



**Strategic Partnership  
Croydon**

# **Woodside Ward Profile**

**Draft Version  
August 2009**

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# Introduction

Croydon is a dynamic and complex place facing a variety of opportunities and challenges. Meeting the needs of the borough's changing population in the future will be important for local services which work hard to ensure their activities and plans reflect the needs of different communities and places in the borough.

Knowing and understanding the needs of local people is integral to delivering Croydon's overall priorities set out in our Local Area Agreement, and addressing the aspirations of all communities that live and work in the borough. It is at the heart of local service delivery for the public, voluntary and business sectors. A shared understanding of our communities is a core element of strong partnership working.

Croydon's local strategic partnership (a range of agencies that work together to improve outcomes for local people) has made significant progress towards improving its knowledge and understanding of local people and their needs. In 2008/09 Croydon's Observatory was launched as a partnership resource that would support evidence based policy making. Two major assessments of needs were undertaken in partnership: the Council and Croydon NHS conducted a Joint Strategic Needs Assessment (JSNA); and a crime assessment was carried out with the police.

However the partnership is not complacent and recognises that more needs to be done to understand the nature and extent of inequality and disadvantage within our local communities so that we can better target services collectively to reduce any gaps.

Croydon's first community profiles, which include a borough profile and one for each ward, are designed to provide a range of data and information about the physical, social and economic make-up of the communities and where possible raw population numbers, broken down by age, gender, ethnicity, religion and belief; health indicators; deprivation statistics; crime statistics; economic activity, employment; data on schools and educational attainment; housing and households.

The community profiles are designed to provide local service providers, community leaders, ward councillors and other practitioners with relevant and up to date information about the community and places they serve. Each profile has the same format: people, place and prosperity and contains an introduction to some of the key characteristics of the borough or ward. They include a statistical appendix with tables and links to a range of information available on the internet. Croydon's Observatory will contain a variety of other data and information that compliments the information found in these documents e.g. the Index of Multiple Deprivation 2007.

Community profiles will address local government priorities set out in the Local Area Agreement and wider government priorities along with contributing to the Comprehensive Area Assessment.

The profiles are living documents which will be updated on the release of new major data and information and based on feed back from those that use them. Please therefore do feedback with any comments or suggestions about how Croydon's profiles can be improved.

Each profile has four sections:

- A summary of key findings;
- A focus on people outlining the key demographic and social characteristics of the borough;
- A focus on place providing information about the level of deprivation, crime and community assets; and
- A focus on prosperity providing a range of socio-economic trends including level of skills and educational attainment.

The profiles also contain a 'Statistical Appendix' which contains a detailed breakdown of all the data used within the profiles, and a 'Statistical Glossary' that contains definitions of all the terms and definitions used within the profile and a list of the key data sources.

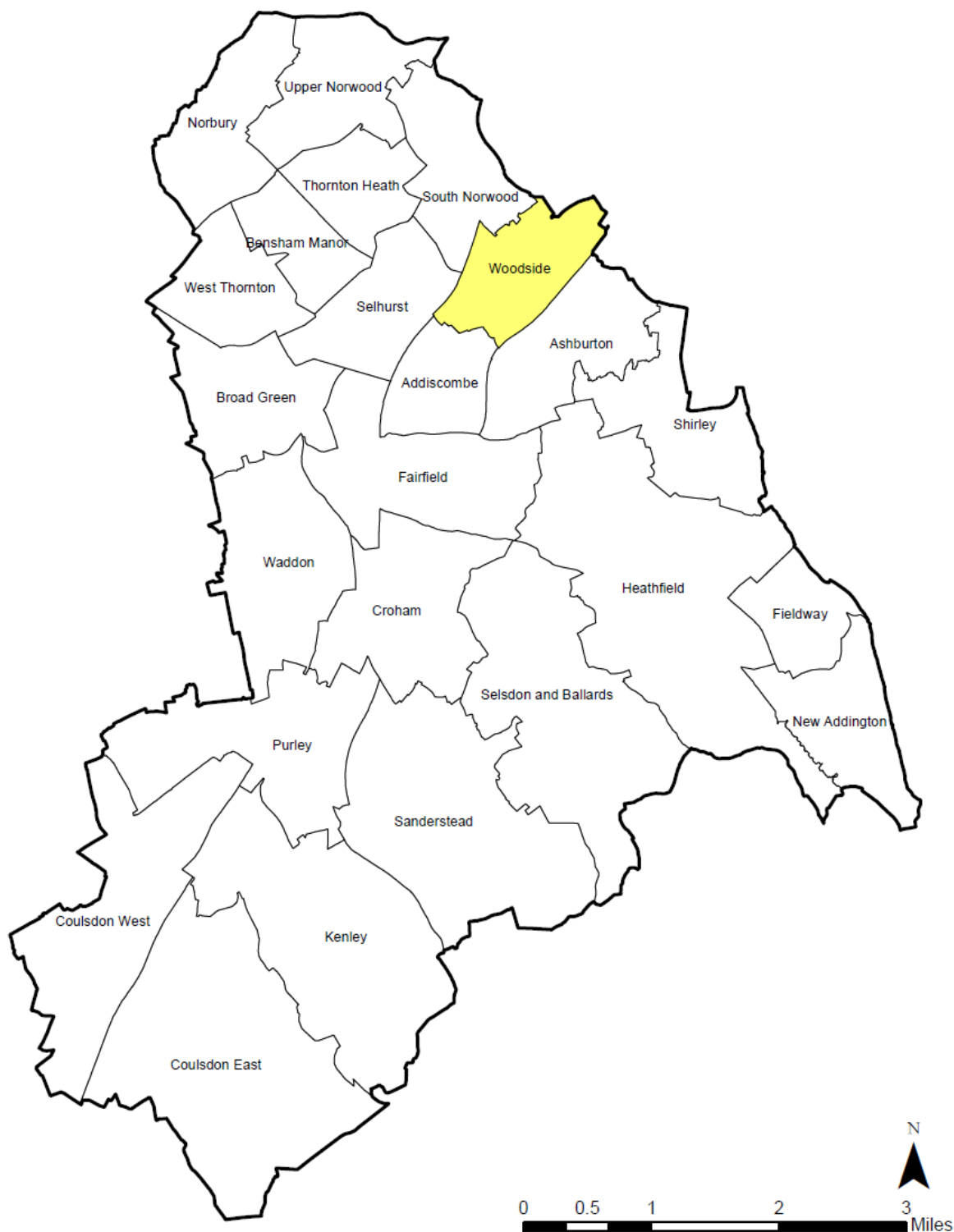
The profiles are living documents which will be updated on the release of new major data and information.

Please let Amanda Guest-Collins ([amanda.guest-collins@croydon.gov.uk](mailto:amanda.guest-collins@croydon.gov.uk)) have any comments or suggestions about how Croydon's profiles can be improved.

### **Ward Map of Croydon**

As shown on the map overleaf, Woodside is located in the north east of the borough, bordering with South Norwood, Selhurst, Addiscombe and Ashburton.

# Woodside



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# Key Findings

According to population projections, there are 15,570 people in Woodside; the fourth biggest ward population in Croydon. The ward has proportionally more working age people than the borough average. Woodside is also one of the most ethnically diverse wards in Croydon: 42% are from a Minority Ethnic background and 32% are from a Black and Minority Ethnic background, with a higher than average proportion of Black British people. Woodside has approximately the same proportion of residents from non-Christian faiths as Croydon does.

It is projected that the population of Woodside will change in the longer term. There will be an increase in the proportion of people aged over 60, whilst there will be a decrease in the proportion of people aged under 60.

According to Mosaic, most households living in Woodside fall within the 'Community Perspectives' classification, which means they tend to live in established communities, traditionally marry young and often have young children and a close support network of friends and family. Deprivation in Woodside is focused around the south-west area of the ward with a majority of households falling under the 'Social Dependents' classification; people living in such households tend to have low-income jobs or are in receipt of benefits and live in socially rented accommodation.

According to the Index of Multiple Deprivation, one Lower Super Output Area (LSOA) falls within the 20% most deprived areas in England; this area suffers from a higher than average level of 'Income' deprivation. Across the ward, there are a number of LSOAs that experience higher than average 'Living Environment' deprivation and to a lesser extent 'Income Deprivation Affecting Children.'

Health indicators suggest that residents in Woodside are in better health than in other parts of Croydon. The Standardised Mortality Ratios for 'all causes', 'cardio-vascular disease' and 'cancer' are below Croydon's levels, indicating a good level of health in the ward. Teenage pregnancy is a key issue in Woodside: there are 89 conceptions per 1,000 girls aged 15-17 compared to the Croydon average of 56 and the national average of 41.

Levels of crime are lower in the ward compared to the levels found across the whole of the borough. There are 84 Total Notifiable Offences per 1000 population compared to 95 in Croydon; the proportion of different types of crime is similar to that of the borough.

Woodside has less people classified as highly skilled compared to the Croydon average. Partly as a result of this, the unemployment rate of residents is lower than the borough average. Also, fewer residents, proportionally, work in professional and managerial positions.

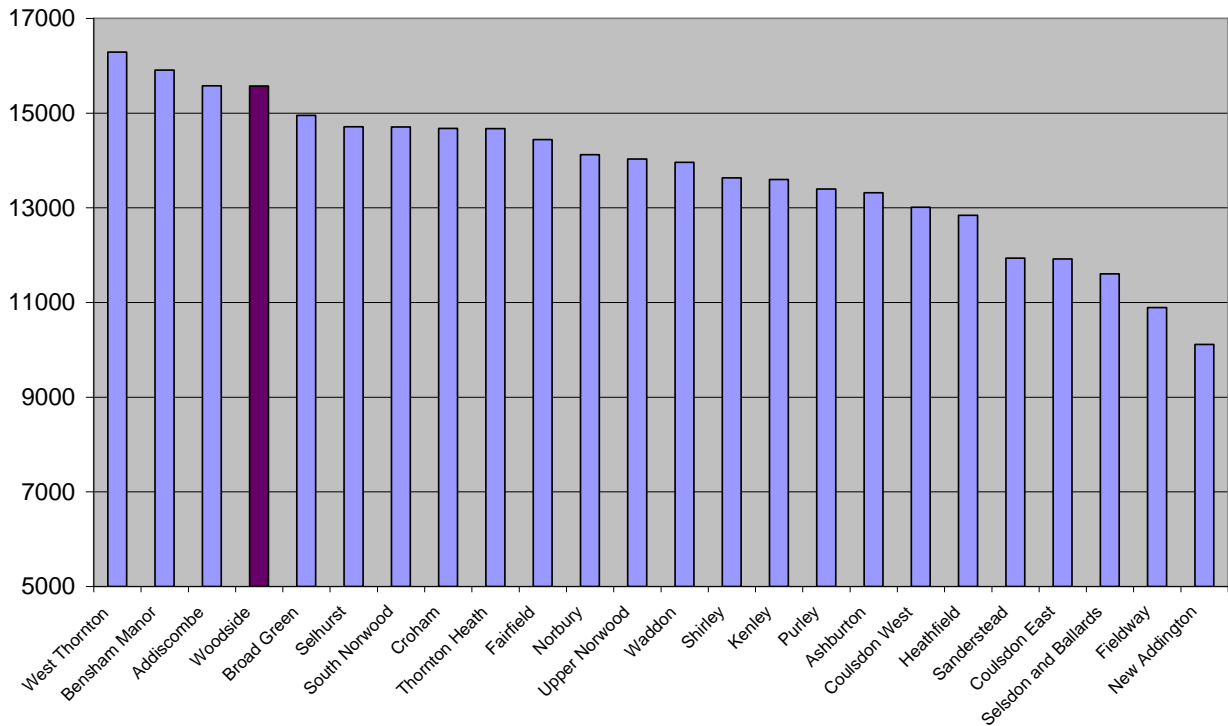
Educational attainment at Key Stage 2 presents a mixed picture. Attainment for English is slightly above the borough, regional and national averages, whilst attainment at Maths is below these averages.

# Our People

## Population

According to the latest Greater London Authority (GLA) population projections, there are 15,570 residents living in Woodside, making it the fourth largest ward in terms of population:

**Figure 1 – Ward populations (GLA 2008 Round Projections PLP Low)**



Woodside’s population is younger than the Croydon average, with more children and young people and slightly fewer older people.

**Figure 2 – Population by Age (GLA 2008 Round Projections PLP Low)**



Population projections for 2026 suggest this trend will change, with a predicted 6% fall in the number of children and young people, and an 8% increase in the number of older people with a modest decrease occurring among working age people.

**Figure 3 – Demographic change (GLA 2008 Round Projections PLP Low)**

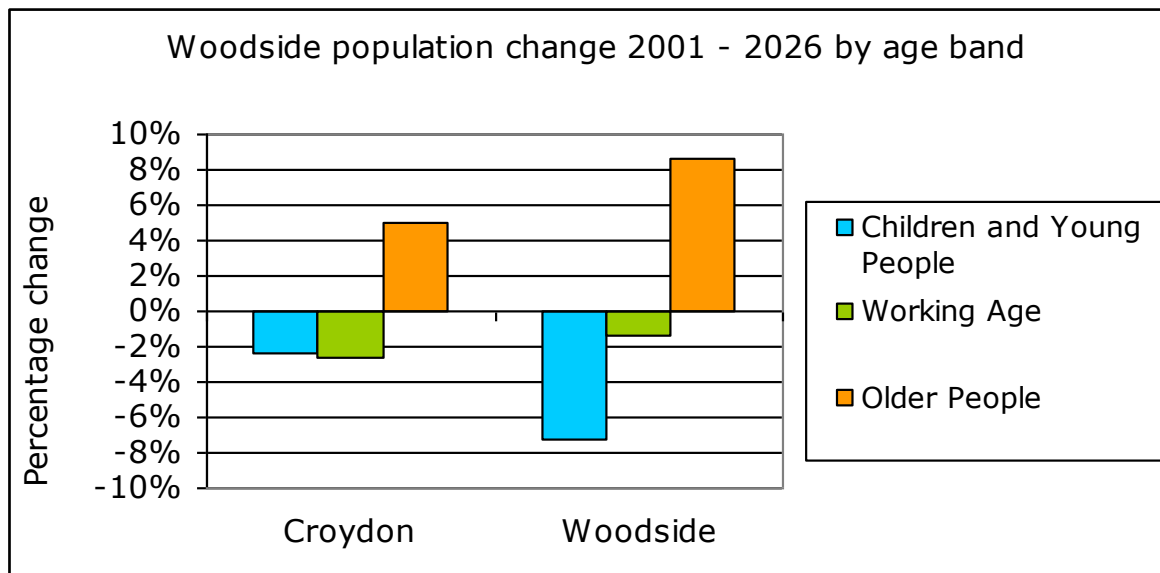


Table 1 below shows that in-migration levels are slightly higher than Croydon average levels from both within the borough and from the UK. International migration is however, slightly lower:

**Table 1 – In-migration Census 2000-01 Snapshot: Woodside and Croydon (Office for National Statistics, Census 2001)**

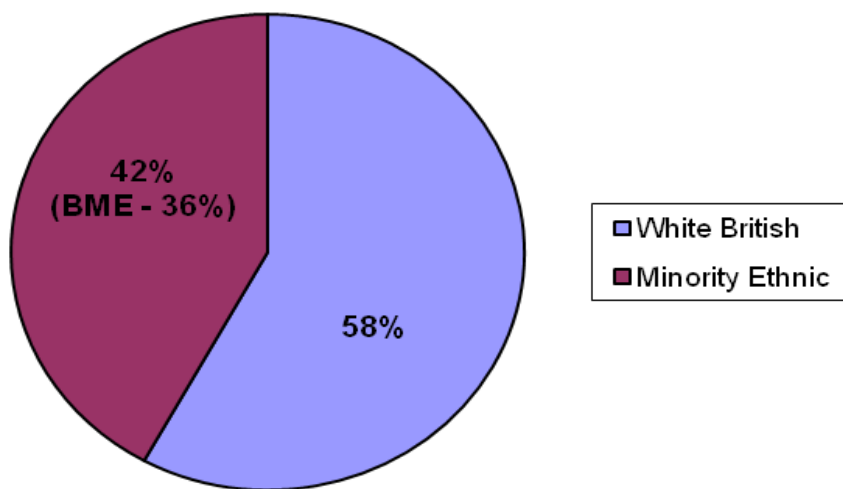
	Woodside (%)	Croydon (%)
Population migrating from outside the ward	4.50	4.22
Population migrating from outside Croydon but within the UK	4.59	4.23
Population migrating from outside the UK	0.55	0.92

## Ethnicity

Woodside is more ethnically diverse than Croydon overall:

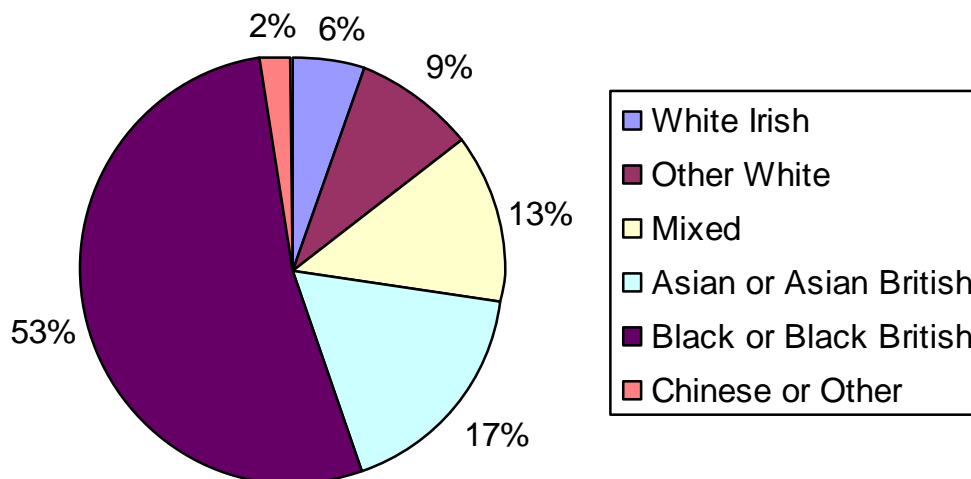
- 42% of the population are from a Minority Ethnic background compared to 36% across the whole of Croydon; 'Minority Ethnic' includes White Irish, White Other, Black, Asian, Mixed and Chinese and Other ethnic groups.
- 36% are from a 'Black and Minority Ethnic' (BME) background compared to 30% across the whole of Croydon; BME includes Black, Asian, Mixed and Chinese and Other ethnic groups.

**Figure 4 - Ethnic Profile of Woodside  
(Office for National Statistics, Census 2001)**



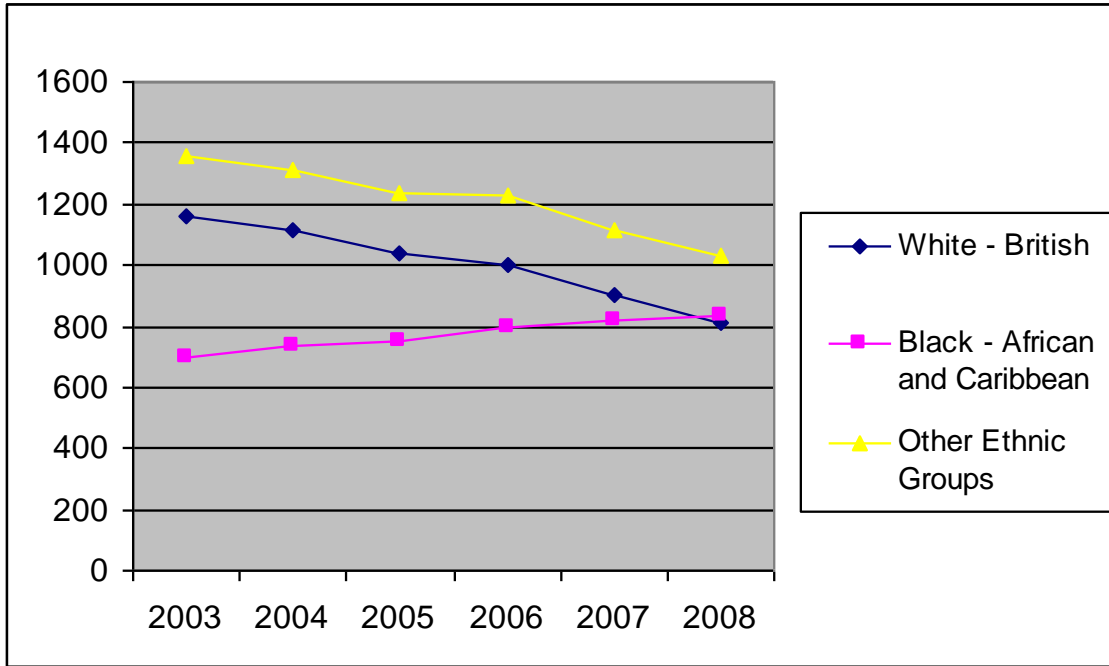
There is a much greater proportion of people from Black groups especially Black British Caribbean groups. Asian groups make up a smaller proportion.

**Figure 5 – Woodside's Minority Ethnic Population  
(Office for National Statistics, Census 2001)**



Information on the population of children aged 5-16 years indicates that the ward will continue to become increasingly diverse with a falling White British population and increases amongst all major ethnic groups, especially Black British groups (please see Table 9 in the 'Statistical Appendix' for a detailed breakdown).

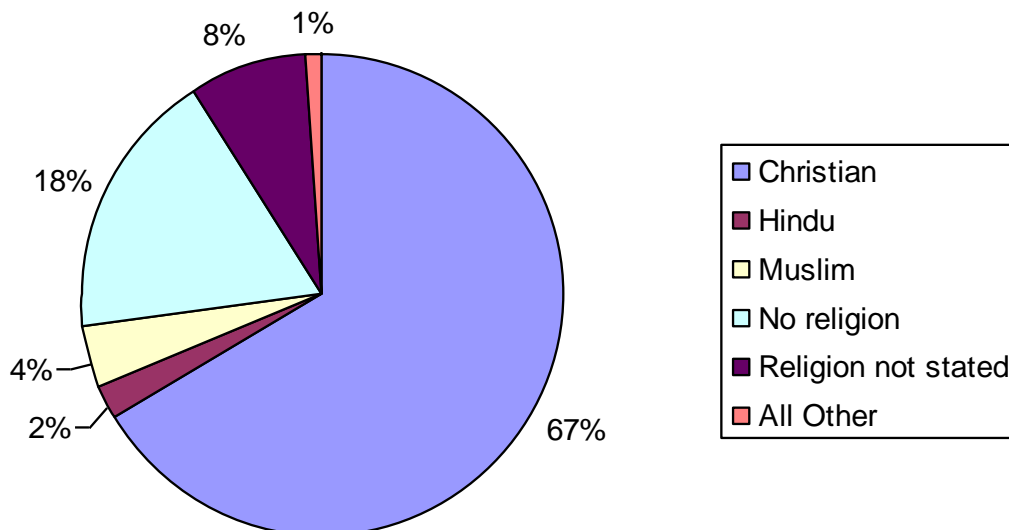
**Figure 6 – Woodside 5-16 yr old population change by ethnic origin (LB Croydon, Pupil Level Annual School Census 2003-08)**



**Religion and Belief**

The faith profile of Woodside contains a similar proportion of Muslims than the borough average, at around 4% of the residential population. Hindus make up a smaller proportion of the population than they do across the whole of Croydon at 2% of the population.

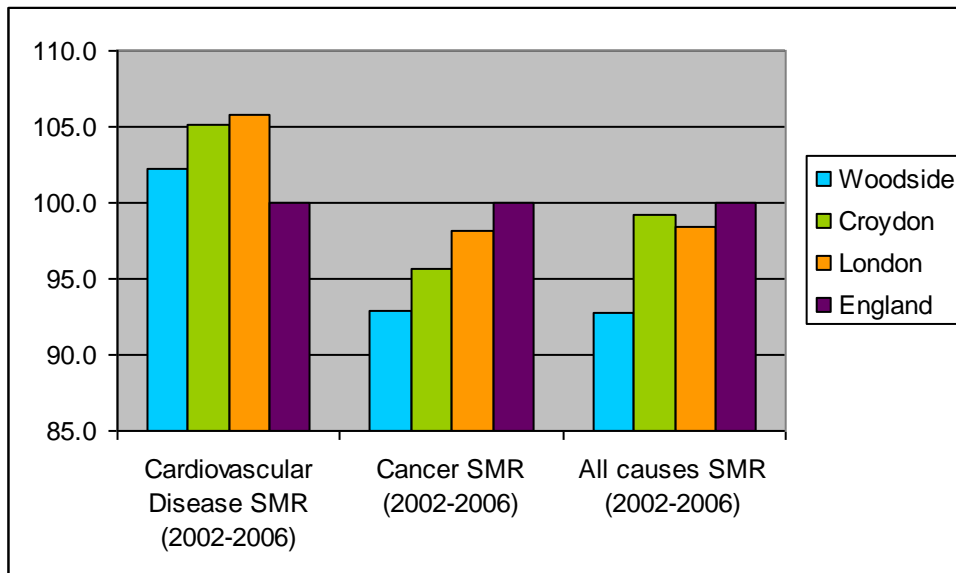
**Figure 7 – Religions and Beliefs in Woodside (Office for National Statistics, Census 2001)**



## Health

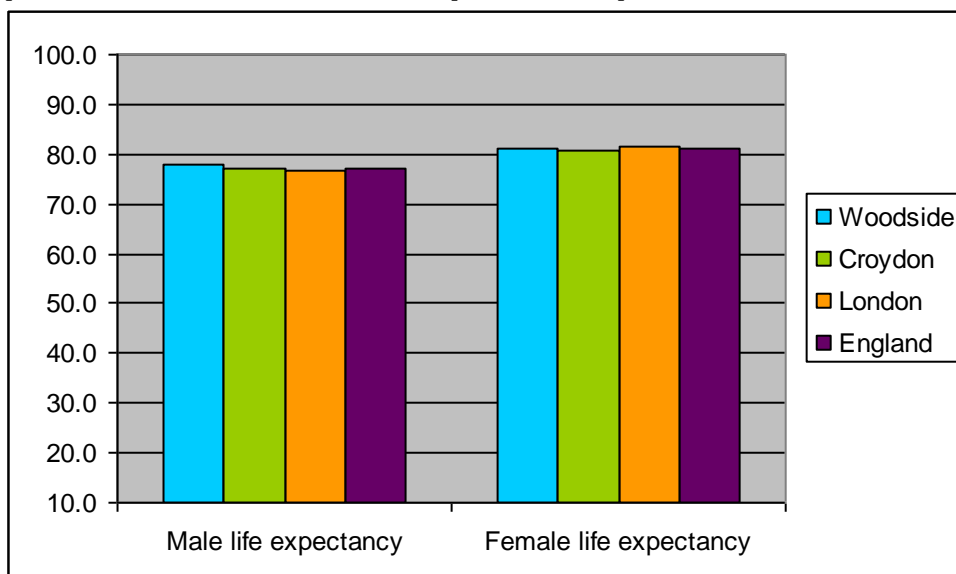
The Standardised Mortality Ratios (SMR) for 'all causes,' 'cancer' and 'cardiovascular disease' are below Croydon levels. The health data shown in Figure 8 is expressed as an SMR, which allows comparisons between areas. The England ratio is expressed as 100, and the other area SMRs are expressed relative to this.

**Figure 8 – Health in Woodside  
(London Health Observatory 2002-08)**



The lower mortality ratios are reflected in the ward's higher than average life expectancy for females which stands at 81.2 years compared to the borough average of 80.9 years.

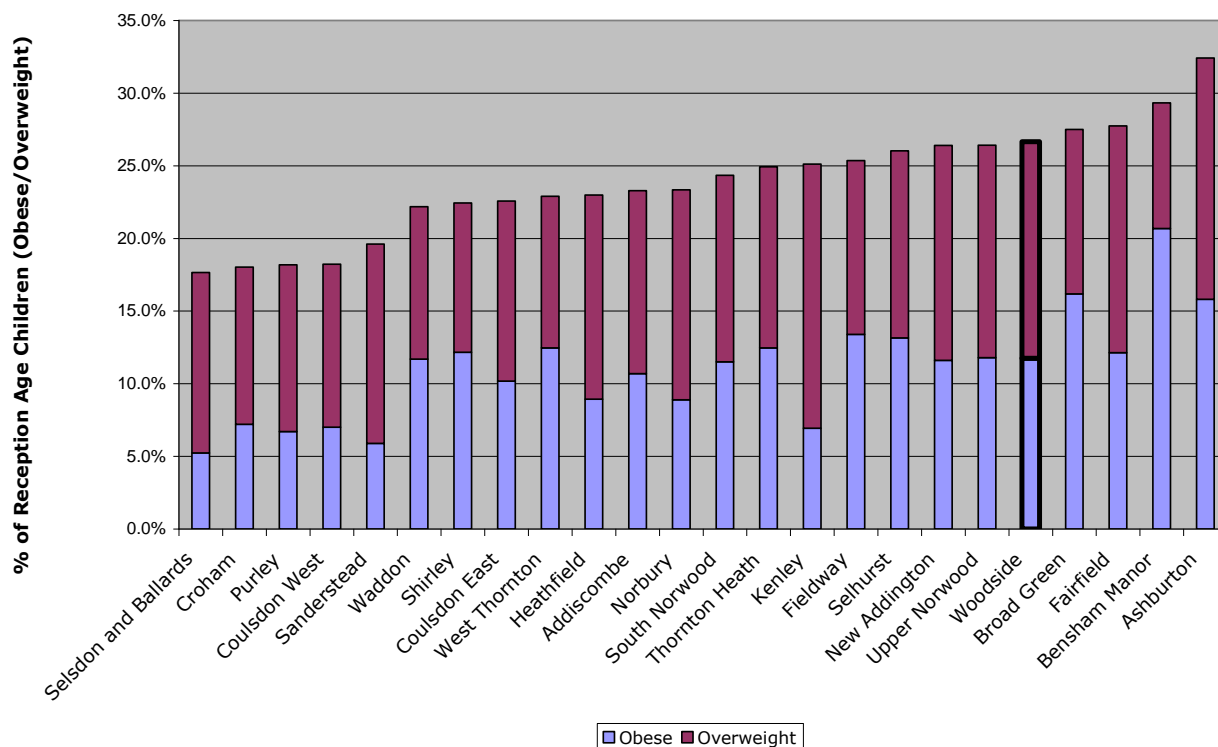
**Figure 9 – Life Expectancy in Woodside  
(London Health Observatory 2002-08)**



A key determinant of health in later life is childhood obesity. The National Child Measurement Programme provides accurate data based on a robust survey of childhood obesity levels at reception class age (4 -5 year olds) and at Year 6 age (10-11 year olds).

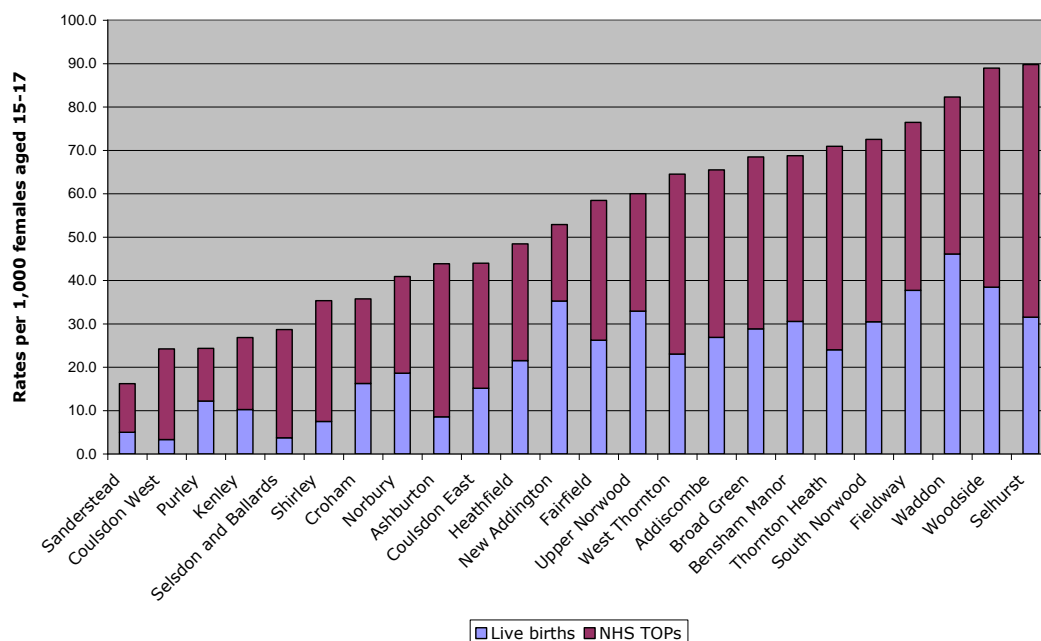
In Woodside, 26.6% of reception class pupils are classed as either obese or overweight, which is above the borough average of 23.7%. Of these, 11.7% fall into the obese category, which is very close the Croydon average of 10.9%. A further 14.9% are classed as overweight compared to 12.8% across Croydon. The chart below shows the percentage of children in reception class in primary schools for each ward who are either obese or overweight averaged out between the 2006/07 and 2007/08 academic years (Please note that these figures relate to the residence of the pupils and not where they go to school).

**Figure 10 – Childhood Obesity in Woodside (Croydon NHS 2006-08)**



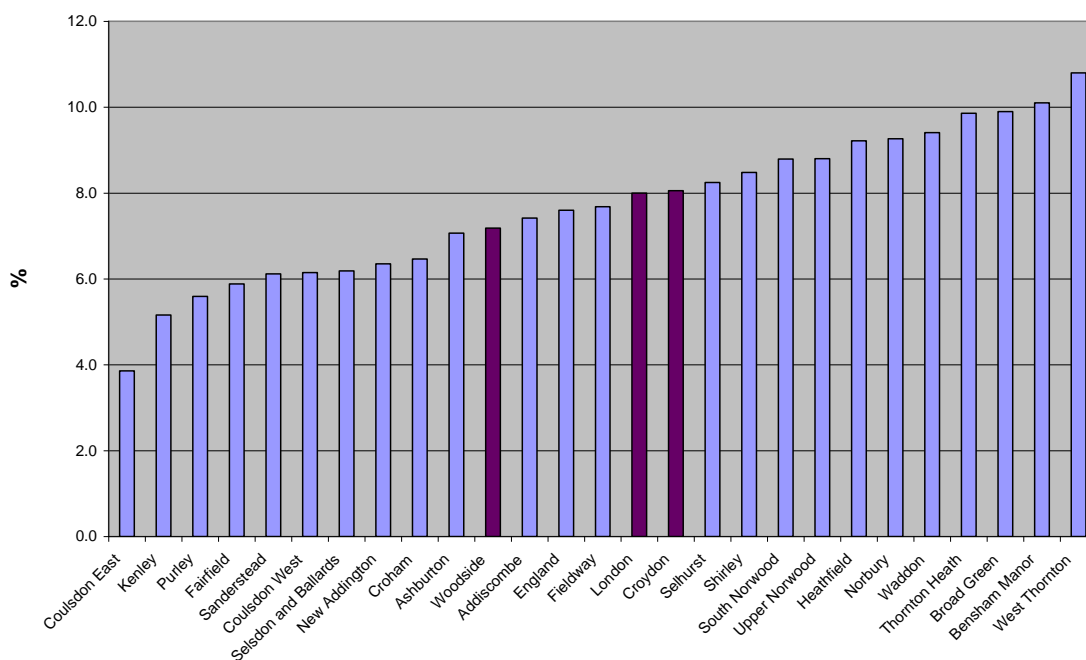
In Woodside, the teenage conception rate stands at just under 89 conceptions per 1,000 females aged 15-17 (2004-06). This is slightly above the Croydon average of 56 conceptions during the same period. Woodside tends to have a higher proportion of terminations (legal abortions) than live births (Please note that NHS TOPs in the table below refers to NHS-funded Terminations of Pregnancy).

**Figure 11 - Teenage Conceptions by Ward 2004-06 (Croydon Joint Strategic Needs Assessment 2009)**



Low birth weight is an enduring aspect of childhood morbidity, a major factor in infant mortality and has serious consequences for health in later life. It is caused by a number of factors including the health of the mother. Woodside's percentage of births with low birth weight is just below the Croydon and regional average:

**Figure 12 - Low Birth Weight (London Health Observatory 2002-08)**

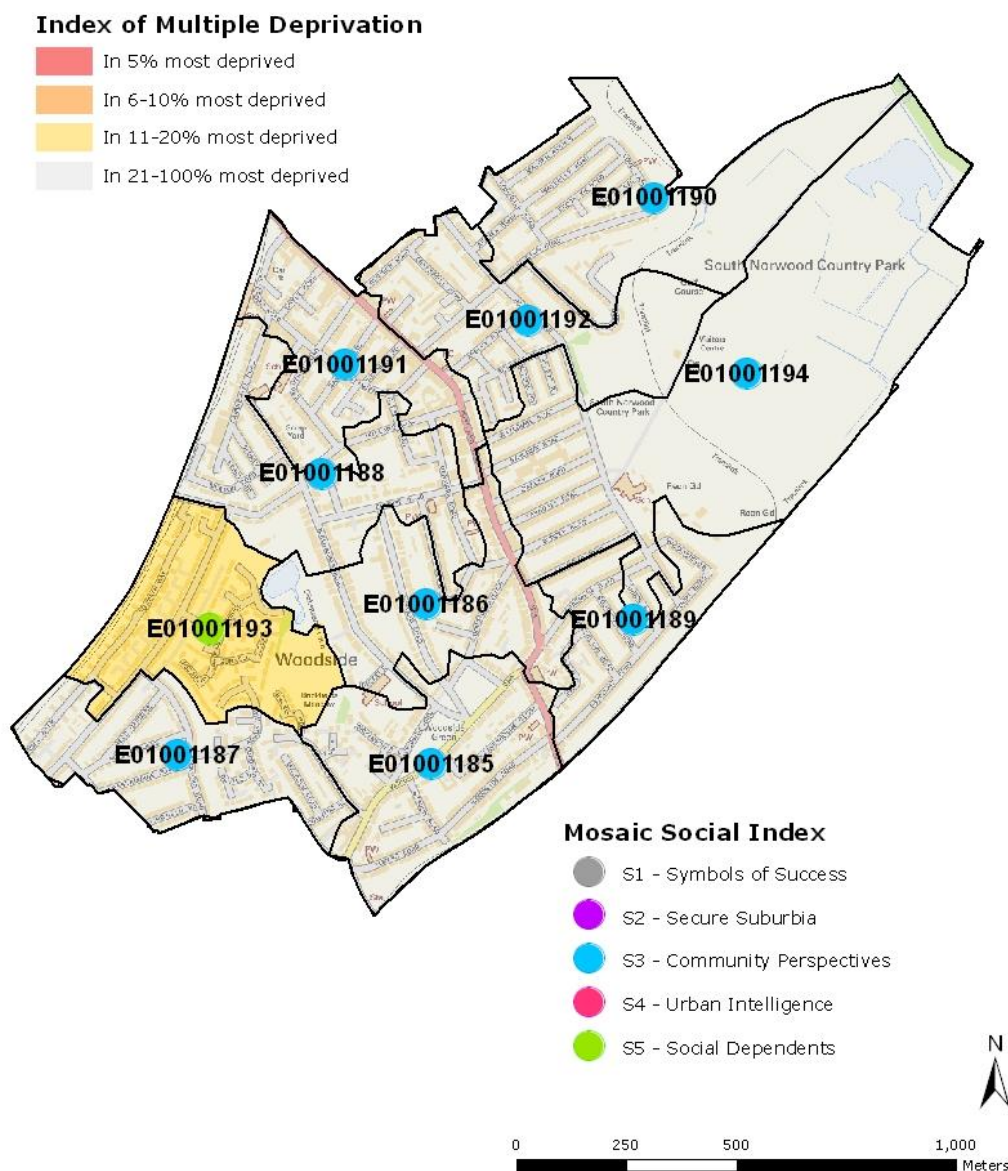


# Our Place

The data within this section presents an accessible analysis of the Index of Multiple Deprivation (IMD) and the Experian Mosaic Social Index. The IMD is a combination of economic, social and housing indicators into a single deprivation score for a small area known as a Lower Super Output Area (LSOA). The Experian Mosaic Social Index is a social classification allowing public sector agencies to better understand the different types of people living in an area.

Please note that the numbered LSOAs shown in the map illustrates the overall IMD. The seven separate domains of the IMD along with the two supplementary domains on income deprivation affecting children and older people are presented for each LSOA in Table 2.

**Map 1 – LSOAs in Woodside (Index of Multiple Deprivation 2008, Department of Communities and Local Government and Experian Mosaic 2008)**



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## LSOA level of deprivation

Table 2 shows that in Woodside there is one Lower Super Output Area (LSOA) that falls within the top 20% most deprived in the country, mainly due to 'Income' deprivation. There are significant issues across areas in the ward concerning 'Living Environment' deprivation, suggesting that the area experiences more road accidents than average, poorer air quality and a greater proportion of housing that does not meet Decent Homes' standards. There are also a number of areas experiencing 'Income Deprivation Affecting Children.' Table 2 indicates how the nine LSOAs in Woodside, shown in Map 1, are performing against the domains that form the overall IMD (2007). The ranking for each domain is shown using the following key:

Lowest 5%	6% - 10%	11% - 20%	21% +

**Table 2 – IMD for Woodside’s LSOAs  
(Department of Communities and Local Government 2008)**

SOA Code	IMD	Income	Employment	Health & Disability	Education Skills & Training	Barriers to Housing & Services	Crime	Living Environment	IDAC	IDAOP
E01001185										
E01001186										
E01001187										
E01001188										
E01001189										
E01001190										
E01001191										
E01001192										
E01001193										
E01001194										

IDAC - Income Deprivation Affecting Children

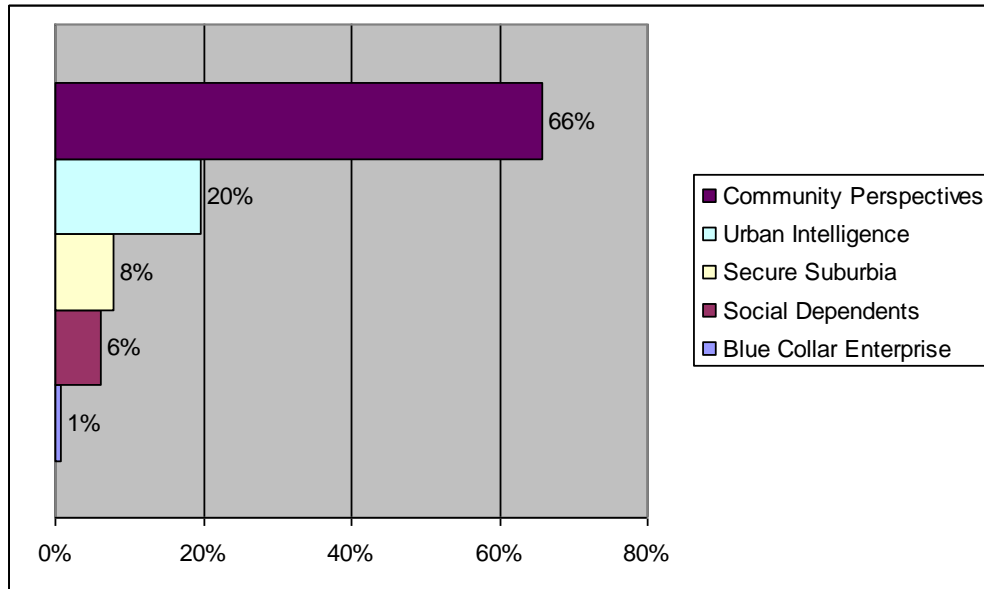
IDAOP - Income Deprivation Affecting Older People

For a full description of each domain please see Table 1 on p.35 in the 'About the Data Sources' section of the 'Statistics Glossary.'

### **LSOA Mosaic Social Classification**

'Community Perspectives' is the most prevalent social group in Woodside: 66% of households fall within this classification, suggesting a similar lifestyle enjoyed by most residents across the ward. There is also a sizeable contingent of households falling under the 'Urban Intelligence' category. Additionally, there are concentrations of households falling within the 'Social Dependents' classification in the south of the ward, where there is also the most deprivation.

**Figure 13 – Breakdown of Households in Woodside by Major Mosaic Segments (Mosaic Experian 2008)**

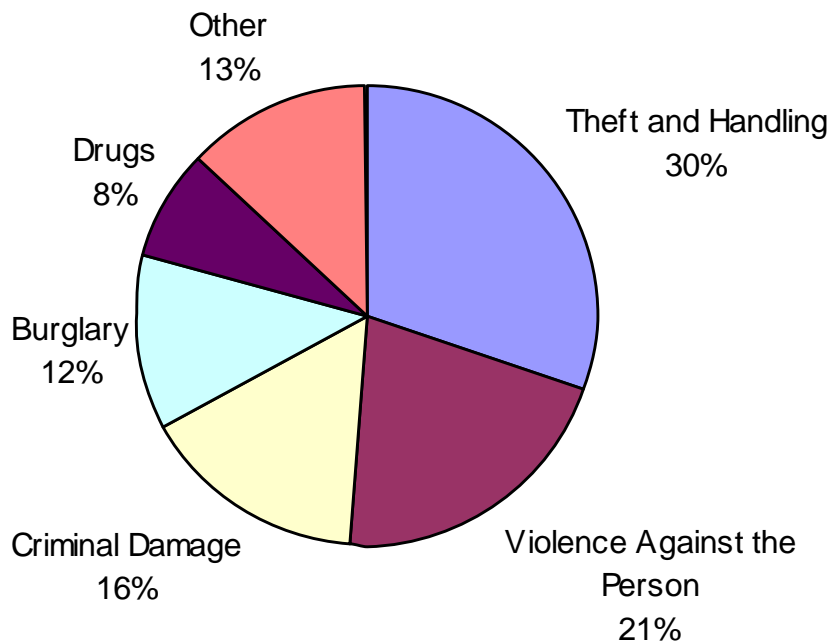


For a full description of each Mosaic group please see Table 2 on p.36 of the 'Statistics Glossary.'

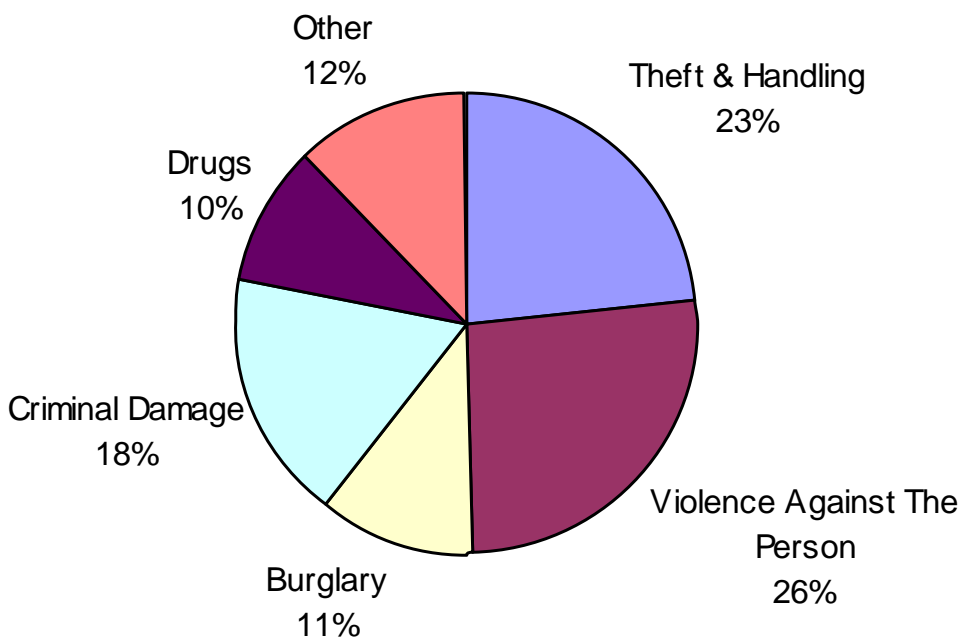
## Crime

The crime rate in Woodside is marginally less than Croydon's at 84 Total Notifiable Offences per 1000 population, compared to 95. The breakdown of types of crime is similar to that of the borough, although there are a slightly smaller proportion of Theft and Handling crimes in Woodside. The charts below illustrate the major five types of criminal offences in Croydon and the ward. The 'Other' category, shown in the charts, represent all other types of offences outside of the top five, added together (please see Table 15 in the 'Statistical Appendix' for a detailed breakdown of crime by each type of offence).

**Figure 14 – Top 5 Crime Types in Croydon (Metropolitan Police 2008/09)**



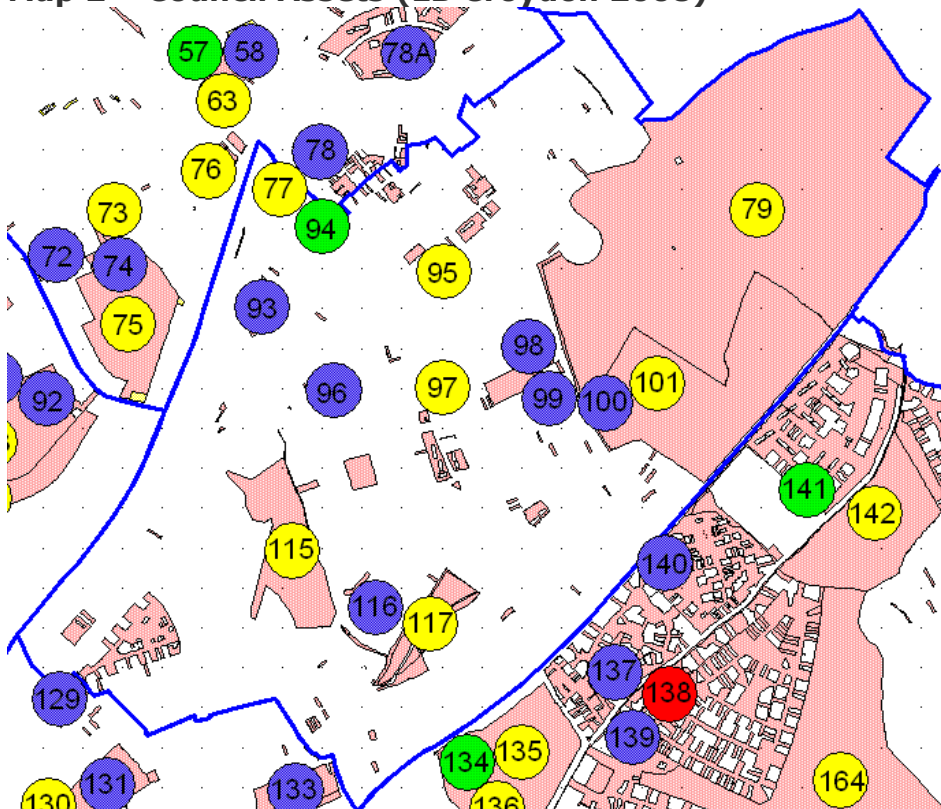
**Figure 15 – Top 5 Crime Types in Woodside (Metropolitan Police 2008/09)**



## Community Assets

There is a range of assets in and around Woodside including schools, open spaces and parks as shown below on Map 2 (details of the numbered assets can be found in Table 3 below):

**Map 2 – Council Assets (LB Croydon 2008)**



**Table 3 - Council Assets (LB Croydon 2008)**

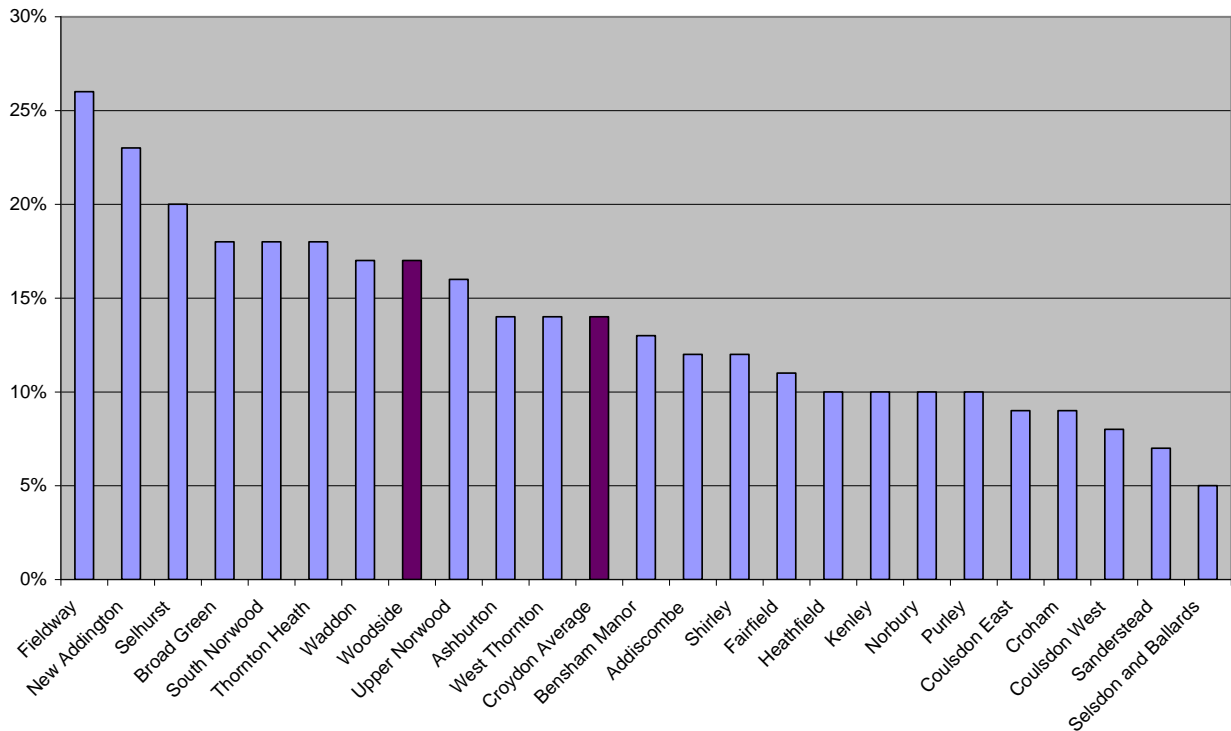
No.	Asset	Address
077	Car Park	Clifford Road (Site of 5/15)
079	Park Land	South Norwood Country Park
093	Primary School	South Norwood Junior and Infant School
094	Residential	Portland Road, 44
094	Clubhouses	Portland Road, 44b
095	Park Land	Apsley Road Playground
096	Nursery School	Crossfield Nursery
097	Swimming Pool	Portland Road, Swimming Pool
098	Other	Sandown Road (CYTO Theatre)
099	Adult School	Sandown Road, South Norwood CALAT Centre
100	Primary School	Rylands Junior and Infants School
101	Sports Ground	Croydon Sports Arena
115	Park Land	Brickfield Meadow
116	Playing Field	St. Thomas Becket R.C. School Playing Field
117	Park Land	Woodside Green

# Our Prosperity

## Economy

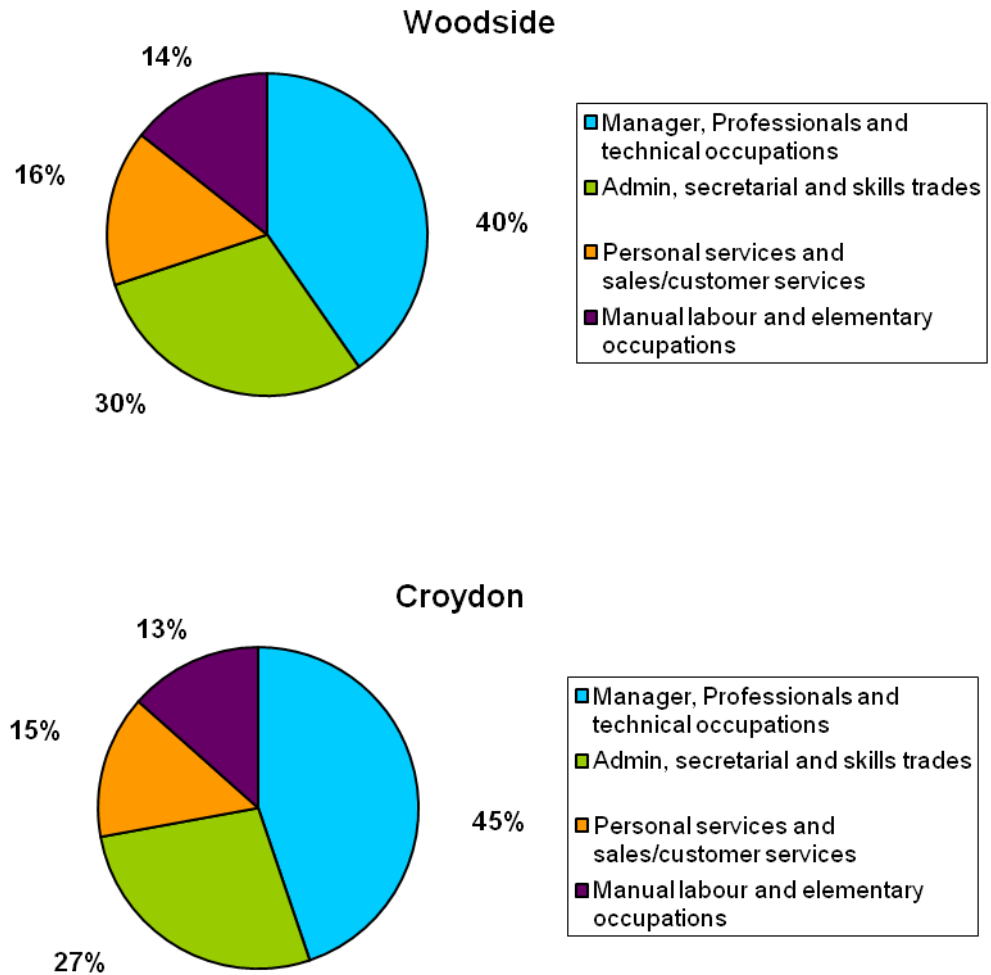
The level of unemployment in Woodside is slightly higher than the Croydon average at 6%. There are a total of 1,765 benefits claimants in Woodside, making up 16.9% of the working age population. This is marginally higher than the Croydon average of 13.7%.

**Figure 16 – Benefit Claimants as a % of Working Age Population (Department for Work and Pensions, 2008)**



There are 3.5% less managers and professionals living in Woodside than the Croydon averages, and consequently more intermediate managers and people working in customer services and in manual jobs.

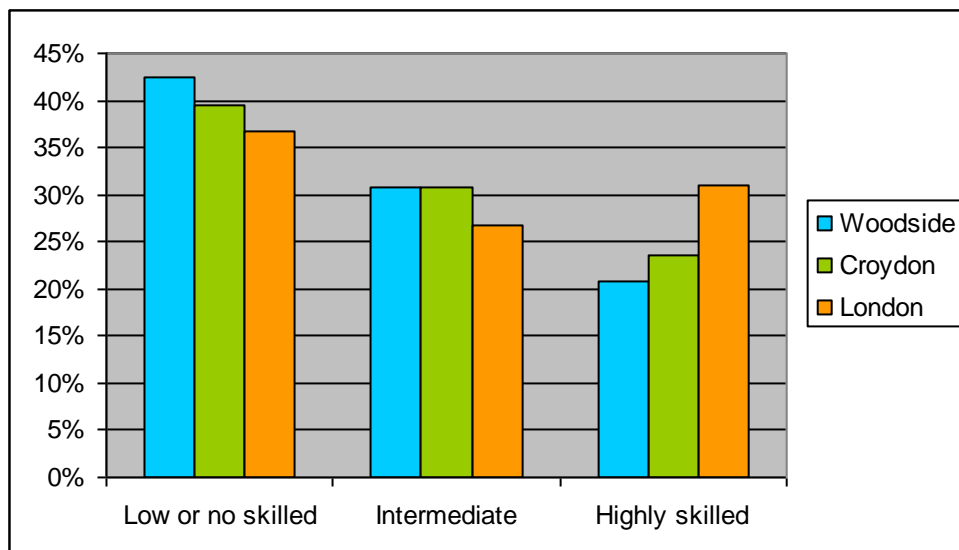
**Figure 17 – Woodside and Croydon Occupational Structure (Office for National Statistics, 2001 Census)**



## Skills and education

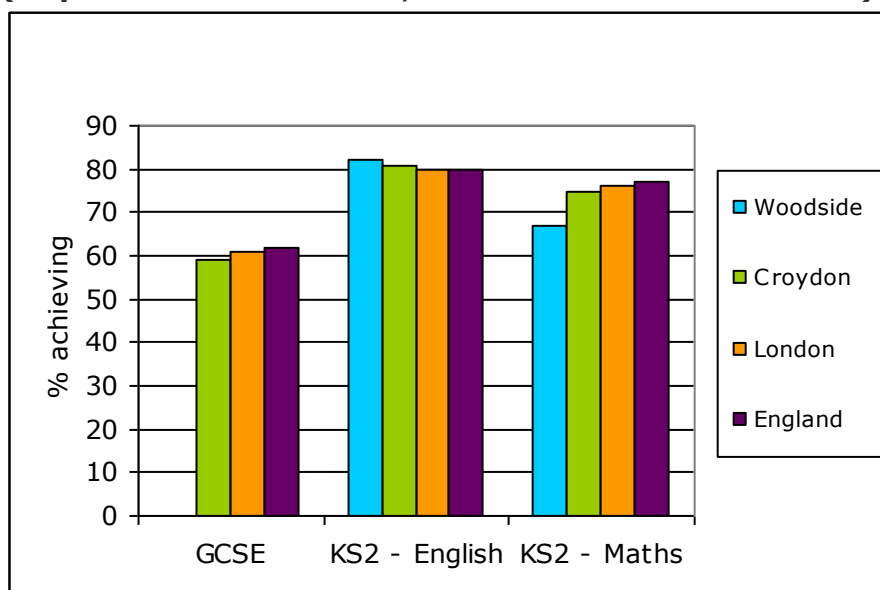
Skills levels mirror this situation, with proportionally fewer highly skilled workers and slightly lower proportions of skilled workers, as Figure 18 demonstrates:

**Figure 18 – Skills Levels**  
(Office for National Statistics, 2001 Census)



Educational attainment in Woodside is very closely aligned to Croydon's for attainment at Key Stage 2 (KS2) for English. However, attainment at KS2 for Maths is below the borough level. There is no GCSE information for the ward. This information is shown in Figure 19 below:

**Figure 19 – Educational attainment**  
(Department of Children, Schools and Families 2008)

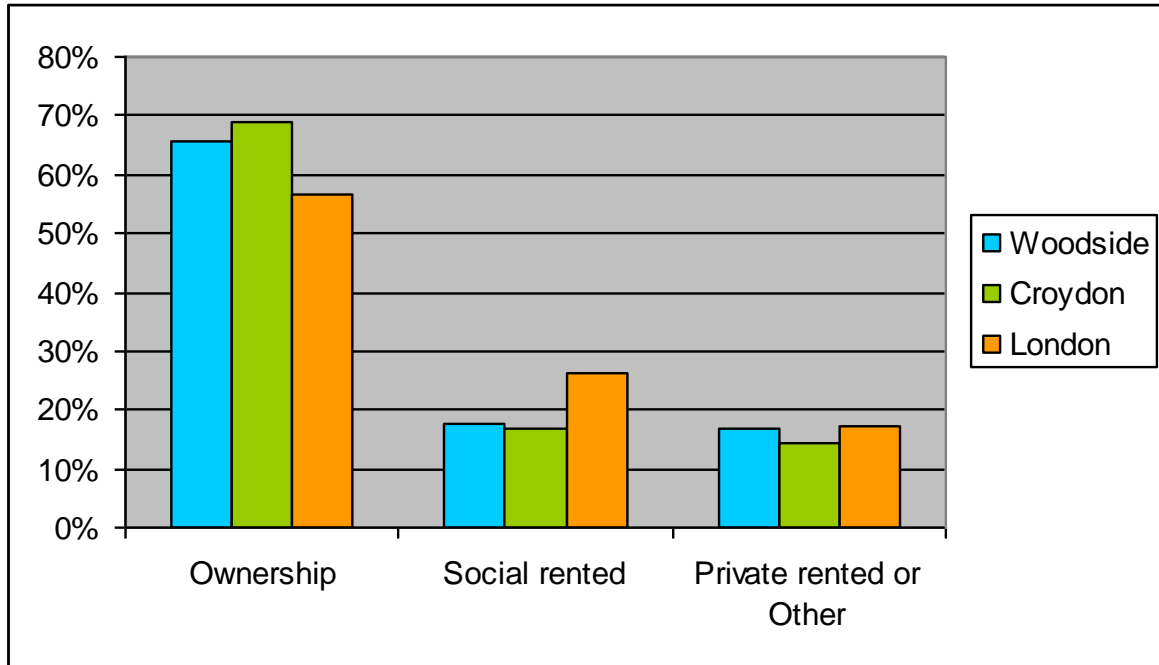


(Please note educational attainment relates to the residence of pupils and the location of their school e.g. a pupil living in Fairfield Ward and going to school in Addiscombe would be included under Fairfield).

### ***Housing tenure***

Housing tenure very closely mirrors the Croydon averages, with 66% privately owned, 18% socially rented and 16% privately rented.

**Figure 20 - Housing Tenure (Office for National Statistics, 2001 Census)**



# Statistical Appendix

This section contains all the statistical data used in the ward profile in tabular form. This is for users who need to access the actual figures for funding bids or other calculations.

## Our people

**Table 1 - Population (Greater London Authority, 2008<sup>1</sup>)**

	Woodside	Croydon	London
Population	15,570	335,094	7,625,646

**Table 2 - Gender (Greater London Authority, 2008<sup>2</sup>)**

	Woodside (%)	Croydon (%)	London (%)
Male	48.17	48.13	48.37
Female	51.83	51.87	51.63

**Table 3 – In-migration (Greater London Authority, 2008<sup>3</sup>)**

	Woodside	Croydon
In-migration from outside Ward, but within Borough	713	13951
% of ward population	4.54%	4.22%
In-migration from outside borough, but within UK	722	13999
% of ward population	4.59%	4.23%
In-migration from outside UK	82	3025
% of ward population	0.55%	0.92%

**Table 4 - National Insurance Number Registrations of Overseas Nationals (Department for Work and Pensions, 2009<sup>4</sup>)**

Major regional groups	Woodside	Croydon
Highly skilled	5	300
SE Asia	30	1500
Other	55	620
Europe	75	1435
Africa (ex. SA)	45	995
A8	55	1545

<sup>1</sup> <http://www.croydonobservatory.org/Borough/>

<sup>2</sup> <http://www.croydonobservatory.org/Borough/>

<sup>3</sup> <http://www.croydonobservatory.org/Borough/>

<sup>4</sup> <http://www.croydonobservatory.org/Borough/>

**Table 5 - Age Structure (Greater London Authority 2008<sup>56</sup>)**

Age groups	Woodside (%)	Croydon (%)	London (%)
<b>Children &amp; Young People</b>	<b>27.20</b>	<b>25.86</b>	<b>24.13</b>
aged 0-4	6.72	6.52	6.85
aged 5-9	6.34	6.31	5.97
aged 10-14	7.26	6.51	5.68
aged 15-19	6.88	6.52	5.63
<b>Working Age People</b>	<b>60.77</b>	<b>56.76</b>	<b>60.42</b>
aged 20-24	5.36	5.36	6.14
aged 25-29	7.80	7.47	10.16
aged 30-34	9.30	8.24	10.37
aged 35-39	10.32	8.43	9.11
aged 40-44	9.80	8.41	7.95
aged 45-49	8.60	7.21	6.45
aged 50-54	5.43	5.98	5.28
aged 55-59	4.16	5.67	4.97
<b>Older People</b>	<b>12.02</b>	<b>17.37</b>	<b>15.44</b>
aged 60-64	3.10	4.56	3.83
aged 65-69	2.75	3.56	3.21
aged 70-74	2.28	3.12	2.77
aged 75-79	1.60	2.53	2.34
aged 80-84	1.23	1.94	1.76
aged 85-89	0.70	1.08	0.97
aged 90+	0.36	0.59	0.56

**Table 6- Projections by Age 2001-2026 (Greater London Authority 2008<sup>7</sup>)**

	Young People		Working Age		Older People	
	Num	%	Num	%	Num	%
Croydon	-7,971	-2.36	-8,960	-2.63	16,693	4.99
Woodside	-1,299	-7.24%	-590	-1.37%	-1,692	8.61%

<sup>5</sup> <http://www.croydonobservatory.org/Borough/>

<sup>6</sup> <http://www.neighbourhood.statistics.gov.uk/dissemination/>

<sup>7</sup> <http://www.croydonobservatory.org/Borough/>

**Table 7 - Population Projections By Age In Detail  
(Greater London Authority 2008<sup>8</sup>)**

Population projections (year and age band)		Woodside	Croydon
2001	0-19	4,739	89119
	20-59	9,421	189852
	60+	1,801	56508
2006	0-19	4,235	85309
	20-59	9,463	187230
	60+	1,872	57307
2011	0-19	3899	84820
	20-59	9728	193307
	60+	2071	60678
2016	0-19	3592	82578
	20-59	9495	191742
	60+	2264	63122
2021	0-19	3483	81466
	20-59	9129	186919
	60+	2623	67470
2026	0-19	3440	81148
	20-59	8831	180892
	60+	3047	73201

<sup>8</sup> <http://www.croydonobservatory.org/Borough/>

**Table 8 - Ethnicity (Office for National Statistics, Census 2001<sup>9</sup>)**

<b>Ethnicity</b>	<b>Woodside (%)</b>	<b>Croydon (%)</b>	<b>London (%)</b>	<b>England (%)</b>
White: British	58	63.7	59.8	87.0
White: Irish	2	2.2	3.1	1.3
White: Other White	4	4.3	8.3	2.7
Mixed: White and Black Caribbean	2	1.4	1.0	0.5
Mixed: White and Black African	0	0.4	0.5	0.2
Mixed: White and Asian	1	1.1	0.8	0.4
Mixed: Other Mixed	1	0.8	0.9	0.3
Asian or Asian British: Indian	4	6.4	6.1	2.1
Asian or Asian British: Pakistani	2	2.2	2.0	1.4
Asian or Asian British: Bangladeshi	1	0.5	2.1	0.6
Asian or Asian British: Other Asian	1	2.1	1.9	0.5
Black or Black British: Caribbean	14	7.9	4.8	1.1
Black or Black British: African	6	4.4	5.3	1.0
Black or Black British: Other Black	2	1.0	0.8	0.2
Chinese or Other Ethnic Group: Chinese	0	0.7	1.1	0.4
Chinese or Other Ethnic Group: Other Ethnic Group	1	0.8	1.6	0.4

**Table 9 - 5-16 yr old population change by ethnic origin- Woodside (LB Croydon, Pupil Level Annual School Census 2003-08<sup>10</sup>)**

	<b>Indian</b>	<b>Any Other Asian Background</b>	<b>Black - African</b>	<b>Black Caribbean</b>	<b>Any Other Mixed Background</b>	<b>Any Other White Background</b>	<b>White British</b>
<b>2003</b>	62	41	225	473	93	82	1158
<b>2004</b>	53	52	253	482	97	82	1111
<b>2005</b>	56	47	280	471	97	84	1037
<b>2006</b>	59	66	317	480	100	91	1004
<b>2007</b>	55	59	317	503	103	97	900
<b>2008</b>	50	68	320	517	103	106	810

<sup>9</sup> <http://www.neighbourhood.statistics.gov.uk/dissemination/><sup>10</sup> <http://www.croydonobservatory.org/Borough/>

**Table 10 – Religion and Belief (Office for National Statistics, Census 2001<sup>11</sup>)**

	Woodside (%)	Croydon (%)	London (%)	England (%)
Christian	66	65.1	58.2	71.7
Buddhist	0	0.5	0.8	0.3
Hindu	2	5.1	4.1	1.1
Jewish	0	0.3	2.1	0.5
Muslim	4	5.3	8.5	3.1
Sikh	0	0.4	1.5	0.7
Any other religion	0	0.6	0.5	0.3
No religion	18	14.7	15.8	14.6
Religion Not Stated	8	8.1	8.7	7.7

**Table 11 - Self-reported Health (Office for National Statistics, Census 2001<sup>12</sup>)**

	Woodside (%)	Croydon (%)	London (%)	England (%)
Good Health	70.8	70.71	70.82	68.76
Fairly Good Health	22.19	21.73	20.90	22.21
Not Good Health	7.08	7.56	8.28	9.03

**Table 12 - Health Indicators (London Health Observatory 2002-6<sup>13</sup>)**

	Cardiovascular Disease SMR (2002-2006)	Cancer SMR (2002-2006)	All causes SMR (2002-2006)	Male life expectancy	Female life expectancy	Number of births (2004-2006)	% births with a low birth weight	Teenage conceptions (rate per 1000 females aged 15-17)
Woodside	102.3	93.0	92.8	77.9	81.2	835	7.2	88.9
Croydon	105.2	95.7	99.3	77.1	80.9	14596	8.1	32
London	105.8	98.2	98.4	76.7	81.4	350590	8.0	20
England	100.0	100.0	100.0	76.9	81.2	1855960	7.6	41

<sup>11</sup> <http://www.neighbourhood.statistics.gov.uk/dissemination/>

<sup>12</sup> <http://www.neighbourhood.statistics.gov.uk/dissemination/>

<sup>13</sup> [http://www.lho.org.uk/DATAANDMETHODS/Local\\_Data/PCTIndicators.aspx](http://www.lho.org.uk/DATAANDMETHODS/Local_Data/PCTIndicators.aspx)

**Table 13 - Childhood Obesity Levels Among Reception Class Age Children (Croydon NHS, 2006-08<sup>14</sup>)**

	<b>Children classed as obese (%)</b>	<b>Children classed as overweight (%)</b>	<b>Children classed as obese or overweight (%)</b>
Woodside (2006/07 & 2007/08)	11.7	14.9	26.6
Croydon (2007/08)	10.9	12.8	23.7
London (2007/08)	10.9	12.0	22.9
England (2007/08)	9.6	13.0	22.6

<sup>14</sup> <http://www.croydonobservatory.org/Borough/>

## Our Place

**Table 14 - Place Survey (LB Croydon 2008<sup>15</sup>)**

Place Survey Indicators	Croydon (%)	Outer London (%)	London (%)	England (%)
Satisfied with your local area	71	73	75	86
Belonging to your neighbourhood	51	52	52	59
Agree that this is a place where people from different backgrounds get on well together	77	75	76	76
People not treating each other with respect and consideration is a problem	39	36	38	31
Agree that you can influence local decisions	34	34	35	28
Rate of civic participation	16	15	17	14
Rate of volunteering	23	21	21	23
Feel unsafe after dark	43	42	45	n/a
Fair treatment by public services	67	66	68	72

**Table 15 - Total Notifiable Offences (TNOs) (Metropolitan Police 2008-09<sup>16</sup>)**

	Woodside		Croydon	
Theft & Handling	23.45%	307	30.39%	9037
Violence Against The Person	25.97%	340	20.86%	6204
Burglary	11.08%	145	15.58%	4634
Criminal Damage	17.65%	231	12.26%	3647
Drugs	9.70%	127	7.90%	2348
Robbery	4.58%	60	5.32%	1581
Fraud & Forgery	4.81%	63	5.36%	1594
Sexual Offences	1.07%	14	1.19%	355
Other Notifiable Offences	1.68%	22	1.14%	339
<b>Grand Total</b>	-	<b>1309</b>	-	<b>29739</b>
<b>TNOs per 1,000 Population</b>		<b>84</b>		<b>95</b>

<sup>15</sup> [www.croydon.gov.uk](http://www.croydon.gov.uk) (Please note that the Place Survey data is based on the most recent available data from the Department for Communities and Local Government, at the time of publication, and may have been updated since the publication of this profile)

<sup>16</sup> <http://maps.met.police.uk/tables.htm>

## Our Prosperity

**Table 16 - Economic Activity  
(Office for National Statistics, 2001 Census<sup>17</sup>)**

<b>Economic Activity</b>	<b>Woodside (%)</b>	<b>Croydon (%)</b>	<b>London (%)</b>	<b>England (%)</b>
Economically active % of total pop	8313 74.49%	166,951 70%	3,580,386 68%	23,756,707 67%
Economically active: employees % of econ active	6628 79.73%	130,988 78.46%	2,716,919 75.88%	18,695,282 78.69%
Economically active: Employee: Part-time % of econ active	1116 13.42%	24,240 14.52%	456,742 12.76%	4,196,041 17.66%
Economically active: Self-employed without employees (full-time) % of econ active	462 5.59%	10,086 6.04%	229,218 6.4%	1,362,707 5.74%
Economically active: unemployed % of econ active	508 6.11%	9,163 5.49%	231,052 6.45%	1,188,855 5%
Economically inactive % of total pop	2847 25.51%	71,126 30%	1,719,946 32%	11,775,384 33%

**Table 17 - Benefit Claimants and Key Claimant Groups  
(Department for Work and Pensions, August 2008<sup>18</sup>)**

<b>Benefit Claimants</b>	<b>Woodside (%)</b>	<b>Croydon (%)</b>	<b>London (%)</b>	<b>England (%)</b>
Total claimants % of working age pop	1765 16.9%	13.7%	13.9%	14.2%
Job Seekers Allowance % of working age pop	305 2.9%	2.5%	2.5%	2.4%
Incapacity Benefit % of working age pop	660 6.3%	5.5%	6%	7.0%
Lone Parents % of all households	540 5.2%	3.3%	3%	2.0%

**Table 18 - Occupational structure  
(Office for National Statistics, Census 2001<sup>19</sup>)**

<b>Occupational Groups</b>	<b>Woodside (%)</b>	<b>Croydon (%)</b>	<b>London (%)</b>	<b>GB (%)</b>
Managers and Professionals (1-3)	40.33	44.81	53.0	43.0
Intermediate professions (4-5)	29.59	27.30	19.7	22.5
Sales and customer service (6-7)	15.71	14.46	13.1	15.6
Manual positions (8-9)	14.36	13.43	13.6	18.6

<sup>17</sup> <http://www.nomisweb.co.uk/reports/lmp/ward/contents.aspx>

<sup>18</sup> <http://www.nomisweb.co.uk/reports/lmp/ward/contents.aspx>

<sup>19</sup> <http://www.nomisweb.co.uk/reports/lmp/ward/contents.aspx>

**Table 19 - Skills and Qualifications  
(Office for National Statistics, 2001 Census<sup>20</sup>)**

	<b>Woodside (%)</b>	<b>Croydon (%)</b>	<b>London (%)</b>	<b>England (%)</b>
Low or no skilled (NVQ Level 1 or lower)	42.42	39.55	36.74	45.48
Intermediate Skilled (NVQ Level 2 or 2)	30.77	30.72	26.84	27.69
Highly skilled (NVQ Level 4+)	20.73	23.62	30.99	19.9

**Table 20 - Educational Attainment  
(Department for Children Schools and Families 2008<sup>21</sup>)**

	<b>Woodside (%)</b>	<b>Croydon (%)</b>	<b>London (%)</b>	<b>England (%)</b>
GCSE Attainment (5 A*-C)	n/a	58.8	60.9	62
Key Stage 2 (English)	82	81	80	80
Key Stage 2 (Maths)	67	75	76	77

**Table 21 - Housing Tenure (Office for National Statistics, Census 2001<sup>22</sup>)**

	<b>Woodside (%)</b>	<b>Croydon (%)</b>	<b>London (%)</b>	<b>England (%)</b>
Ownership	65.7	68.72	56.52	68.07
Social rented	17.63	16.79	26.21	19.26
Private rented or other	16.67	14.49	17.27	12.02

<sup>20</sup> <http://www.nomisweb.co.uk/reports/lmp/ward/contents.aspx>

<sup>21</sup> <http://www.dcsf.gov.uk/inyourarea/>

<sup>22</sup> <http://www.neighbourhood.statistics.gov.uk/dissemination/>

# Statistical Glossary

In partnership with Renaisi, Croydon's Local Strategic Partnership has completed a community profiling exercise for the borough consisting of a detailed borough profile, alongside 24 individual ward profiles. This has been informed through statistical analysis using a number of sources (internal and external to the Council). This supplement summarises the statistical data sources used to complete these exercises.

## **About the Data Sources**

Croydon Council has completed a community profiling exercise based on a thorough statistical analysis of data from a number of different sources. The sources and terms used are described below.

**Children and young people** are defined as those persons who are aged between 0-19 years of age. **Working age people** (or people of working age) are defined as those persons who are aged between 20-59 years of age. **Older people** are defined as those persons who are aged 60 years of age or over.

**The Black and Minority Ethnic (BME)** classification refers to local people belonging to Black, Asian, Mixed, Chinese and Other ethnic groups.

**The Minority Ethnic** classification refers to local people belonging to Black, Asian, Mixed, Chinese and Other, White Irish and White Other ethnic groups.

Data on **National Insurance Number Registrations of Overseas Nationals** (shown in Table 6 within the 'Statistical Appendix') provides a robust indication of the major international migrant groups that have recently migrated into the ward and Croydon from abroad.

**Standardised Mortality Ratio (SMR)** is the death rate calculated to enable fair comparison between areas by allowing for age and sex differences in the composition of the population of areas. SMR is expressed as a ratio of the average value: values greater than 100 indicate higher than average mortality, values less than 100 indicate lower than average mortality.

**Childhood obesity** is problematic to measure. The assessment of overweight and obesity in children needs to take account of the different growth patterns of girls and boys at each age and so a universal classification cannot be used to define obesity in children as is the case with adults. The UK National Body Mass Index percentile classification (based on the UK 1990 reference population) is currently used. This uses a BMI threshold at each age above which a child is considered overweight or obese. BMIs over the 85<sup>th</sup> percentile are defined as overweight and over the 95<sup>th</sup> percentile as obese.

**NHS Termination of Pregnancy (NHS TOPs)** is an NHS-funded medically directed miscarriage prior to independent viability, using pharmacological or surgical means. In 2006, NHS TOPs covers 87% of legal abortions in the United Kingdom<sup>23</sup>.

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<sup>23</sup> [http://www.patient.co.uk/doctor/Termination-of-Pregnancy-\(TOP\).htm](http://www.patient.co.uk/doctor/Termination-of-Pregnancy-(TOP).htm)

**The Index of Multiple Deprivation (IMD)** is a combination of economic, social and housing indicators into a single deprivation score for a small area known as a Lower Super Output Area. Within the IMD there are seven separate domains and two supplementary domains measuring income deprivation affecting children and older people, as shown in Table 1 below.

**Table 1 - Index of Multiple Deprivation Descriptions  
(Department of Communities and Local Government 2008)**

Domain	Description
Income	Measures the proportion of the population experiencing income deprivation, such as the number of people claiming income-tested benefits.
Employment	Measures the proportion of working-age people involuntarily excluded from employment (the number of people claiming out-of-work benefits) such as job seeker's allowance or incapacity benefit.
Health and Disability	Measures the level of poor health, early mortality and disability in an area, such as 'years of potential life lost', comparative illness and disability ratio and measures of acute morbidity.
Education, training and skills	Measures the level of education deprivation relating to the quality of education received by children and young people, and skills deprivation relating to the level of skills working-age people have in the area.
Barriers to housing and services	Measures the barriers to housing, such as access to owner-occupation, and barriers to services, such as the road distance to a GP or post office.
Crime	Measures the rate of recorded crime on four major crime types (burglary, theft, criminal damage and violence) that represent the greatest risk of victimisation.
Living Environment	Measures the quality of the 'indoor environment', such as the condition of housing, and the quality of the 'outdoor environment', such as air quality.
Income Deprivation Affecting Children	Measures the proportion of children aged 0-15 living in income deprived households (income deprivation as defined by the income deprivation domain).
Income Deprivation Affecting Older People	Measures the proportion of older people aged 60+ living in income deprived households (income deprivation as defined by the income deprivation domain).

The **Experian Mosaic Classification** is a social classification index allowing public sector agencies to better understand the different types of people living in an area. In Croydon there are six major groups set out below:

**Table 2 - Mosaic Descriptions (Mosaic Experian 2008)**

Major Mosaic Segment	Description
Symbol of Success	Symbols of Success have high incomes and are settled in their work, often in senior management positions. They have expensive leisure activities and are predominantly White British (although not exclusively).
Secure Suburbia	These people live in secure suburban homes and their children are becoming independent, and work is less of a challenge. Whilst they rarely earn significant wealth, they have personal equity locked into their homes and investments.
Community Perspectives	These people live in established communities who traditionally married young with manual jobs. They often have young children and a close support network of friends and family.
Urban Intelligence	This group is categorised by younger residents who are well educated and are open to new ideas and influences. In these areas there are generally fewer children and more of a transient population, such as students.
Social Dependents	These neighbourhoods are characterised by small local authority flats, occupied by people with low-paying jobs or in receipt of social benefits. Levels of social deprivation are high.
Blue Collar Enterprise	Blue Collar Enterprise comprises people who are practical and enterprising in their orientation. Many of these people live in what were once council estates but where tenants have exercised their right to buy. They own their cars, provide a reliable source of labour to local employers and are streetwise consumers.

**Total Notifiable Offences (TNO)** is the measure of crime. TNOs are all indictable and triable either-way offences, plus certain summary offences which the Metropolitan Police is required to count and collate for statistical purposes, according to the Home Office Counting Rules and National Crime Recording Standard.

**Skills and qualifications** are defined in four levels:

- **Level 1 equivalent:** fewer than 5 GCSEs at grades A\*-C, foundation GNVQ, NVQ 1, intermediate 1 national qualification (Scotland) or equivalent.
- **Level 2 equivalent:** 5 or more GCSEs at grades A\*-C, intermediate GNVQ, NVQ 2, intermediate 2 national qualification (Scotland) or equivalent.
- **Level 3 equivalent:** 2 or more A Levels, advanced GNVQ, NVQ 3, 2 or higher or advanced higher national qualifications (Scotland) or equivalent.
- **Level 4 equivalent and above:** Higher National Diploma, Degree and Higher Degree level qualifications or equivalent.

## **Data source profiles**

### **Office for National Statistics (ONS) – [www.statistics.gov.uk](http://www.statistics.gov.uk)**

The ONS site provides free demographic data, obtained on user-defined geographic areas using Output Areas and Super Output Areas as building blocks. Much of the data is from the 2001 census, with 2004 projections. The next census is due for 2011. The ONS was used as the main source for:

- Population of each ward
- Population density of each ward
- Age, ethnicity and faith profile of each ward
- Live births and deaths

### **Nomis - [www.nomisweb.co.uk](http://www.nomisweb.co.uk)**

Nomis, a service provided by ONS, gives free access to the most detailed and up-to-date UK labour market statistics from official sources, detailed at ward (and higher denominations) level. Nomis was used as the main source for:

- Occupational structure of each ward
- Skills levels of each ward
- Economic activity rates in each ward
- Number of benefit claimants in each ward

### **London Borough of Croydon (LBC) – [www.croydon.gov.uk](http://www.croydon.gov.uk)**

Croydon Council's Department for Children, Young People and Learners provided statistical information on the language and ethnicity of school-aged children at a ward level since 2001. Croydon Council's Strategy and Analysis Team provided migration data, broken down by ethnicity.

Croydon Council also provided the main statistical data on resident perceptions in Croydon through the Place Survey and Talkabout Croydon Citizen Panel Surveys.

Crime data, in particular data on the overall level of crime, was provided by the Safer Croydon Partnership Unit: [www.croydon.gov.uk/community/safercroydon/scp](http://www.croydon.gov.uk/community/safercroydon/scp)

The Safer Croydon Partnership is the statutory body responsible for co-ordinating the development and implementation of Croydon's Crime Reduction Strategy. The Partnership comprises public sector agencies, businesses and voluntary and community organisations.

### **Croydon NHS**

Data on childhood obesity is provided by Croydon NHS (Croydon Primary Care Trust) as part of the National Child Measurement Programme.

## Greater London Authority (GLA) Data Management Analysis Group (DMAG)

GLA's DMAG deals with various types of socio-economic and demographic data and its management and analysis. It has particular expertise in the analysis of government-generated data sets such as the Census, Labour Force Survey, population estimates, and unemployment and welfare benefits data. DMAG was the main data source for:

- Population movement and migration for each ward
- Population projections, including age, statistical projections for each ward
- National Insurance Number Registrations of Overseas Nationals for each ward

## London Health Observatory (LHO) - [www.lho.org.uk](http://www.lho.org.uk)

The LHO produces information, data and intelligence on the health and health care of the 7.8 million people who live in London. It provides up-to-date information for health practitioners, policy-makers and researchers to assist with commissioning and policy decisions. LHO use a standardised mortality ratio (SMR) to estimate health statistics for a given year. The LHO was used as the main data source for:

- Standardised Mortality Rate for Cardiovascular Disease by ward
- Standardised Mortality Rate for Cancer by ward
- Standardised Mortality Rate for all causes
- Life expectancy for males and females by ward
- Low birth weight
- Teenage pregnancy
- Infant Mortality
- Childhood Obesity

## Joint Strategic Needs Assessment (JSNA) for Croydon 2008/09

JNSAs became a statutory duty of Local Authorities and Primary Care Trusts in April 2008. JSNAs are an ongoing process which involves identifying population need across a number of priority areas and assessing current service provision. Alongside the Council and NHS Croydon, voluntary sector representatives including Croydon LINKs are on the project board. The Joint Strategic Needs Assessment provided information on teenage pregnancy.

## Department for Children, Schools and Families (DCSF) - [http://www.dcsf.gov.uk/inyourarea/statics/wards\\_lea\\_306\\_0.shtml](http://www.dcsf.gov.uk/inyourarea/statics/wards_lea_306_0.shtml)

The DCSF website provides up to date information on educational attainment at the ward level. The DCSF was used as the main data source for:

- Key Stage 2
- Key Stage 3
- 5 GCSEs A\*-C

## Index of Multiple Deprivation (IMD) 2007 -

[www.communities.gov.uk/communities/neighbourhoodrenewal/deprivation/deprivation07](http://www.communities.gov.uk/communities/neighbourhoodrenewal/deprivation/deprivation07)

The Index of Multiple Deprivation 2007 combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation. The Indices are used widely to analyse patterns of deprivation, identify areas that would benefit from special initiatives or programmes and as a tool to determine eligibility for specific funding streams.

## Mosaic (Experian Mosaic)

Mosaic UK is Experian's people classification system. It classifies the UK population into 11 main socio-economic groups and, within this, 61 different types. Mosaic is also a global consumer classification tool. London Borough of Croydon uses MOSAIC and has developed 6 bespoke groups for the borough.

## Detailed data sources

Data	Source	Further information
<b>Population</b>		
Ward and borough population	GLA	GLA DMAG 2007 Round Projections
Age and age-based projections	GLA	GLA DMAG 2007 Round Projections
Overseas Nationals	DWP	National Insurance Number Registrations of Overseas Nationals
<b>Ethnicity, Religion and Belief</b>		
Ethnicity	ONS	Data categorised standard 16 ethnic group classification
5-16 yr old population by ethnic origin	PLASC	Data from Croydon Council using PLASC (Pupil Level Analysis School Census)
Religion and Belief	ONS	Data categorised into different religions and beliefs
<b>Health</b>		
Health and wellbeing	ONS	2001 Census
Cardiovascular disease	LHO	All persons 2002-2006 trend estimation
Cancer rate	LHO	All persons 2002-2006 trend estimation
Life expectancy	LHO	Male and Female 2002-2006 trend estimation
% births with a low birth weight	LHO	2004-2006 trends. Low birth weight defined as <2500 grams
Childhood obesity	Croydon NHS	% of Reception Class aged children (4-5 year olds) who are either obese or overweight
Teenage pregnancies	JSNA	Data sourced originally from LHO, for 2004-06 trends
<b>Social classification data</b>		
Index of Multiple Deprivation	DCLG	Data sourced from DCLG
MOSAIC	LBC	Data sourced from Experian MOSAIC
<b>Crime</b>		
Crime breakdown data	MPS	2008-09 (Total Notifiable Offences)
<b>Economy</b>		
Economic Activity	ONS (NOMIS)	2001 Census
Benefits claimants data	ONS (NOMIS)	Department for Work and Pensions (2008)
Socio-economic status	ONS (NOMIS)	2001 Census
<b>Skills and education</b>		
Skills	ONS	The following definitions apply: <ul style="list-style-type: none"> <li><b>Highly skilled (Level 4+)</b> – Level 4/5 qualifications cover: First Degree, Higher Degree, NVQ levels 4 and 5; HNC; HND; Qualified Teacher Status; Qualified Medical</li> </ul>

		<p>Doctor; Qualified Dentist; Qualified Nurse; Midwife; or Health Visitor.</p> <ul style="list-style-type: none"> <li>• <b>Intermediate skills (Levels 2 &amp; 3)</b> - Level 2 qualifications cover: 5+'O' level passes; 5+ CSE (grade 1's); 5+GCSEs (grades A-C); School Certificate; 1+'A' levels/'AS' levels; NVQ level 2; or Intermediate GNVQ. Level 3 qualifications cover: 2+ 'A' levels; 4+ 'AS' levels; Higher School Certificate; NVQ level 3; or Advanced GNVQ.</li> <li>• <b>Low or no skills</b> - Level 1 qualifications cover: 1+'O' level passes; 1+ CSE/GCSE any grades; NVQ level 1; or Foundation level GNVQ.</li> </ul>
Education attainment	DCSF	Data is for 2008. GCSE attainment defined as achieving 5 A*-C grades. Key Stage 2 attainment is defined as achieving Level 4.
<b>Housing tenure</b>		
Tenure	ONS	2001 Census