|-------|-------|------------------|-------|-------|
| Great and Little Oakley | 0.00 | 0.00 | 0.00 | 0.52 | 99.48 |
| Holland and Kirby | 0.00 | 0.09 | 0.13 | 0.33 | 99.45 |
| St Johns | 0.00 | 0.00 | 0.17 | 0.44 | 99.39 |
| Haven | 0.14 | 0.14 | 0.19 | 0.14 | 99.38 |
| St Osyth and Point Clear | 0.32 | 0.00 | 0.24 | 0.17 | 99.27 |
| Burrsville | 0.14 | 0.00 | 0.19 | 0.52 | 99.15 |
| Harwich East | 0.12 | 0.12 | 0.19 | 0.43 | 99.15 |
| Hamford | 0.15 | 0.07 | 0.32 | 0.42 | 99.03 |
| Little Clacton and Weeley | 0.13 | 0.20 | 0.15 | 0.50 | 99.02 |
| Beaumont and Thorpe | 0.12 | 0.17 | 0.33 | 0.42 | 98.96 |
| St Bartholomews | 0.25 | 0.27 | 0.14 | 0.38 | 98.96 |
| Frinton | 0.15 | 0.07 | 0.32 | 0.51 | 98.95 |
| Harwich West | 0.18 | 0.07 | 0.29 | 0.56 | 98.90 |
| Rush Green | 0.30 | 0.12 | 0.12 | 0.66 | 98.80 |
| Walton | 0.14 | 0.21 | 0.27 | 0.59 | 98.79 |
| Homelands | 0.30 | 0.15 | 0.15 | 0.64 | 98.76 |
| Manningtree Mistley Little Bentley and Tendring | 0.46 | 0.14 | 0.00 | 0.64 | 98.76 |
| Lawford | 0.07 | 0.13 | 0.22 | 0.83 | 98.75 |
| Bradfield Wrabness and Wix | 0.27 | 0.18 | 0.13 | 0.67 | 98.74 |
| Great Bentley | 0.13 | 0.27 | 0.35 | 0.53 | 98.72 |
| Peter Bruff | 0.17 | 0.15 | 0.49 | 0.47 | 98.72 |
| Brightlingsea | 0.41 | 0.22 | 0.20 | 0.58 | 98.60 |
| Harwich West Central | 0.33 | 0.10 | 0.41 | 0.56 | 98.60 |
| St Pauls | 0.46 | 0.15 | 0.22 | 0.57 | 98.59 |
| Ramsey and Parkeston | 0.20 | 0.12 | 0.56 | 0.60 | 98.51 |
| Alresford | 0.47 | 0.00 | 0.56 | 0.47 | 98.49 |
| Golf Green | 0.28 | 0.30 | 0.06 | 0.88 | 98.48 |
| Harwich East Central | 0.29 | 0.06 | 0.62 | 0.66 | 98.37 |
| Bockings Elm | 0.60 | 0.07 | 0.41 | 0.60 | 98.32 |
| Thorrington Frating Elmstead and Great Bromley | 0.71 | 0.34 | 0.30 | 0.34 | 98.30 |
| St Marys | 0.36 | 0.12 | 0.36 | 0.87 | 98.29 |
| Ardleigh and Little Bromley | 0.38 | 0.13 | 0.25 | 1.01 | 98.23 |
| Alton Park | 0.35 | 0.10 | 0.39 | 0.97 | 98.20 |
| St James | 0.67 | 0.25 | 0.32 | 0.88 | 97.88 |
| Pier | 0.58 | 0.44 | 0.67 | 1.39 | 96.92 |

NB figures may not add exactly due to rounding

Tendring District Profile

Table 1.3 below shows district-level BME population estimates based on 2007 projections by the ONS. Tendring has the 5th 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, 2007³

| 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% |
| Rochford | 93.07% | 2.55% | 1.09% | 1.46% | 1.09% | 0.61% |
| 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% |
| ESSEX | 89.82% | 3.68% | 1.35% | 2.40% | 1.64% | 1.10% |
| EAST OF ENGLAND | 86.92% | 4.71% | 1.55% | 3.59% | 1.92% | 1.32% |
| ENGLAND | 83.65% | 4.59% | 1.70% | 5.71% | 2.83% | 1.52% |

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

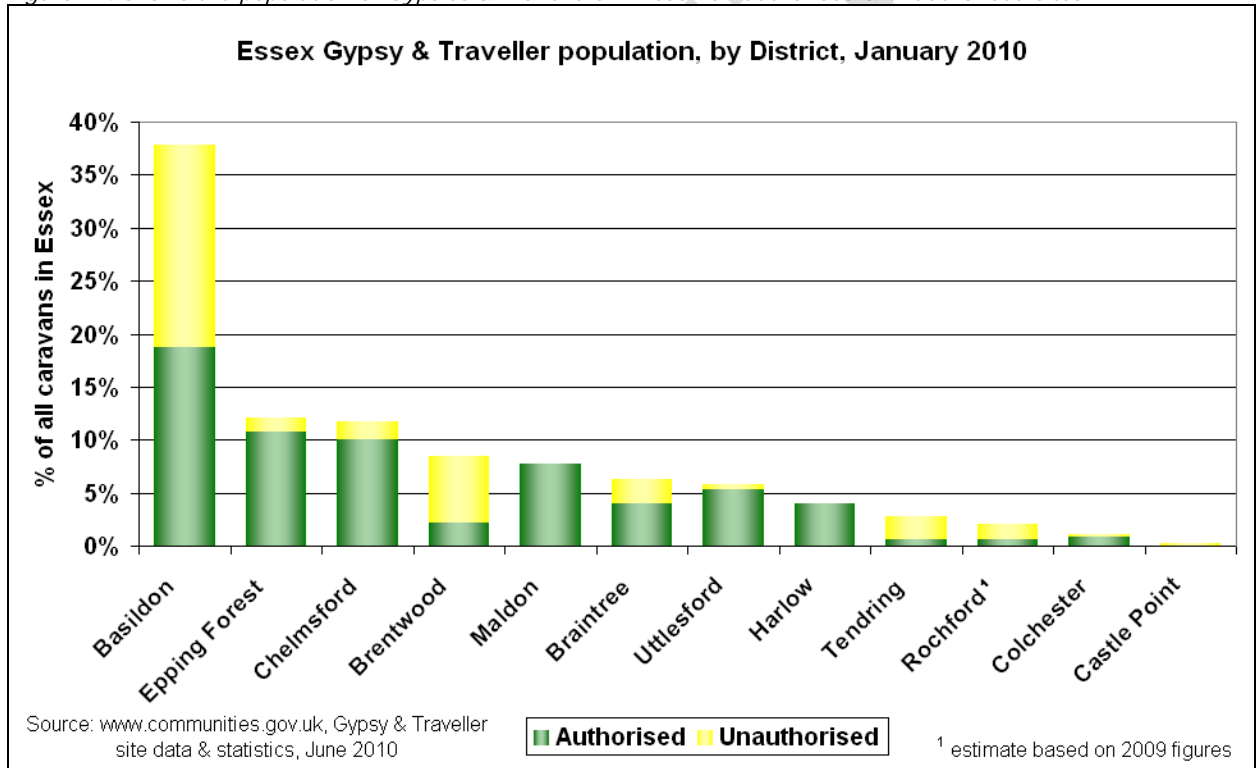
Tendring District Profile

Gypsy & traveller communities

In January 2010, Tendring was home to 31 caravans. This was the 4th fewest in Essex, and represented around 3% of all the caravans in Essex⁴. Although there are not a large number of caravans in Tendring, over three quarters are on unauthorised, privately-owned land without planning permission – the highest rate in Essex. This compares to an Essex average of 30% unauthorised caravans. All of the caravans in Tendring are on privately owned sites; none of the 11 Essex County Council managed sites are located within the district.

As shown in the graph below, the Essex district with the most caravans is Basildon, which has over 35% of the total number of caravans in the county, just over half of which are on unauthorised sites. The districts of Epping Forest and Chelmsford have the 2nd and 3rd most caravans in Essex. Collectively, these 3 districts have over 60% of the total number of caravans in Essex.

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



⁴ 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

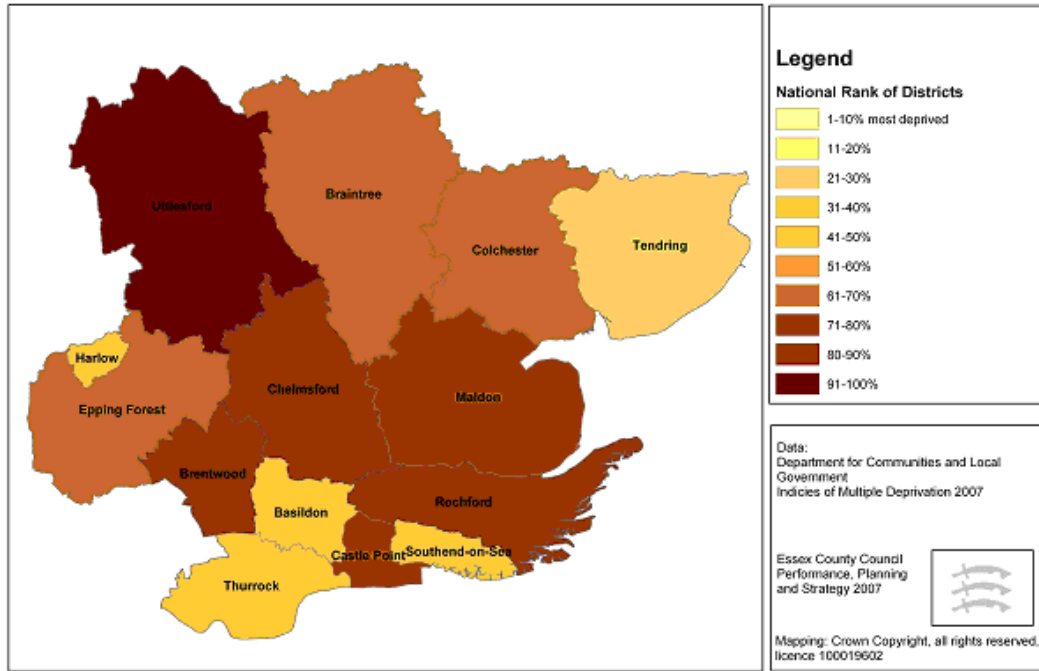


Figure 1.5 shows where the Essex districts rank nationally on the IMD scale.

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 deprivation⁵. The latest version of the IMD is from 2007.

Tendring is ranked as the most deprived of all Essex districts, ranked 103rd of 354 authorities. 23 of Tendring's 90 LSOA areas are in the 10% most deprived in Essex. Tendring 018a (South West of Golf Green ward in Jaywick) is the most deprived area in Essex, and the 3rd most deprived area in the country.

Figure 1.5a below shows deprivation in Tendring at Lower Super Output Area (LSOA) level, which shows where the hot-spots of deprivation are, and also highlights the diversity within the borough with some areas showing as experiencing low levels of deprivation.

⁵ Communities and local government [website](#), 2007

Tendring District Profile

Figure 1.5a shows deprivation in Tendring at LSOA level

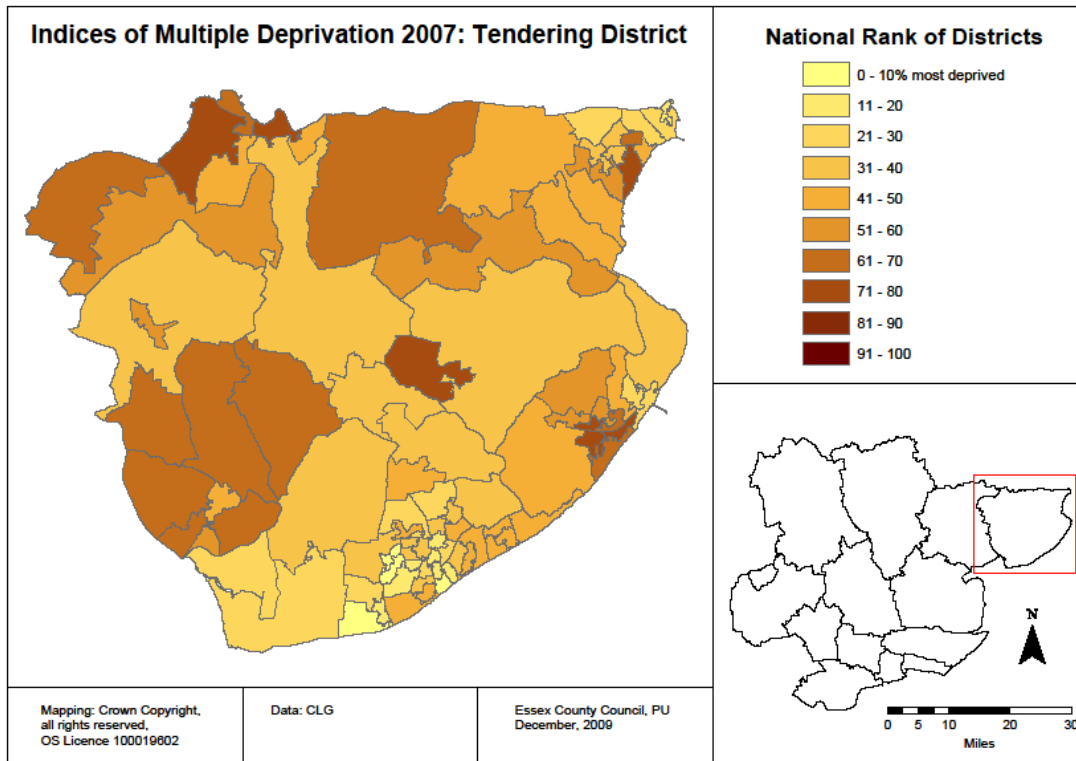
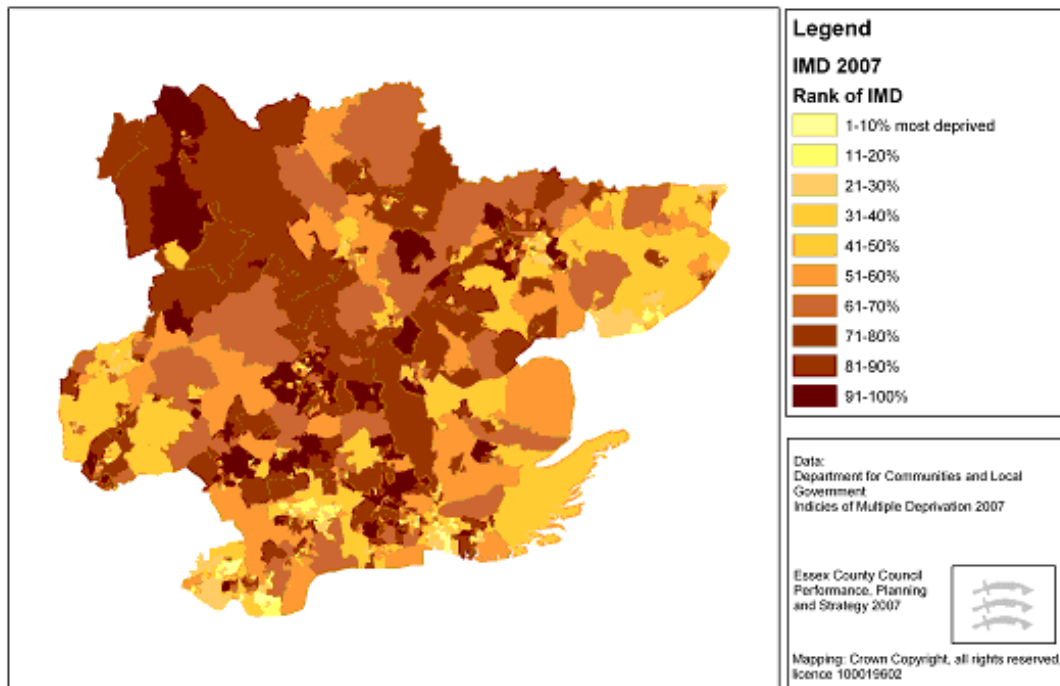


Figure 1.5b below shows deprivation in the rest of Essex at LSOA level.

Figure 1.5b shows deprivation at lower super output area

Indices of Multiple Deprivation 2007



Tendring District Profile

Geodemographic profiles

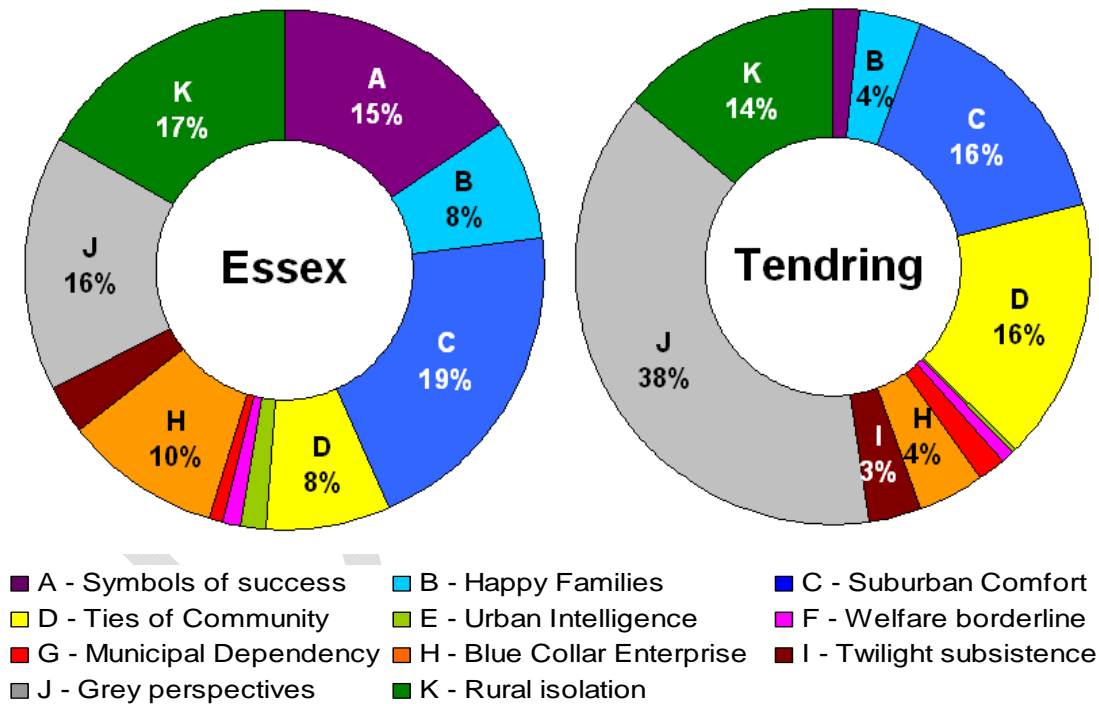
Geodemographics is described as the analysis and classification of people by where they live. The technique involves classifying small areas to help draw general conclusions about the characteristics and behaviours of the people who live in them. The idea being that people who live in similar places, 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 Tendring & Essex MOSAIC charts are shown below:

Figure 1.6 shows the MOSAIC group profiles of Tendring & Essex

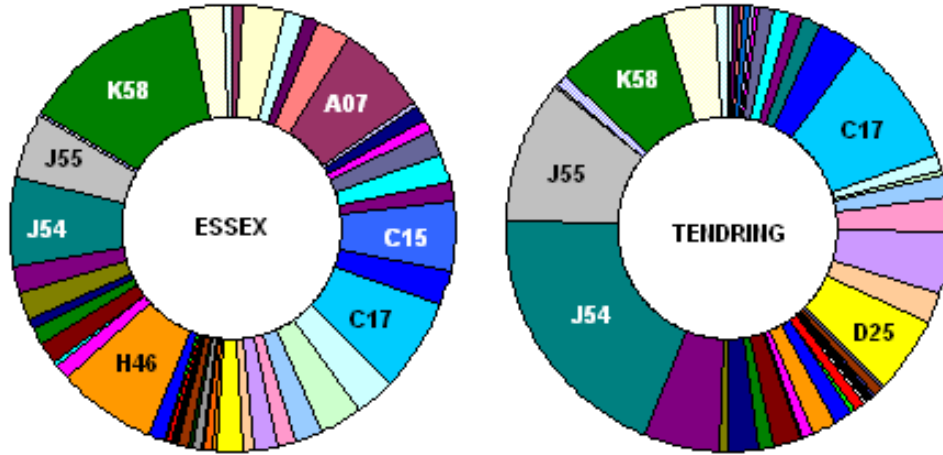
Essex MOSAIC profile breakdown Tendring MOSAIC profile breakdown



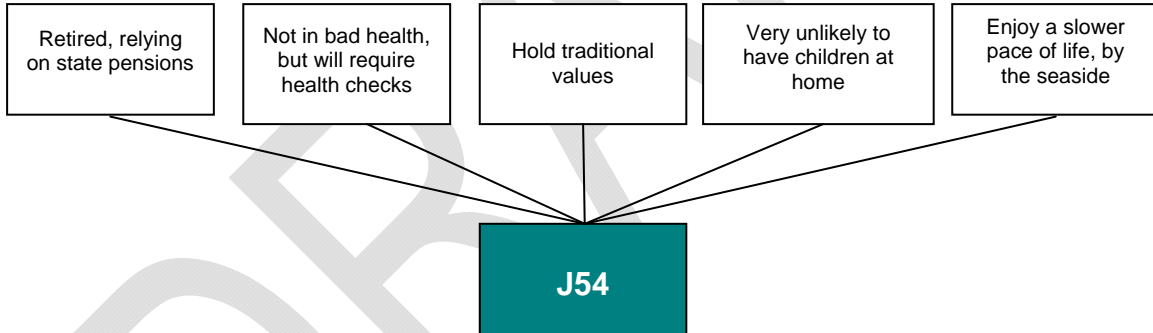
This comparison shows the difference between the MOSAIC group profiles of Tendring & Essex. There are some broad similarities between the two profiles, such as similar numbers of groups B, C & K, but Tendring has many more residents belonging to group J; more than double the Essex average, more in group D and fewer in groups A & H.

Tendring District Profile

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



Essex & Tendring MOSAIC profile types & charts of need; using MOSAIC we can determine the likely needs of the most common MOSAIC types in Tendring & Essex. For instance, group J54 is the most common MOSAIC type in Tendring. People in type J54 tend to have the following traits, which may determine what sort of services they require from the public sector:

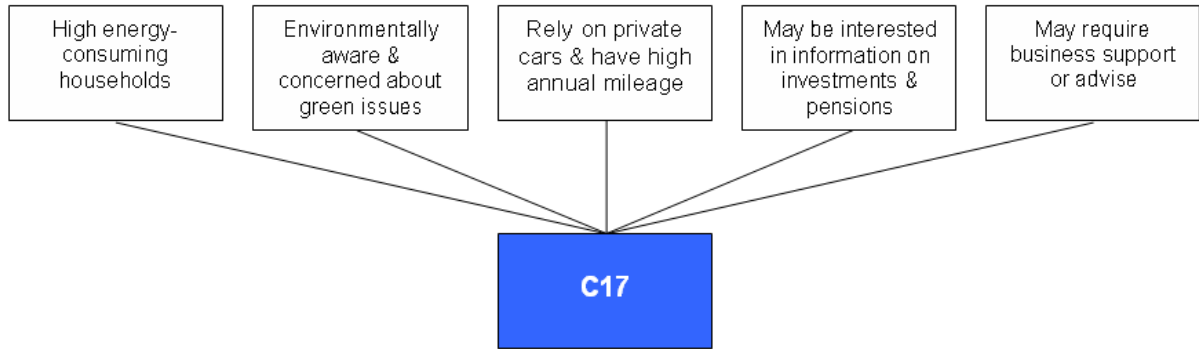


J54; Older couples, independent but on limited incomes, living in bungalows by the sea

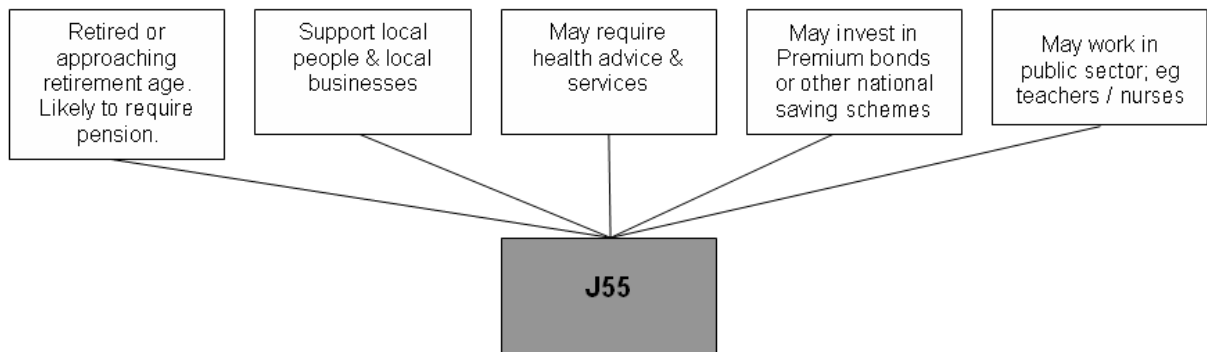
By identifying the services that this group is likely to require, we can target areas more efficiently. Because we know that households in MOSAIC type J54 are receptive to the press & local social networks (and unreceptive to internet, telemarketing, TV, & posters), we also know how to get messages out to them effectively. With the information provided by MOSAIC, the Health service could target these people with information about Heath MOTs or ways to prevent injuries such as falls. 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.

Tendring District Profile

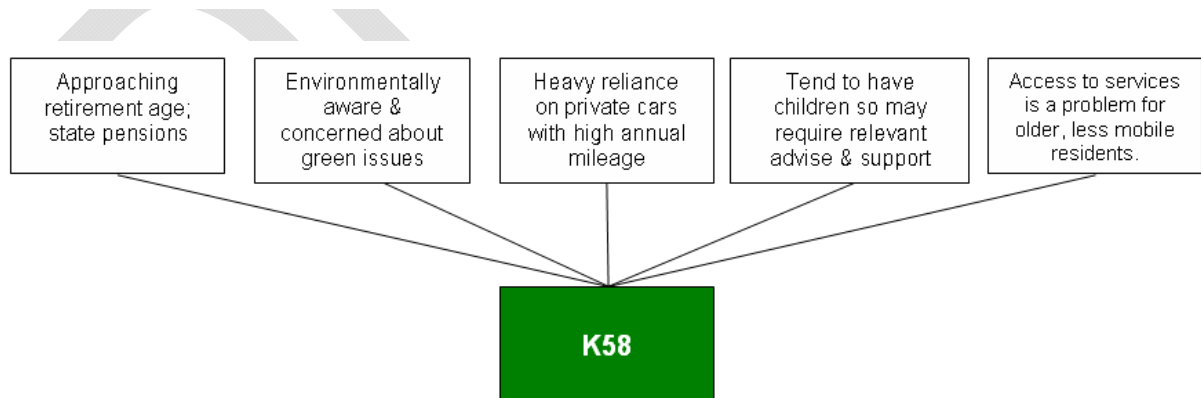
Other common MOSAIC types in Tendring include C17, J55 & K58. The charts for these types are as follows:



C17; Small business proprietors living in low density estates in smaller communities.



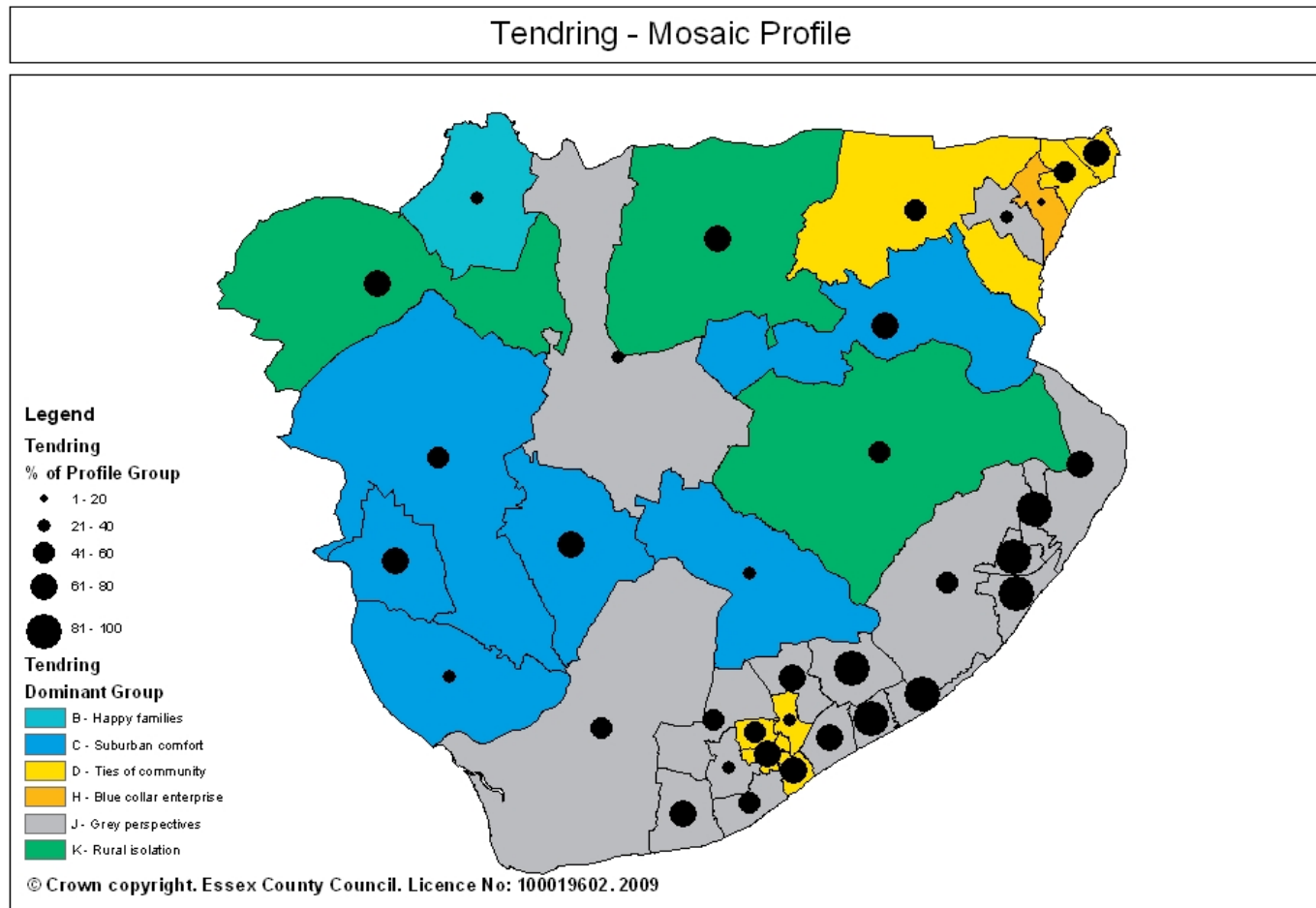
J55; Older people preferring to live in familiar surroundings in small market towns



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

Tendring District Profile

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



This map shows the predominant MOSAIC group in each ward in Tendring. The sizes of the black dots show the dominance of that particular group within an area. The large black dots all along the coast suggest that there is a high level of dominance amongst the J & D groups in this area. Other wards have smaller dots, suggesting that although one group is dominant, there is a mix of different groups within the ward.

Tendring District Profile

Community engagement

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

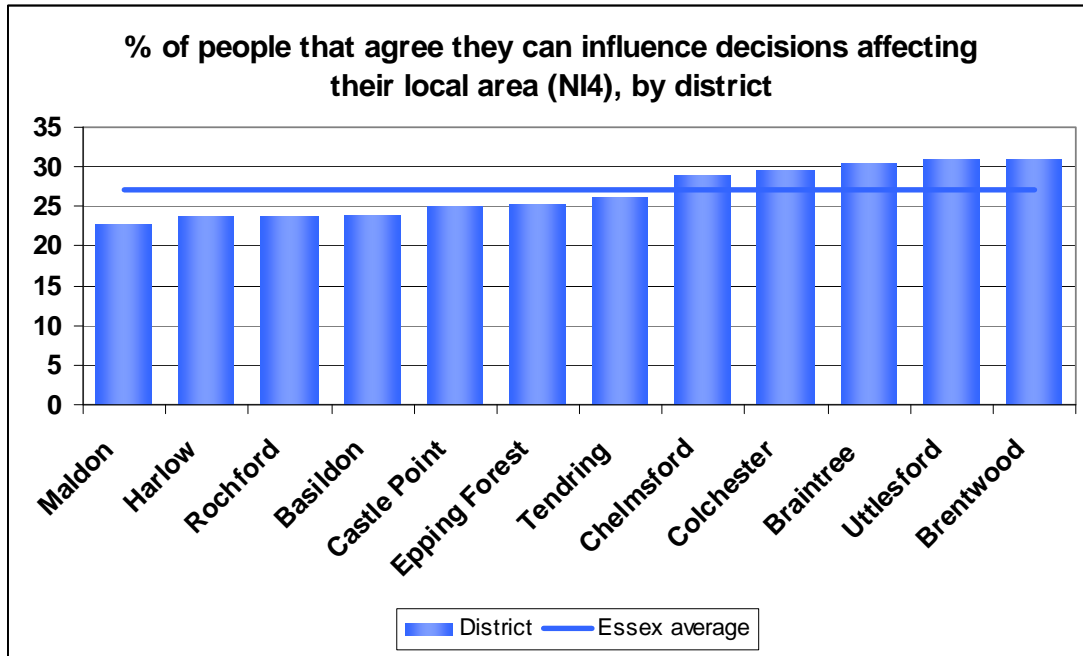
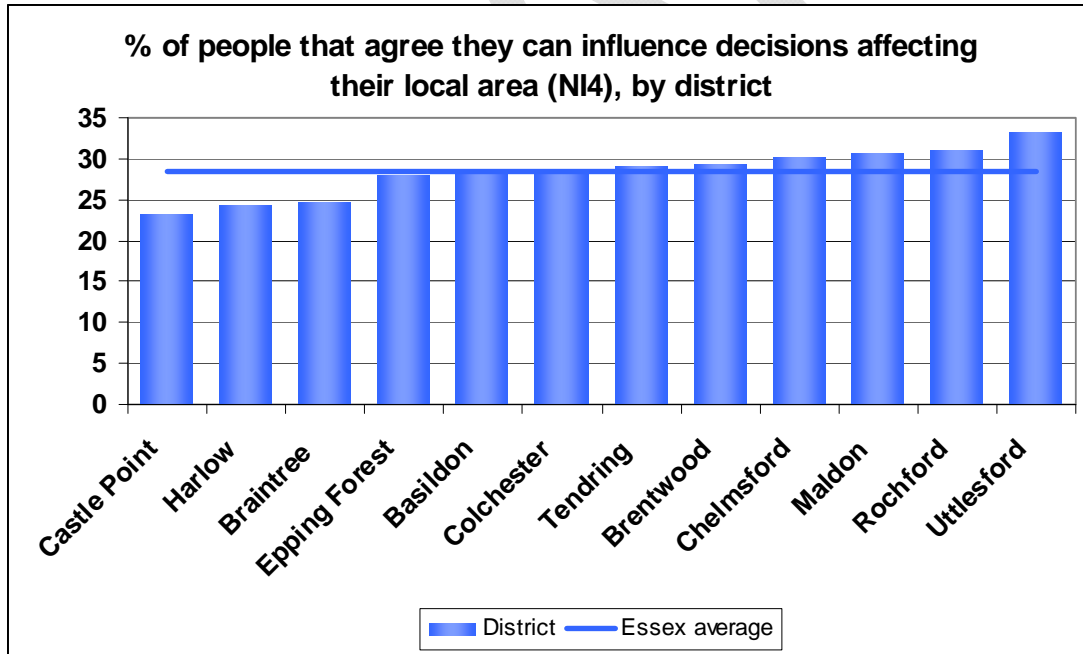


Figure 1.9a shows district-level NI4 scores from the 2009-10 tracker 8 survey



Tendring was around the Essex average in both the Place survey & the most recent tracker survey for residents' perceptions that they can influence decisions affecting their local area (NI4). Amongst its 15 statistical neighbours, Tendring ranked 11th for NI4⁶.

⁶ Based on CLG Place survey data: <http://www.communities.gov.uk/publications/corporate/statistics/placesurvey2008>

Tendring District Profile

Education

In 2009 Tendring was ranked 11th of 12 Essex districts for secondary school children achieving 5 or more grades A*-C at GCSE⁷. 63.2% of Tendring 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 GCSE achievement by district, 2008 & 2009

| Rank (based on 2009 figures) | District | Level 2 (5 or more grades A*-C) 2008 | Level 2 (5 or more grades A*-C) 2009 |
|------------------------------|-----------------|--------------------------------------|--------------------------------------|
| 1 | Rochford | 72.5% | 81.7% |
| 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 | | 63.3% | 68.2% |
| East of England | | | 69.0% |
| England | | 65.3% | 70.0% |

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

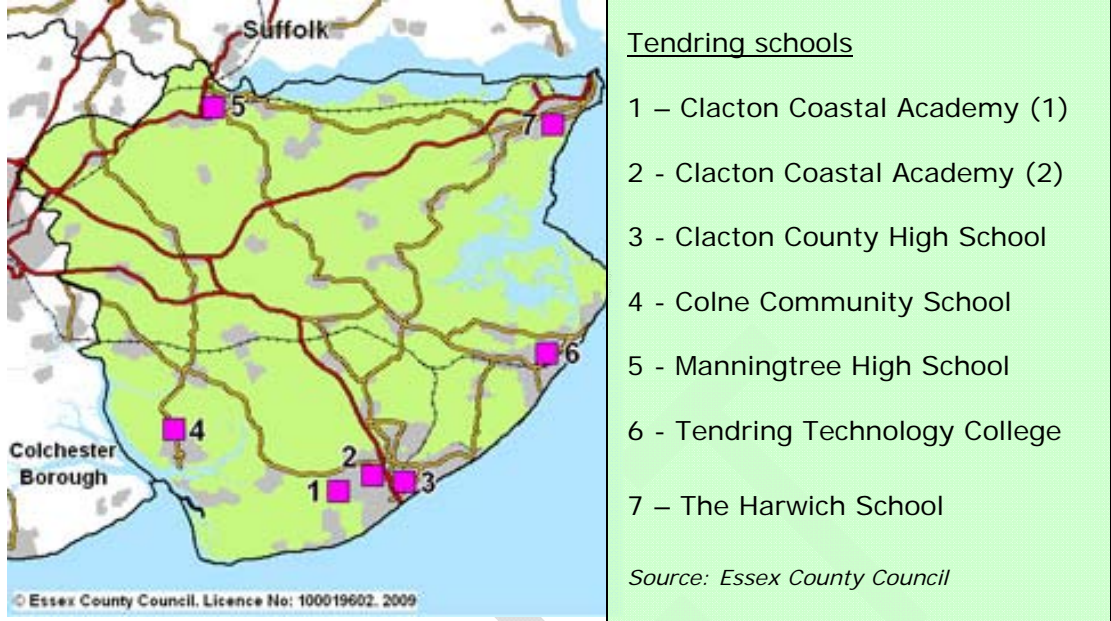
Figure 1.10a shows school GCSE achievement by Tendring's statistical neighbours, 2008 & 2009

| Rank amongst statistical neighbours | District | Level 2 (5 or more grades A*-C) 2008 | Level 2 (5 or more grades A*-C) 2009 |
|-------------------------------------|-----------------|--------------------------------------|--------------------------------------|
| 1 | Wyre | 71.2% | 77.4% |
| 2 | Lancaster | 68.6% | 75.9% |
| 3 | Scarborough | 58.8% | 75.2% |
| 4 | Canterbury | 68.2% | 72.8% |
| 5 | East Devon | 67.0% | 70.4% |
| 6 | Shepway | 65.4% | 70.0% |
| 7 | Lewes | 60.9% | 68.8% |
| 8 | Worthing | 63.8% | 68.3% |
| 9 | Adur | 50.7% | 65.0% |
| 10 | Teignbridge | 60.9% | 63.6% |
| 11 | Tendring | 59.3% | 63.2% |
| 12 | North Devon | 58.9% | 62.7% |
| 13 | Sedgemoor | 52.7% | 60.9% |
| 14 | North Norfolk | 58.9% | 60.7% |
| 15 | Waveney | 56.4% | 59.4% |
| 16 | Arun | 51.7% | 56.1% |

⁷ Source: [DCSE](#), 2008 NB Excludes independent schools

Tendring District Profile

Figure 1.11 shows the location of secondary schools in Tendring



There are 6 LEA-controlled secondary schools within Tendring (NB Bishops Park & Colbayns merged to become the Clacton Coastal Academy in September 2009). The Tendring Technology College was the best performer in 2009; 81% of pupils achieving 5 or more A*-C GCSE grades (14th best result in Essex amongst schools for which results are available). All other schools in Tendring performed below the Essex & England average. Figure 1.12 below shows results, by school.

Figure 1.12 shows the results of Tendring's schools 2005-2009

| School | # 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 | | |
| Clacton Coastal Academy* | Data unavailable – school opened after January 2009 | | | | | | | |
| Clacton County High School | 280 | 47% | 50% | 51% | 62% | 63% | 8.90% | 7.40% |
| Colne Community School & College | 239 | 50% | 57% | 61% | 67% | 67% | 6.90% | 6.30% |
| The Harwich School | 214 | 36% | 40% | 40% | 43% | 53% | 10.10% | 11.40% |
| Manningtree High School | 163 | 58% | 60% | 55% | 61% | 63% | 6.10% | 3.90% |
| Tendring Technology College | 301 | 53% | 61% | 70% | 75% | 81% | 7.70% | 7.80% |

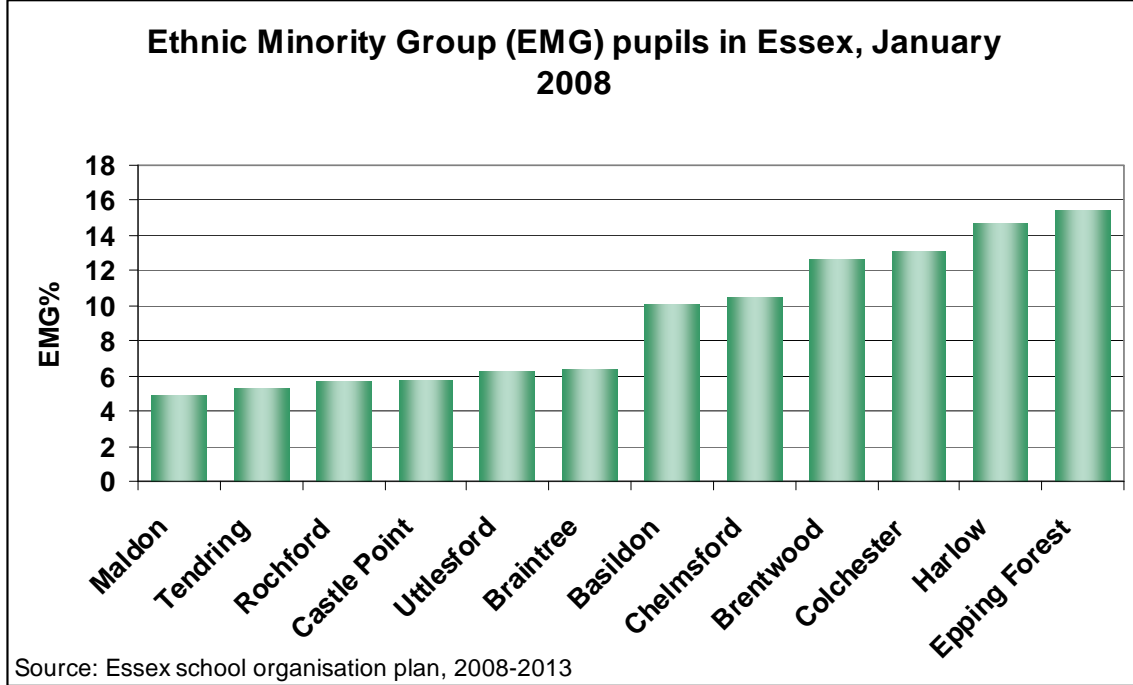
Source: Department for Children, Schools & Families [website](#)

* Bishops Park & Colbayns High merged to become the Clacton Coastal Academy in September 2009.

Tendring District Profile

According to the autumn 2009 school census, there were 16,776 pupils attending Tendring schools (the 5th highest number in Essex), of which 887 (5.3% of the total) lived outside the district & travelled in. 563 pupils travelled from Colchester & 307 from outside Essex.

Figure 1.13 shows ethnic minority pupils in Essex, by district

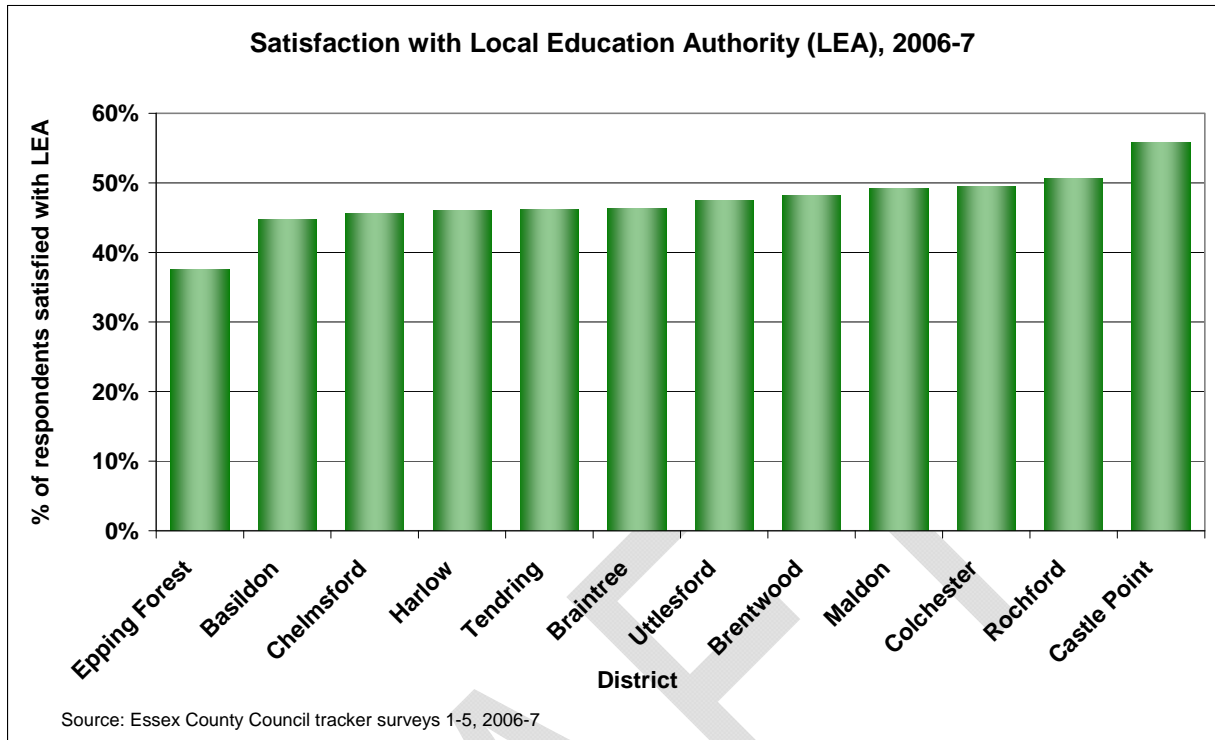


In January 2008, Tendring had the 2nd fewest ethnic minority pupils in Essex; 5.3% compared to an Essex average of 9.6%. Although the figure has increased from 3.3% in 2005, and is set to increase further.

In the 2008-9 Place Survey, Tendring residents chose education provision as their 7th most important issue (selected by 22.8% of respondents). In the County-wide Place survey results, Essex residents selected education provision as their 5th 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.

Tendring 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 Tendring residents were the 5th least satisfied in Essex with their LEA.

Tendring District Profile

NEET (Children not in education, employment or training)

In March 2010, Tendring had the highest rate of children NEET in Essex; 13.6%, compared to an Essex average of just under 7%⁸. Tendring's average rate for the year 2009-10 was 14%; the highest average rate in Essex & above the County & national averages. 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% |
| Rochford | 5.8% | 5.6% | 6.0% | 7.1% | 8.6% | 7.2% | 11.1% | 10.3% | 10.4% | 10.6% | 10.3% | 9.4% | 8.5% |
| 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% |
| Essex | 7.0% | 6.9% | 7.0% | 7.4% | 8.4% | 9.0% | 7.5% | 7.0% | 6.8% | 6.8% | 6.8% | 6.9% | 7.3% |
| England | 7.3% | 7.3% | 7.5% | 8.0% | 8.7% | 8.0% | 7.1% | 6.5% | 6.4% | 6.2% | 6.4% | <i>n/a</i> | 7.2% ⁹ |

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

⁸ Source: Essex Connexions Team, Data Services, SCF, May 2009

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

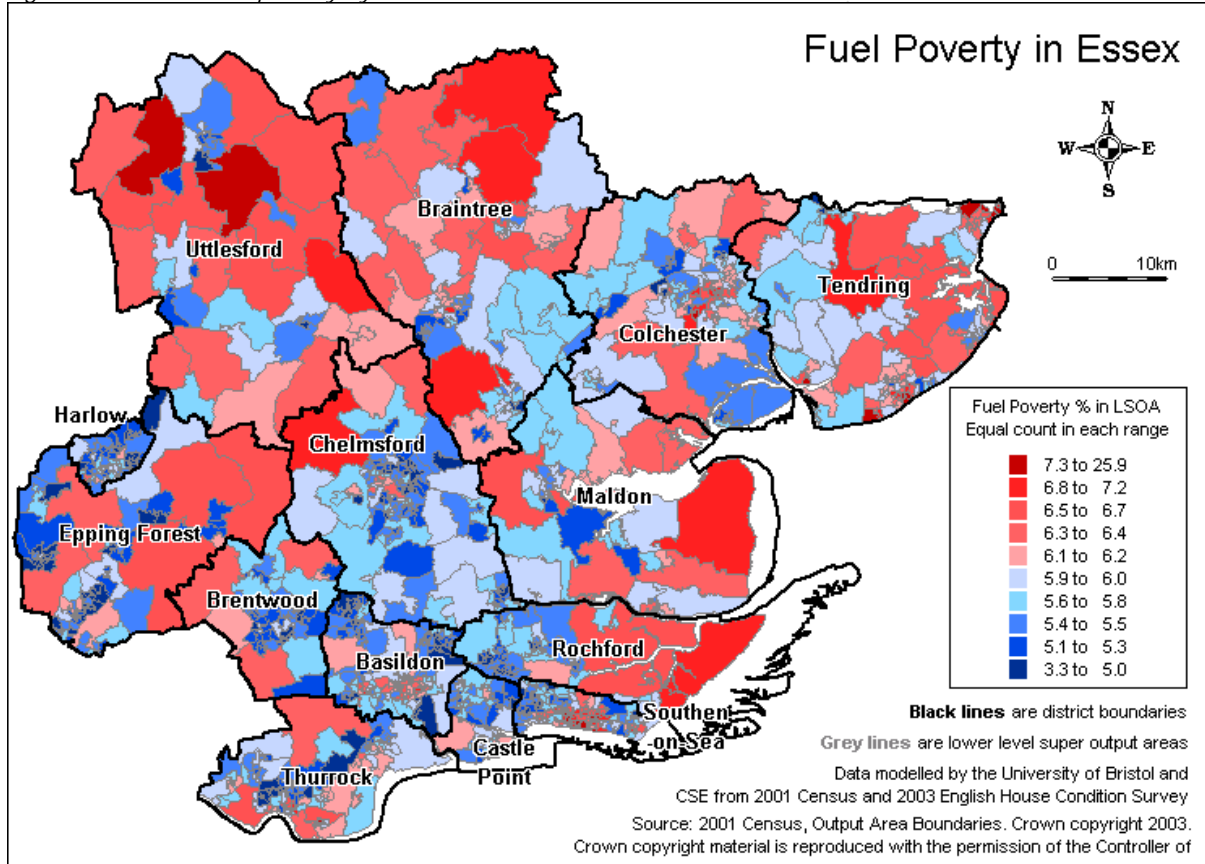
Tendring District Profile

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. 23 of Tendring's 90 LSOAs (over ¼) are in the 10% most at risk of experiencing fuel poverty, in Essex. A further 20 areas are in the 20% most at risk. LSOA 016C is the most at risk area in Essex. Only one of Tendring's LSOAs is in the 10% least at risk; this is LSOA 003D in Lawford.¹⁰

Figure 1.16 shows fuel poverty by LSOA in Essex



¹⁰ www.fuelpovertyindicator.co.uk

Tendring District Profile

Public health

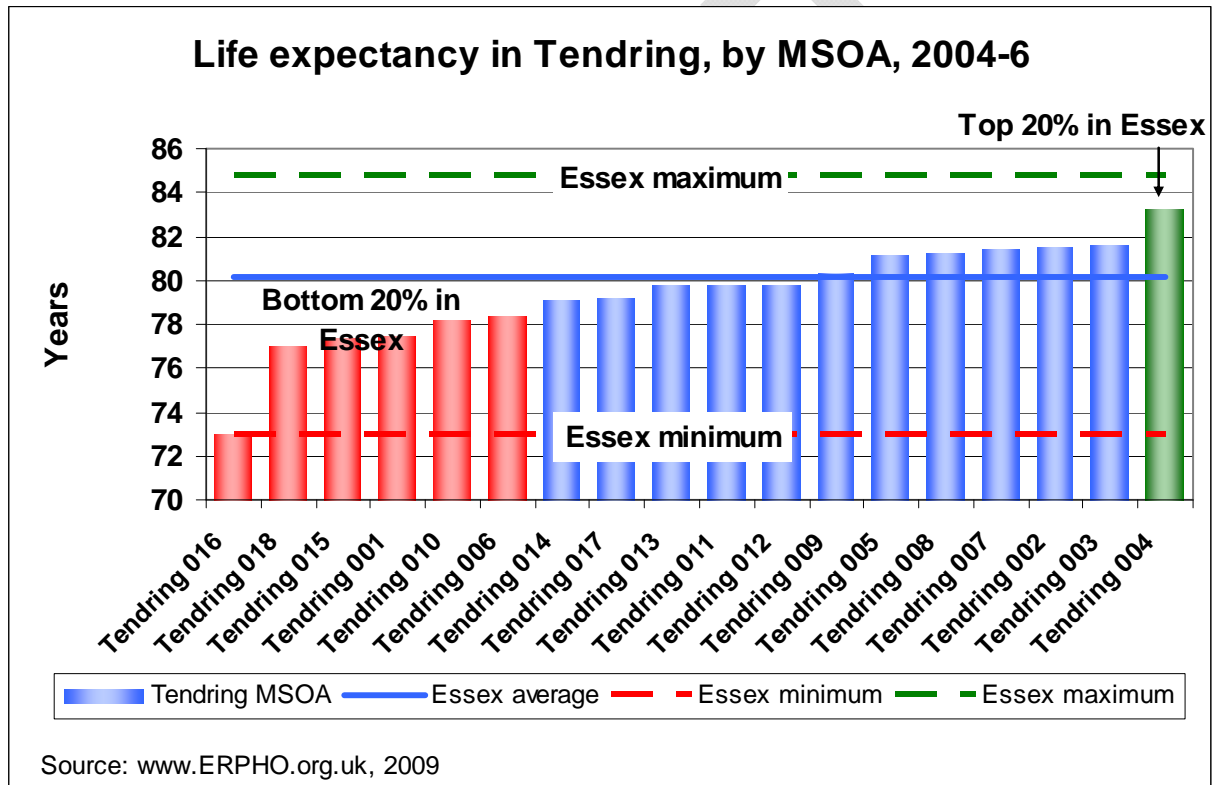
Tendring’s health profile is shown in [Appendix 1.7](#).

Life expectancy

Between 2005 and 2007, MSOA 016 (Pier ward in Clacton) had the lowest life expectancy (73 years) in Essex (out of 176 MSOAs) ¹¹.

MSOA 004 had the 13th highest life expectancy rate in Essex; 83.18 years. This is the only MSOA in Tendring that was in the top 20% in Essex. 6 MSOAs were in the lowest 20%; MSOAs 016, 018, 015, 001, 010 & 006. The variation of 10.18 years between the highest & lowest life expectancy in the district is the highest in Essex. The County average is around 6.8 years.

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



Between 2006-8, Tendring’s life expectancy was 78.3 for males and 82.1 for females¹². Amongst its 15 statistical neighbours, Tendring had the 11th highest female life expectancy (the highest was East Devon; 80.6) and the joint 9th highest male life expectancy (the highest was North Norfolk & Lewes; 84.3).

¹¹ Eastern Region Public Health Observatory using information from the ONS, 2009

¹² ONS, 2009; <http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=8841>

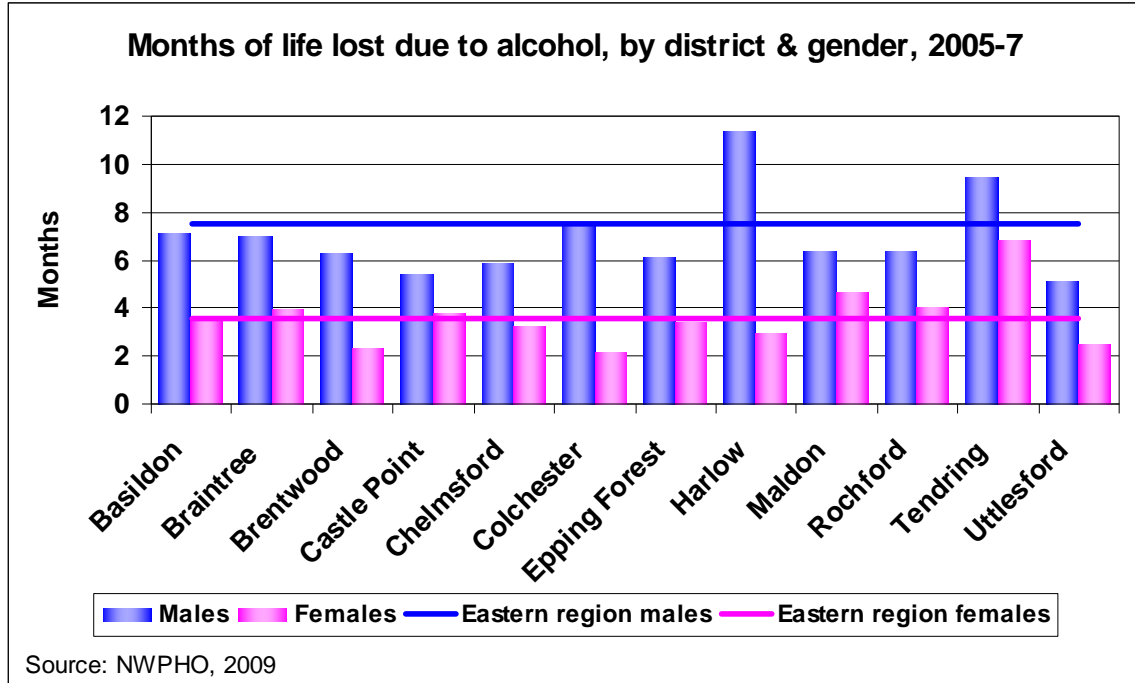
DRAFT

Alcohol

The alcohol profile for Tendring is available at: www.nwph.net/alcohol/lape

Figure 1.18 below shows that in 2007 Tendring had the highest female & 2nd highest male rate for months of life lost due to alcohol in Essex. It also had the highest male & female rate in Essex for alcohol-specific mortality. Highest female & 4th highest male rates for alcohol attributable mortality in Essex.

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



Tendring District Profile

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

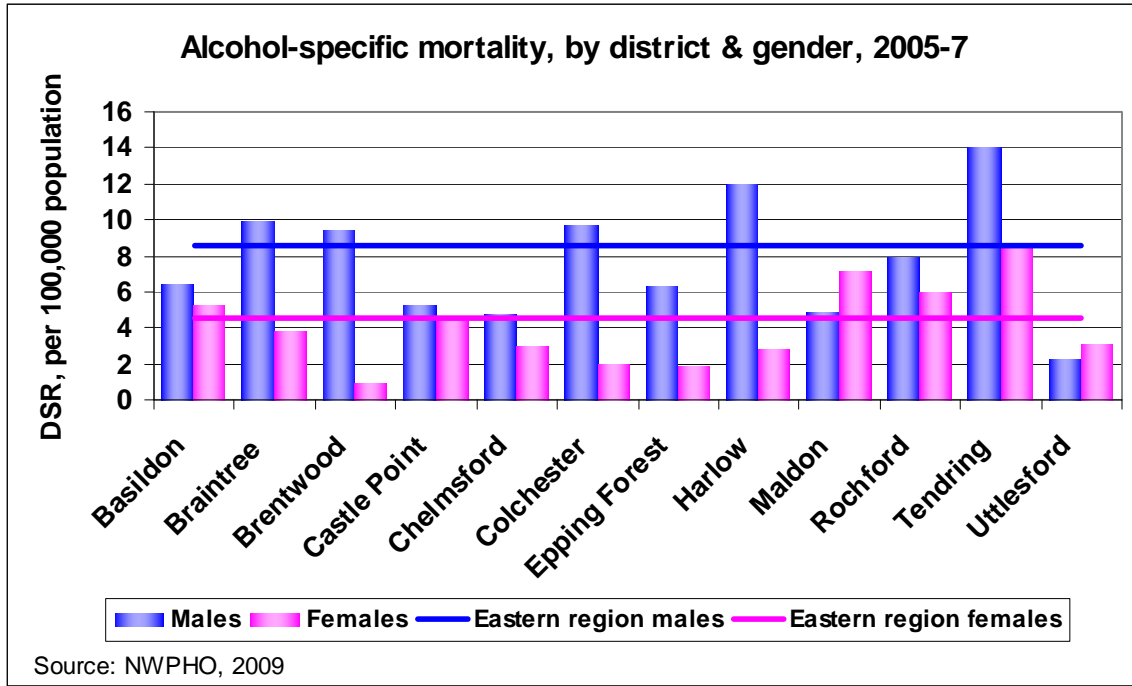
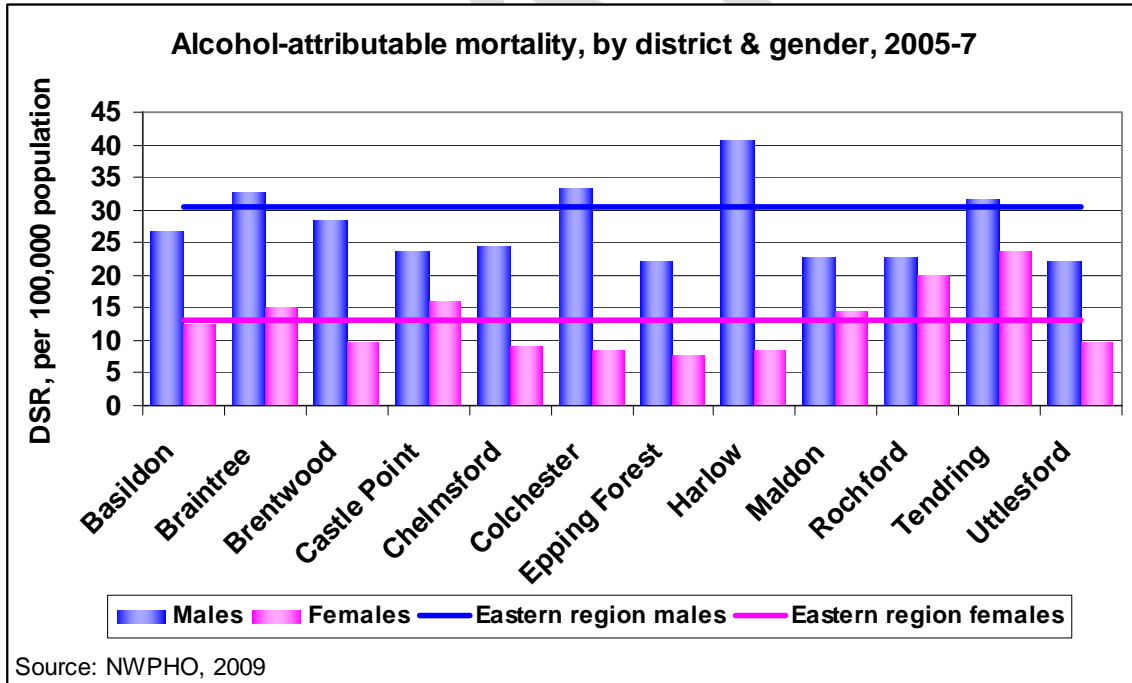


Figure 1.20 shows the alcohol-attributable mortality rate in Essex, by district



Tendring District Profile

Obesity

In 2008-9, Tendring had the 2nd highest obesity rate in Essex & 5th highest amongst statistical neighbours for reception-age children; 9.6% were obese, which is equal to the national average. 15.6% of Year 6 children were obese, which is below the Essex & national averages of 16 & 18.3% respectively¹³. Since 2007-8, Tendring's year 6 obesity rate has fallen, but reception age obesity has increased from 7.6 to 9.6%.

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 |
| Basildon | 9.0% | 3 | 16.8% | 4 |
| 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% | 4 | 10.9% | 12 |
| ENGLAND | 9.6% | | 18.3% | |
| Essex | 8.2% | | 16.0% | |

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

| 2008-9 | Reception | Rank in Essex | Year 6 | Rank in Essex |
|-----------------|--------------|---------------|---------------|---------------|
| Scarborough | 11.72% | 1 | 20.52% | 1 |
| North Norfolk | 7.86% | 12 | 19.48% | 2 |
| Canterbury | 7.60% | 13 | 19.27% | 3 |
| Waveney | 9.12% | =8 | 18.39% | 4 |
| Shepway | 8.35% | 10 | 18.02% | 5 |
| Arun | 11.06% | 2 | 17.40% | 6 |
| Teignbridge | 9.57% | 6 | 17.03% | 7 |
| Wyre | 8.62% | 9 | 16.90% | 8 |
| Sedgemoor | 9.82% | 4 | 16.89% | 9 |
| Lancaster | 10.92% | 3 | 16.52% | 10 |
| Worthing | 6.20% | 15 | 16.32% | 11 |
| North Devon | 9.12% | =8 | 15.99% | 12 |
| Tendring | 9.60% | 5 | 15.61% | 13 |
| Adur | 6.07% | 16 | 14.40% | 14 |
| Lewes | 8.21% | 11 | 14.38% | 15 |
| East Devon | 6.79% | 14 | 14.35% | 16 |

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

Tendring District Profile

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

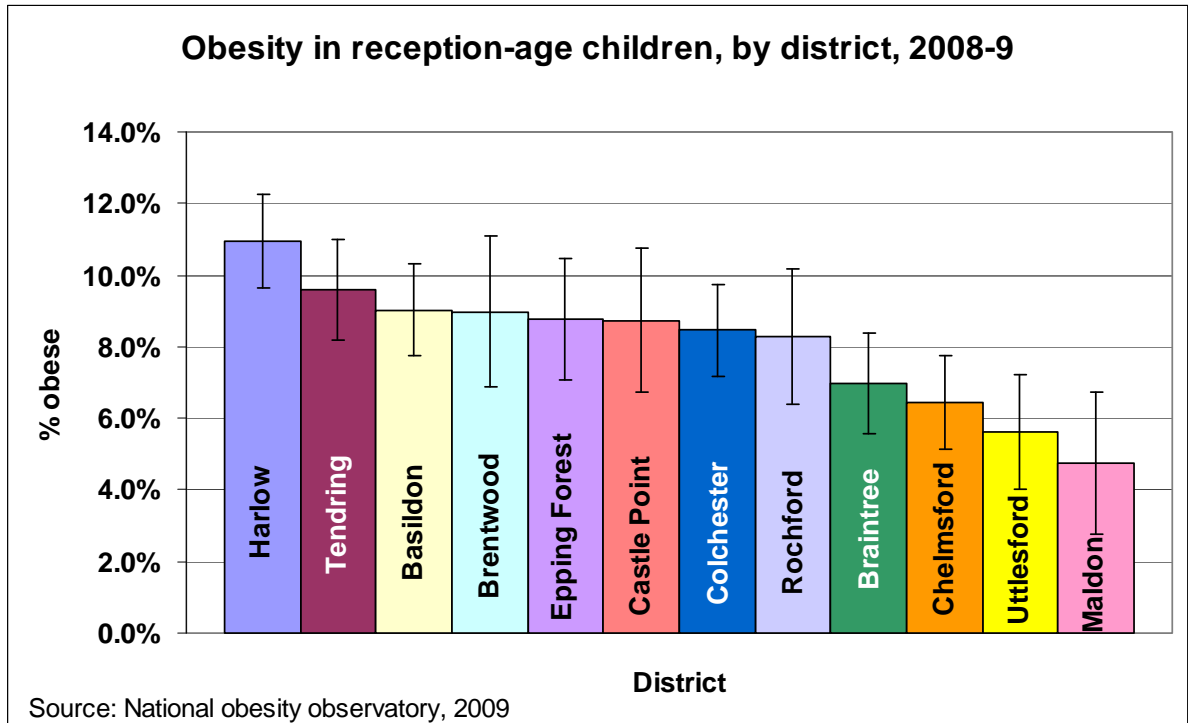
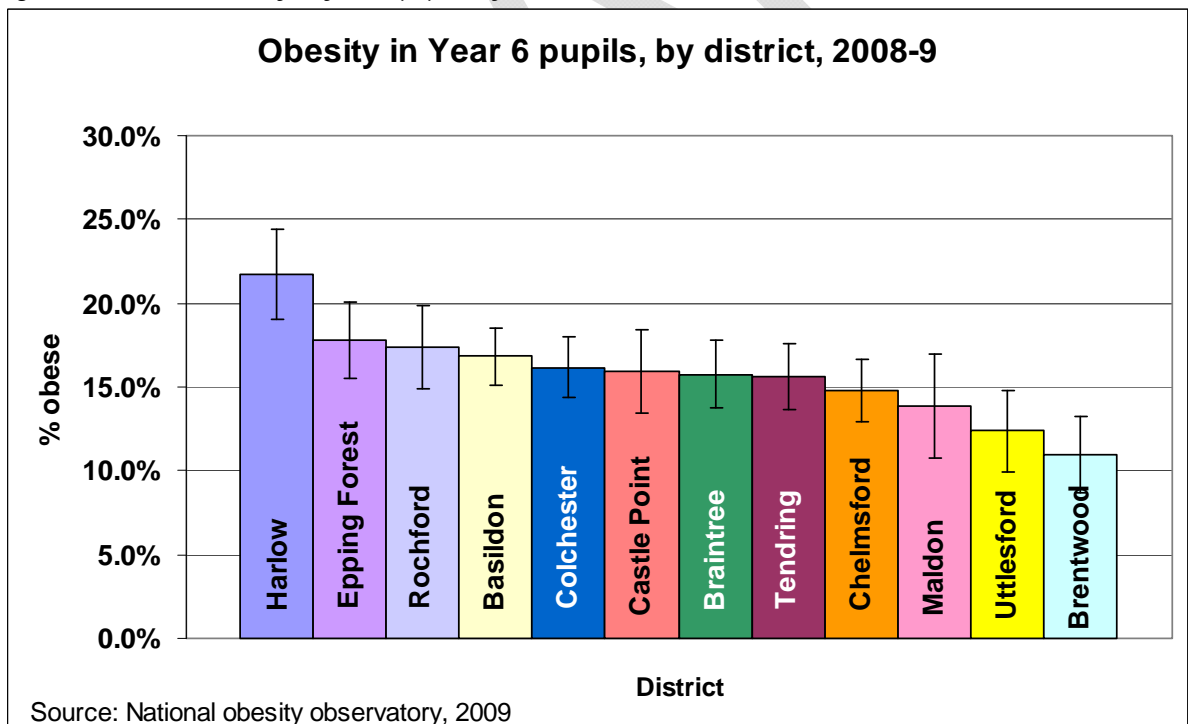


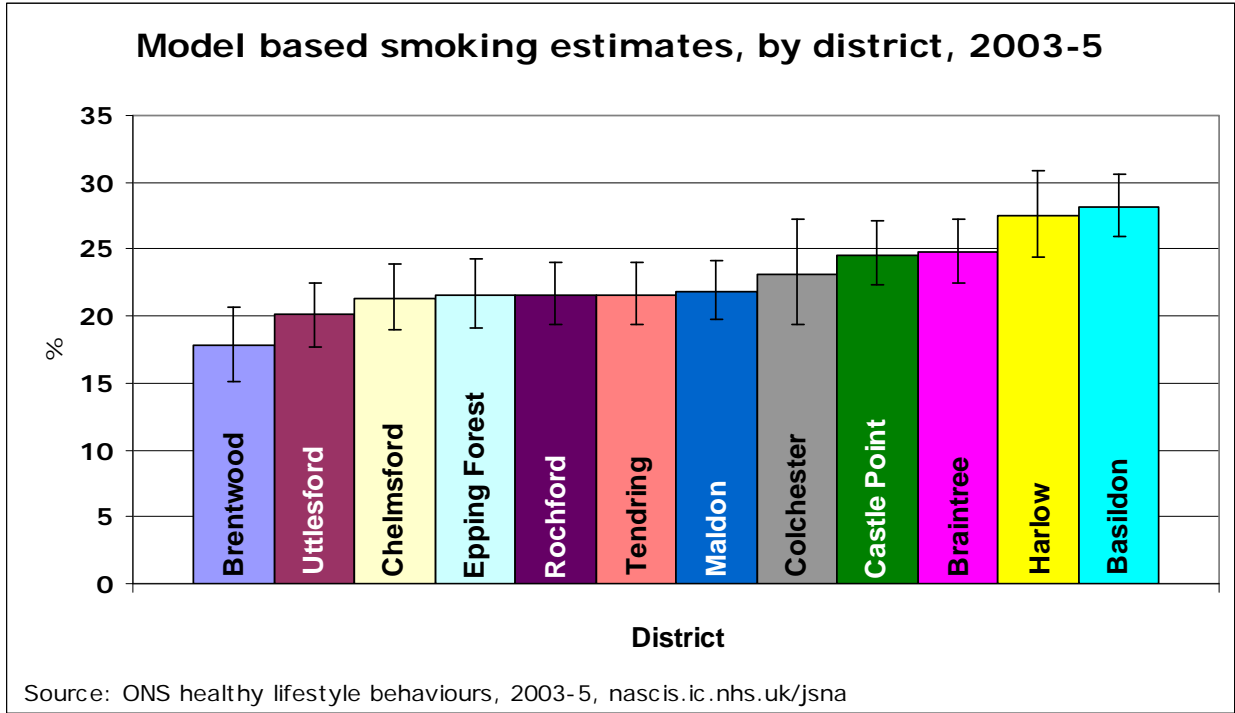
Figure 1.21c shows obesity in year 6 pupils, by district, 2008-9



Tendring District Profile

Smoking

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



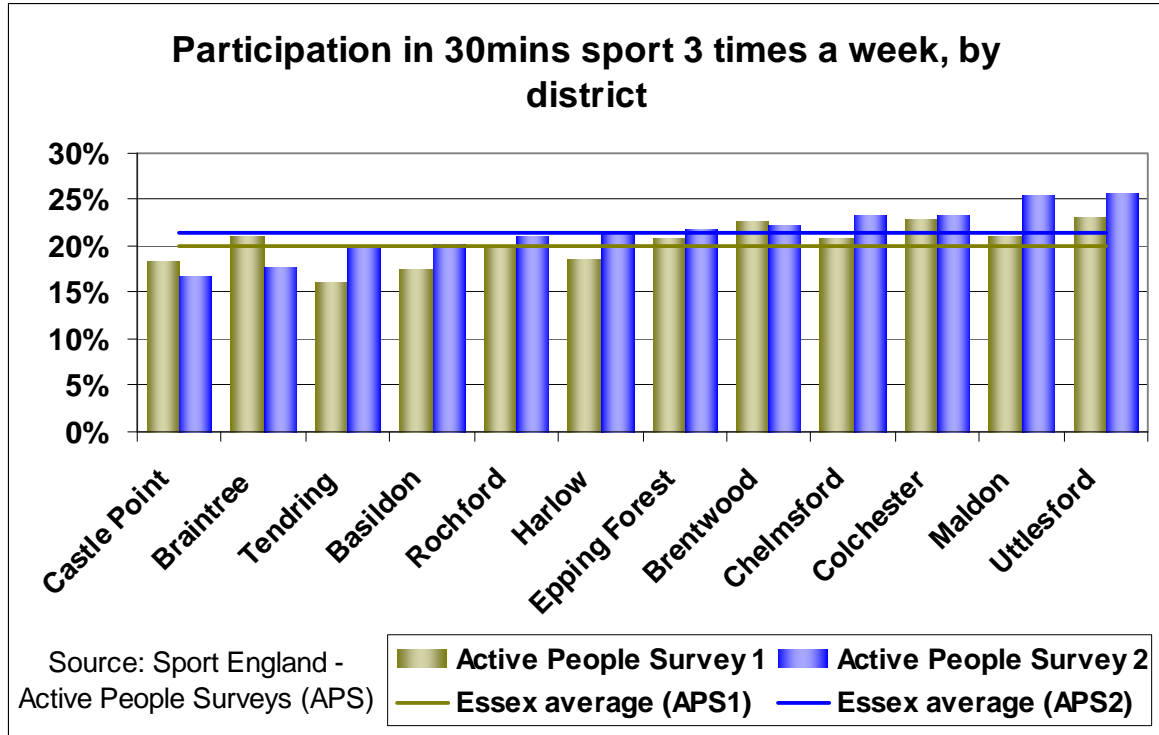
This graph shows the estimated smoking rates in each Essex district between 2003 & 2005. Tendring had the 6th lowest estimated rate of smoking prevalence in Essex.

Amongst its 15 statistical neighbours, Tendring has the 9th highest estimated smoking rate, although it is not statistically significantly higher or lower than any other authorities.

Tendring District Profile

According to the Active People Surveys, Tendring has a below 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 1.22a shows level of participation in 30 minutes of exercise 3 times per week, by district



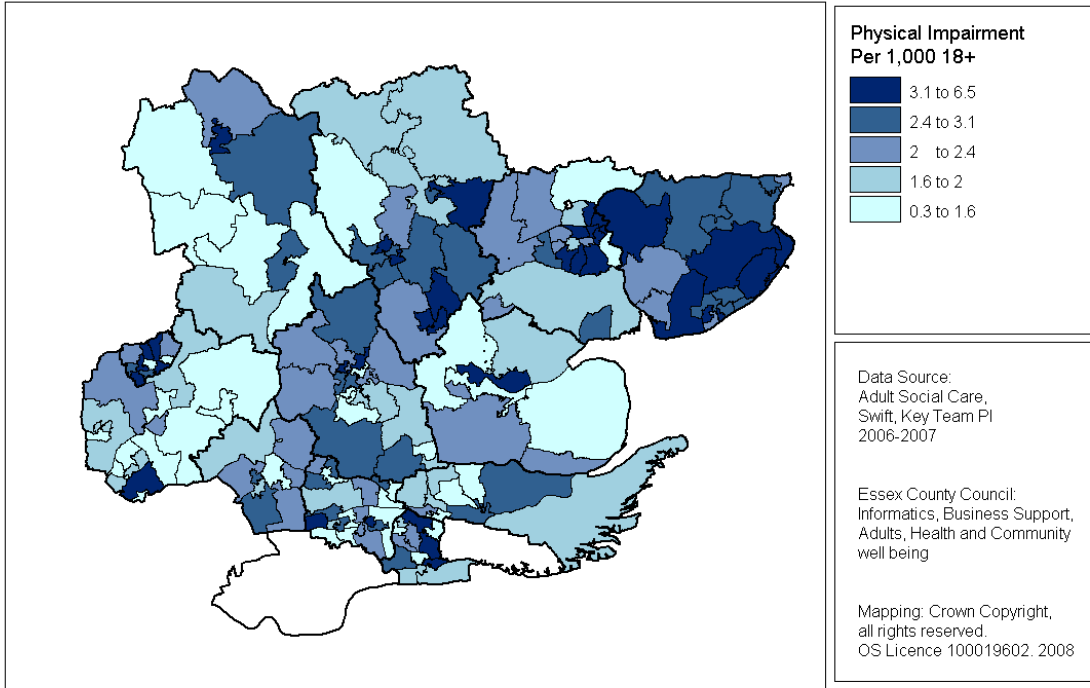
The Active People's Survey information is useful because the level of active people within a district is a barometer for how well the people of Tendring are looking after their health. Levels of activity are a good indicator for future obesity rates. A population with high levels of physical activity is less likely to suffer from obesity-related health issues in the near future, provided these levels can be encouraged and maintained. Tendring performed below average in both the first (recording the worst score in Essex) and second (recording the 3rd worst score in Essex) active people's surveys (average refers to Essex average).

Tendring District Profile

Physical & Sensory impairment

Figure 1.23 shows MSOA-level physical impairment in Essex

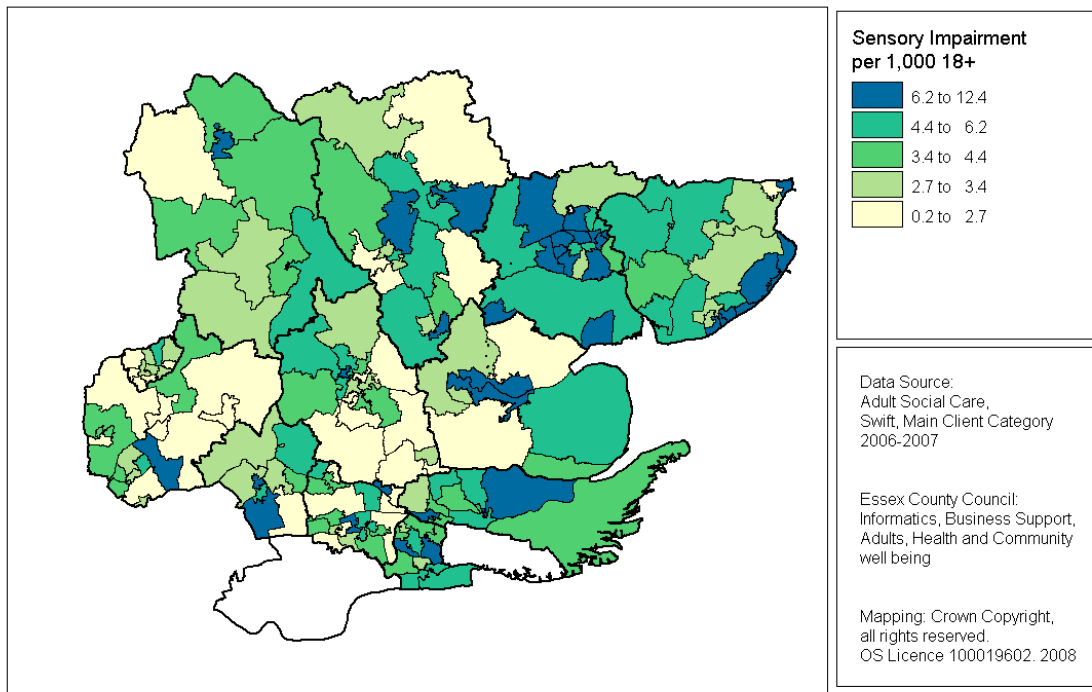
Physical Disability: Rate of adults with a physical disability known to a social care team during the year 2006-2007



Tendring District Profile

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



Tendring District Profile

Reduce teenage conceptions

Between 2006-8, Tendring had the 3rd highest teenage conception¹⁴ rate in Essex & amongst its statistical neighbours; 41.2 per 1,000 15-17 year old girls, compared to the Essex average of 32.1. Tendring's rate is just above the national average (40.9).¹⁵ 40% of pregnancies in Tendring led to abortions, this is the lowest rate in Essex and is the 3rd lowest amongst Tendring's 15 statistical neighbours. It is also below the England average of 50%.

Figure 1.25 shows teenage conception rates across Essex, by district

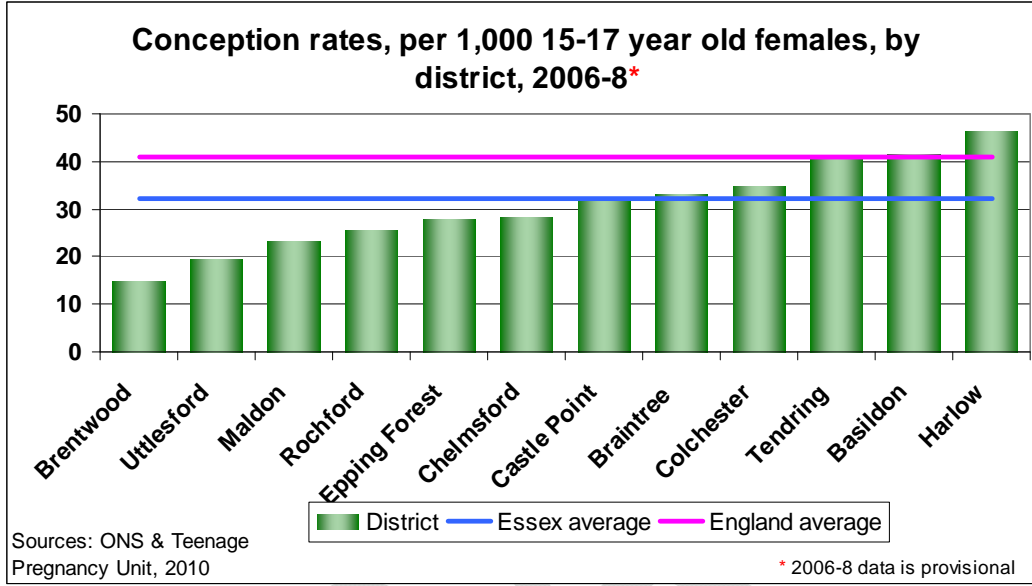
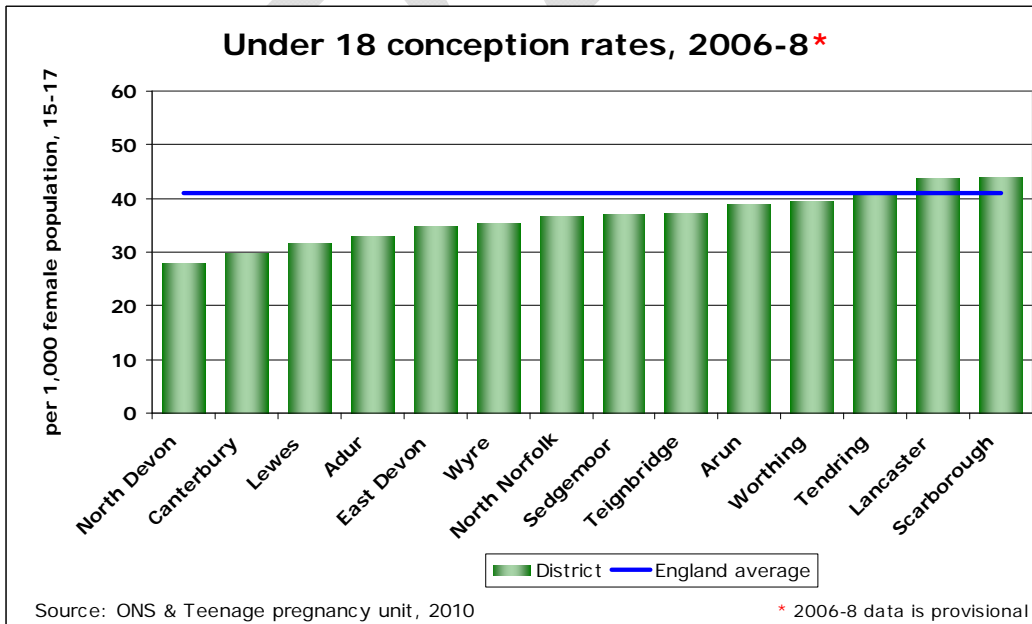


Figure 1.25a shows teenage conception rates amongst Tendring's statistical neighbours



¹⁴ 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 1967¹⁴. Note: Miscarriages & illegal abortions are not included. For more information, visit the [teenage pregnancy section of the DCSF website](#).

¹⁵ Teenage pregnancy unit, 2009

Tendring District Profile

Perception data

Figure 1.26 below shows the response from Essex & Tendring 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 & Tendring

| Issues | Most Important | | | | Most needs improving | | | |
|--|----------------|-------|-------|-------|----------------------|-------|-------|-------|
| | Tendring | | Essex | | Tendring | | Essex | |
| | Rank | % | Rank | % | Rank | % | Rank | % |
| <i>Access to nature</i> | 11 | 18.2% | 9 | 24.1% | 14 | 4.8% | 14 | 4.0% |
| <i>Activities for teenagers</i> | 9 | 20.3% | 10 | 18.6% | 1 | 43.6% | 1 | 43.5% |
| <i>Affordable decent housing</i> | 5 | 28.1% | 6 | 26.1% | 6 | 20.6% | 7 | 18.7% |
| <i>Clean streets</i> | 3 | 36.0% | 3 | 38.7% | 9 | 17.1% | 6 | 20.2% |
| <i>Education provision</i> | 7 | 22.8% | 5 | 26.6% | 13 | 5.2% | 13 | 5.3% |
| <i>Health services</i> | 1 | 48.2% | 2 | 42.0% | 7 | 19.3% | 10 | 14.8% |
| <i>Job prospects</i> | 8 | 21.9% | 13 | 13.4% | 3 | 29.3% | 8 | 16.2% |
| <i>Parks & open spaces</i> | 12 | 16.1% | 8 | 25.9% | 12 | 9.0% | 12 | 8.0% |
| <i>Public transport</i> | 6 | 27.5% | 4 | 27.9% | 5 | 23.3% | 4 | 23.9% |
| <i>Road & pavement repairs</i> | 10 | 20.2% | 12 | 17.4% | 2 | 36.2% | 2 | 42.7% |
| <i>Shopping facilities</i> | 4 | 30.0% | 7 | 26.0% | 8 | 19.0% | 9 | 15.8% |
| <i>Sports & leisure facilities</i> | 14 | 8.5% | 14 | 9.8% | 11 | 12.8% | 11 | 13.8% |
| <i>The level of congestion</i> | 13 | 10.3% | 11 | 18.2% | 10 | 15.9% | 3 | 33.6% |
| <i>The level of crime</i> | 2 | 45.1% | 1 | 52.0% | 4 | 25.6% | 5 | 23.2% |

Source: 2008-9 Place Survey

Crime, health services & clean streets were selected as the three most important issues to Tendring & Essex residents. Job prospects are more of a priority for Tendring residents than the rest of Essex, whereas Essex residents prioritise access to nature, education provision, parks & open spaces, crime and the level of congestion more than Tendring residents do.

Activities for teenagers tops the list of things that most need improving for Tendring & Essex residents. 29.3% of Tendring residents believe job prospects need the most improvement, this compares to 16.4% across Essex. Tendring residents believe the level of crime is in need of improvement more than Essex residents do. Essex residents prioritise improvements in the level of congestion more than Tendring residents do.

Tendring District Profile

Figure 1.27 (below) shows the results from the Tendring Place survey, 2008-9

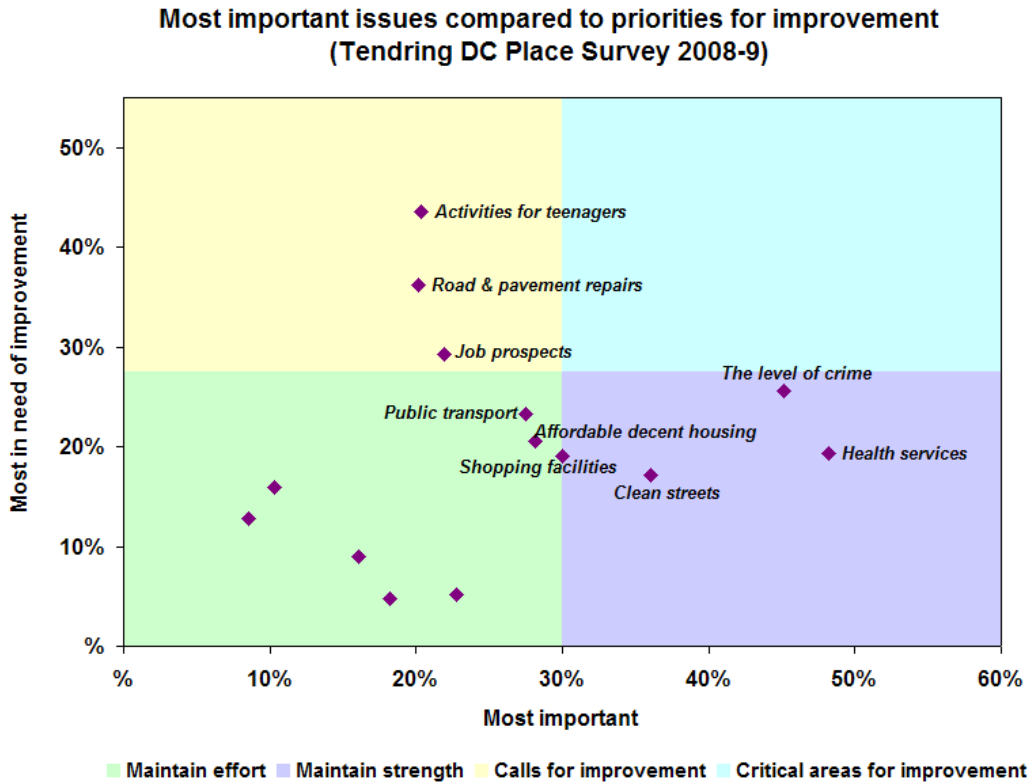
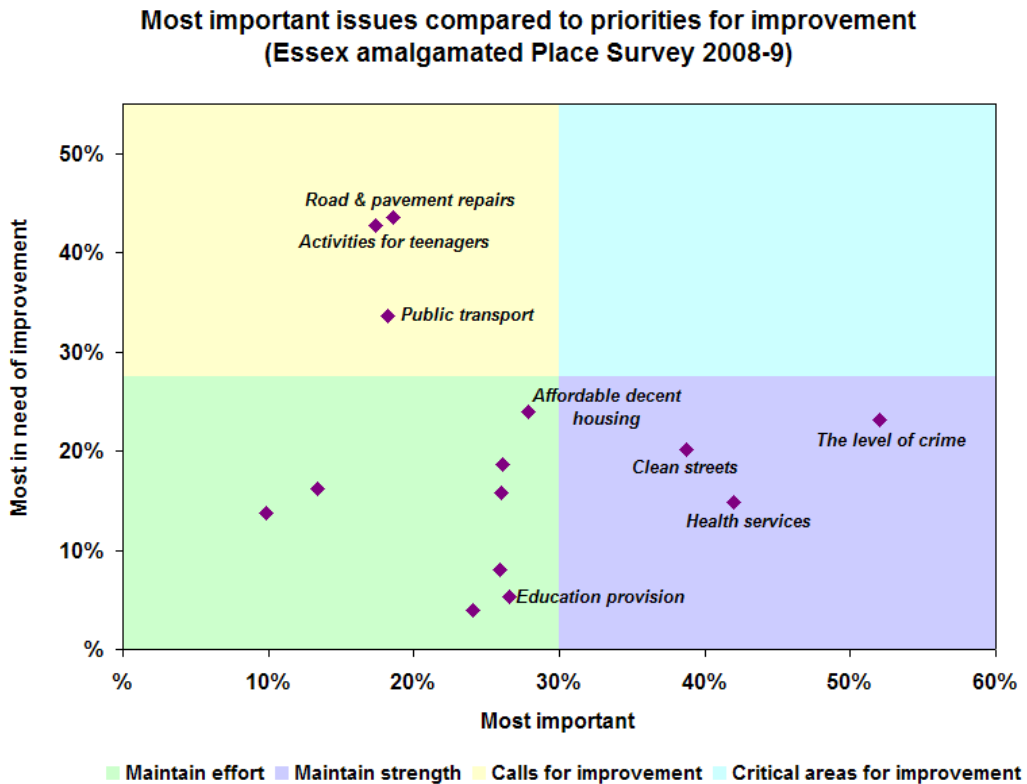


Figure 1.28 (below) shows the results from the amalgamated Essex Place survey, 2008-9



Our Communities

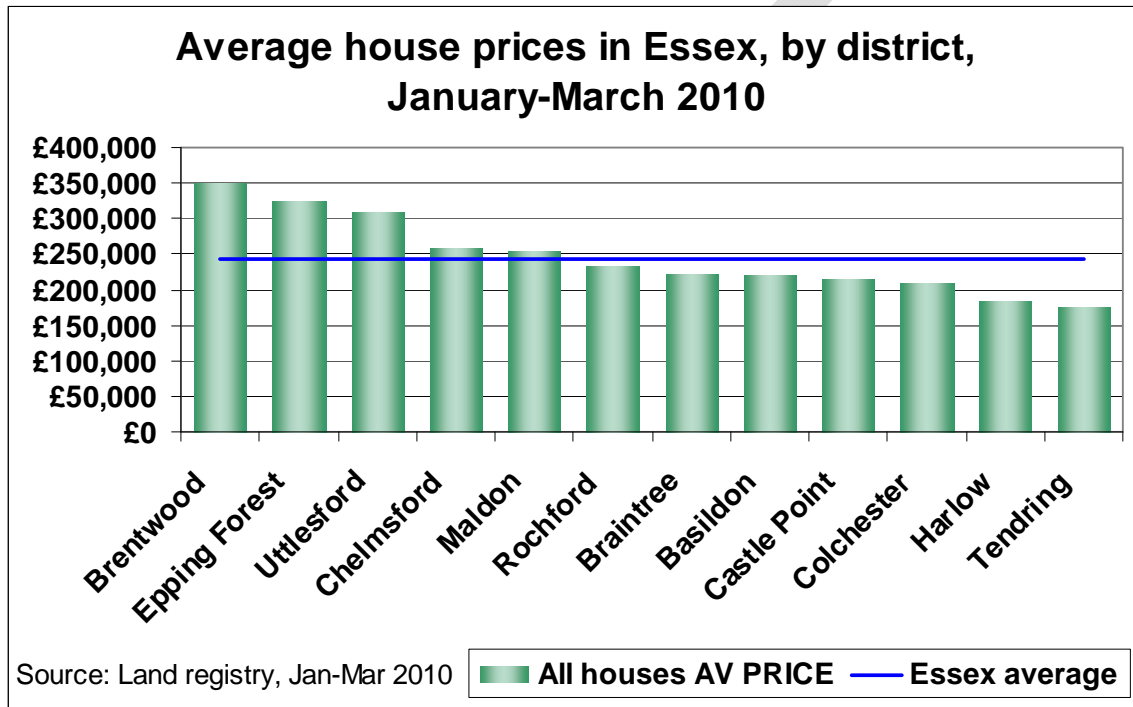
Access to services

Most of Tendring’s wards appear to have good access to most services, such as schools, doctors, banks and supermarkets. Beaumont & Thorpe is the most isolated ward in Tendring. See [Appendix 1.6](#) for a breakdown of access to services, by ward.

Housing

In Jan-Mar 2010, the average house price in Tendring was £176,382, which was the lowest in Essex, and is 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

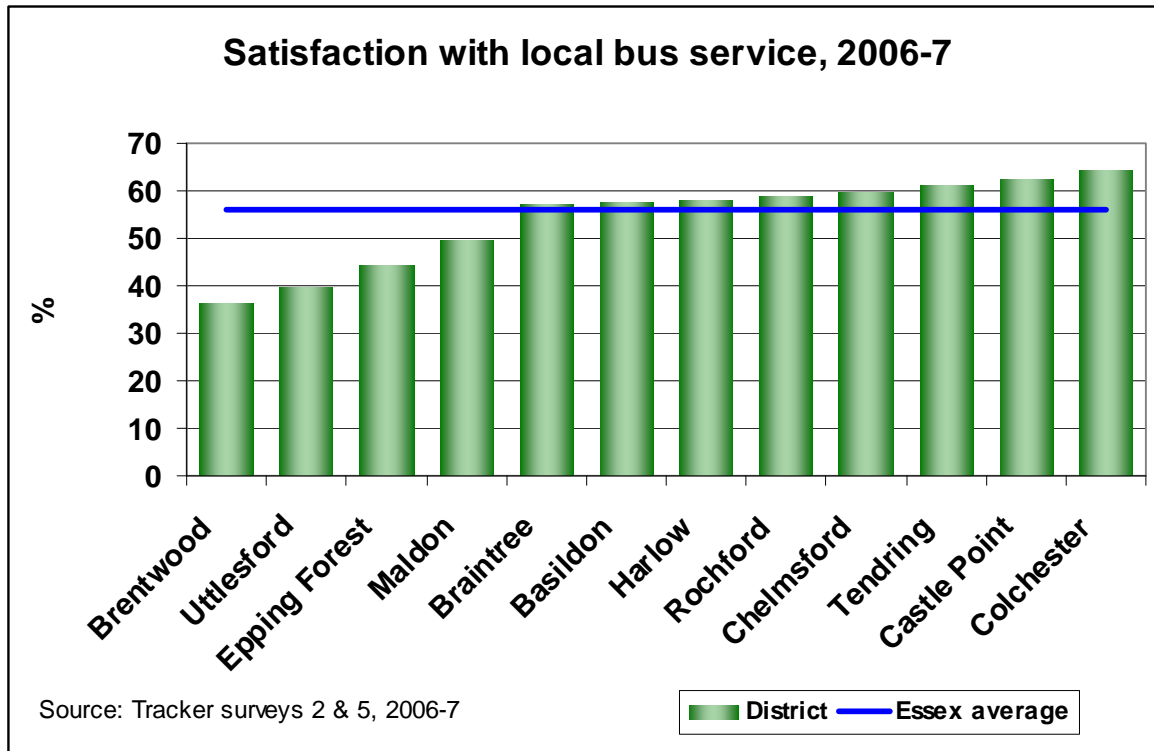


Tendring District Profile

Public transport

Public transport was identified in the 2009 Place Survey as the 6th most important issue to Tendring residents (selected by 27.5% of respondents). It was also 5th on the list of things that most need improving in the district (selected by 23.3% of respondents). According to the 2006-7 tracker surveys, residents of Tendring are amongst the most satisfied in Essex with their local bus service; see figure 1.30 below.

Figure 1.30 shows satisfaction with local bus service, by district



Community safety

Road accidents (KSI - killed & seriously injured)

In 2008, Tendring had the 3rd most KSI casualties (80) in Essex by number, behind Epping Forest (113) & Colchester (94), and the 4th highest rate of KSIs per capita in Essex (behind Uttlesford, Epping Forest & Maldon).

The number of KSI casualties in Tendring is on target (baselined 1994-1998) for 2010; after the 3rd quarter of 2009 there have been 60 KSI casualties, this is the joint highest in Essex with Epping Forest & Colchester, but is 1 less than at the same stage of last year and 3 less than the target for this period. Tendring's KSI 2008 report is available in [Appendix 1.5](#)

Tendring District Profile

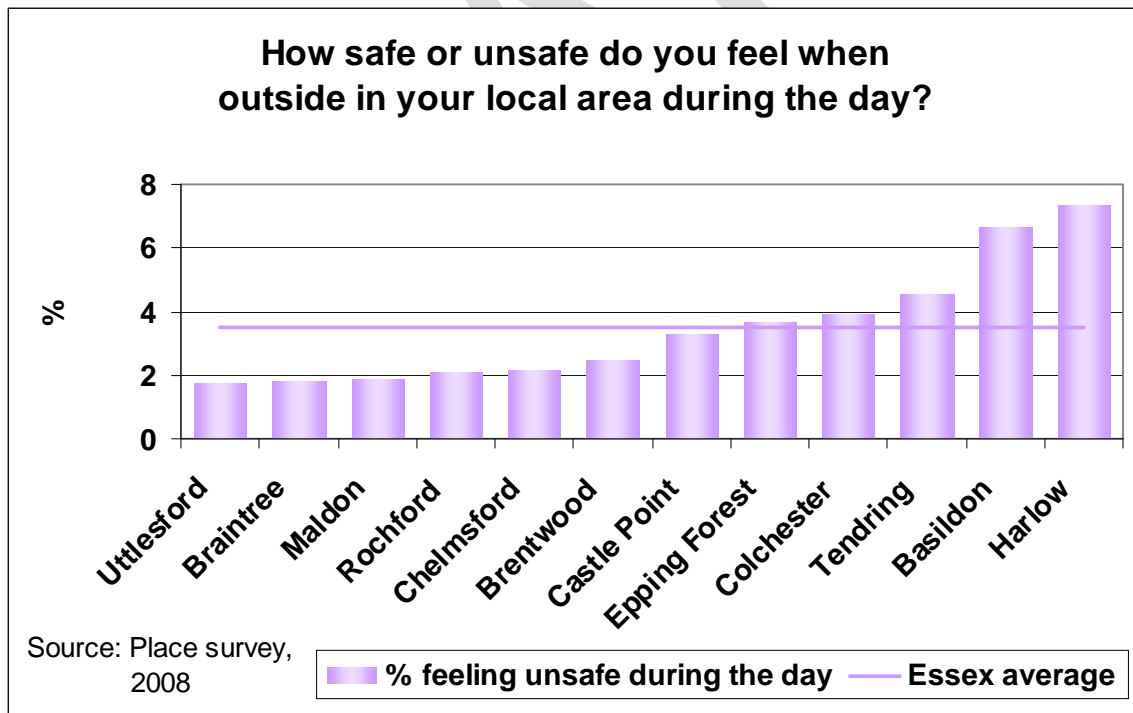
Figure 1.31 shows 2008 KSI figures in Essex, by district

| 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 |
| Rochford | 22 | 4 | 6 | 3 | 7 | 27.13 |
| Tendring | 80 | 6 | 19 | 7 | 13 | 55.33 |
| Uttlesford | 59 | 2 | 12 | 14 | 13 | 82.63 |
| Essex | 706 | 44 | 178 | 110 | 155 | 51.87 |

Fear of crime

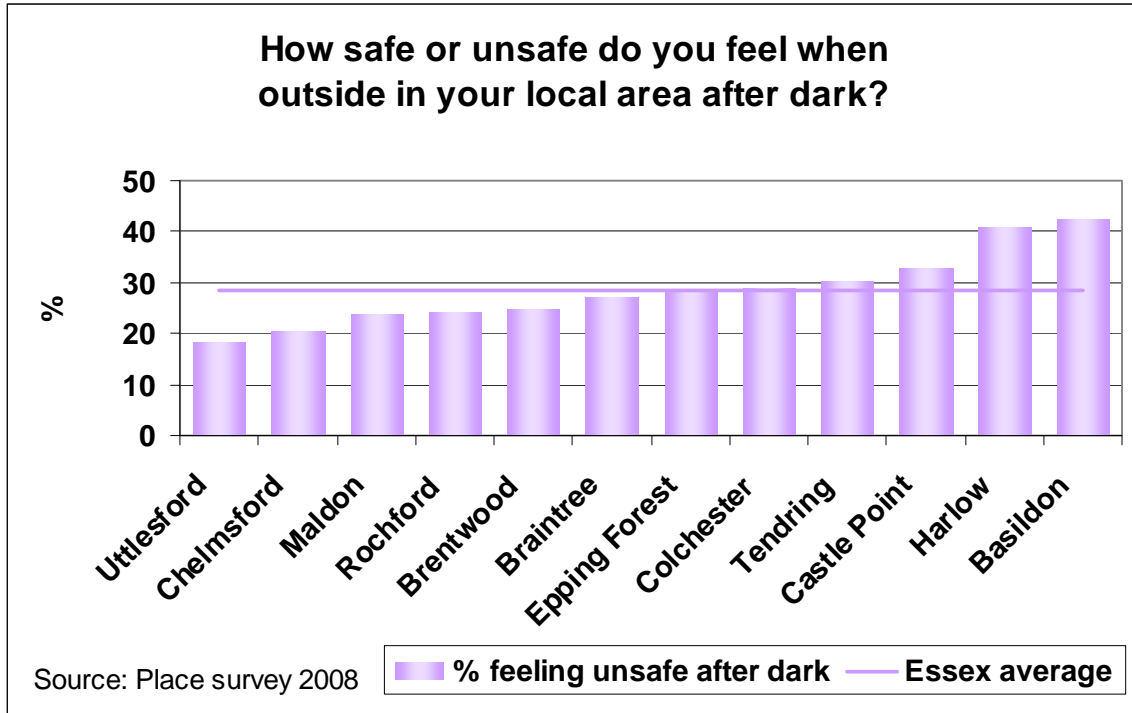
The tracker series of surveys show that fear of crime in the local area, both during the day & at night, is slightly higher in Tendring than the Essex average.

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



Tendring District Profile

Figure 1.33 shows district-level fear of crime after dark

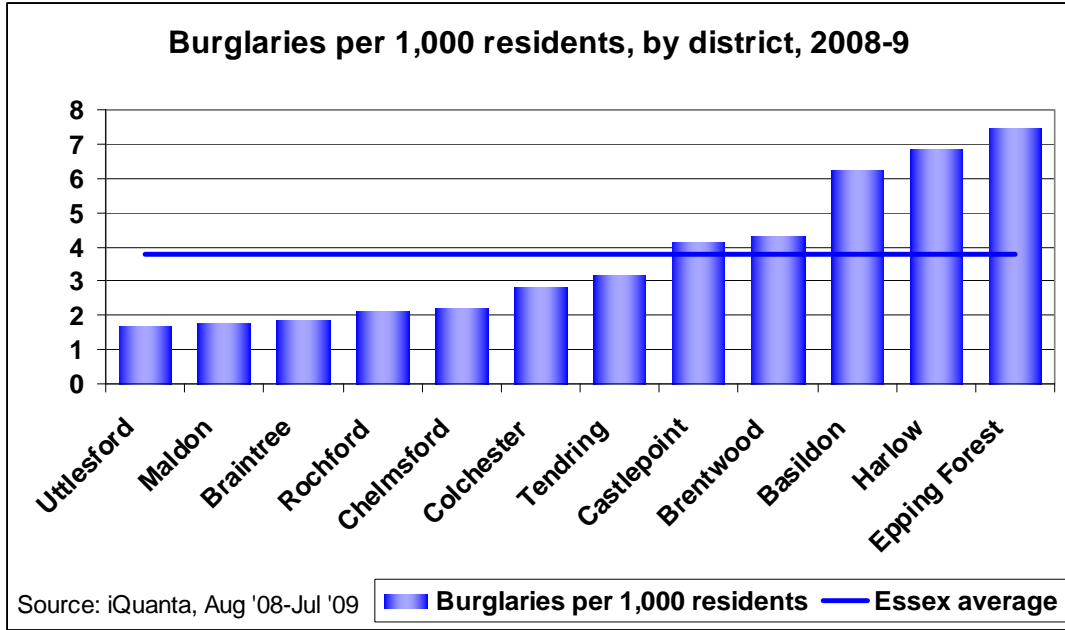


Essex is ranked as the 8th 'safest' county in England – based upon recorded crime figures published in July 2008 – yet fear of crime is still an issue for local people. Fear of crime is a key driver of overall satisfaction with the local area as a place to live.

The 2009 Place Survey results show that the level of crime is high on the list of Tendring residents' list of important issues (selected by just under half of respondents), and is 4th on the list of things that most need improving; selected by over ¼ of respondents.

Tendring 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, 36% of Tendring's respondents selected clean streets as an important issue, making it the 3rd most popular response.

On the list of things that most need improving in Tendring, the issue of clean streets was ranked 9th, selected by 17.1% of residents. This suggests that the issue is important, but is not currently a priority area for improvement.

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

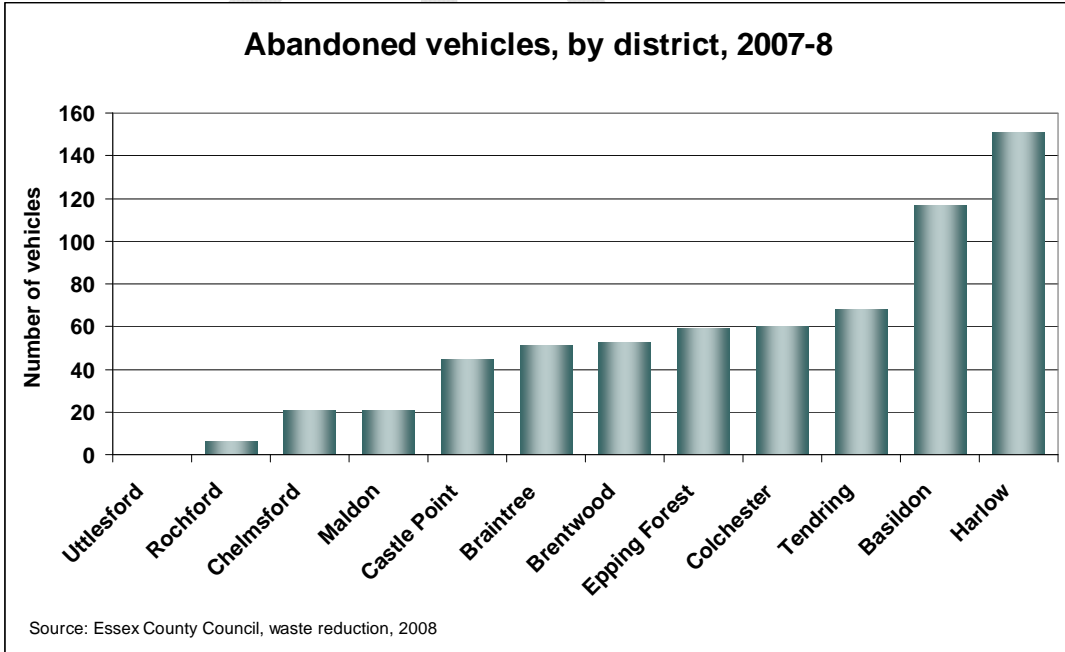


Figure 1.35 shows that Tendring had the third highest number of abandoned vehicles in 2007-8.

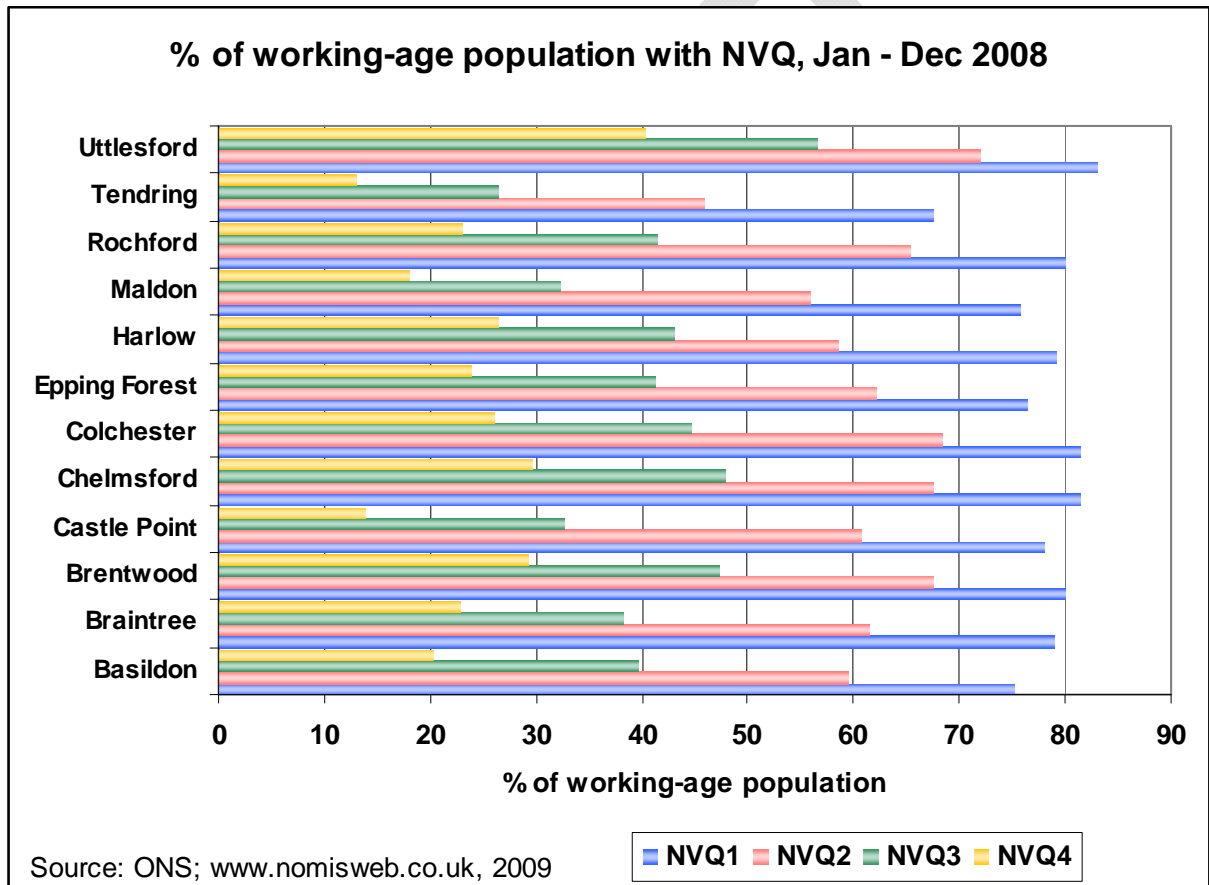
Our Economy

Skills amongst the working population

In 2008, Tendring was ranked 12th out of the 12 Essex districts, for working-age population with no qualifications; 21% of the working age population had no qualifications, compared to a county average of 14.1%.

Tendring has the fewest working age adults with NVQ level 1 qualifications in Essex; 67.6% compared to a County average of 77.9%. 45.9% of Tendring's working age population have an NVQ level 2 qualification (ranked 12th in Essex). 26.5% have an NVQ level 3 qualification (ranked 12th in Essex). 13.1% are qualified to NVQ level 4 or above (ranked 12th in Essex) of working-age adults, this compares to an Essex average of 23.6%.

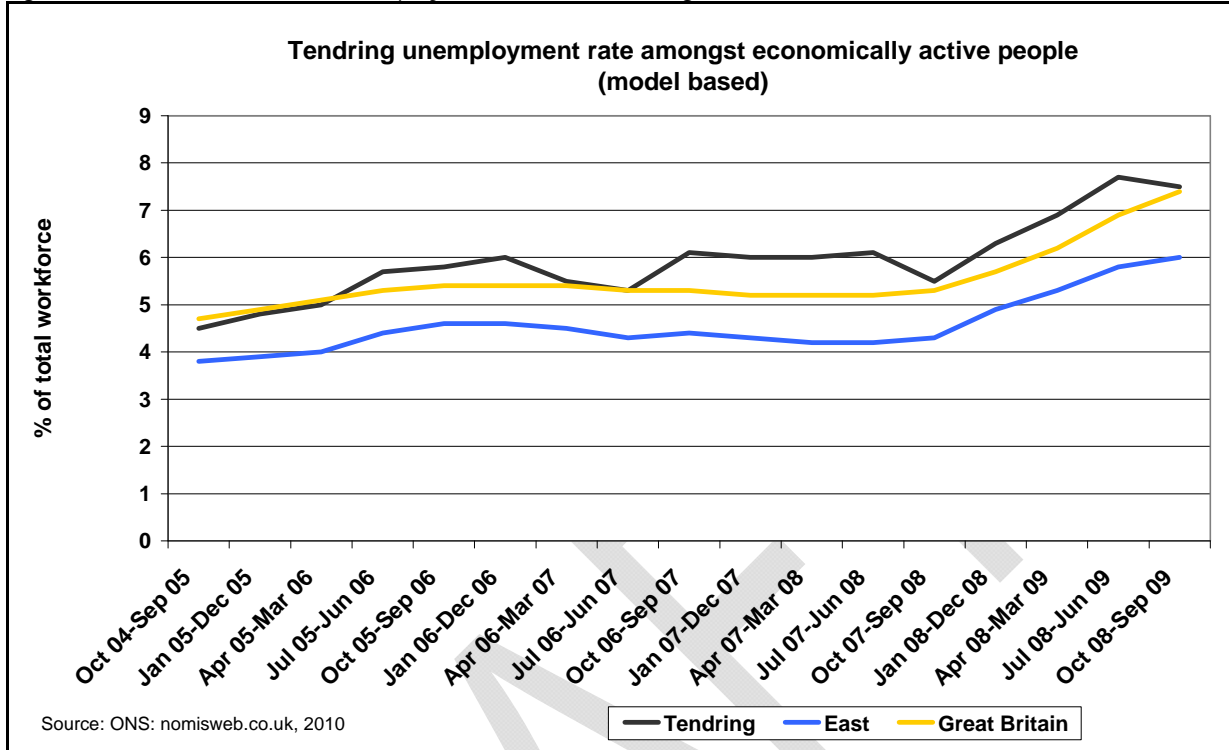
Figure 1.36 shows the % of the working age population with NVQ-level qualifications, by district



Tendring District Profile

Unemployment

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



The latest available data shows that Tendring’s unemployment rate has been consistently above the regional and national average since 2006.¹⁶ The effects of the recession mean that Tendring’s current rate is at its highest level for over 10 years.

The graph below shows how Tendring’s unemployment rate compared to other Essex districts in June 2009. Tendring had the highest unemployment rate in Essex, and amongst its statistical neighbours from Oct '08-Sep '09.

¹⁶ Source: ONS Annual Population Survey, 2010

Tendring District Profile

Figure 1.38 shows unemployment by Essex district, June 2009

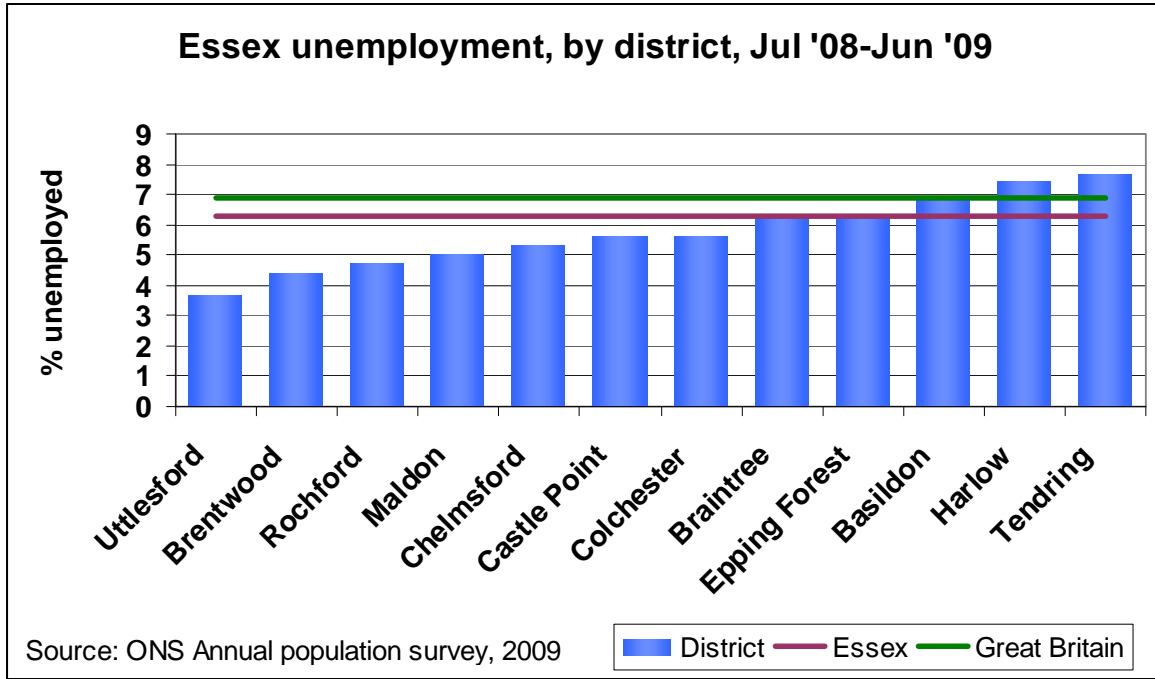
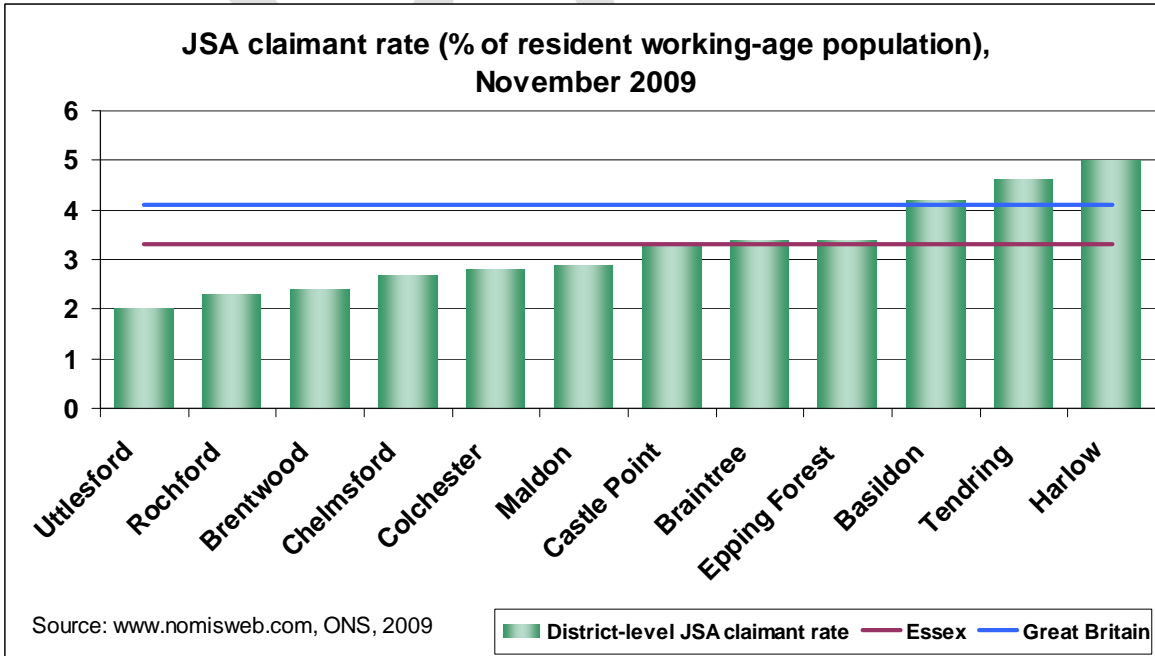


Figure 1.38a below shows that in November 2009 Tendring had above average numbers of job seekers allowance claimants; 4.6% of the working-age population, compared to an Essex average of 3.3% & a national average of 4.1%. Tendring had the 2nd highest number of JSA claimants in Essex & was also 2nd highest amongst its 15 statistical neighbours (behind Scarborough; 5.6%)

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 2007¹⁷.

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

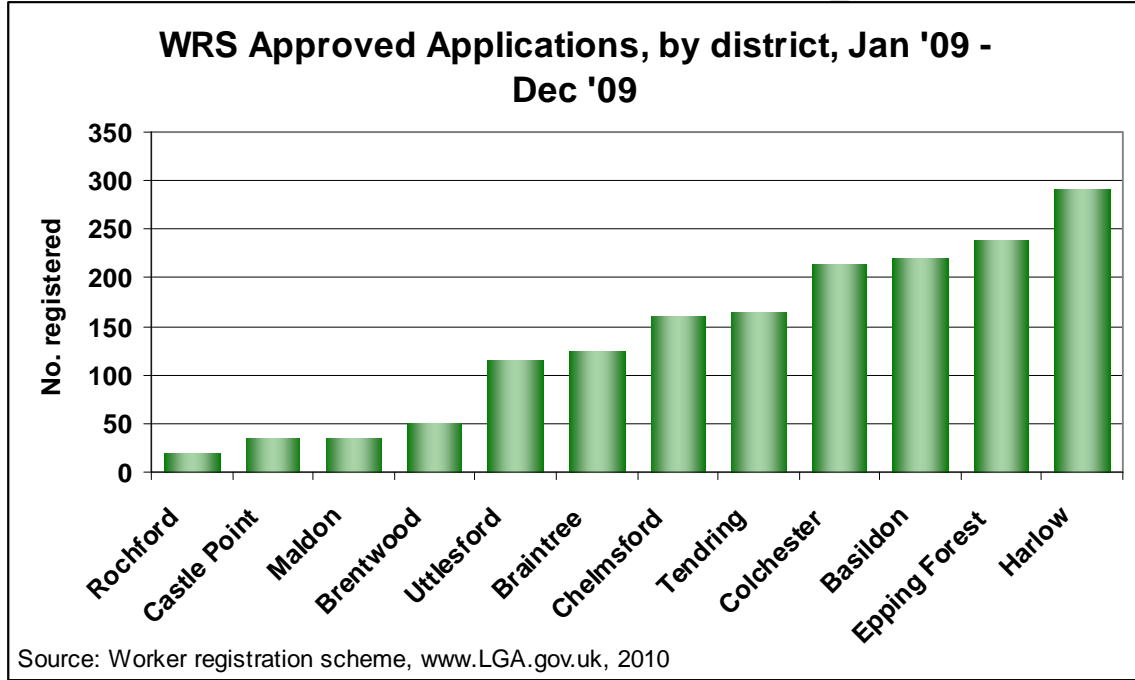
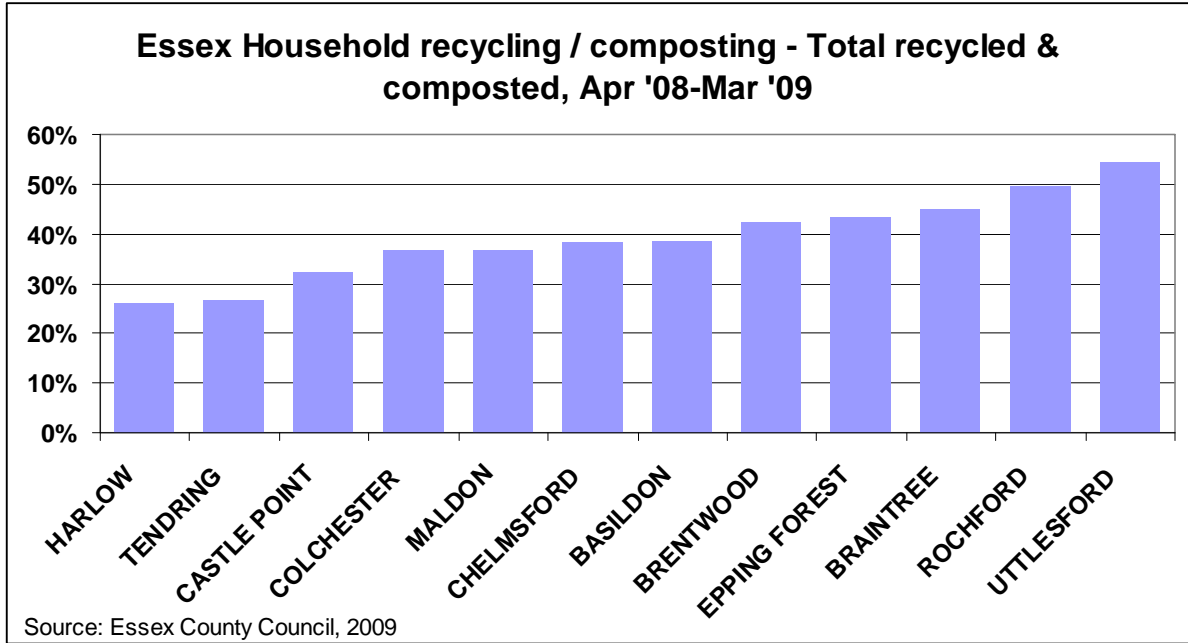


Figure 1.39 shows that Tendring had the 5th highest number of immigrant registrations in Essex between Jan-Dec '09.

¹⁷ Source: ippr briefing – May 2010 Migration Statistics | www.ippr.org

Our World

Waste & recycling



Tendring had the 2nd lowest percentage of recycling and composting per capita in Essex between 2008 & 2009, although Tendring did meet the recycling-rate target set in the first Essex Local Area Agreement (LAA) of 26%, an increase from 23% in 2006-7.

Appendix**1.1 Geodemographic profiles - MOSAIC**

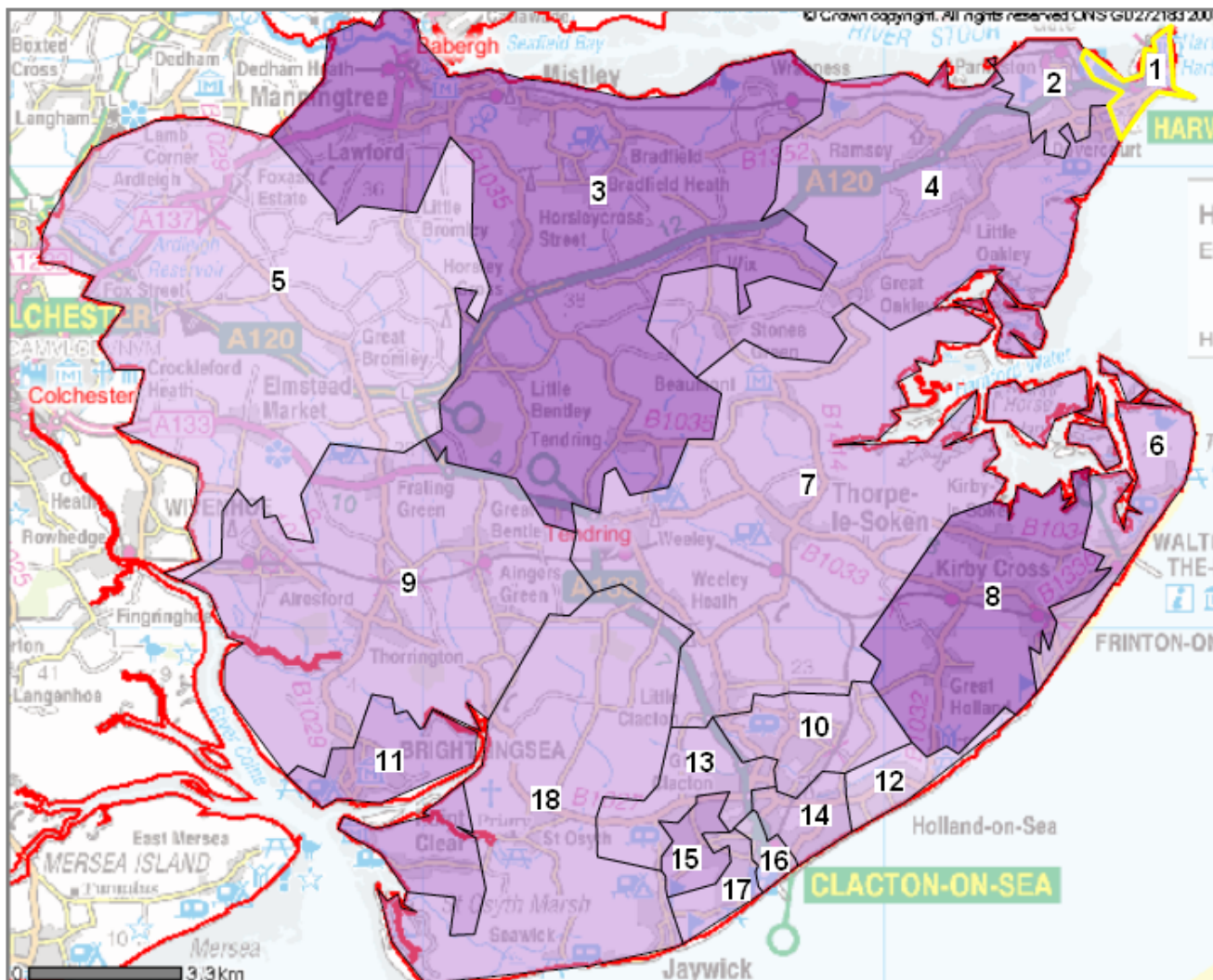
| Mosaic group | Group description | Type | Type description |
|--------------|--------------------|------|--|
| A | Symbols of success | A01 | Financially successful people living in cosmopolitan inner city locations |
| | | A02 | Highly educated senior professionals, many working in the media, politics 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 |

Tendring District Profile

| Mosaic group | Group description | Type | Type description |
|--------------|------------------------|------|--|
| E (cont.) | Urban Intelligence | 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 |
| | | 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 |

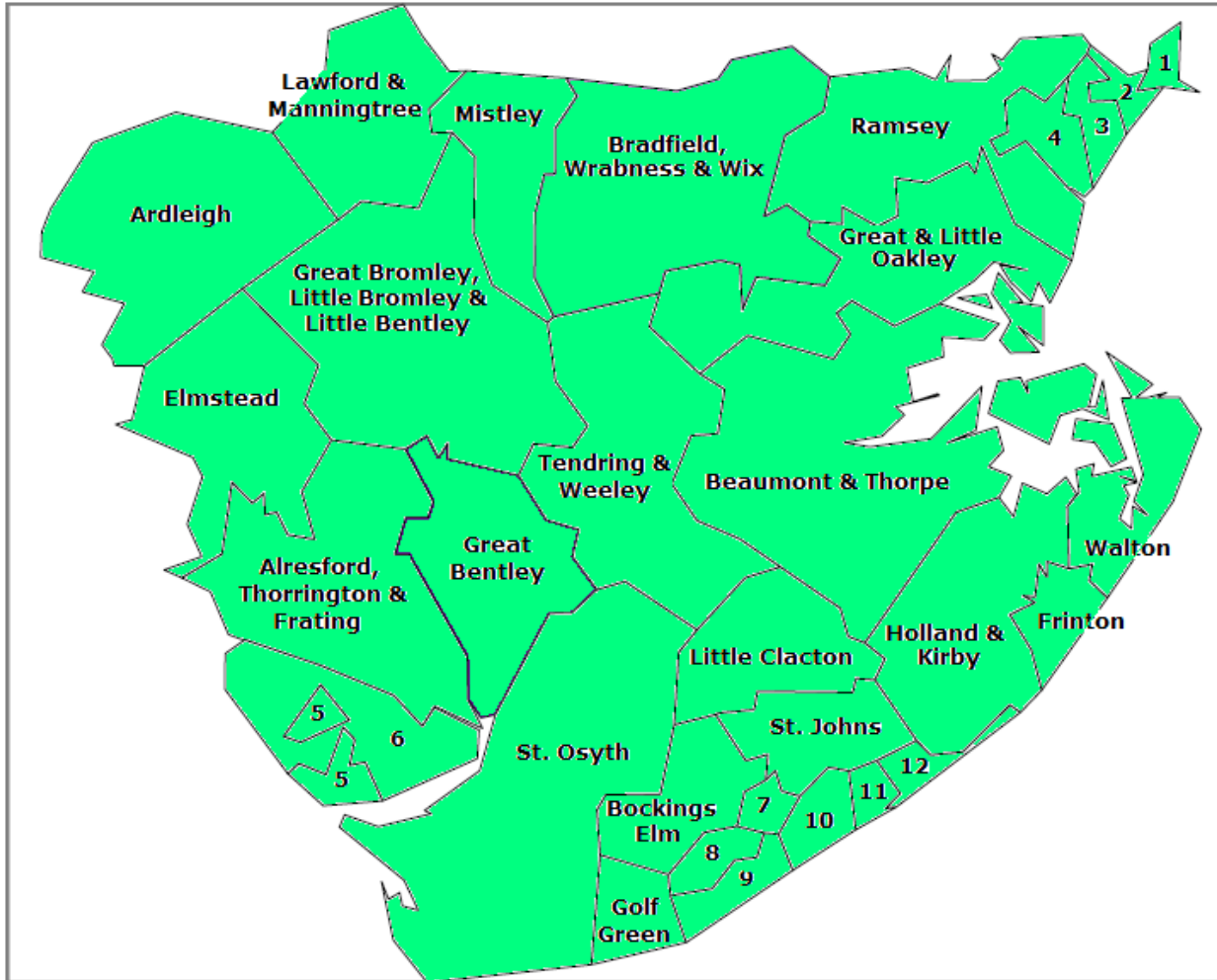
Tendring District Profile

1.2 Tendring MSOA map



Tendring MSOAs, 1-18

1.3 Tendring ward map



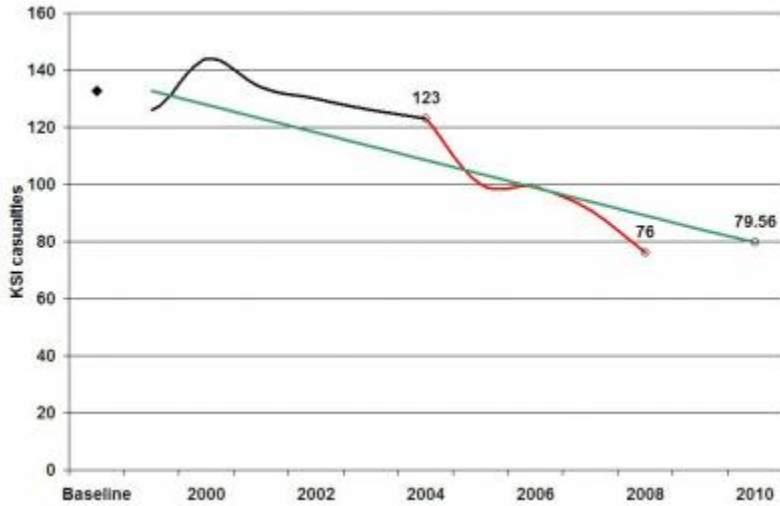
- Tendring Wards
- 1 – Harwich East
 - 2 – Harwich East Central
 - 3 – Harwich West Central
 - 4 – Harwich West
 - 5 – Brightlingsea West
 - 6 – Brightlingsea East
 - 7 – St. Marys
 - 8 – Rush Green
 - 9 – St. James
 - 10 – Southcliff
 - 11 – St Bartholomews
 - 12 – Haven

1.4 Tendring road casualties report (2008-9)

Progress towards the 2010 target in Tendring

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

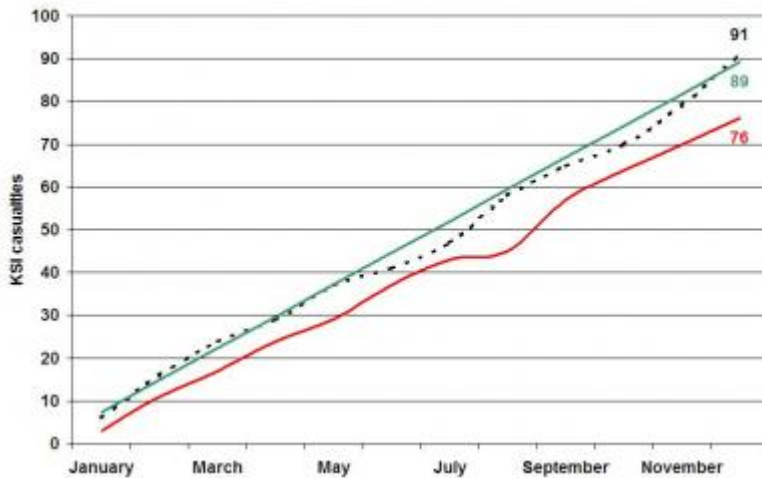
This graph shows the number of casualties each year since that average (the black line), compared with the progress required to meet the 2010 target (the green line).



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.



Comparison with other districts

In 2007 Tendring was ranked third by number of KSI casualties and sixth by KSI casualties per 100000 population.

Tendring District Profile

| | 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 | 162000 | 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 |
| Tendring | 144600 | 76 | 5 | 18 | 7 | 13 | 52.66 |
| Uttlesford | 71400 | 57 | 2 | 10 | 14 | 13 | 79.83 |
| New Essex | 1361200 | 692 | 43 | 173 | 110 | 154 | 50.84 |

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 Tendring.

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

Tendring District Profile

1.5 Tendring 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 |
|---|--------------------------------------|--------------------------|-------------------------|----------------------------|-------------------------|
| Alton Park | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| Bockings Elm | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| Frinton | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| Golf Green | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| Hamford | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| Harwich East | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| Harwich East Central | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| Harwich West | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| Harwich West Central | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| Haven | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| Homelands | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| Peter Bruff | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| Pier | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| Rush Green | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| St Bartholomews | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| St James | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| St Johns | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| St Marys | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| St Pauls | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| Burrsville | 100.00% | 100.00% | 100.00% | 99.72% | 100.00% |
| Brightlingsea | 100.00% | 100.00% | 99.84% | 99.84% | 100.00% |
| Holland & Kirby | 100.00% | 100.00% | 100.00% | 97.53% | 100.00% |
| Walton | 94.00% | 100.00% | 99.69% | 100.00% | 100.00% |
| Lawford | 100.00% | 100.00% | 96.96% | 96.64% | 100.00% |
| Ramsey & Parkeston | 80.48% | 100.00% | 97.10% | 94.49% | 94.01% |
| St Osyth & Point Clear | 98.39% | 100.00% | 93.15% | 72.93% | 96.83% |
| Manningtree Mistley Little Bentley & Tendring | 82.56% | 96.87% | 94.08% | 91.94% | 82.32% |
| Little Clacton & Weeley | 62.34% | 100.00% | 98.33% | 98.85% | 76.13% |
| Alresford | 7.26% | 100.00% | 99.77% | 100.00% | 100.00% |
| Ardleigh & Little Bromley | 46.19% | 100.00% | 76.45% | 79.07% | 86.92% |
| Thorrington Frating | 63.49% | 100.00% | 72.87% | 62.71% | 66.70% |
| Elmstead & Great Bromley | | | | | |
| Great & Little Oakley | 27.17% | 100.00% | 60.54% | 99.02% | 53.91% |
| Bradfield Wrabness & Wix | 45.12% | 100.00% | 80.68% | 80.35% | 23.82% |
| Great Bentley | 5.82% | 100.00% | 93.75% | 94.29% | 8.84% |
| Beaumont & Thorpe | 2.42% | 100.00% | 3.22% | 87.51% | 7.05% |

Source: Rural services survey, Countryside Agency - www.countryside.gov.uk
% of people within 2km of service

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

1.6 Tendring health profile

Health Profile 2010

Tendring

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



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

Population 147,600
Mid-2006 population estimate
Source: National Statistics website: www.statistics.gov.uk

Tendring at a glance

- The health of people in Tendring is generally good. Deprivation levels are low and life expectancy is similar to the England average. However, road injuries and deaths and the level of people diagnosed with diabetes are worse.
- There are inequalities within Tendring. For example, life expectancy for men living in the least deprived areas is over 7 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 similar to the England average.
- Tendring continues to have higher rates of smoking in pregnancy than average; similarly the level of GCSE achievement remains low. The proportion of children in Reception year who are classified as obese has risen since the 2009 profile and is now similar to average. The rate of physical activity at school is higher than the average for England.
- Locally efforts are being made to aid early detection and treatment of diseases such as hypertension, lung diseases and diabetes to improve quality of life and life expectancy.
- There are more details about the health of this area in the Joint Strategic Needs Assessment, available from www.northeastsexpct.nhs.uk (See 'About Us'). For more local adult lifestyle data please refer to www.erpho.org.uk/lsr.



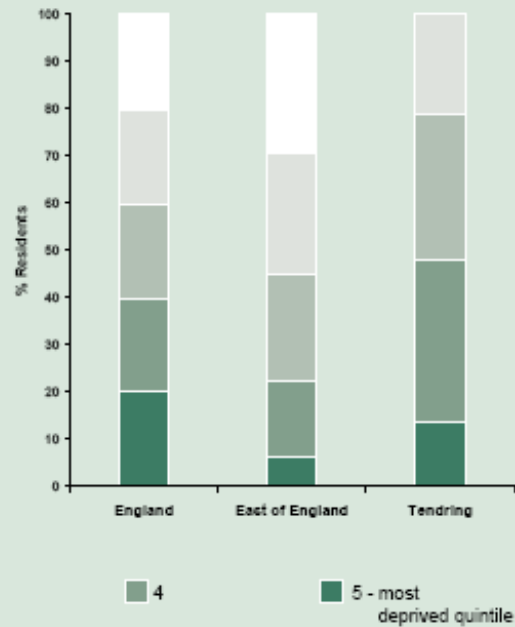
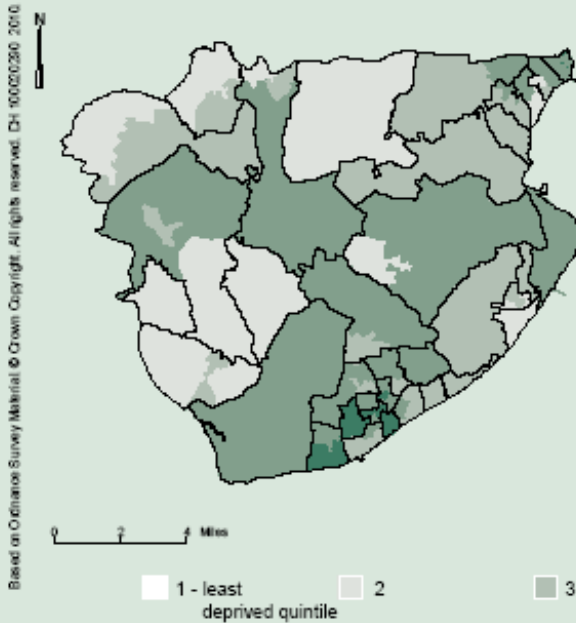

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Tendring - updated 28 July 2010

Deprivation: a national view

This map shows differences in deprivation levels in this area based on national quintiles (of the Index of Multiple Deprivation 2007 by Lower Super Output Area). The darkest coloured areas are some of the most deprived areas in England.

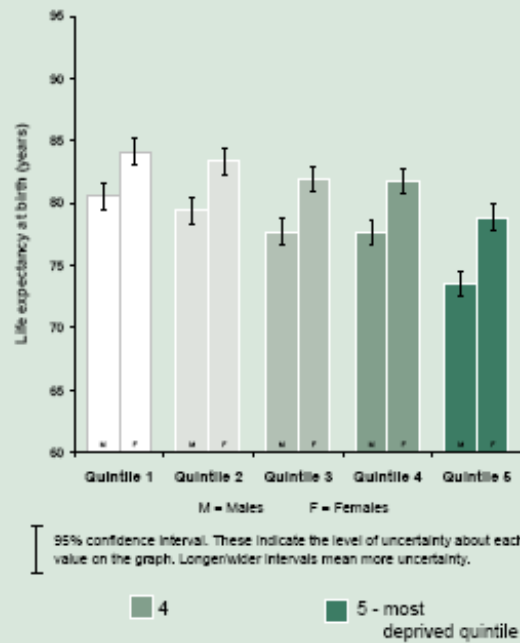
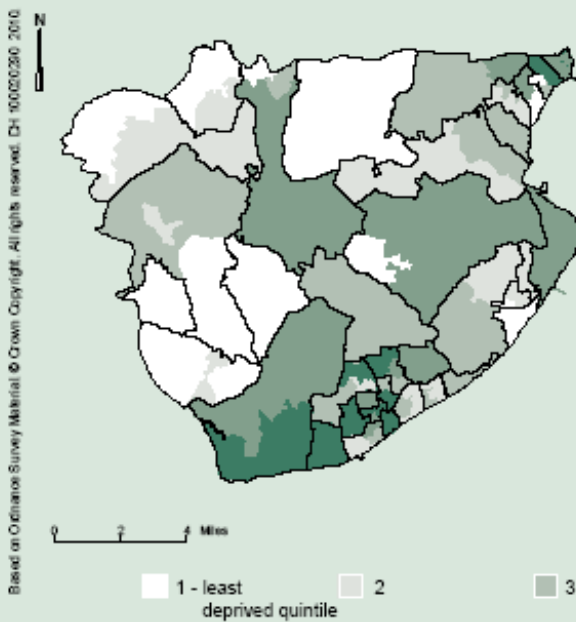
This chart shows the percentage of the population in England, this region, and this area who live in each of these quintiles.



Health inequalities: a local view

This map shows differences in deprivation levels in this area based on local quintiles (of the Index of Multiple Deprivation 2007 by Lower Super Output Area). The darkest coloured areas are the most deprived in this area.

This chart shows the life expectancy at birth for males and females (2004-2008) for each of the quintiles in this area.



Tendring - updated 28 July 2010

www.healthprofiles.info

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Health inequalities: changes over time

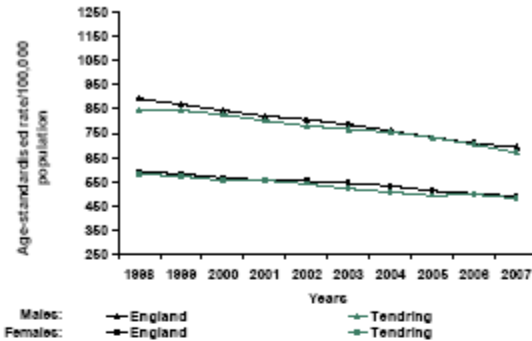
These graphs show how changes in death rates for this area compare with changes for the whole of England. Data points on the graph are mid-points of 3-year averages of yearly rates. For example the dot labelled 2003 represents the 3-year period 2002 to 2004.

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

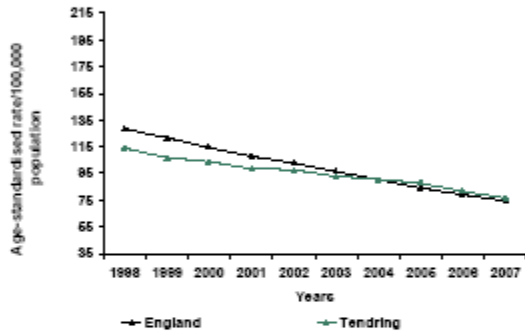
Trend 2 compares rates of early death from heart disease and stroke (in people under 75) in this area with those for England.

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

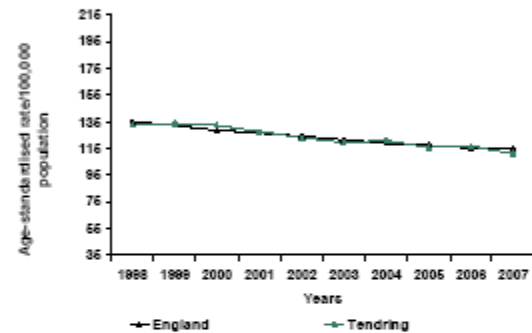
Trend 1:
All age, all cause mortality



Trend 2:
Early death rates from heart disease and stroke

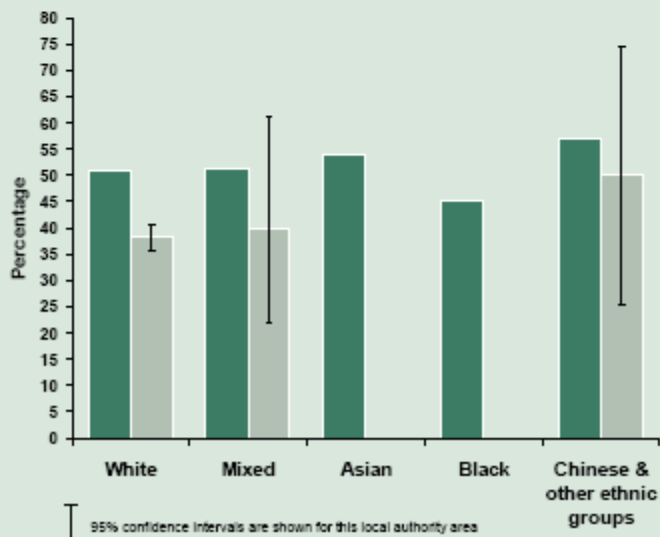


Trend 3:
Early death rates from cancer



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
■ Tendring

| Ethnic Groups | % pupils achieved grades | No. of pupils achieved grades |
|---------------|--------------------------|-------------------------------|
| White | 38.1 | 589 |
| Mixed | 40.0 | 8 |
| Asian | | |
| Black | | |
| Chinese/other | 50.0 | 6 |

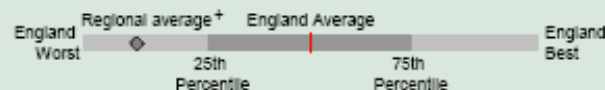
If there are any empty cells in the table this is because data has not been presented where the calculation involved pupil numbers of 0, 1 or 2. Some further groups may not have data presented in order to prevent counts of small numbers being calculated from values for other ethnic groups or areas.

Health summary for Tendring

22UN

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 | 19938 | 13.9 | 19.9 | 89.2 | [Bar chart showing Tendring at 13.9, England Avg at 19.9, and range from 89.2 to 0.0] | 0.0 |
| | 2 Children in poverty | 5480 | 22.6 | 22.4 | 86.5 | [Bar chart showing Tendring at 22.6, England Avg at 22.4, and range from 86.5 to 8.0] | 8.0 |
| | 3 Statutory homelessness | 117 | 1.79 | 2.48 | 9.84 | [Bar chart showing Tendring at 1.79, England Avg at 2.48, and range from 9.84 to 0.00] | 0.00 |
| | 4 GCSE achieved (5A*-C Inc. Eng & Maths) | 608 | 38.3 | 50.9 | 32.1 | [Bar chart showing Tendring at 38.3, England Avg at 50.9, and range from 32.1 to 76.1] | 76.1 |
| | 5 Violent crime | 1892 | 12.9 | 18.4 | 36.6 | [Bar chart showing Tendring at 12.9, England Avg at 18.4, and range from 36.6 to 4.8] | 4.8 |
| | 6 Carbon emissions | 794 | 5.4 | 8.8 | 14.4 | [Bar chart showing Tendring at 5.4, England Avg at 8.8, and range from 14.4 to 4.1] | 4.1 |
| | 7 Smoking in pregnancy | 258 | 19.2 | 14.8 | 33.5 | [Bar chart showing Tendring at 19.2, England Avg at 14.8, and range from 33.5 to 3.8] | 3.8 |
| Children's and young people's health | 8 Breast feeding initiation | 985 | 73.0 | 72.5 | 39.7 | [Bar chart showing Tendring at 73.0, England Avg at 72.5, and range from 39.7 to 92.7] | 92.7 |
| | 9 Physically active children | 9824 | 56.1 | 49.8 | 24.8 | [Bar chart showing Tendring at 56.1, England Avg at 49.8, and range from 24.8 to 79.1] | 79.1 |
| | 10 Obese children | 117 | 9.6 | 9.8 | 14.7 | [Bar chart showing Tendring at 9.6, England Avg at 9.8, and range from 14.7 to 4.7] | 4.7 |
| | 11 Tooth decay in children aged 5 years | n/a | 0.7 | 1.1 | 2.5 | [Bar chart showing Tendring at 0.7, England Avg at 1.1, and range from 2.5 to 0.2] | 0.2 |
| | 12 Teenage pregnancy (under 18) | 107 | 41.2 | 40.9 | 74.8 | [Bar chart showing Tendring at 41.2, England Avg at 40.9, and range from 74.8 to 14.9] | 14.9 |
| Adult health and lifestyle | 13 Adults who smoke | n/a | 22.4 | 22.2 | 35.2 | [Bar chart showing Tendring at 22.4, England Avg at 22.2, and range from 35.2 to 10.2] | 10.2 |
| | 14 Binge drinking adults | n/a | 12.9 | 20.1 | 33.2 | [Bar chart showing Tendring at 12.9, England Avg at 20.1, and range from 33.2 to 4.8] | 4.8 |
| | 15 Healthy eating adults | n/a | 27.8 | 28.7 | 18.3 | [Bar chart showing Tendring at 27.8, England Avg at 28.7, and range from 18.3 to 48.1] | 48.1 |
| | 16 Physically active adults | n/a | 8.6 | 11.2 | 5.4 | [Bar chart showing Tendring at 8.6, England Avg at 11.2, and range from 5.4 to 16.8] | 16.8 |
| | 17 Obese adults | n/a | 23.2 | 24.2 | 32.8 | [Bar chart showing Tendring at 23.2, England Avg at 24.2, and range from 32.8 to 13.2] | 13.2 |
| Diseases and poor health | 18 Incidence of malignant melanoma | 24 | 16.3 | 12.6 | 27.3 | [Bar chart showing Tendring at 16.3, England Avg at 12.6, and range from 27.3 to 3.7] | 3.7 |
| | 19 Incapacity benefits for mental illness | 2525 | 32.3 | 27.8 | 58.5 | [Bar chart showing Tendring at 32.3, England Avg at 27.8, and range from 58.5 to 9.0] | 9.0 |
| | 20 Hospital stays for alcohol related harm | 2121 | 972 | 1580 | 2880 | [Bar chart showing Tendring at 972, England Avg at 1580, and range from 2880 to 784] | 784 |
| | 21 Drug misuse | | | | | [Bar chart showing Tendring at 0, England Avg at 0, and range from 0 to 2.69] | 2.69 |
| | 22 People diagnosed with diabetes | 7991 | 5.35 | 4.30 | 6.72 | [Bar chart showing Tendring at 5.35, England Avg at 4.30, and range from 6.72 to 0] | 0 |
| | 23 New cases of tuberculosis | 1 | 1 | 15 | 110 | [Bar chart showing Tendring at 1, England Avg at 15, and range from 110 to 273.8] | 273.8 |
| | 24 Hip fracture in over-65s | 256 | 465.7 | 479.2 | 843.5 | [Bar chart showing Tendring at 465.7, England Avg at 479.2, and range from 843.5 to 2.3] | 2.3 |
| Life expectancy and causes of death | 25 Excess winter deaths | 78 | 11.5 | 15.8 | 26.3 | [Bar chart showing Tendring at 11.5, England Avg at 15.8, and range from 26.3 to 84.3] | 84.3 |
| | 26 Life expectancy - male | n/a | 78.3 | 77.9 | 73.6 | [Bar chart showing Tendring at 78.3, England Avg at 77.9, and range from 73.6 to 88.9] | 88.9 |
| | 27 Life expectancy - female | n/a | 82.1 | 82.0 | 78.8 | [Bar chart showing Tendring at 82.1, England Avg at 82.0, and range from 78.8 to 1.08] | 1.08 |
| | 28 Infant deaths | 7 | 5.38 | 4.84 | 8.87 | [Bar chart showing Tendring at 5.38, England Avg at 4.84, and range from 8.87 to 118.7] | 118.7 |
| | 29 Deaths from smoking | 825 | 192.4 | 208.8 | 380.3 | [Bar chart showing Tendring at 192.4, England Avg at 208.8, and range from 380.3 to 40.1] | 40.1 |
| | 30 Early deaths: heart disease & stroke | 162 | 76.5 | 74.8 | 125.0 | [Bar chart showing Tendring at 76.5, England Avg at 74.8, and range from 125.0 to 70.5] | 70.5 |
| | 31 Early deaths: cancer | 237 | 111.1 | 114.0 | 164.3 | [Bar chart showing Tendring at 111.1, England Avg at 114.0, and range from 164.3 to 14.8] | 14.8 |
| | 32 Road injuries and deaths | 90 | 61.8 | 51.3 | 167.0 | [Bar chart showing Tendring at 61.8, England Avg at 51.3, and range from 167.0 to 0] | 0 |

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 CO₂ emissions per capita (tonnes CO₂ 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 2006 20 Directly age and sex standardised rate per 100,000 population 2006/09 (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 For information on your area contact your regional PHO: www.apho.org.uk

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