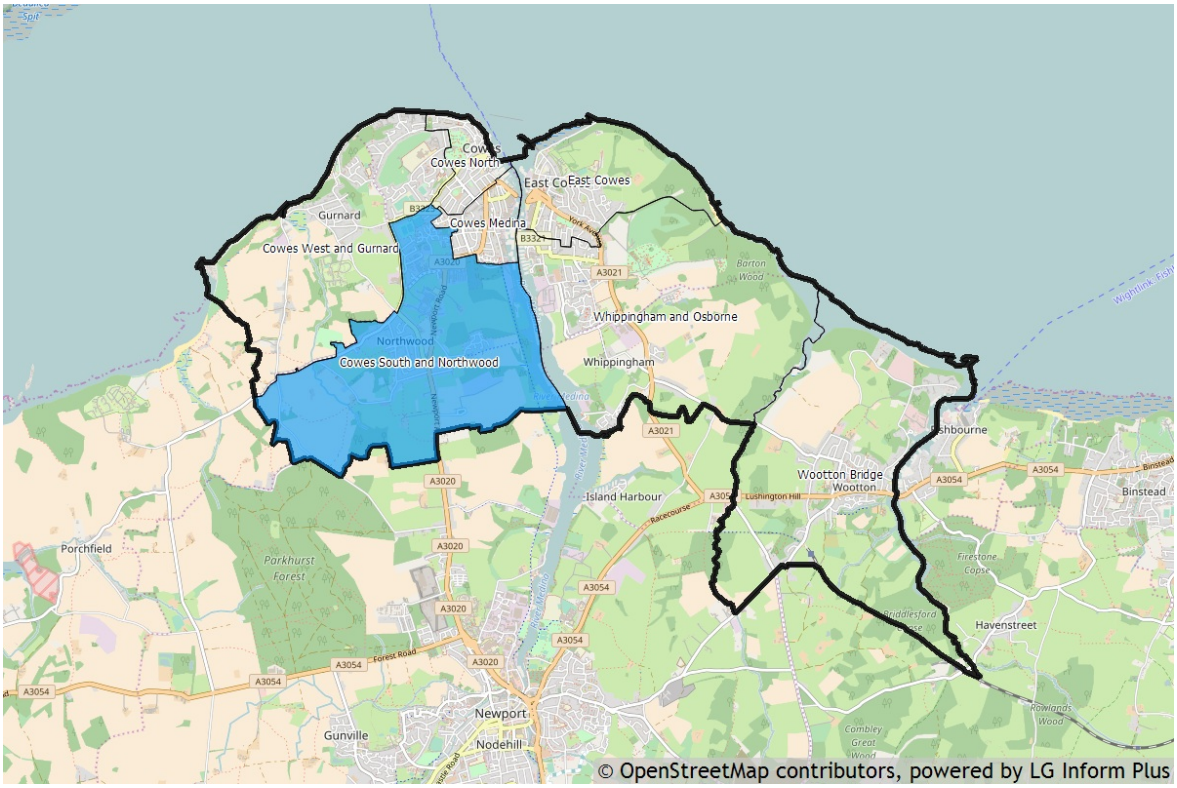
Key Ward Information - Cowes South and Northwood - 2017 (part of the Cowes cluster of wards)

This report has been designed to support provide data and information about **Cowes South and Northwood** and compare it to the Cowes cluster of wards and the Isle of Wight as a whole.



About the area

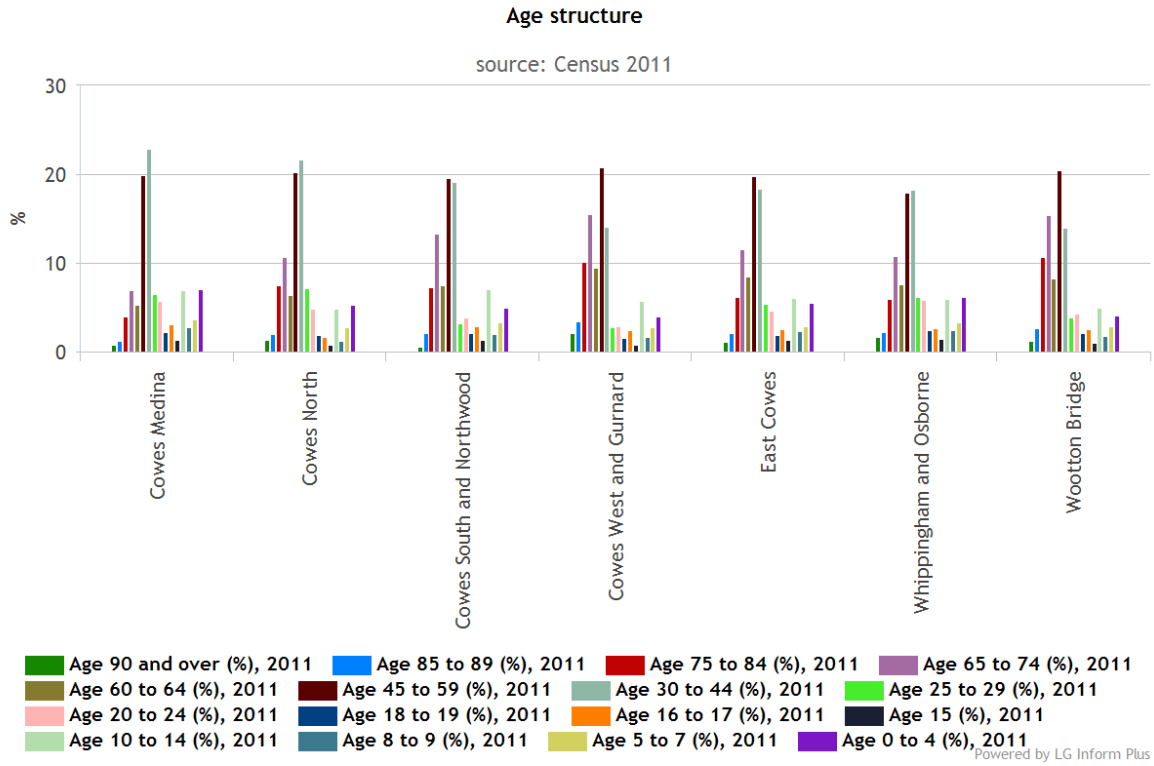
Cowes South and Northwood is a ward within the Cowes cluster. It has a population of 3,487 . Of the 7 wards in the cluster Cowes South and Northwood's population density is ranked number 5 and of the 39 wards on the Isle of Wight it is ranked 22 with 5.75 persons per hectare.

The mean age of the population in the ward is 44 years. This compares with a mean age of 44 years for the Isle of Wight , and 39 years for England.

Population

	Total resident population	Population density
	2015	2015
	people	persons per hectare
Cowes Medina	4,419	71.64
Cowes North	2,880	45.93
Cowes South and Northwood	3,487	5.75
Cowes West and Gurnard	3,761	7.31
East Cowes	4,215	19.73
Whippingham and Osborne	3,992	5.62
Wootton Bridge	3,574	5.12

Age Structure within Cowes South and Northwood



Ethnicity and Language

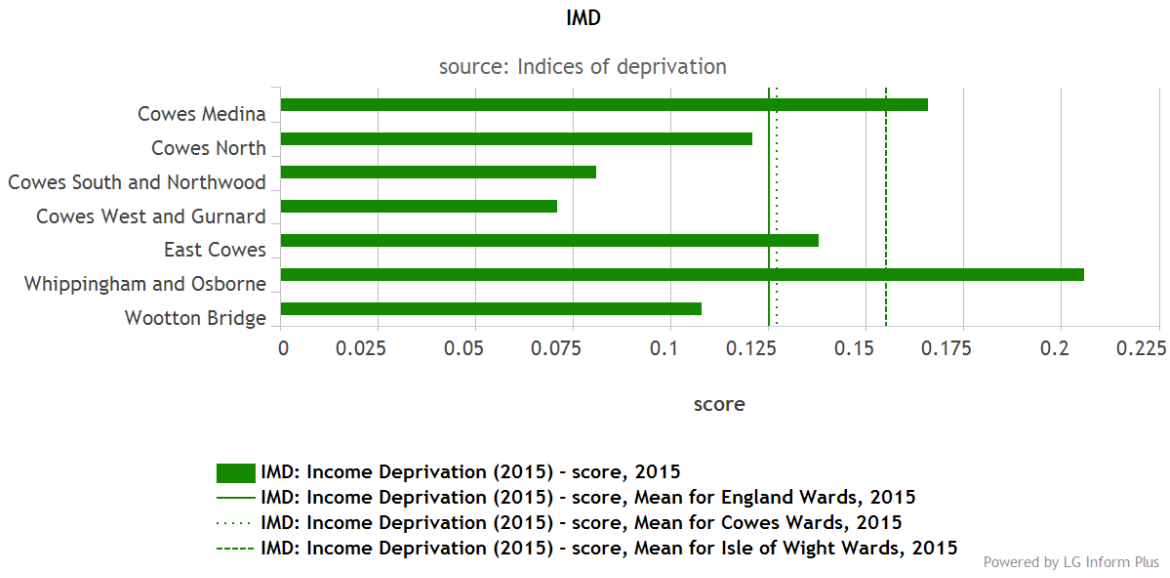
	Cowes Medina	Cowes North	Cowes South and Northwood	Cowes West and Gurnard	East Cowes	Whippingham and Osborne	Wootton Bridge	Cowes	Isle of Wight	England
	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011
	%	%	%	%	%	%	%	%	%	%
BME population (%)	2.2	5.1	2.3	3.0	1.7	2.7	2.2	2.6	2.7	14.6
Non white UK population (%)	5.1	10.7	3.8	5.8	4.1	4.8	4.2	5.3	5.1	20.3
Cannot speak English well or at all (%)	0.4	0.3	0.1	0.1	0.1	0.2	0.1	0.2	0.3	1.7

Deprivation

Income deprivation

The Income Deprivation Domain of the Indices of Multiple Deprivation (IMD) 2015, measures the proportion of the population experiencing deprivation relating to low income. The definition of low income used includes both those people that are out-of-work, and those that are in work but who have low earnings (and who satisfy the respective means tests). The difference in deprivation between areas is a major determinant of health inequality in the UK.

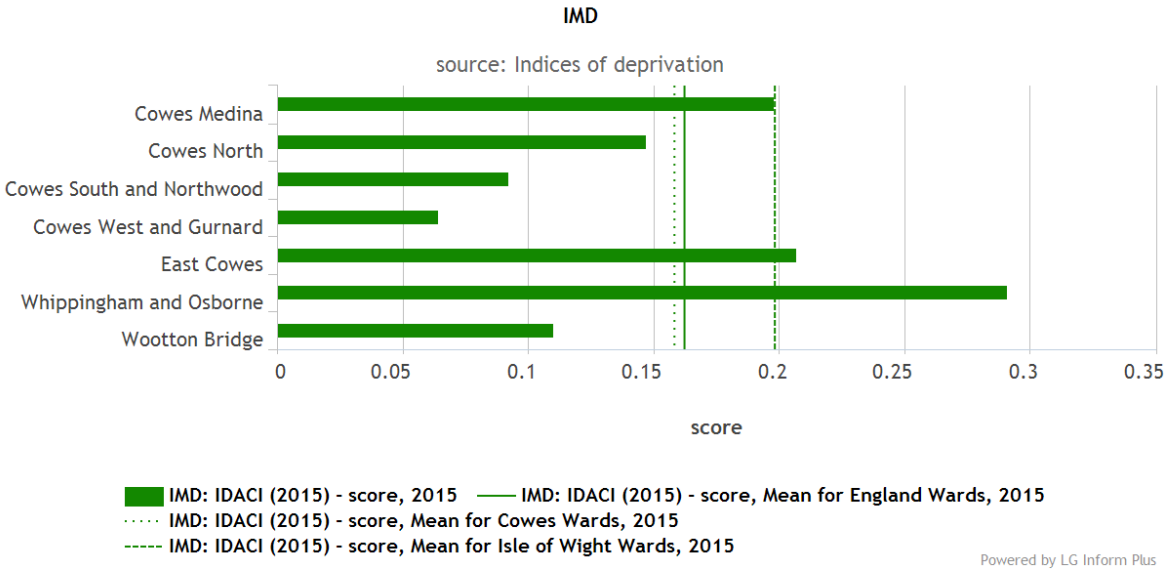
The Income Deprivation Domain score for Cowes is 0.132. Within the Cowes cluster this varies from 0.071 in Cowes West and Gurnard to 0.206 in Whippingham and Osborne. The mean for all wards in England is 0.125



Children and older people living in poverty

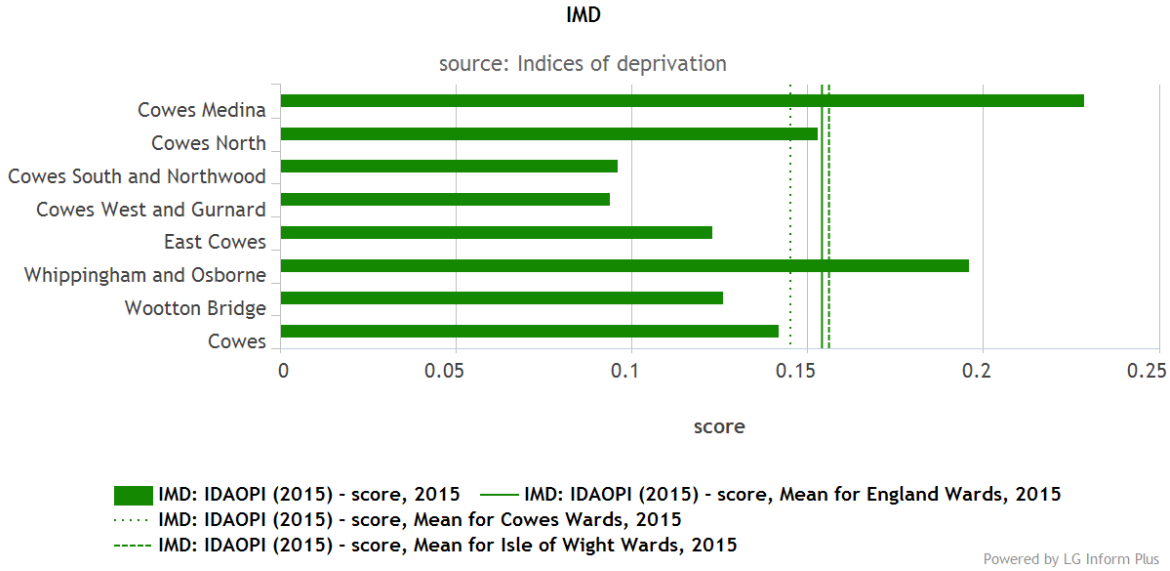
The next chart shows the Income Deprivation Affecting Children Index (IDACI, 2015). This represents the percentage of children aged 0-15 living in families that are income deprived. This includes those in receipt of income support, income based jobseeker's allowance or pension credit, or those not in receipt of these benefits but in receipt of Child Tax Credit with an income (excluding housing benefits) below 60% of the national median before housing costs. The IDACI score for Isle of Wight overall is 0.172. Within the Cowes cluster this varies from 0.064 in Cowes West and Gurnard to 0.291 in Whippingham and Osborne. The average for all English wards is 0.162 .

Proportion of children living in poverty



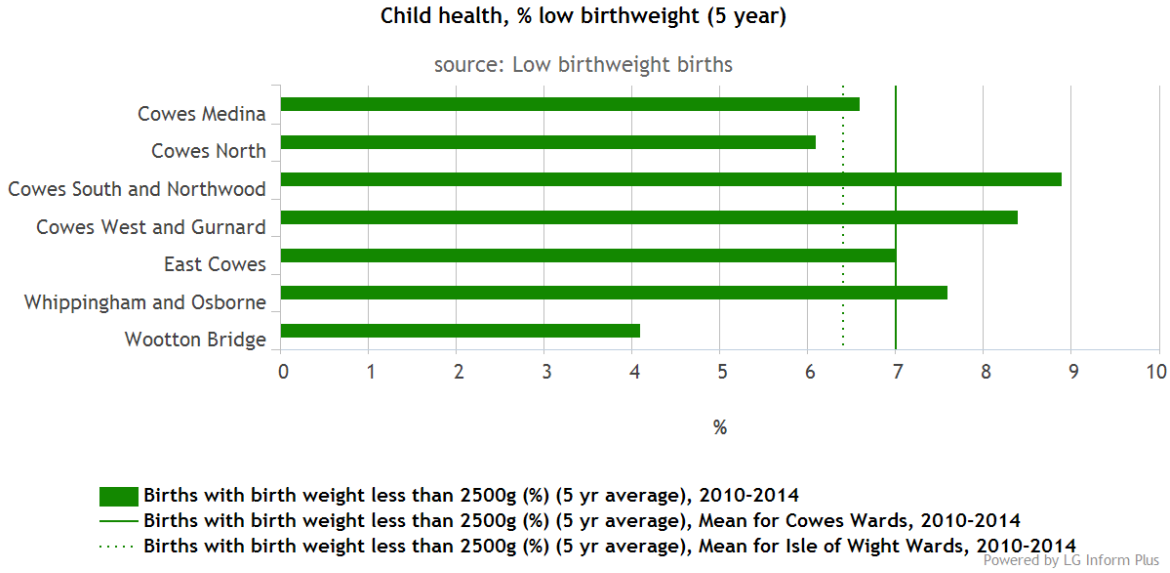
Proportion of older people living in poverty

The Income Deprivation Affecting Older People Index (IDAOPI, 2015) is based on the percentage of the population aged 60 and over who receive income support, income based job seekers allowance, pension credit or child tax credit. Isle of Wight has an IDAOPI score of 0.142. Within the cluster, this varies from 0.094 in Cowes West and Gurnard to 0.229 in Cowes Medina. The average for all English wards is 0.154 .

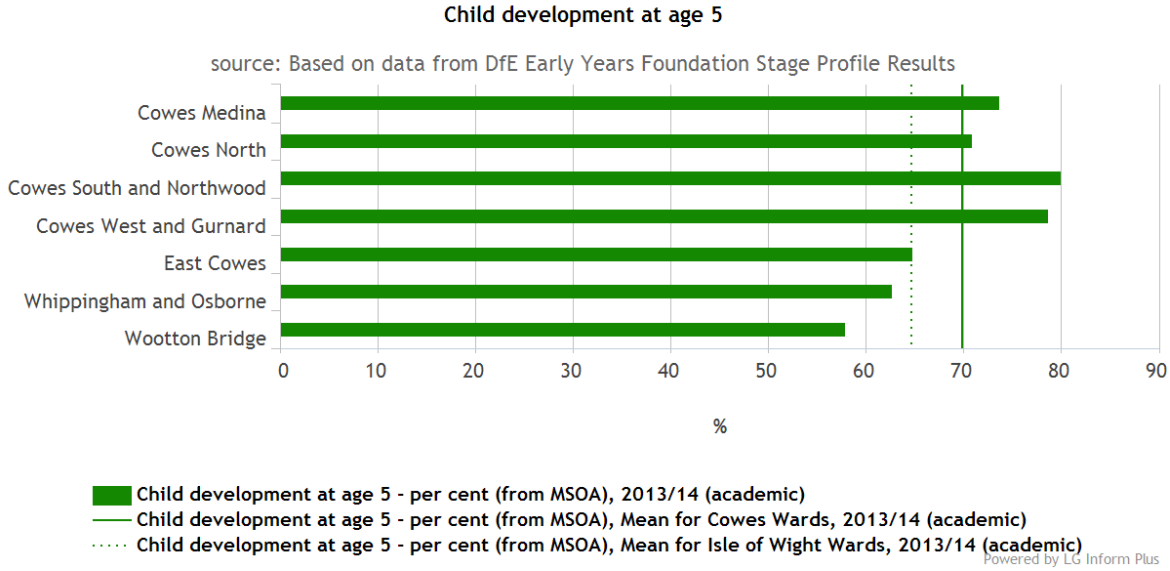


Child development, education and employment

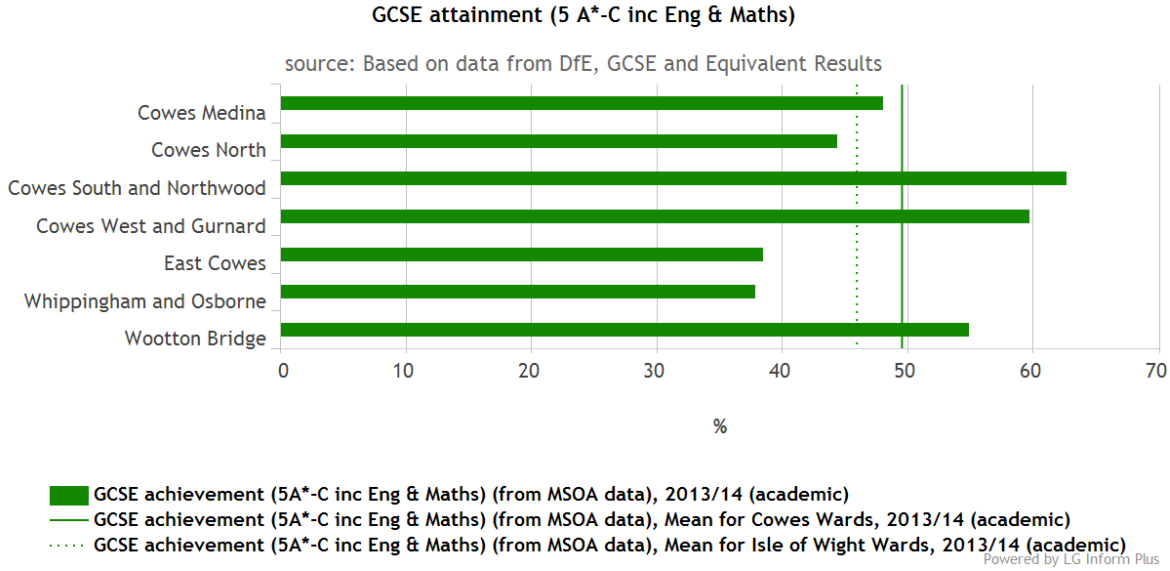
The rate of low birthweights in Cowes is 6.9%. This compares with 6.7% for the South East region, and 7.4% for England. Within the Cowes cluster Wootton Bridge has the lowest rate of low birthweights at 4.1 per cent. Cowes South and Northwood has the highest level of low birthweight at 8.9 per cent.



The percentage of children assessed as having a good level of development at the age of 5 in Cowes is 69.0%. This compares with 64.5% for the Isle of Wight region, and 60.4% for England. Within the Cowes cluster Cowes South and Northwood has the highest proportion of children assessed as having a good level of development at age 5 at 0.7 per cent. Wootton Bridge has the lowest level of children reaching a good level of development, with an attainment rate of 57.9 per cent.



The percentage of children gaining 5 or more A* to C grades at GCSE (including English and Maths) in Cowes is 49.4%. This compares with 45.3% for the Isle of Wight, and 56.6% for England. Within the Cowes cluster Cowes South and Northwood has the highest level of attainment at GCSE, with an attainment rate of 62.7 per cent. Whippingham and Osborne has the lowest level of attainment at GCSE, with an attainment rate of 37.9 per cent.



Qualification Levels - Cowes South and Northwood Residents

24.40 % of the population of Cowes South and Northwood is qualified at level 4 or above (based on the National Qualification Framework.) This compares to 26.24 % across the Cowes and 22.60 % across the Isle of Wight.

20.90 % of the population of Cowes South and Northwood have no qualifications at all. This compares to 21.48 % across the Cowes cluster and 24.30 % across the Isle of Wight

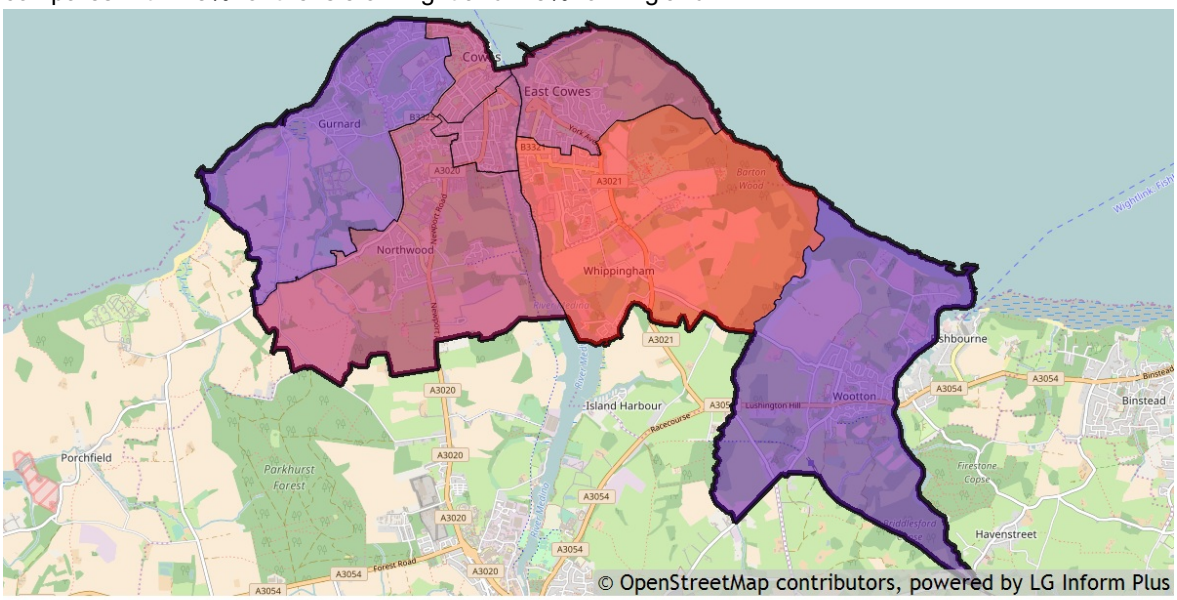
	No qualifications (%)	Apprenticeship (%)	Level 1 qualifications (%)	Level 2 qualifications (%)	Level 3 qualifications (%)	Level 4 qualifications and above (%)	Other qualifications (%)
	2011	2011	2011	2011	2011	2011	2011
	%	%	%	%	%	%	%
Cowes Medina	19.10	4.70	14.80	18.60	14.00	24.90	4.00
Cowes North	15.50	4.50	9.60	15.70	13.40	37.70	3.60
Cowes South and Northwood	20.90	6.90	12.90	17.50	13.20	24.40	4.20
Cowes West and Gurnard	20.50	6.20	10.70	13.90	11.20	33.80	3.80
East Cowes	23.10	6.70	15.50	15.50	12.00	22.30	4.90
Whippingham and Osborne	27.20	5.00	14.80	16.90	13.10	18.60	4.30
Wootton Bridge	23.10	6.00	13.90	16.70	11.30	24.60	4.40
Cowes	21.48	5.72	13.33	16.45	12.60	26.24	4.18
Isle of Wight	24.30	5.00	14.60	16.80	12.20	22.60	4.50

Main Occupations in Cowes South and Northwood

	Cowes Medina	Cowes North	Cowes South and Northwood	Cowes West and Gurnard	East Cowes	Whippingham and Osborne	Wootton Bridge
	2011	2011	2011	2011	2011	2011	2011
	%	%	%	%	%	%	%
Elementary occupations per cent	12.98	7.54	9.64	7.41	11.42	12.90	9.40
Process, plant and machine operatives per cent	5.82	4.60	6.28	4.94	7.10	7.36	5.43
Sales and customer service occupations per cent	8.71	6.04	7.51	6.05	9.40	10.65	7.10
Caring, leisure and other service occupations per cent	12.09	8.50	11.52	8.78	12.57	13.27	10.10
Skilled trades occupations per cent	13.91	11.80	14.11	12.09	13.99	15.89	14.97
Administrative and secretarial occupations per cent	9.38	6.45	9.97	9.95	9.40	7.91	10.86
Associate professional and technical occupations per cent	12.67	15.57	12.17	14.82	12.35	9.01	12.26
Professional occupations per cent	16.44	24.01	17.99	22.50	14.70	12.42	18.11
Managers, directors and senior officials per cent	8.00	15.50	10.81	13.46	9.07	10.59	11.77

Unemployment in Cowes South and Northwood

This indicator shows the percentage of the working age population claiming out of work benefit, based on data from the period shown below. It is the average monthly number of persons claiming out of work benefit in the months April to March inclusive, as a percentage of the mid-year population aged 16-64. Within the Cowes cluster Whippingham and Osborne has the highest level of unemployment at 1.9 per cent of working age population. Cowes West and Gurnard has the lowest at 0.7 per cent. The rate of unemployment for Cowes for the same period is 1.3 per cent. This compares with 1.8% for the Isle of Wight and 1.8% for England.



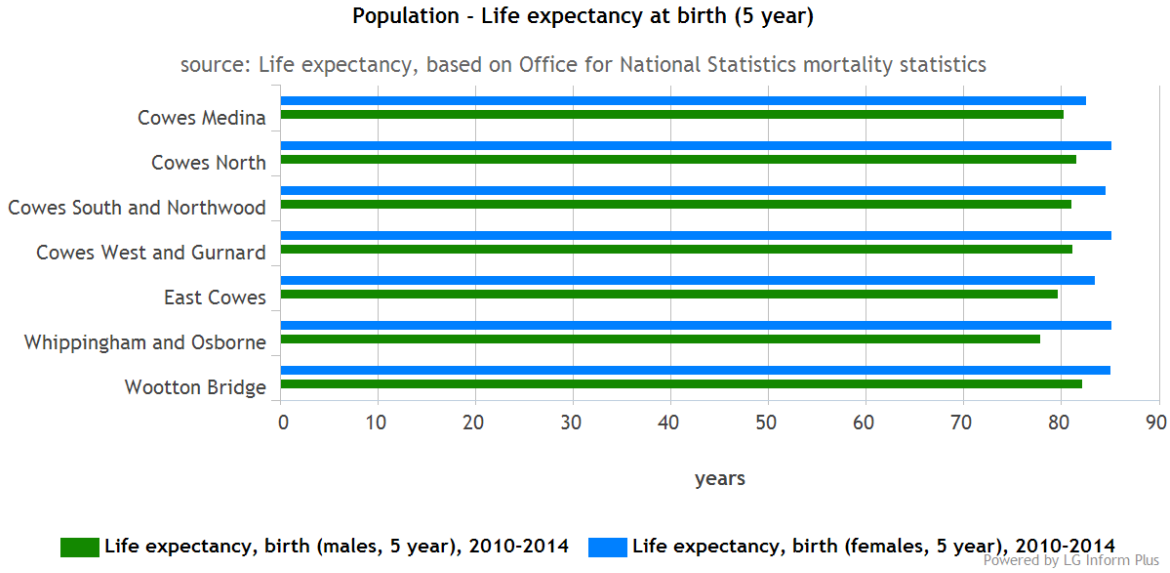
Working age unemployment (%, monthly average)
(2015/16)

- > 0.6 ≤ 1.0 %
- > 1.0 ≤ 1.8 %
- > 1.8 ≤ 9.9 %

Health and care in Cowes South and Northwood

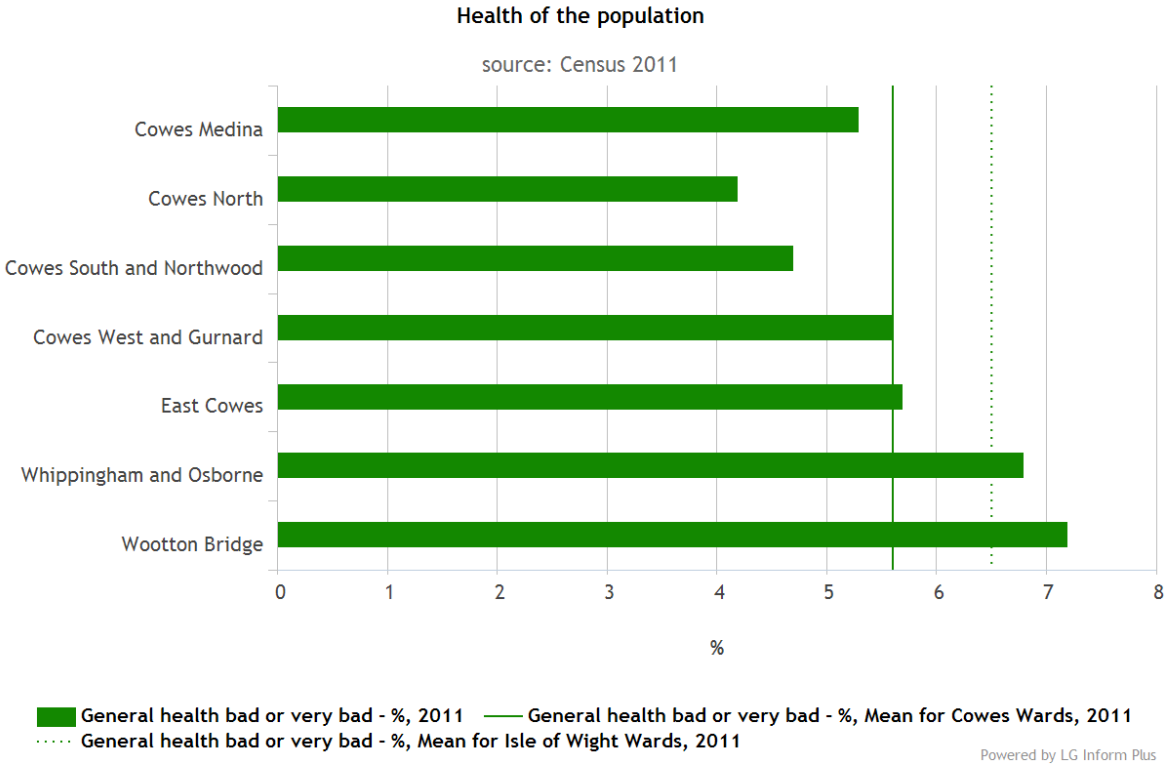
Life Expectancy

The life expectancy at birth for people living in Isle of Wight is 79.8 years for males, and 83.5 years for females. This compares with 78.3 years for males, and 82.3 years for females in England as a whole, for the period shown below. Within the Cowes cluster Whippingham and Osborne has the lowest life expectancy at birth for males at 77.9 years. Wootton Bridge has the highest life expectancy at birth for males at 82.2 years. Cowes Medina has the lowest life expectancy at birth for females at 82.6 years. Whippingham and Osborne, Cowes North, Cowes West and Gurnard has the highest life expectancy at birth for females at 85.2 years.

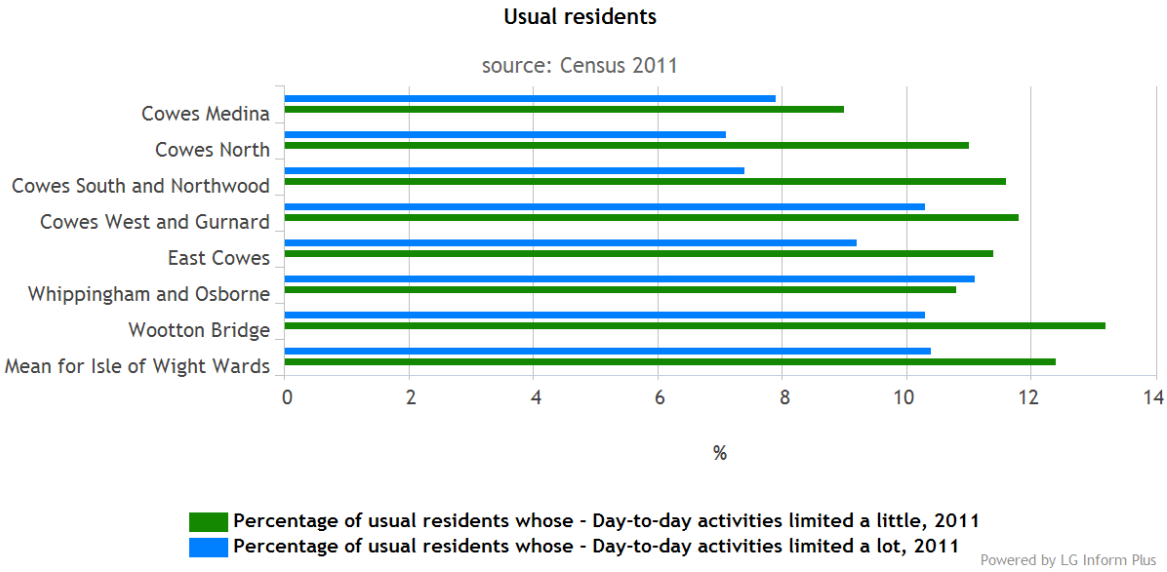


General Health

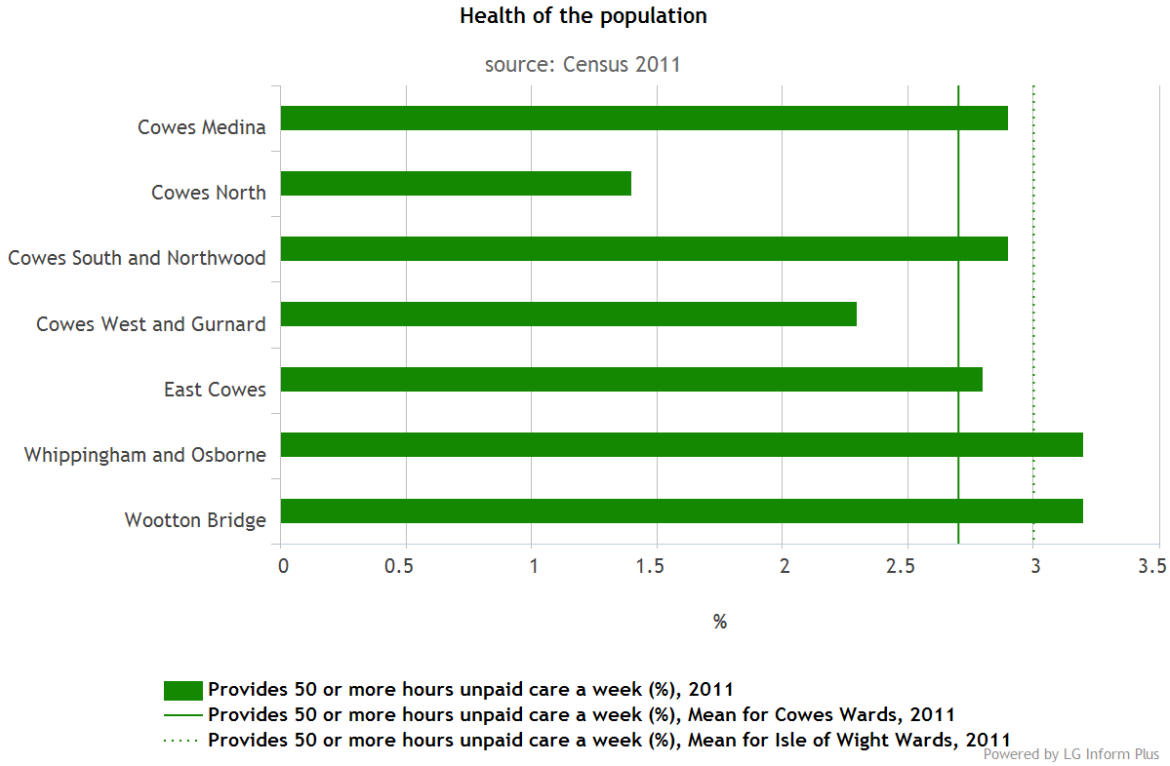
Data from the last Census in 2011 provides us with a picture of health and wellbeing at a ward level. This is the percentage of residents who reported their general health as bad or very bad.



This shows the percentage of people in each ward who reported that their day to day activities are limited by a long term illness or disability. The percentage of people in the Cowes cluster reporting their day to day activities as limited a lot is 9.1% (2,332 people). In addition, 11.2% (2,861 people) reported that their activities were limited a little. This is 20.2 per cent of the population of Cowes who say that their day to day activities are limited due to their health, affecting 5,193 people. This compares with 22.6% for the Isle of Wight region, and 17.6% for England reporting their day to day activities are limited a little or a lot by their health.
Within the Cowes cluster Cowes Medina has the lowest percentage of residents reporting that their day to day activities are limited a little or a lot by their health at 16.9 per cent. Wootton Bridge has the highest percentage of residents reporting that their activities are limited at 23.5 per cent.

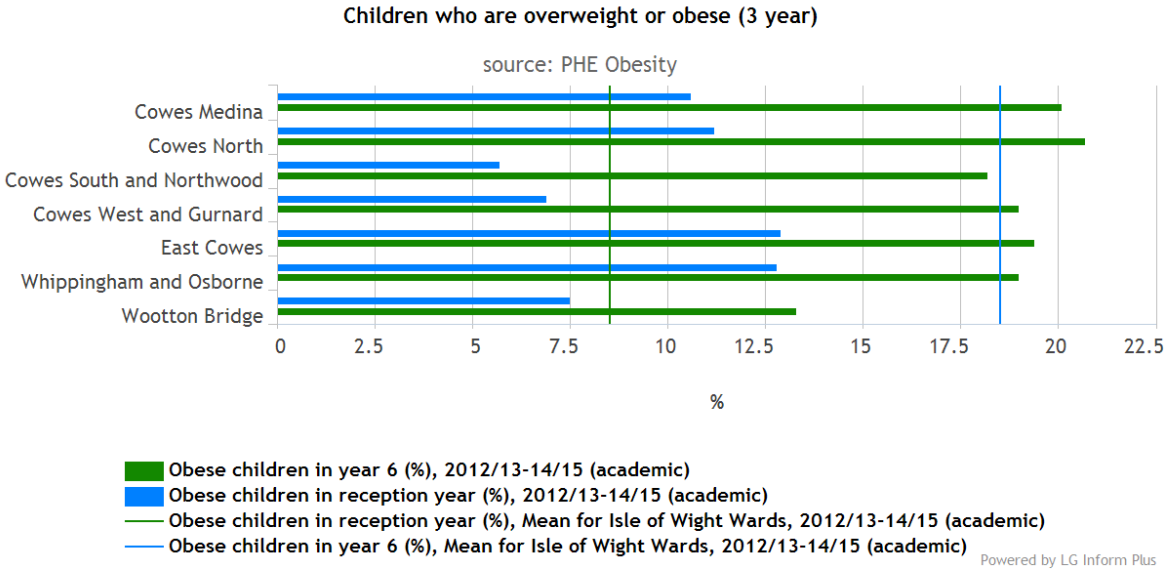


The provision of unpaid care is becoming increasingly common in England as the population ages. This makes it an important social policy issue as it contributes to the supply of care, but has implications on employment opportunities, social and leisure activities, and the health status of those providing care. On the Isle of Wight , 3.0 or 4,104 people said that they provide 50 or more hours of unpaid care per week. This compares with 2.4 for England reporting that they provide 50 or more hours of unpaid care per week. Within the Cowes cluster Whippingham and Osborne has the highest percentage of residents saying they provide 50 hours or more of unpaid care at 3.2% per cent. Cowes North has the lowest percentage of residents providing 50 or more hours of unpaid care at 1.4% per cent.



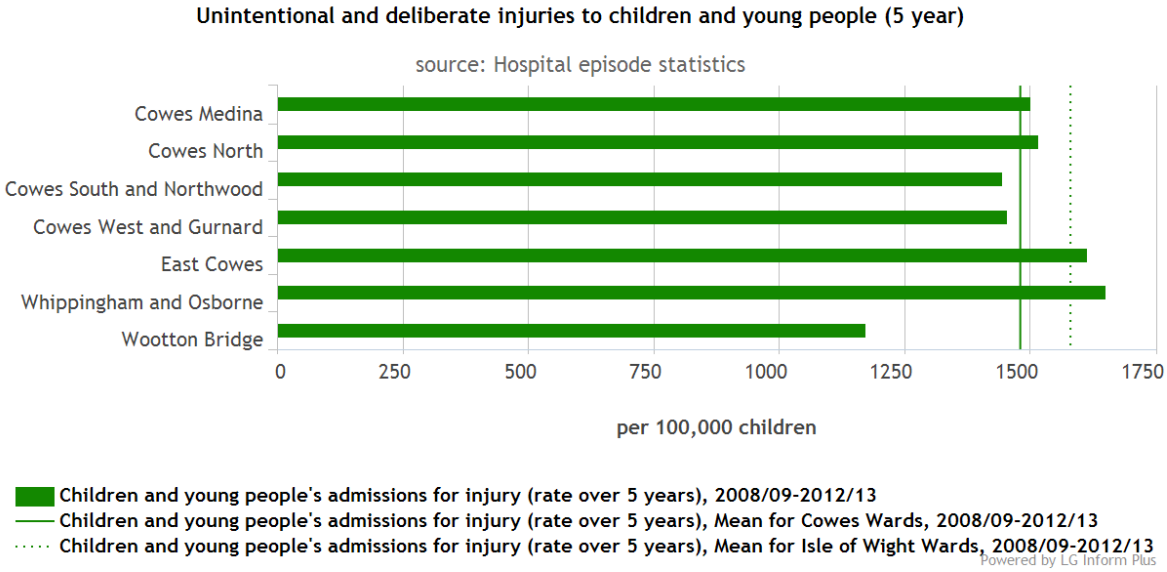
Child Obesity

In the Isle of Wight 8.7 per cent of children measured at reception age (aged 4-5 years) are considered obese, and 18.7% at year 6 (aged 10-11 years.) At reception age this compares with 9.3% for England. At year 6 this compares with 19.0% for England. The following chart is based on 3 years of data from the National Child Measurement Programme. Children are measured at the age of 4-5 (in reception year) and at the age of 10-11 (year 6). Where no figure is given the data has been suppressed owing to very low numbers.



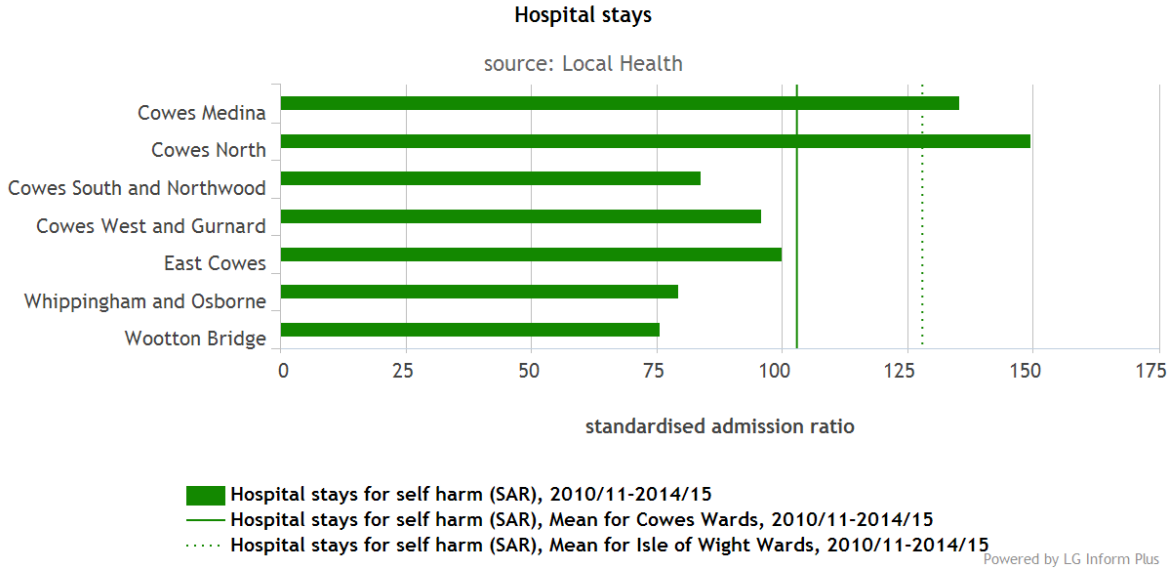
Emergency hospital admissions caused by unintentional and deliberate injuries to children and young people per 100,000 children aged 0-17

This is the rate of emergency hospital admissions caused by unintentional and deliberate injuries to children and young people aged 0-17, expressed as a rate per 100,000 children aged 0-17.
For the Isle of Wight the rate of children and young people's admissions for injury is reported as 1,584.5 per 100,000 children (aged 0-17 years). This is based on a total of 2,089 emergency hospital admissions over the five year reporting period. This compares with 1,180.9 per 100,000 children for England. Within the Cowes cluster Whippingham and Osborne has the highest rate of admissions for injury at 1,650.5 per 100,000, and Wootton Bridge the lowest at 1,172.7 per 100,000.



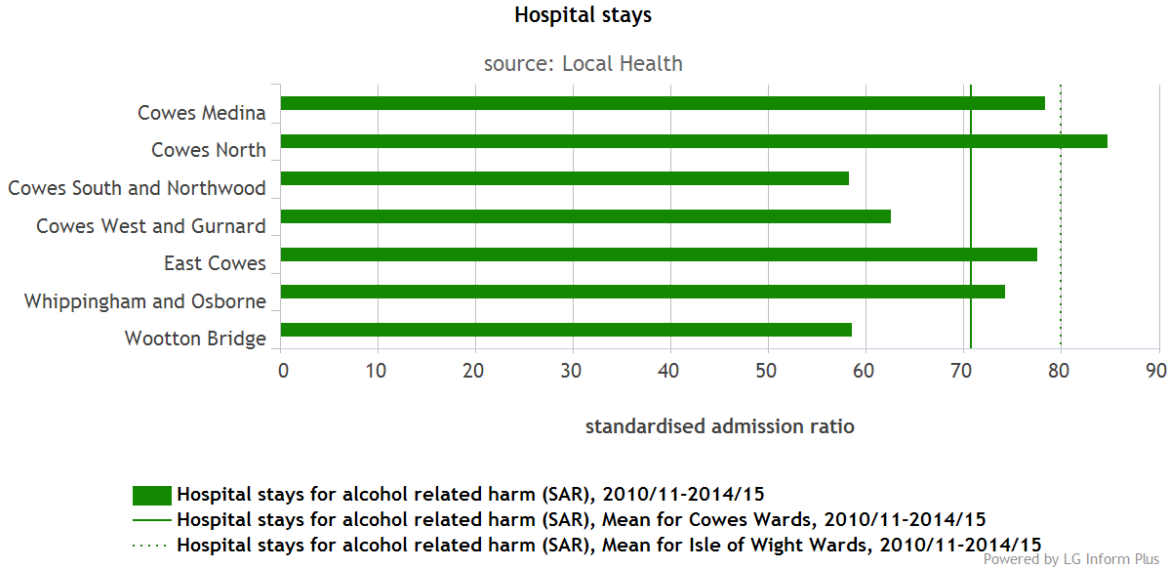
Hospital Stays for Self-Harm

The standardised admission ratio for self harm for South Wight is 123.5. This compares with the standardised admission ratio of 100 for England. The standardised admission ration for Cowes South and Northwood is 83.8



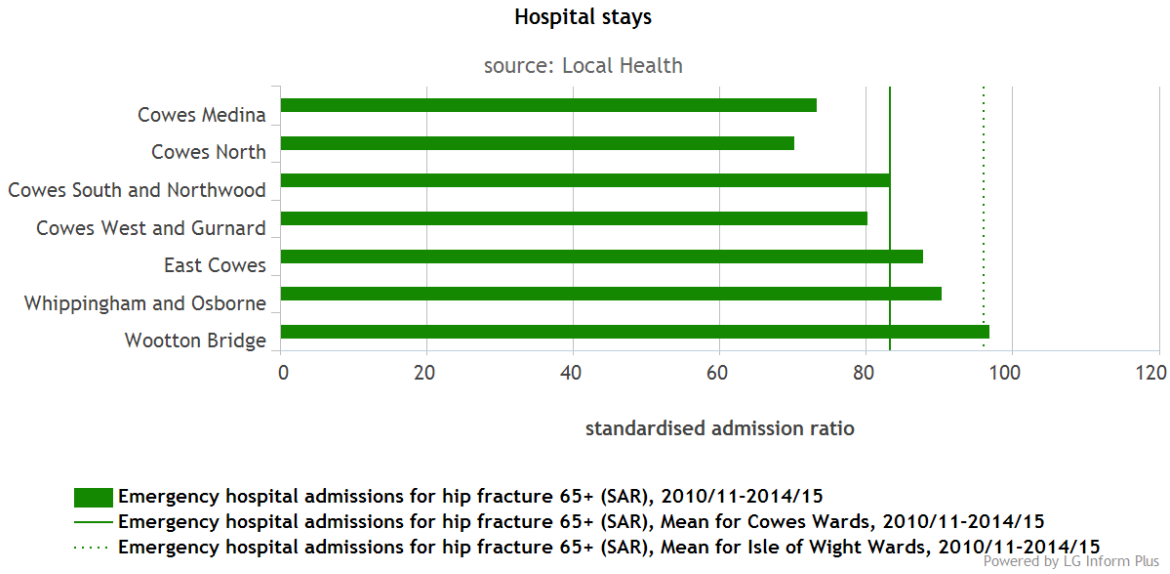
Hospital stays for alcohol related harm

The standardised admission ratio for alcohol related harm for Isle of Wight is 79.6 . This compares with the standardised admission ratio of 100 for England. Within the Cowes cluster Cowes North has the highest level of admissions, with a standardised admission ratio of 84.8. Cowes South and Northwood has the lowest level of admissions, with a standardised admission ratio of 58.3. Over the period (shown below) there were 597 hospital stays for alcohol related harm in Cowes. Within the Cowes cluster the highest number of stays were in Cowes Medina with a total of 112.



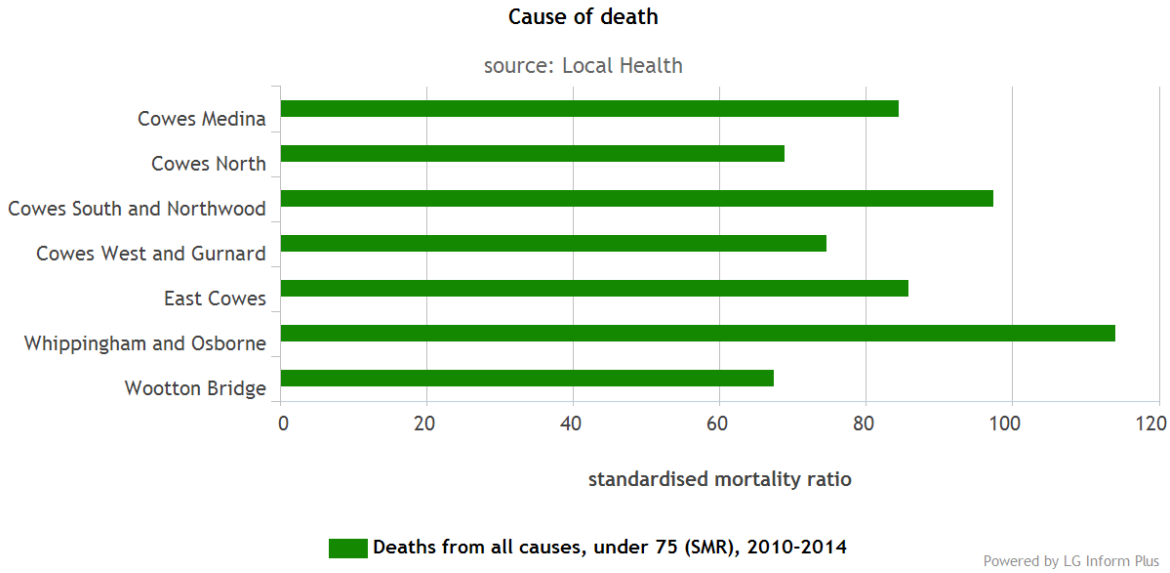
Emergency admissions for hip fracture aged 65+

Hip fracture is a major cause of disability and the leading cause of mortality due to injury in older people aged over 75.
The standardised admission ratio for emergency admissions due to hip fracture for Isle of Wight is 95.1 . This compares with the standardised admission ratio of 100 for England. Within the Cowes cluster Wootton Bridge has the highest level of admissions, with a standardised admission ratio of 97.0. Cowes North has the lowest level of admissions, with a standardised admission ratio of 70.3. Over the period (shown below) there were 163 emergency admissions for hip fracture for people aged 65+ in the Cowes cluster. Within the Cowes cluster the highest number of admissions were in Wootton Bridge with a total of 33.



Premature deaths, all causes, aged under 75 years

For deaths (all causes) under 75, Whippingham and Osborne has the highest with a SMR of 114.1. Wootton Bridge is the lowest with a SMR of 67.4.



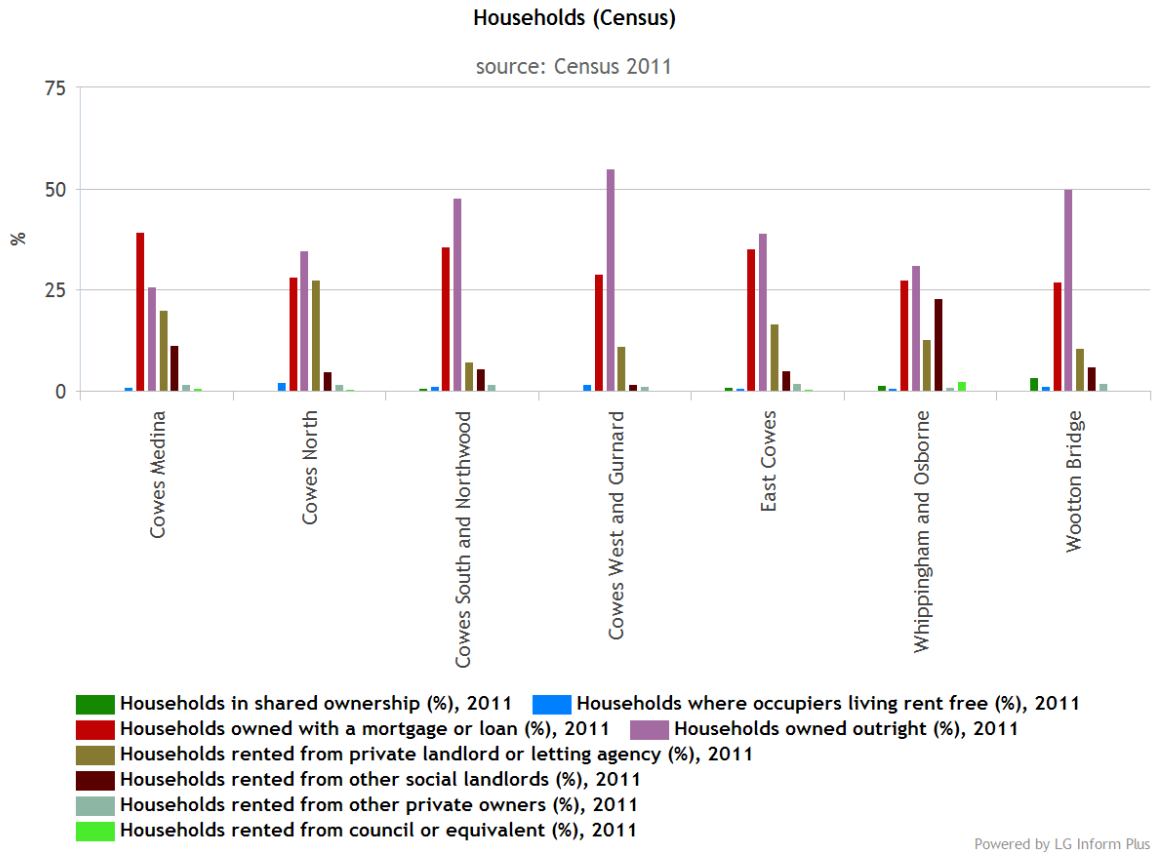
Mortality

Premature mortality is defined as mortality under the age of 75 years of age.
The standardised mortality ratio for Isle of Wight , is 96.3 for all causes, aged under 65, and 92.3 for all causes, aged under 75. This compares with the standardised mortality ratio of 100 for England.

Housing and living environment in Cowes South and Northwood

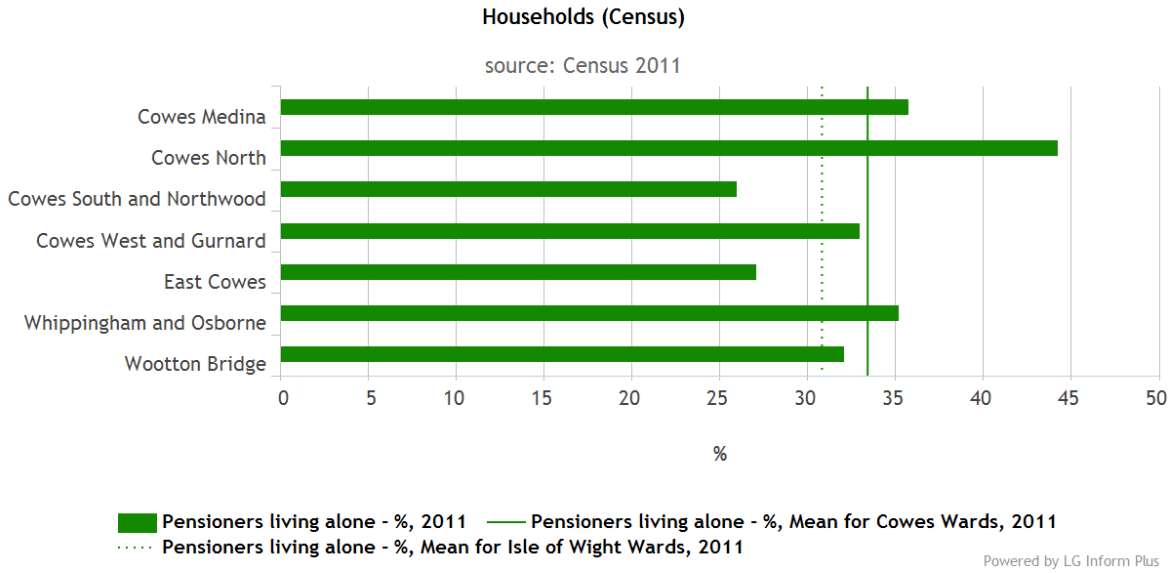
Taken from the 2011 Census, the following measures can help to highlight where there are differences within an area, related to the housing and living environment. The measures look at the type of housing in an area, levels of overcrowding, houses with central heating, and the number of pensioners living alone.

Housing Tenure



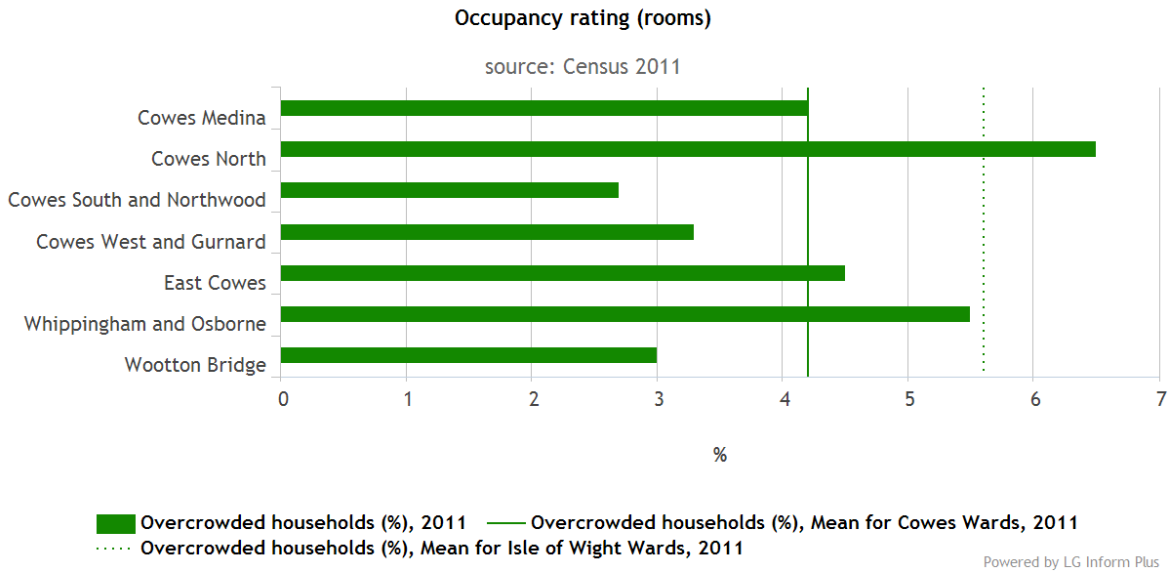
Pensioners who live alone

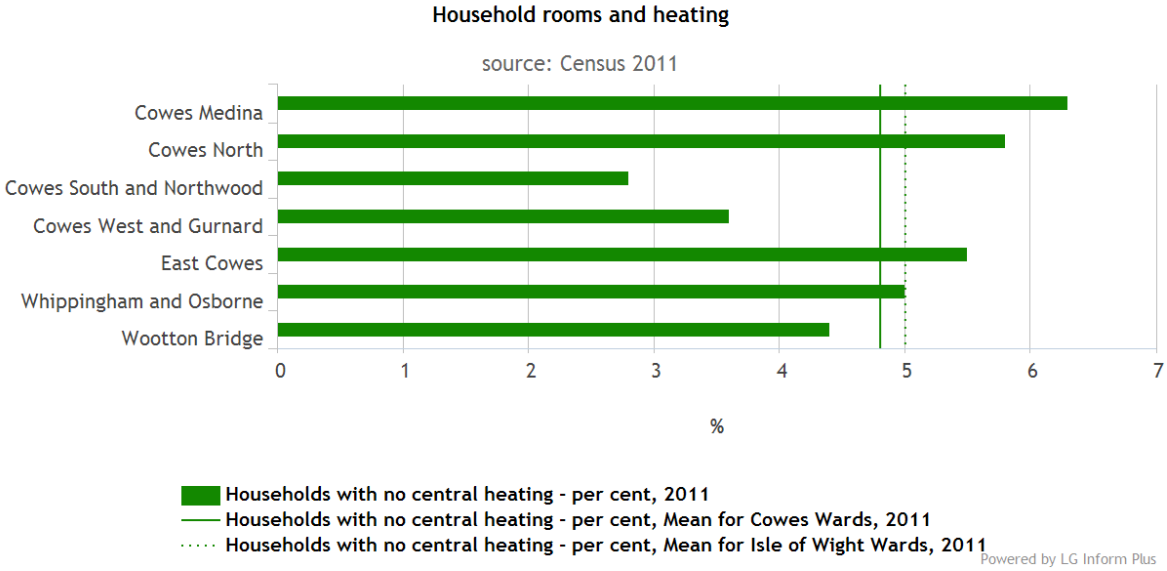
On the Isle of Wight 30.5% of pensioners live alone, or 10,055 people. This compares with in 31.5% for England. Within the Cowes cluster Cowes South and Northwood has the lowest proportion of pensioners living alone at 26.0 per cent. Cowes North has the highest proportion at 44.3 per cent.



Overcrowded Households (at least 1 room too few for the size of the household)

On the Isle of Wight 5.8% of households are overcrowded, or 486 households. This compares with 8.7% for England. Within the Cowes cluster Cowes South and Northwood has the lowest proportion of overcrowded households at 2.7 per cent. Cowes North has the highest proportion at 6.5 per cent. Cowes South and Northwood has the lowest number of overcrowded households at 38, and Cowes North has the highest at 95.



Households with no central heating

5.1% or 3,126 households are without central heating in Isle of Wight . This compares with 2.7% for England. Within the Cowes cluster Cowes South and Northwood has the lowest proportion of households without central heating at 2.8 per cent. Cowes Medina has the highest proportion at 6.3 per cent. Cowes South and Northwood has the lowest number of households without central heating at 40. Cowes Medina has the highest at 121.