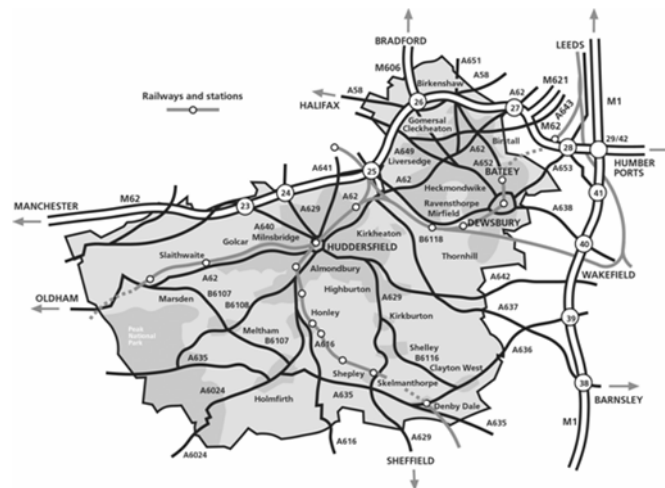


The Picture of Kirklees

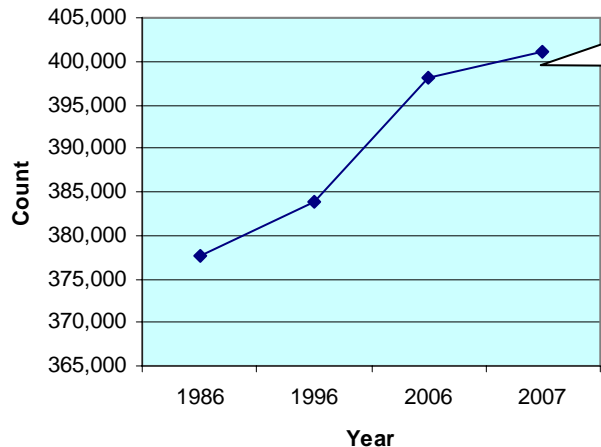


Key Messages and Supporting Evidence

Population is growing with an average male:female ratio

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

Growth in Kirklees Population 1986-2007



Source: Population Estimates Unit, ONS

The population in Kirklees is estimated to continue to grow. This growth is consistent with the projection of growth nationally.

The male:female ratio is balanced although more women fall into the 65-85+ age group

Kirklees Population 2007

Age Group	Total No.	%	Male No	%	Female	%
0-4	26500	7	13500	7	13000	6
5-14	50600	12	25800	13	24800	12
15-24	56800	14	29500	15	27200	14
25-44	109400	27	53400	27	55900	27
45-64	99400	25	49400	25	50000	25
65-84	50600	13	22700	11	28000	14
85+	7700	2	2300	1	5400	3
TOTAL	401000	100	196800	100	204200	100

Source: Population Estimates Unit ONS

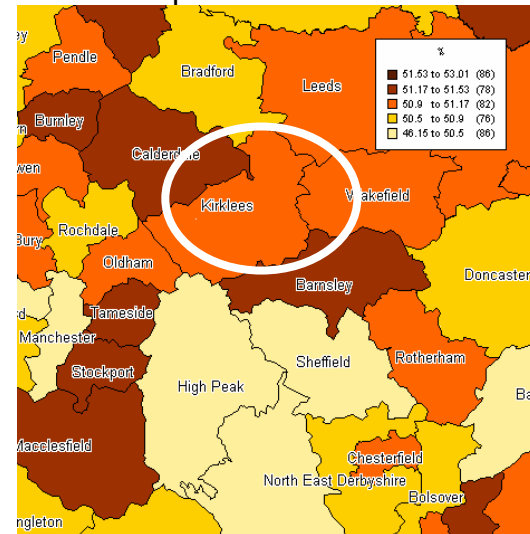
Population Estimates – Kirklees & UK 2007

Age Group	Total No. in Kirklees	% in Kirklees	Total No. in UK [000's]	% in UK
0-4	26500	7	3593	6
5-14	50600	12	7129	12
15-24	56800	14	8156	13
25-44	109400	27	17108	28
45-64	99400	25	15211	25
65-84	50600	13	8481	14
85+	7700	2	1298	2
TOTAL	401000	100	60975	100

Source: Population Estimates Unit ONS

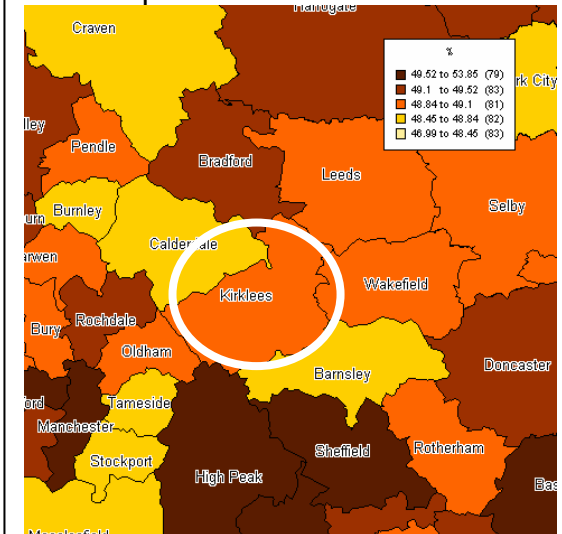
The population components of Kirklees are consistent with the UK

Female Population



Source: Local Futures

Male Population



Source: Local Futures

Kirklees' population is diverse in terms of ethnicity and age

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

Age Group	2007	%	2025	%	Population difference 2007 to 2025 (000s)	% change in population in age group 2007 and 2025	Change in % by age group 2007 to 2025
	Total		Total				
Under 20	105,000	26.2%	106,100	24.1%	1,100	1.0%	-2.2%
20 – 64 years	236,800	59.1%	249,700	56.6%	12,900	5.4%	-2.5%
65 – 84 years	51,200	12.8%	73,200	16.6%	22,000	43.0%	3.8%
85 years plus	7,600	1.9%	12,000	2.7%	4,400	57.9%	0.8%
Total	400,600	100%	441,000	100%	40,400	10.1%	0.0%
All 65 and over	58,800	14.7%	85,200	19.3%	26,400	44.9%	4.6%

Source: ONS

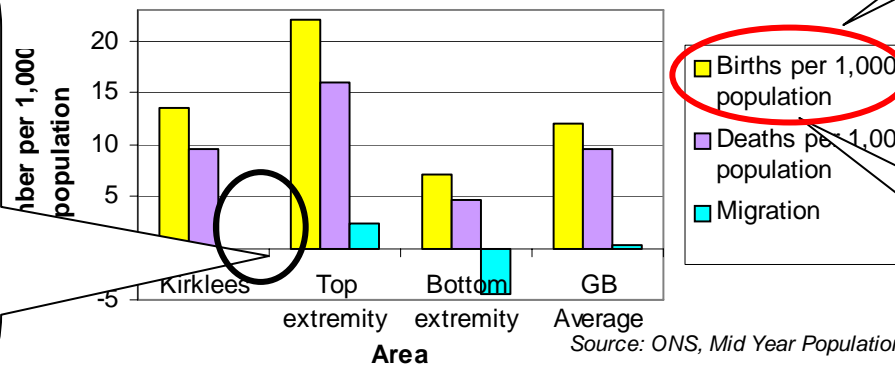
Population projections for 2025 estimate an over 4.6% increase in the elderly population and a 2.2% decrease in the young population

The young population of ethnic groups is blossoming. The ethnic profile of the under 16 year old population is different to that of the whole population. 24% of under 16s are non-white. In the non-white population there are 2.1 adults to one child. This compares with more than 4 adults for each child in the white population.

There is a diverse population in Kirklees. 15.8% of the total population are from non-white groups and the remaining 84.2% from white groups. When considering this nationally, this is considered large – ranking at number 45 out of 408 districts.

Death rates in 2007 are average with the national rate and are lower than the birth rate supporting an 'ageing' population & keeping the average age of Kirklees to 38 years old [1 year younger than the national average].

Birth Rate, Death Rate & Net Migration



Kirklees' migration [difference between inward and outward] is small at 0.1%

In the next 12 months, 4% of residents expect to be living outside Kirklees compared to 16% in 5 years time. Those more likely to move out are mainly white, 18-44, economically active & are in good health. Those in poor health are more likely to move within Kirklees.

Source: CLIK 2008

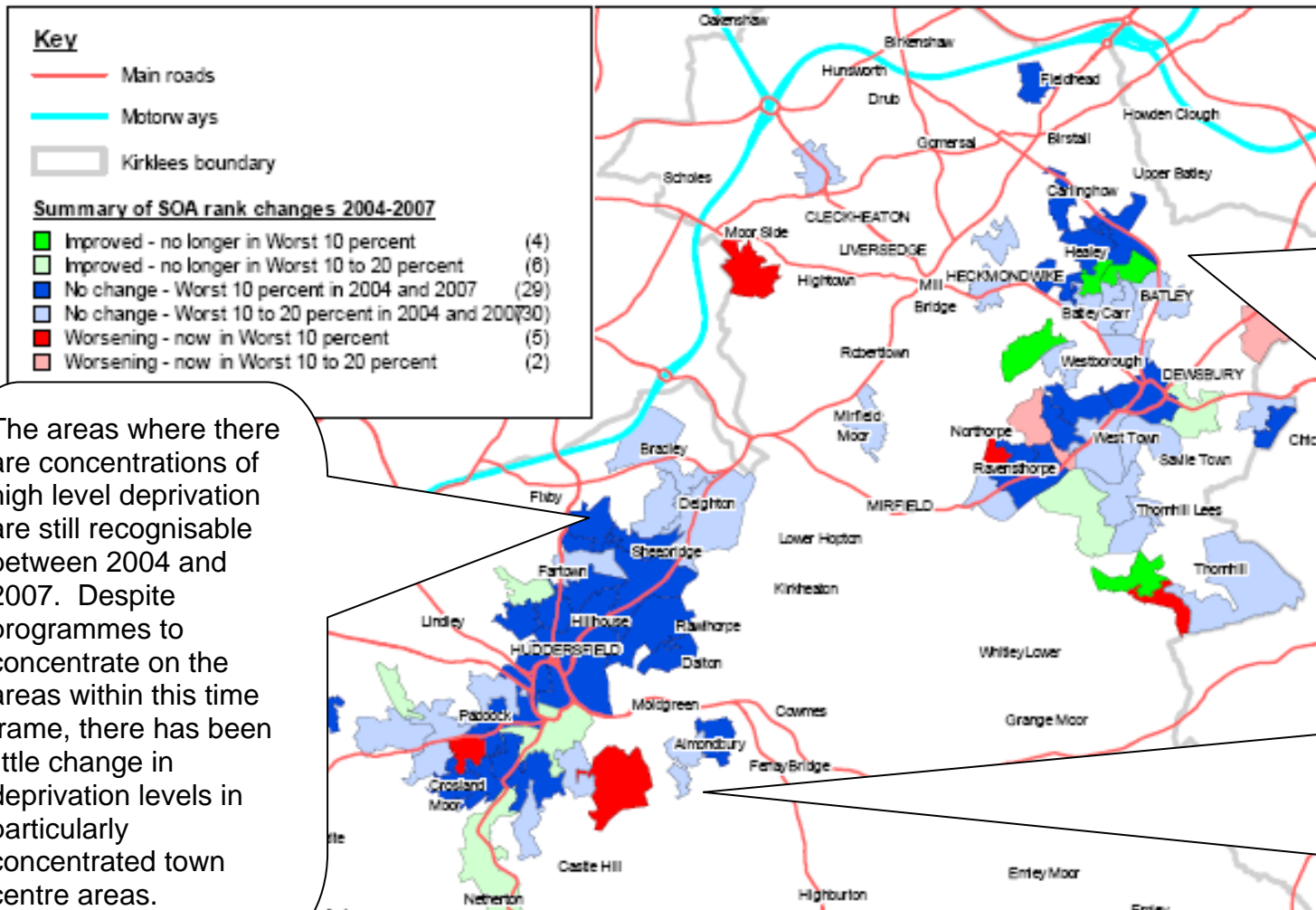
Birth rates are above the national average in Kirklees – ranking as 61 in the country.

District	% of non-white residents	National Rank
Bradford	25.11	26
Kirklees	15.8	45
Leeds	11.57	67
Calderdale	9.47	84
Wakefield	3.99	206
England	11.32	

Source: ONS Mid Year Estimates 2006

Concentrated deprivation is focused in & around town centre areas. It is hard to change

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT



There are Improvements in 8 areas where there has been a concentration of deprivation. These are:

- Armitage bridge area
- Cliffe End – North Huddersfield
- Huddersfield University area – South of Ring Road
- Parts of Fartown
- East Staincliffe, Batley
- North side of Dewsbury Moor
- Chidswell & Shaw Cross, Dewsbury
- East of Ravensthorpe station
- North Overthorpe

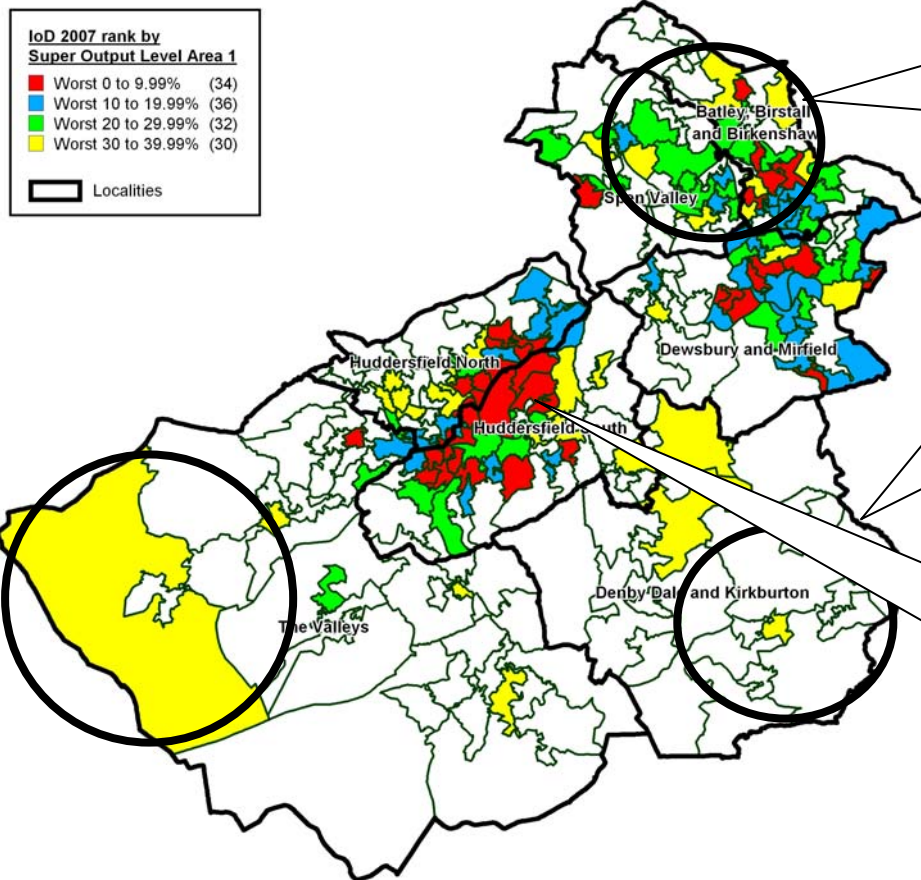
The areas where there are concentrations of high level deprivation are still recognisable between 2004 and 2007. Despite programmes to concentrate on the areas within this time frame, there has been little change in deprivation levels in particularly concentrated town centre areas.

Although the majority of areas have not seen any change, there are 5 distinct areas which have slipped into being more deprived between 2004 and 2007. These are:

- Windybank, Liversedge
- Parts of Ravensthorpe covering Northstead estate
- Parts of Thornhill covering Thornhill Edge estate and part of Overthorpe estate
- Lowerhouses, Huddersfield
- Parts of Crosland Moor covering Yews Hill and the lower part of Blackmoorfoot Road

Rural areas experience a level of deprivation too, but not as severe. People also feel less isolated

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT



The concentrations of the highest deprivation are 'fringed' by lower level deprivation. A good number of Super Output Areas [SOAs] areas fall within the 20-40% of the areas that are the most deprived.

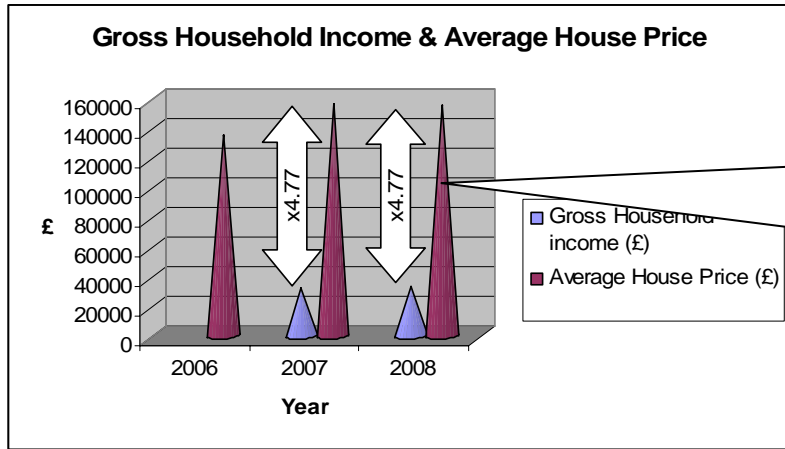
Pockets of deprivation also occur within the more rural areas of Kirklees e.g. parts of Skelmanthorpe in Denby Dale/Kirkburton Locality & parts of the Colne Valley. These pockets are less severe levels of deprivation and focus mainly on areas that are within the worst 30-40% levels.

Just over a fifth of Kirklees residents feel isolated or lonely, all, most or some of the time. Concentrations of the levels of loneliness are found within Huddersfield North, South and Dewsbury & Mirfield Localities.

Source: CLIK 2008

Pressure persists on the affordability & capacity of the housing market

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

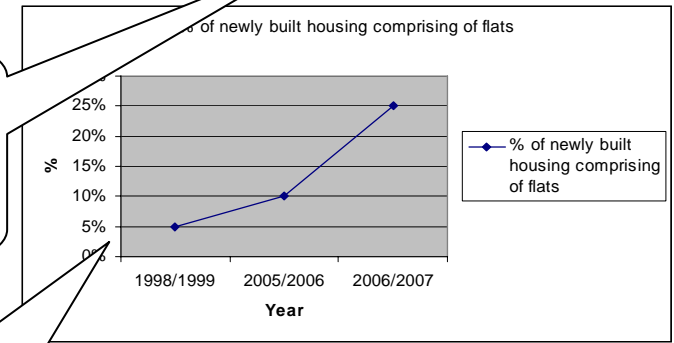


Sources: CACI, Land Registry

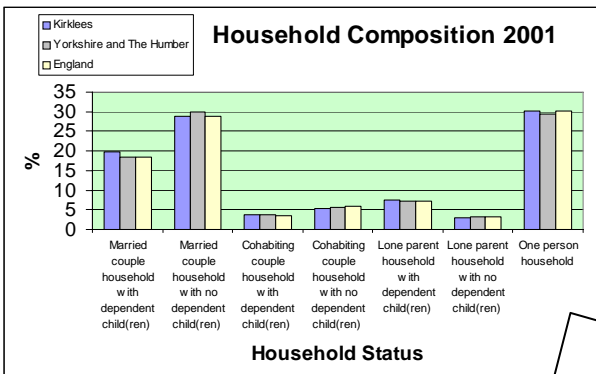
A resident in Kirklees with an average income will require a borrowing amount of almost 5 times their income

	Average House Price £	House Price Semi detached £	House Price Detached £	House Price Terraced £	House Price - Flats £
Kirklees House Prices 2008	£156,223.00	£149,999.00	£288,055.00	£112,871.00	£118,735.00

For larger households this proves even more problematic as the detached, and larger properties, are almost double the average house price

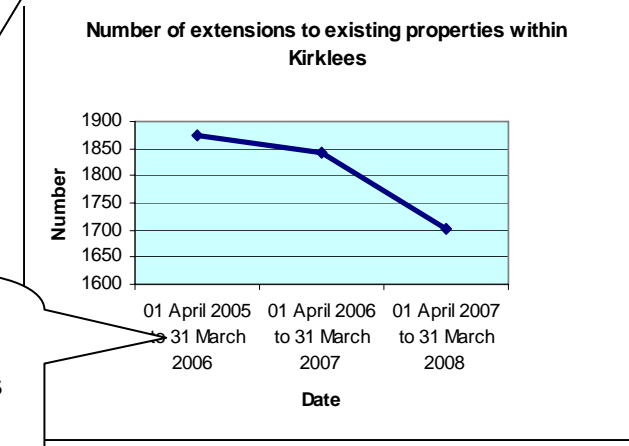


Source: Kirklees Planning Services



26% of people in Kirklees say their home is not adequate for their households needs

New housing provision has seen a surge in flat development. However, the general mix of new housing measured by bedroom numbers, was skewed towards larger units with just over 66% constructed as 3 and 4+ bed units. The proportion of 1 bedroom dwellings was 2% in 2005/2006 which increased to 9% in 2006/2007.



Source: Planning Services*
[*These figures include withdrawn or refused applications]

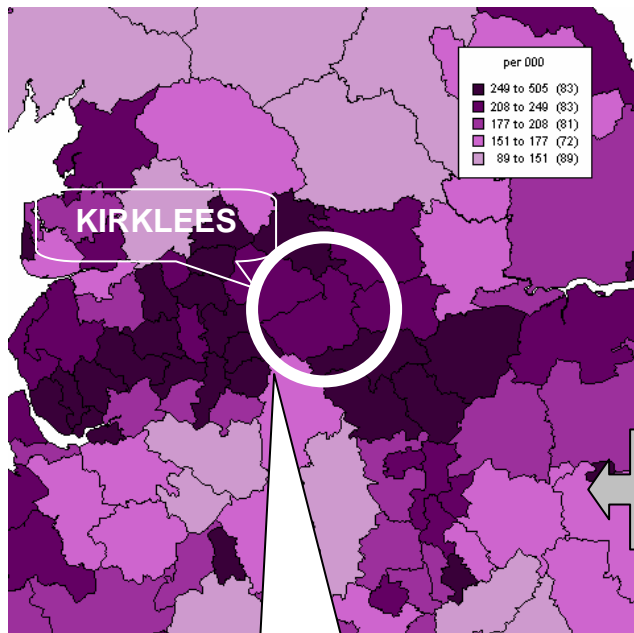
Household make up is polarised. Lone parents with dependent children and married couples with children predict immediate larger housing demand. However, single person households are also above national averages immediately demanding smaller living units.

Planning applications for extensions to properties have dropped over the past 3 years suggesting a cost constraint for the expanding household

The elderly population is living longer but they are more deprived, more reliant on provided care...

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

Pension credit per 1000 people aged over 60 years old and over (February 2008)

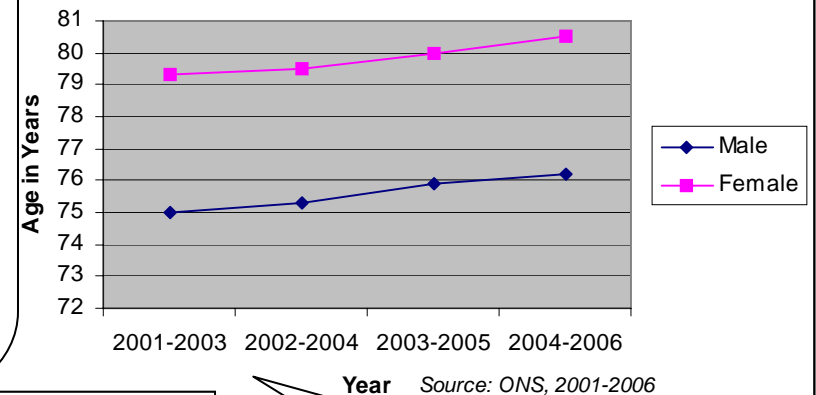


Source: Local Knowledge and Pensions Longitudinal Study (WPLS)

Paid care & Home care is increasing in comparison to relatives supporting their family members. Help with dressing and housework has increased from 14% (2005) to 16% (2008) and 12% (2005) to 14% (2008) respectively. 43% of over 65s are cared for by their relatives compared with 60% of over 65s being cared for through paid care. As the population ages, pressures on agencies to provide care will be heightened.

Source: CLIK 2008

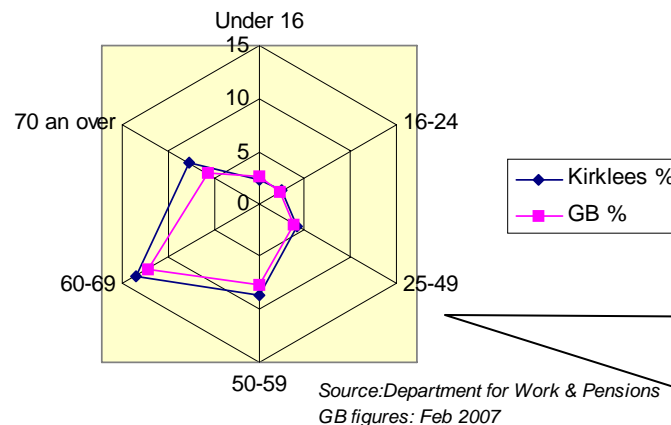
Life Expectancy at Birth



Source: ONS, 2001-2006

The older portion of the population in Kirklees is living longer. Female and male life expectancy has grown by 1.2 years between 2002 & 2005.

Disability Living Allowance as a % of the population - Kirklees & National Comparison February 2008



Source: Department for Work & Pensions GB figures: Feb 2007

Kirklees is slightly above the national average for its proportion of Disability Living Allowance. This suggests that Kirklees may have more deprived older people who are experiencing illnesses that limit everyday activity.

In comparison to areas of dense high populations, the take-up is especially high indicating a deprived older population.

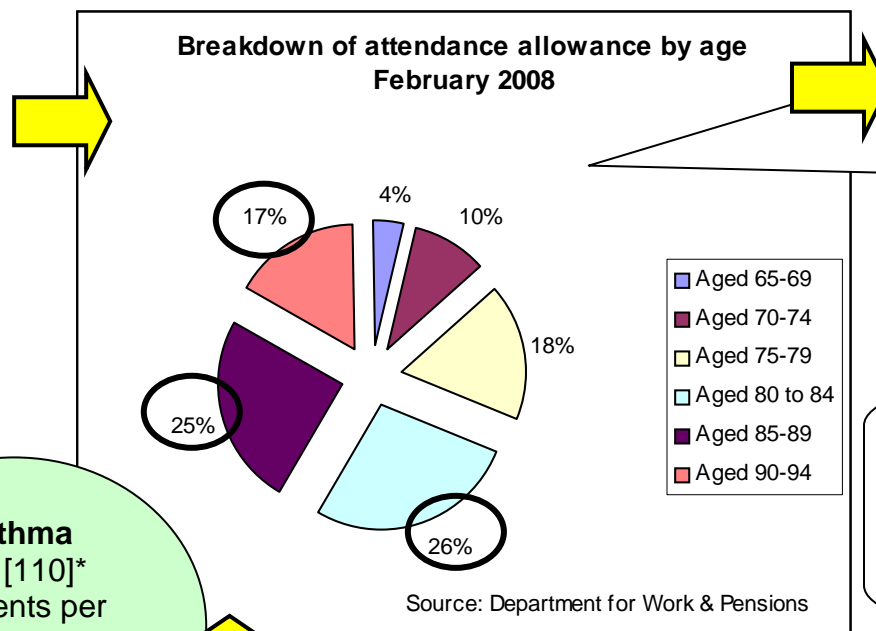
18% of those who find it difficult to heat their home are over 65 years old and 22% of this group say they are in poor health

Source: CLIK 2008

...and they are not ageing in good health

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

➤ In Kirklees there are an estimated 3,000 people with dementia living in the community now and this is likely to rise to 4,340 over the next 18 years. Given the increase in people over 65 by 2025 of 45% dementia will rise especially if there remains little cure and prevention.



➤ The increase in dementia, other health issues and the pressure of people living longer in older age, will put pressure on support provision and increase the take up of allowance and benefits such as attendance allowance. Already, attendance allowance is obtained by people who fall within the higher age brackets 80-94 years old.

Some of the features that have been linked (ODPM, 2006) with higher levels of accidental dwelling fires include;

- Households containing a smoker
- Lowest income households
- **Elderly residents**

Diabetes
137 [120]* residents per 1,000 population over 65

Asthma
149 [110]* residents per 1,000 population over 65

HEALTH

Pain problems including arthritis [men]
418 [320]* residents per 1,000 population over 65

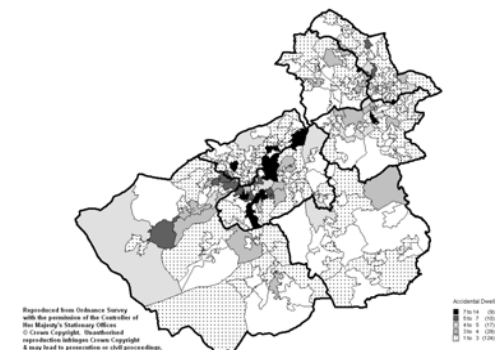
Pain problems including arthritis [women]
524 [470]* residents per 1,000 population over 65

% of certain age groups in good health

<65 years = 95%
<75 years = 94%
>65 years = 88%
>75 years = 85%

Source: CLIK 2008

Accidental Dwelling fires by Super Output Area



Source: West Yorkshire Fire Service

* [xxx] denotes national average

Tackling health conditions that adversely affect individual's quality of life is a top priority...

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

DEMENTIA

- In Kirklees there are an estimated 3,000 people with dementia living in the community now

PAIN

- 71% have experienced bodily pain in the past 4 weeks
- 49% say that their pain has interfered with their normal work
- 32% have experienced pain
- 27% say they have experienced back ache problems

OBESITY

- 57% of residents are limited by their health to do vigorous activities
- 31% do not want to increase their level of physical activity

In general, would you say your health is?	2005 10080 %	2008 21137 %
Excellent	10	9
Very good	30	31
Good	34	36
Fair	18	18
Poor	8	7

DIABETES

- 8% of residents have suffered in the last 12 months
- Diabetes increases with age, being a male, having a disability, being on a low income & being overweight/obese.

HEART DISEASE & STROKE

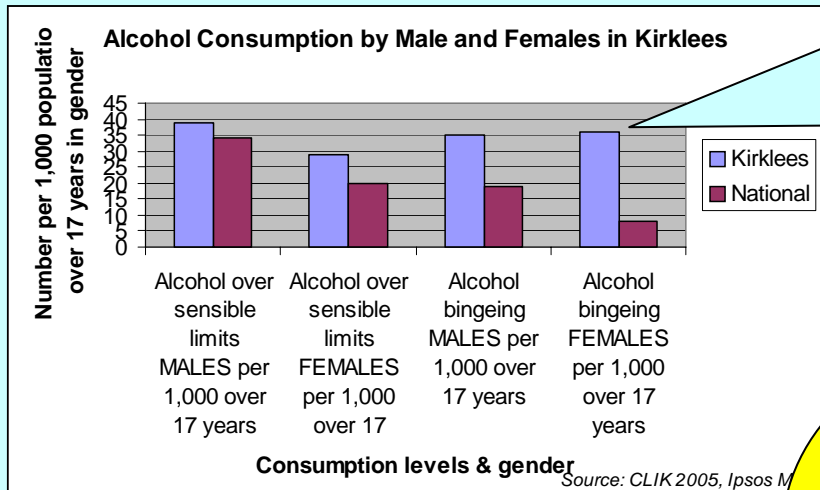
- 7% have suffered from heart disease and stroke and high blood pressure affects 22% of residents.

MENTAL ILL-HEALTH

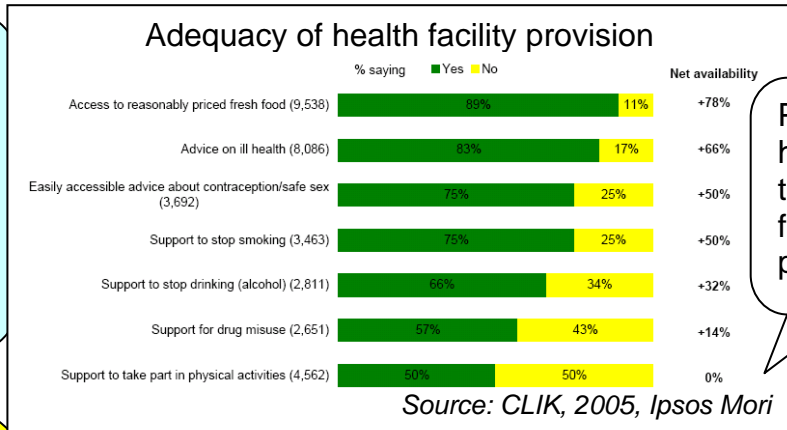
- 27% of residents have accomplished less than they would like as a result of emotional feelings
- 21% say they have experienced depression, anxiety or other nervous illness

But tackling individual's perceptions of healthy lifestyles & behaviours is a big challenge...

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT



ALCOHOL consumption across Kirklees is prevalent in both men and women and is consistently above the national average



People are happy with the health facility provision

BEHAVIOURS

FOOD & NUTRITION

- In Kirklees, 1 in 5 of the adult population ate 5 or more portions of fruit and vegetables daily

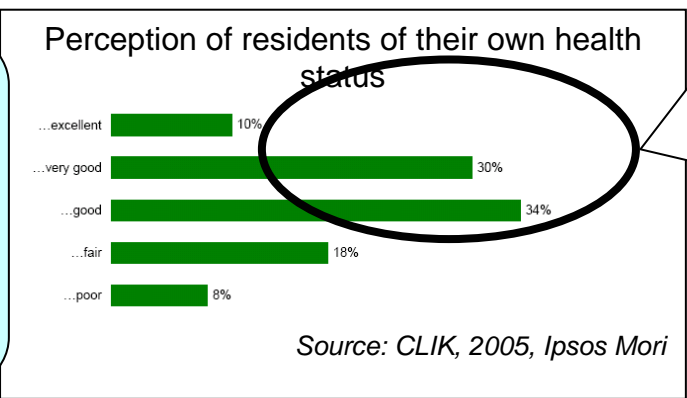
- People with a low household income, older people aged over 65, men and smokers tend to eat less fruit and vegetable than the average

PHYSICAL ACTIVITY

- 1 in 4 adults are physically active to benefit their health
- 1 in 2 adults take part in any form of active recreation – 1 in 5 with a limiting long term illness
- Adults under 65, 1 in 10 did no physical activity compared with 1 in 14 of those under 65

SMOKING

- 1 in 4 adults smoke
- 1 in 4 women smoked at birth
- At risk groups still smoked – those with long term conditions such as diabetes or heart disease, of whom 1 in 8 still smoked



A high number of residents feel their health is good despite a huge presence of poor behaviours associated with bad health

Source: CLIK 2005, Ipsos Mori

Children's lifestyle behaviours are replicating those of adults with alarming consequences on their immediate health

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

BEHAVIOUR

- 22% of 14 year olds were rarely eating breakfast, remaining unchanged since 2003. 28% of girls and 19% of South Asian origin skipped breakfast
- Over 1 in 5 14 year olds had fruit for breakfast
- 1 in 3 young people were physically active – 40% boys and 24% of girls
- The average number of decayed or missing teeth in Kirklees is 2.3 – more than 50% more than the national average at 1.5
- 1 in 8 of 14 year olds had problems sleeping due to being anxious or worried. More girls (15%) compared to 8% of boys
- Over 22% of young people feel they have no-one to talk to about problems
- 19% say they have poor relationships with family members – Twice as many girls, 26%, as boys had these problems
- 47% of young people have been bullied
- 3 in 4 young people have drunk alcohol
- 21% of young people have drunk alcohol before the age of 9
- Those drinking more has risen from 29% in 2005 to 48% in 2007. Girls are becoming more likely to become drunk at least once a week
- Drinking alone rose from 11% of young people to 15%
- 44% of young people are smoking with 1 in 8 doing this on a weekly basis
- 19% of 14 year olds are having sex – 84% using a condom

KEY IMMEDIATE HEALTH SYMPTOMS

OBESITY

- 19% of children in reception class are obese or overweight
- 30% of those aged 11 are obese or overweight and 1 in 6 of 11 years olds are obese

MENTAL HEALTH

- 1 in 4 (25%) are not happy with themselves as a person, especially girls (37%), compared to 25% in 2005.
- Fewer students feel happy with the way they look (63% compared to 70% in 2005)
- 23% of students feel more susceptible to mood changes
- 1 in 3 feel angry at least on a weekly basis

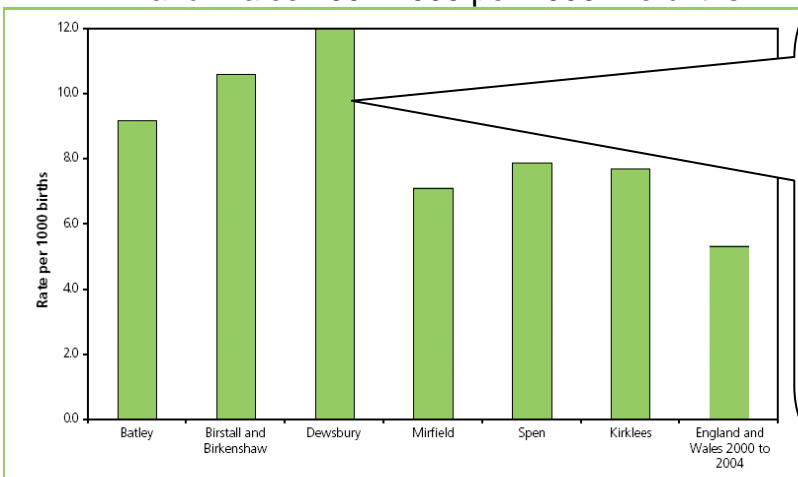
PREGNANCY

- Teenage conception rates in 2004 were 44.6 per 1,000 compared to 42.6 nationally

Infant Mortality is prominent in North Kirklees and there is a noticeable baby boom in the South Asian population

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

Infant death rate by Local Area Committee, Kirklees, England and Wales 2001-2005 per 1000 live births



The average number of deaths per annum across North Kirklees between 2001 and 2005 was 25. Nationally infant deaths are decreasing, however, North Kirklees is seeing a steady increase.

In North Kirklees, 2004, there were 2602 live births with 882 (34%) live births to mothers of South Asian origin, higher than the overall proportion on the population. The proportion of babies born to South Asian origin mothers is increasing. The fertility rate in Kirklees is highest within areas with a high South Asian population, reinforcing the higher rate of birth in mothers of South Asian origin.

Annual general fertility rate per 1000 women aged 15-44 in 2004

Area Committee	Live births	Per 1000 women
Batley	630	79
Birstall and Birkenshaw	181	55
Dewsbury	963	79
Mirfield	175	49
Spen	653	63
North Kirklees	2602	70
England and Wales	643026	59

Source: FHS population estimate April 2004, ONS

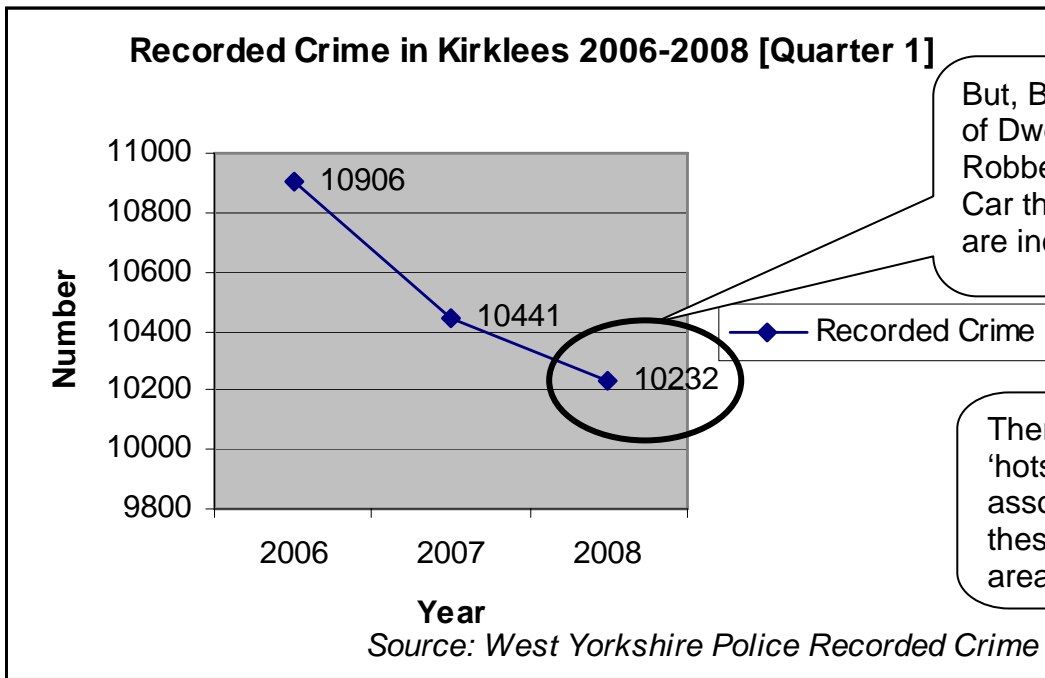
Key characteristics of infant mortality between 2002-2005:

- Of all deaths, 49% were to South Asian origin families, overwhelmingly of Pakistani origin. The rate experienced by White origin population is higher than the rate experienced by Non-South Asians across England and Wales, 8.6 deaths per 1000 live births, compared to 5 deaths per 1000 births.
- 47% of babies born to women of Pakistani origin were of low birth weight, compared to 66% of babies of white origin. Those dying of congenital abnormalities were born over 32 weeks gestation with good birth weight – congenital abnormalities accounted for about 46% of all deaths.
- A baby's chance of surviving longer at birth is heavily dependant on birth weight and gestational age at birth.
- Very few mothers experiencing the loss of a baby were at the extremes of age of motherhood i.e. under 18 or over 40 years old.
- Sibling history of congenital abnormality existed for 1 in 6 of the babies, mainly in Pakistani families.
- 1 in 4 of all mothers booked later than 16 weeks, thus delaying the possibility of early identification of relevant factors to manage.
- Screening for infection was high but for certain genetic screenings this was extremely low for South Asian mothers.
- Smoking is a significant factor in infant mortality and drug use was not.

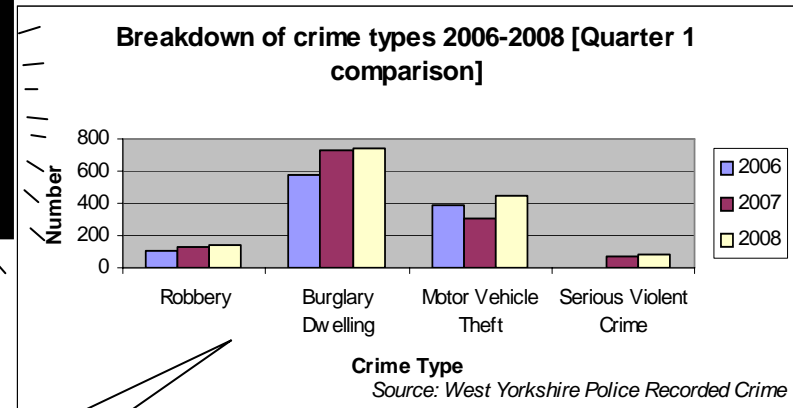
Source: *Infant Deaths in North Kirklees. 2008. NHS Kirklees*

Crime levels are falling & the perception of crime operating in the area is getting better

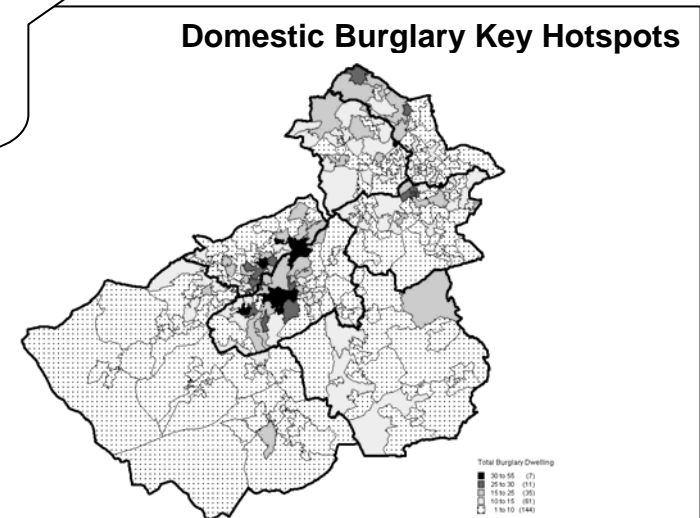
DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT



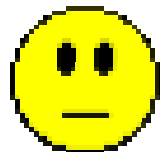
But, Burglary of Dwellings, Robbery and Car theft are increasing



There are distinct 'hotspots' associated with these crime areas



The perception of crime operating in the area is getting better and has increased in performance from 79% in 2006 to 56% in 2007 [LAA Survey 2007].

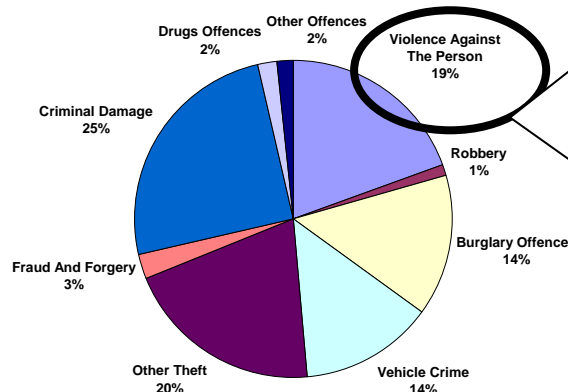


Overall satisfaction with the police service is relatively static although between 2006 and 2007 there was a decrease in satisfaction from 49% to 48%

Community Relations are under pressure

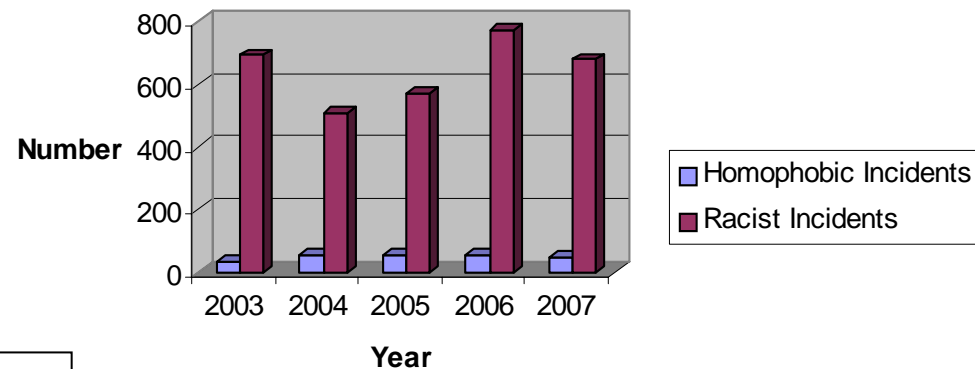
DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

Breakdown of Recorded Offences (Kirklees)



Rate of violent crime has remained relatively static and 'hotspots' remain in town centres.

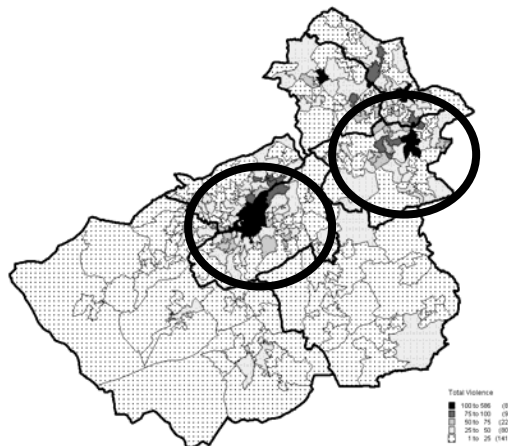
Homophobic and Racist Incidents 2003-2007



Source: West Yorkshire Police Recorded Crime

Incidents are dropping but still remain prominent. Perceptions are worsening & residents are concerned about action taken to combat tension.

Violent Crime by Kirklees Super Output Areas (Apr – Dec 2007)



Source: West Yorkshire Police Recorded Crime

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Source: Office for National Statistics 2001 Census output areas

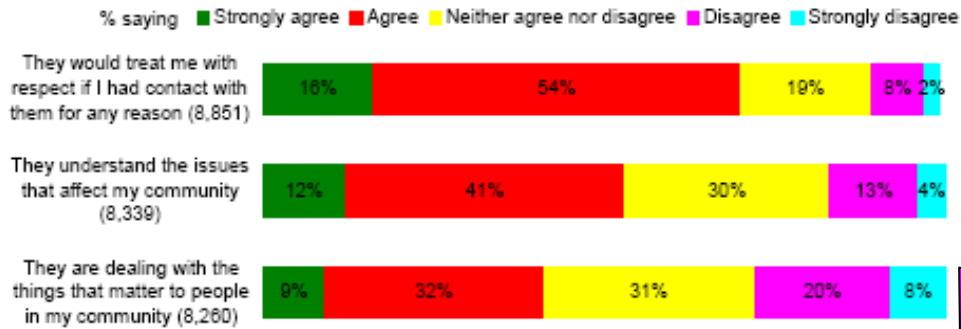
Cohesion Issues	2006	2007	Communities most affected
% of residents who consider there is a problem of race and hate incidents in their area	24%	26%	<p>↓</p> <p>Those most likely to perceive these types of incidents as a problems are: - those living in social rented accommodation (32% v 23% for owner occupiers) - those from a BME background (31%) vs 25% for white respondents - those living in Dewsbury and Mirfield (42%) and Batley, Birstall & Birkenshaw (37%)</p>
% of residents who consider racism and hate crimes are tackled effectively	21%	25%	<p>↓</p> <p>Those who feel the problems are most likely to be tackled effectively are: - the youngest (18-24 year olds 33%) and oldest (65+ 34%) - female (31%) vs 19% for male respondents - those living in social housing (33%) - those living in The Valleys or Huddersfield North (both 39%)</p>
% of residents saying people from different backgrounds and different ages get on well together in their area	70%	69%	<p>↓</p> <p>Those who are most likely to say that people from different backgrounds and different ages get on well together in the local area are: - female (70% vs 67% for male respondents) - older (65+, 75%) - owner occupiers (70% vs 65% for social tenants) - people living in Denby Dale and Kirkburton (81%) and the Valleys (78%)</p>

Source: LAA Tracker Survey 2007, Ipsos Mori

People have mixed feelings about agencies in Kirklees coupled with a low feeling of being able to influence local decisions

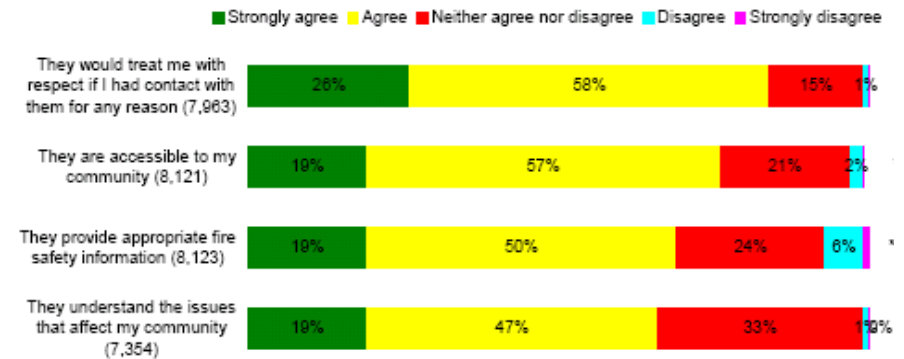
DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

Attitudes towards and satisfaction with the police



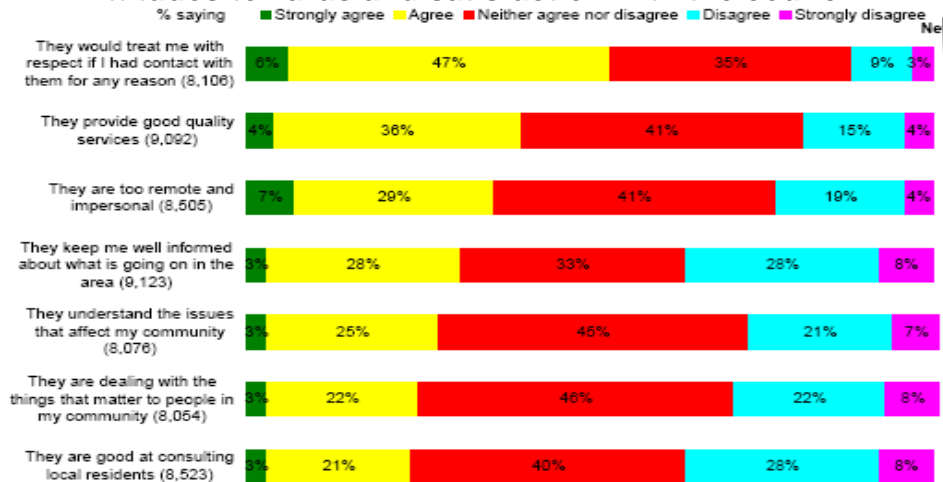
Source: CLIK 2005, Ipsos Mori

Attitudes towards and satisfaction with the fire service



Source: CLIK 2005, Ipsos Mori

Attitudes towards and satisfaction with the council



Source: CLIK 2005, Ipsos Mori

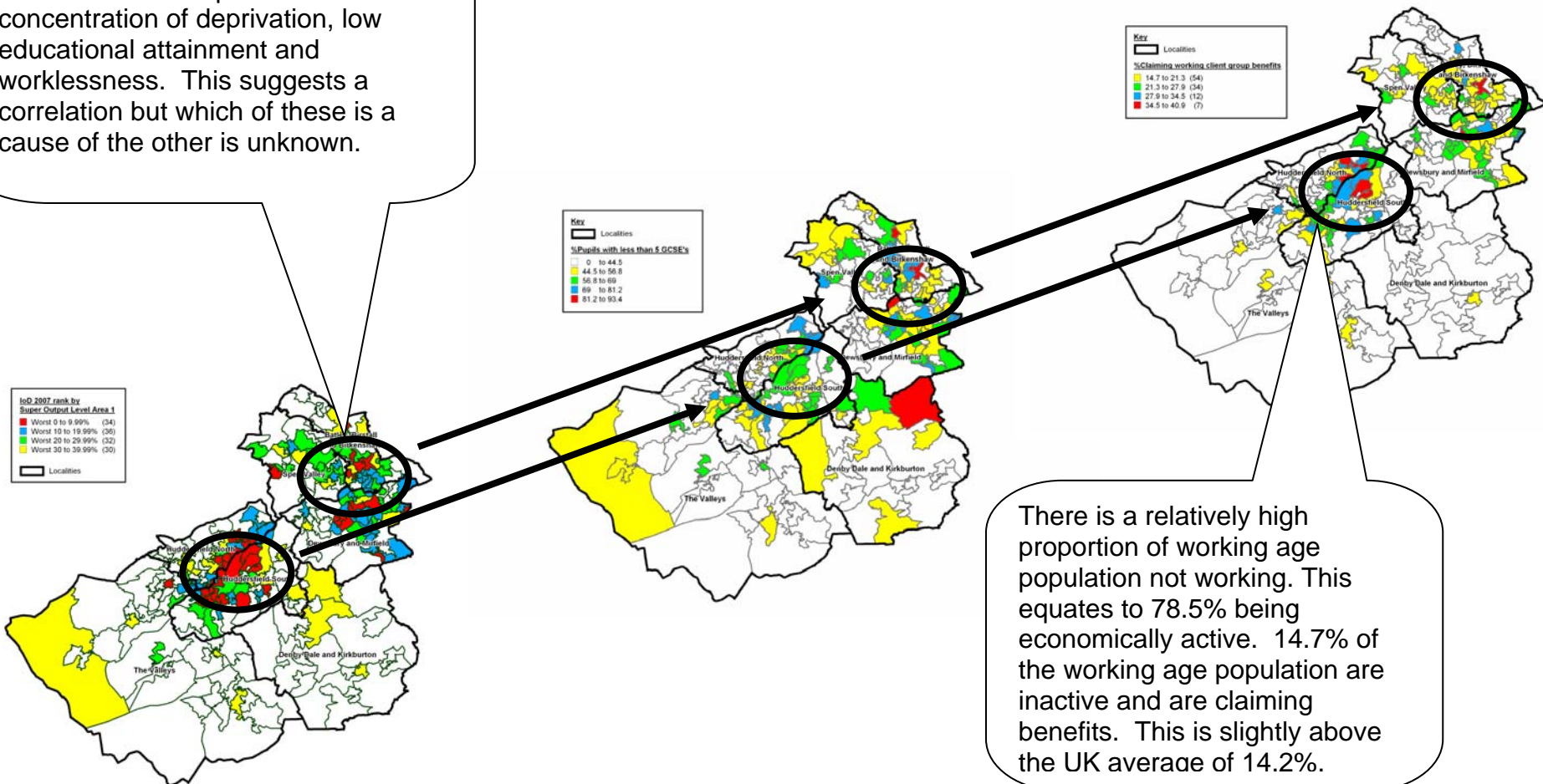
Satisfaction with the fire service is significantly high. Conversely, the council and the police service experience higher rates of dissatisfaction. Within the council, dissatisfaction is within 'communication' and the involvement of residents in decisions. Dissatisfaction with the police is also focused on understanding community needs and responding to these.

- 57% of residents feel they are not well informed about opportunities for getting involved
- 28% say they are satisfied with opportunities for decision making
- 72% [61% nationally] disagree that residents have the ability to influence decisions affecting their local area

There is a direct correlation between deprivation, education & worklessness

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

There is a distinct pattern in concentration of deprivation, low educational attainment and worklessness. This suggests a correlation but which of these is a cause of the other is unknown.



There is a relatively high proportion of working age population not working. This equates to 78.5% being economically active. 14.7% of the working age population are inactive and are claiming benefits. This is slightly above the UK average of 14.2%.

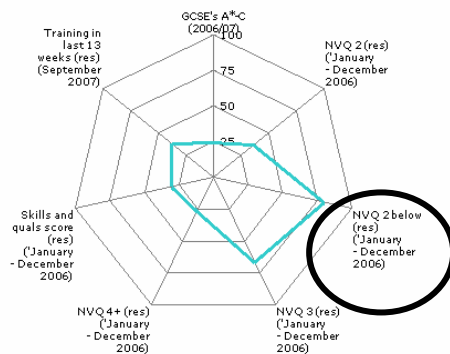
The ability to reach higher level skills and qualifications is poor

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

Kirklees skills and qualification comparison with national figures

[The blue line represents Kirklees' performance position in comparison to National figures]

Source: Local Futures



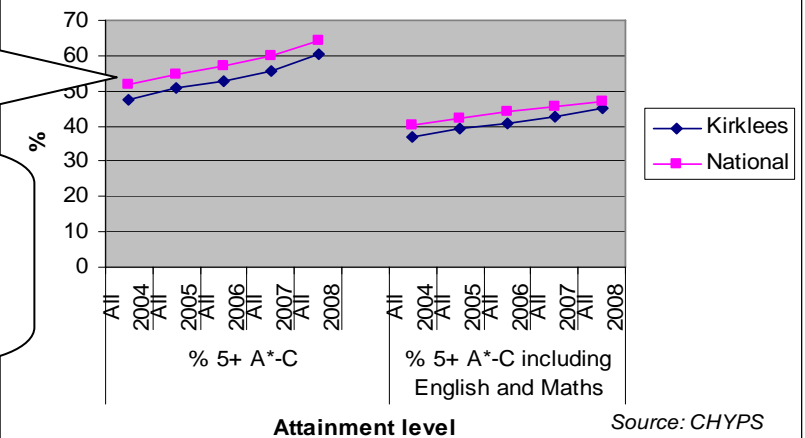
Kirklees performs consistently lower in GCSE attainment in comparison with the national average

Nationally, Kirklees' level of people with less than an NVQ2 remains high. However, between 2004 and 2006 this has improved from 35.51% to 26.39%

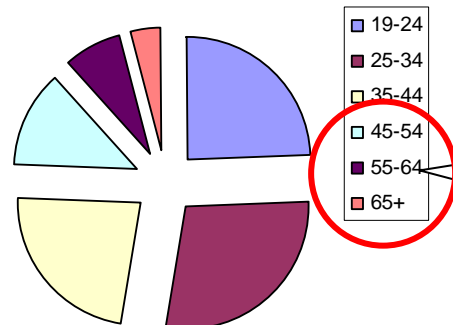
Adults between 16 and 34 are more likely to have qualifications. A high proportion of the well-established working age population [35-49] do not have any qualifications. After 50 years old, there is a clear relationship between being older and having no qualifications

There are fewer adults learners participating in post 16 and adult education. The majority of learners remain young

GCSE Attainment 5 + A*-C 2004-2008

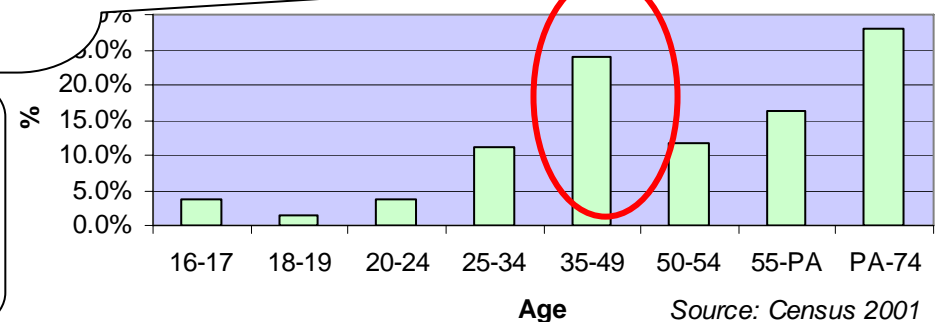


% of adult learners - breakdown by age



Source: Post 16 & Adult Learning

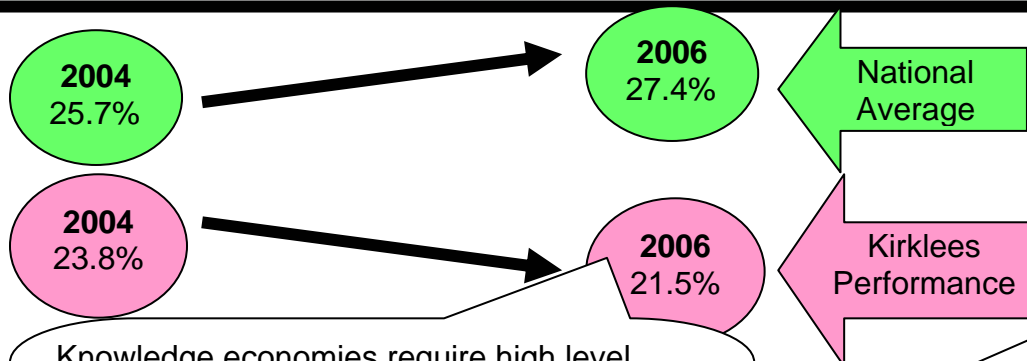
% of kirklees adult residents with no qualifications (2001)



Source: Census 2001

The “knowledge” economy is struggling and tackling this may further the existing inequality gap

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT



Knowledge economies require high level skilled employees - Kirklees is struggling. In 2006, 21.5% of the Kirklees' population possessed skills that were NVQ4 level or higher – significantly below the national average of 27.4%.

Unemployment levels in Kirklees are average, 2.8% [2.44%], meaning little workforce capacity to improve the knowledge industry.

COMPLEX & LONG-TERM ASPIRATION

Aspiration to improve skills is highest among groups who are already likely to be significantly skill and qualification deprived. Up-skilling will be long-term & will not support a 'quick fix' to the knowledge gap.

The proportion of people wanting to increase or update qualifications is higher among:

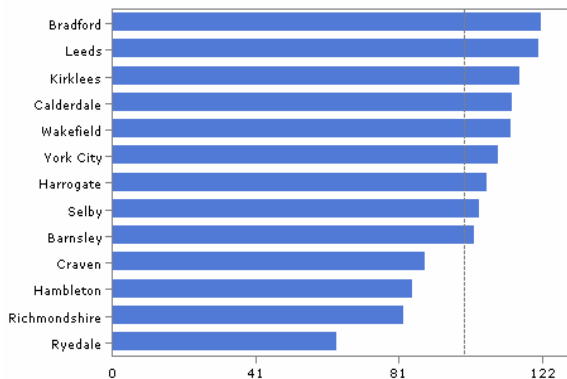
- women (44% rather than men 31%)
- socio-economic group DE (45%) and C1 (38%)
- those working part time (44% vs 36% for full time workers)
- those claiming benefits (43% vs 31% for those who are not)

The proportion of people who do not want to increase or update qualifications decline with age:

- 18-24 year olds (66% would like to increase/update qualifications)
- 25-44 year olds (52%)
- 45-64 year olds (20%)
- 65+ year olds (2%)

Kirklees is consistently lower than national average in terms of Knowledge based industries. Encouraging knowledge based employers & employees into the area may be exacerbating the already existent inequality gap where there is a distinct polarisation of wealth & poverty.

Inequality score (2007)

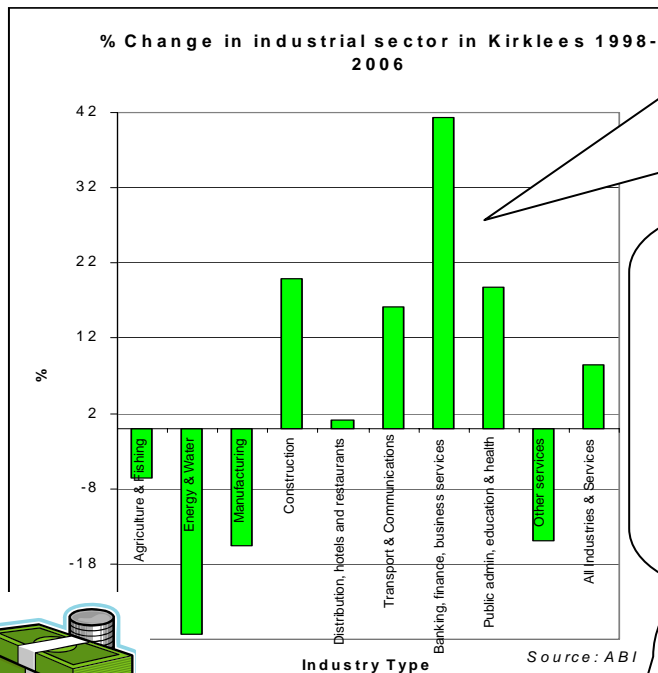


Source: Local Knowledge; Indices of Deprivation for SOA's in England

	Businesses: k-driven production (%) 2006	Businesses: k-driven sectors (%) 2006	Businesses: k-driven services (%) 2006
Kirklees	1.59	23.31	21.73
Great Britain	1.81	31.54	29.73

Lower wages of those employed in Kirklees, lower skilled business & out-commuting are significant

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

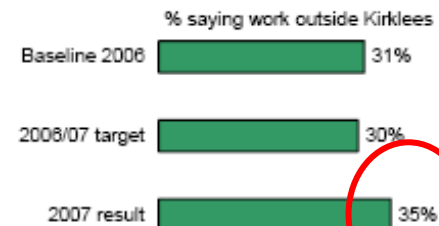


Construction, banking, transport/communications and public administration are the industrial sectors that have increased significantly. The hotel /restaurant and banking service remain the biggest sector with 4488 and 3320 units. The former attracting lower wages. 70% of employers in the area tell us that managerial upskilling is priority for skill enhancement in the next 3 years.

Out-commuting is increasing and is prevalent amongst residents who are from higher social grades. Home working also follows a similar pattern and includes residents who work full-time as opposed to part-time. However, this has taken a drop between 2006 & 2007 [29% - 22%] possibly indicating variations in flexible working according to growth in certain sectors.

Average weekly earnings, for full time workers living in Kirklees, are about 5% lower than the national average. For full time workers, who work in Kirklees, their earnings are 11% less than the total of residents living in the area suggesting higher wages for those out-commuting. The difference between the national average and income of residents working within Kirklees is marked at 11.4%. This suggests that there is reliance from residents on employment outside of Kirklees.

Out-commuting in Kirklees

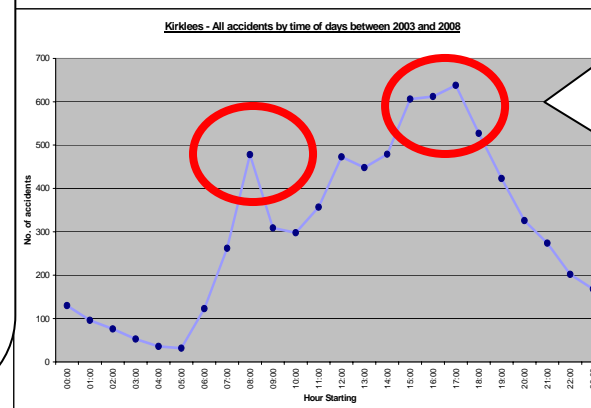


Car /Van Ownership 2001	Kirklees
All Households	159,031
No car or van	47,059
1 car or van	69,144
2 cars or vans	35,142
3 cars or vans	5,937
4 or more cars or vans	1,719
Total cars or vans	164,970

Source: Census, 2001

Source: LAA Tracker 2007

Car ownership is prevalent with all households in Kirklees owning an average of 1 car.



Accidents are prominent at early morning & evening rush hours and Fridays within Kirklees. 46% of casualties are car drivers – 61% of accidents happening at junctions.

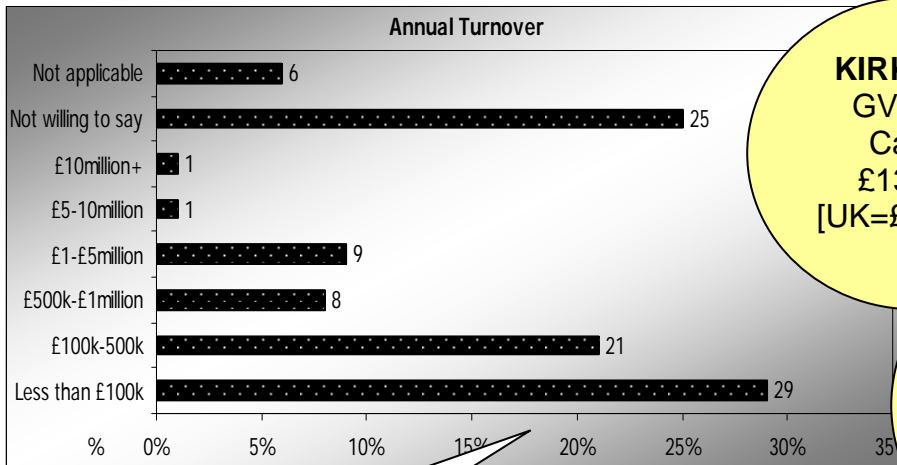


	Kirklees	National Average
Average weekly earnings for Full time workers living in Kirklees	£525	£552.05
Average weekly earnings for ALL workers living in Kirklees	£411.50	£456.17
Average weekly earnings for Full time workers who work WITHIN Kirklees	£473.10	£526.94

Source: ASHE 2007 [Mean average]

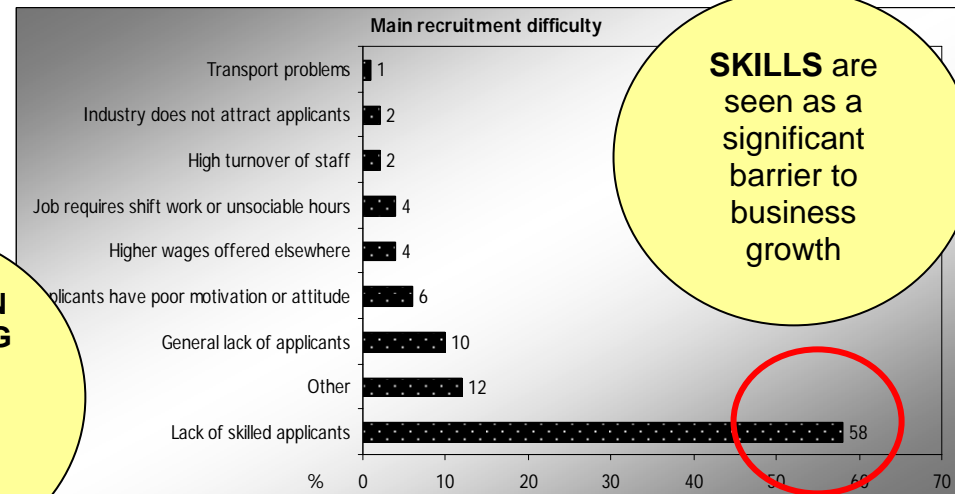
North Kirklees businesses are feeling “strangled” by external pressures...

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT



KIRKLEES
GVA Per Capita
£13,326
[UK=£16,521]

COMPETITION & INCREASING COSTS are seen as barriers to growth



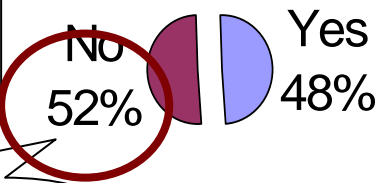
SKILLS are seen as a significant barrier to business growth

Source: Business Survey 2007
*Refers to North Kirklees Business only

Source: Business Survey 2007

Turnover of businesses and total economy contribution is small. But, 43% of businesses who showed a static or declining turnover were confident that turnover would grow in the future. 21% did not know what to expect.

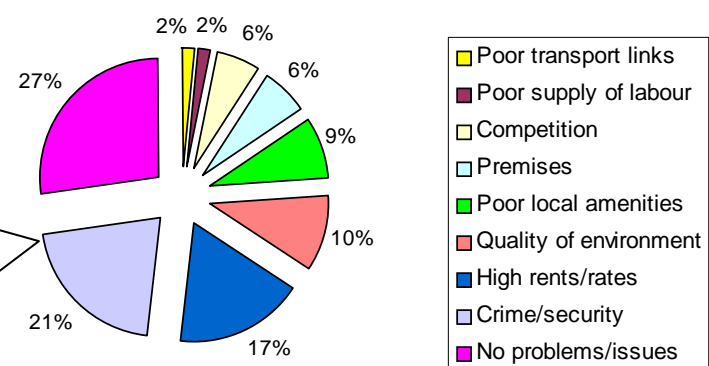
% of businesses in North Kirklees who think there are suitable premises in the area to fulfil their growth requirements



Some uncertainty in premises size is linked to proposals for residential development.

Crime/security & high rents/rates are the prime pressures operating on business in North Kirklees. Proximity to markets and transport links feature highly in terms of benefits for locating within the area.

Disadvantages of a business being located in North Kirklees



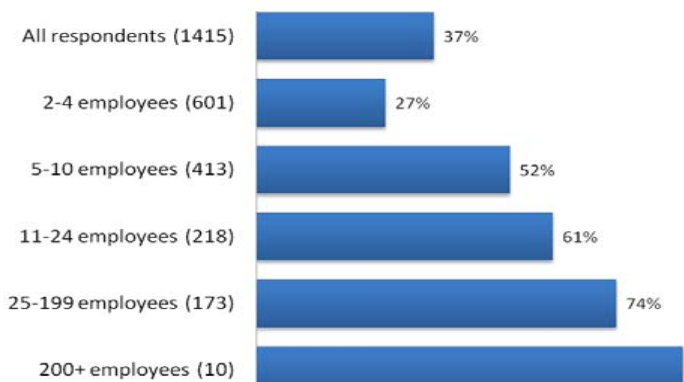
Source: Business Survey 2007
*Refers to North Kirklees Business only

Source: Business Survey 2007
*Refers to North Kirklees Business only

... but businesses in the whole area are not addressing a key component associated with success – STAFF

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

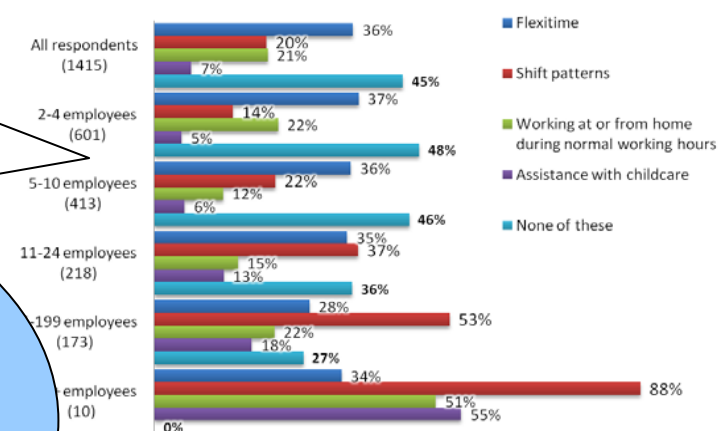
% of employers saying they have a training plan in place for staff



Source: Employer Survey

More than half of employers (55%) have at least one flexible working option, with the most commonly provided being flexitime (36%). One in five respondents report that their organisation offers employees the opportunity to work at or from home (20%) and/or shift patterns (20%).

% of employers saying they have different flexible working options



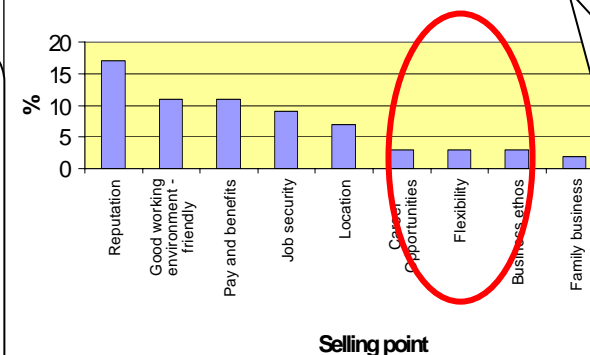
Source: Employer Survey 2008

The propensity to offer any of these working arrangements & staff skill enhancement increases with organisation size. Organisations with 200+ employees are more likely to offer enhancements and employ a more diverse workforce.

- 37% of employers have a training plan in place for staff
- 42% of employers report that their organisation formally assesses whether individual employees have gaps in their skills.
- 37% have arranged off the job training for employees over the past 12 months.
- 44% have had on the job training or informal training.

Just 6% of all respondents reported that their organisation employs any 'disabled' employees. The larger the organisation, the more likely they are to employ at least one disabled person (15% of 25-199 employers; 48% of 200+ employers). In terms of the proportion of the workforce that 'disabled' employees represent it is just one in a hundred (i.e. 1%).

Perceived biggest selling points for recruiting and retaining employees



Employers rank 'flexibility' as a low selling point. Skills & training do not feature

Source: Employer Survey 2008

Progress is being made but, tackling the carbon footprint of existing communities is a big challenge

DEMOGRAPHICS
HEALTH
COMMUNITIES
SKILLS & QUALIFICATIONS
ECONOMY
BUSINESS CONFIDENCE
ENVIRONMENT

2004/2005

2007/2008

Recycling at the 5 household waste centres 36%

Recycling at the 5 household waste centres 43%

Tonnage of recyclables collected in green bins 13,970 tonnes

Tonnage of recyclables collected in green bins 18,300 tonnes

Recycling & composting of household waste 16%

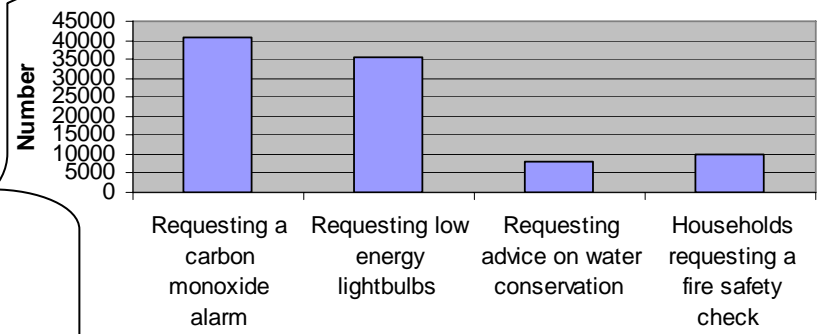
Recycling & composting of household waste 26%

Requests for information regarding energy efficiency are significant for carbon monoxide alarms and energy light bulbs. Other less topical energy saving elements are less requested.

More recycling is being undertaken by residents of Kirklees but, some residents feel the services are less than satisfactory.

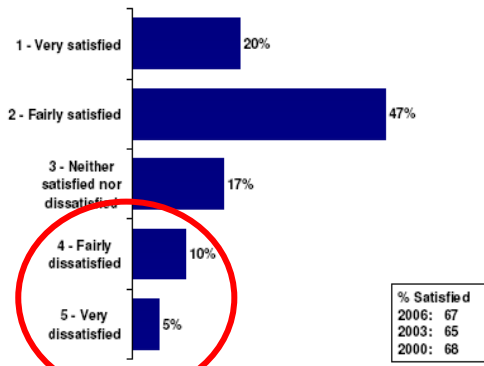
Number of households requesting eco-friendly services February 2007 - August 2008

Note: Number of households visited = 78172



Source: Warmzone

% of respondents satisfied with the provision of local recycling facilities



Source: BVPI Survey 2007, BMG

As of 10 October 2008, 88,704 households have been visited by The Warm Zone project. Over 46,000 energy assessments have been carried out which resulted in 13,066 installations of loft insulation and 6,989 cavity wall insulation installations. Estimated CO2 savings are 13,289 tonnes,



A summary of key messages

The Picture of Kirklees has been prepared by Anna Bowtell, Principle Research & Intelligence Officer at Kirklees Council.
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Demographics

- The Kirklees population is growing in line with national trends
- The population is diverse in terms of age and ethnicity
- There is a blossoming young population within the ethnic community
- The ageing population is becoming unhealthy and deprived

Economy

- Pressure remains on the affordability of the housing market, as house prices outstrip incomes
- Employment in Kirklees is low wages, under-skilled & out-commuting is significant
- North Kirklees businesses are feeling strangled by external pressures
- Businesses in the whole of Kirklees are not addressing a key component associated with success - STAFF

Community

- Year on year crime rates are falling and the perception of crime is starting to decline
- Community relations are under pressure leading to some actual pockets of tension as well as perception
- People have strong views on their community – but are more outcome focused rather than ‘driver’ focused
- There is a direct correlation between deprivation, education and worklessness
- People have mixed feelings about agencies in Kirklees coupled with a low feeling of being able to influence local decisions

Health

- Infant mortality is prevalent in North Kirklees
- There are significant health problems relating to adult health conditions in the whole of Kirklees
- Tackling health conditions become problematic as people’s behaviour choices are hard to change
- Children’s lifestyle behaviours are replicating those of adults with alarming consequences on their immediate health

Skills and Qualifications

- The ability to reach higher level skills and qualifications is poor
- The “knowledge” economy is struggling and tackling this may further the existing inequality gap

Environment

- Progress is being made but, tackling the carbon footprint of existing communities is a big challenge