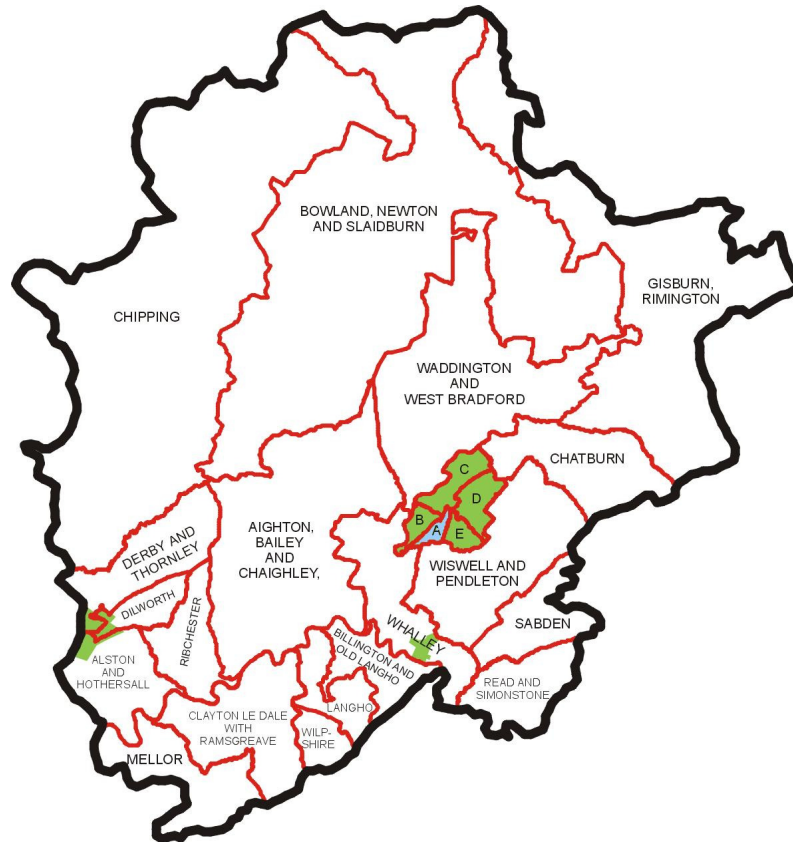


# Primrose Ward Profile



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## A - Primrose

Population: **3,075**  
Households: **1,372**  
LSOA's: **E01025338**  
**E01025339**



Ribble Valley  
Borough Council

[www.ribblevalley.gov.uk](http://www.ribblevalley.gov.uk)

# Ward Profile – Primrose

## **BACKGROUND**

This ward profile is part of series providing key statistical data for each of the 24 wards which make up the district of Ribble Valley. The aim of this profile is to describe the key characteristics of each ward – demography, housing and employment in the context of the rest of Ribble Valley, regionally and nationally. This ward profile supplements the larger Ribble Valley profile, which provides a more comprehensive picture of the district.

The ward includes the following areas: the Edisford and Low Moor areas of Clitheroe.

## **Points of Interest**

Clitheroe Town is an ancient market town dating back to the 11th Century. The name 'Clitheroe' is derived from an Anglo-Saxon term meaning "Rocky Hill". The town has developed around a prominent outcrop of limestone upon which stands a Norman castle keep, suggested to be one of the smallest Norman keeps in the country. It is the only remaining castle in the county which had a royalist garrison during the English Civil War. The castle's most prominent feature is the hole in its side which was made in 1649 as was ordered by the government. It was to be put in "such condition that in might neither be a charge to the Commonwealth to keep it, nor a danger to have it kept against them".

The main shopping streets of Clitheroe, the Post Office and Clitheroe Police station fall within Primrose ward.

The ward has two borough Liberal Democrat councillors - Cllr Alan Knox and Cllr Mary Robinson



Cllr Alan Knox

01200 424936

[cllr.knox@ribblevalley.gov.uk](mailto:cllr.knox@ribblevalley.gov.uk)



Cllr Mary Robinson

01200 423896

[cllr.robinson@ribblevalley.gov.uk](mailto:cllr.robinson@ribblevalley.gov.uk)

# OVERVIEW

- Primrose's ward population in 2011 stood at 3,075.
- The ward is far less sparsely populated (34.3 people per hectare) than the average for the borough.
- The ward has a lower percentage of residents aged 5 to 19 and aged 65+ and a higher percentage of residents aged 30 to 44 compared to the national, Lancashire and district average.
- Primrose has a pre-dominantly White British population (96.10%).

## Population



- Primrose has one LSOA in in the bottom 10% for the Living Environment domain.

## Deprivation



- The ward is mainly a mix of the following main socio-economic groups:
  - Residents of small and mid-sized towns with strong local roots
  - Middle income families living in moderate suburban semis
  - Owner occupiers in older-style housing, typically in ex-industrial areas
  - Lower income workers in urban terraces in often diverse areas
  - Residents with sufficient incomes in right-to-buy social housing

## Mosaic



- Primrose has 1 school within the ward.
- 22.2% of residents have no qualifications; this is higher than the Ribble Valley figure of 18% and much lower than the national figure of 27%.
- 25.2% of the residents of the ward have a level 4 educational qualification compared to nearly 34% in Ribble Valley and only 25% in Lancashire.

## Education



- According to the findings from the 2011 Census 74.96% of working age people (16-74) in the ward are classed as economically active.
- Economic inactivity in the ward can mostly be apportioned to being 'retired'.

## Employment



- 82.21% of respondents in the ward indicated their day to day activities are not limited due to health or disability, this is a slightly lower rate than the average for the borough with 83.29%. 7.64% indicated they were limited a lot.
- A high percentage of respondents (81.66%) in the ward rate their general health as good or very good.

## Health



- Recorded crime in Primrose is 54.3 per 1,000 population compared to 31.5 as the Ribble Valley district average and 63.5 as the Lancashire County average (March 2014 – February 2015).
- There were 404.9 calls to the Police, 116.7 calls to Ambulance services and 6.8 calls to Fire and Rescue services per 1,000 population in the ward.
- In the same period there were 67 calls per 1,000 population made to the Police regarding anti-social behaviour.

## Crime



- Primrose consists of 1,372 households, an increased of 98 between the 2001 and 2011 Census.
- 70.6% of households are owner occupiers. The rented sector consists of 27.5% of households, with the majority being private rented.
- Primrose has a high percentage (49.56%) of terraced properties.

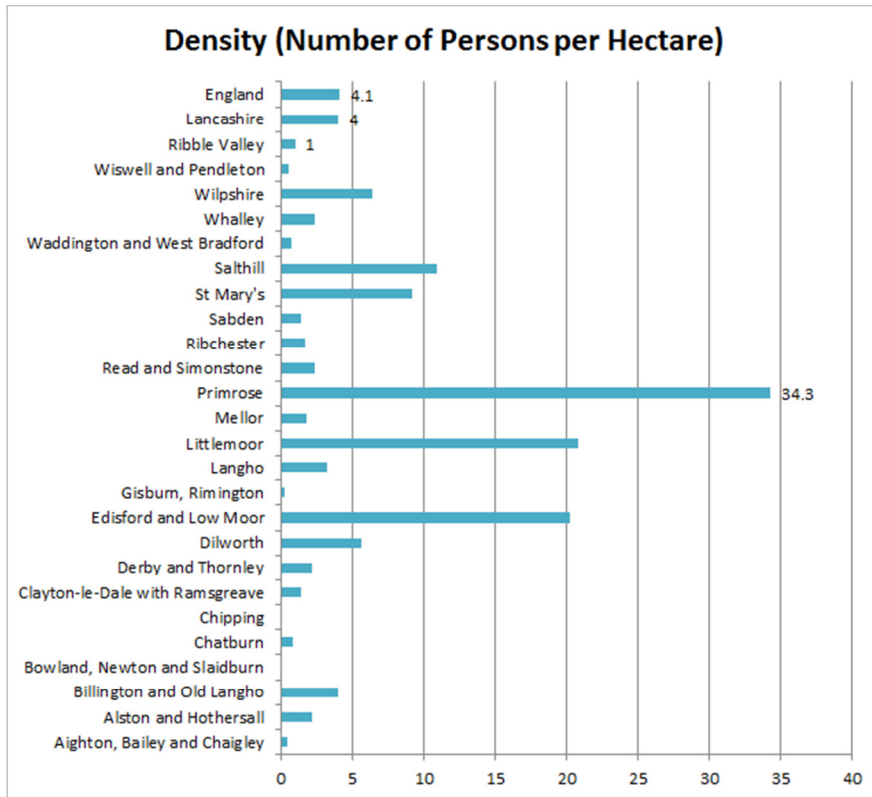
## Housing



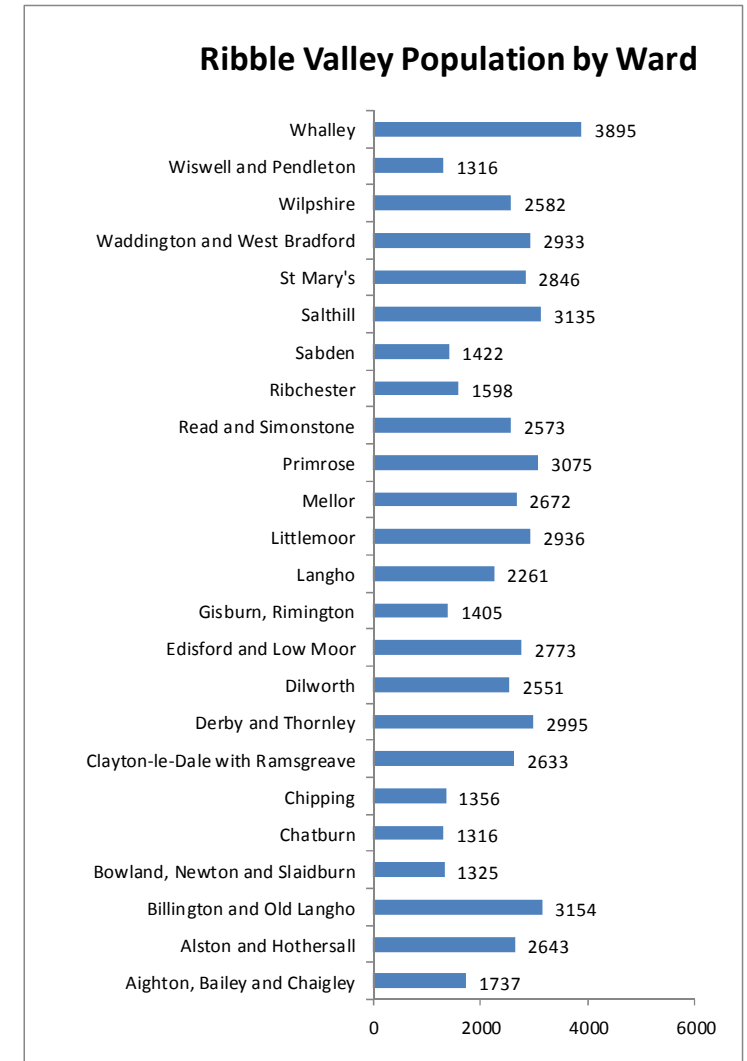
# 1 POPULATION, AGE AND ETHNICITY

## POPULATION

- The population of Primrose according to the 2011 Census is 3,075 (made up of 1,523 males and 1,552 females). Primrose is considerably larger than the average size in terms of population.
- When looking at density of population (number of persons per hectare) the ward is far less sparsely populated (34.3 people per hectare) than the average for the borough (1 person per hectare). The England average is 4.1 people per hectare.



Source: ONS, Census 2011



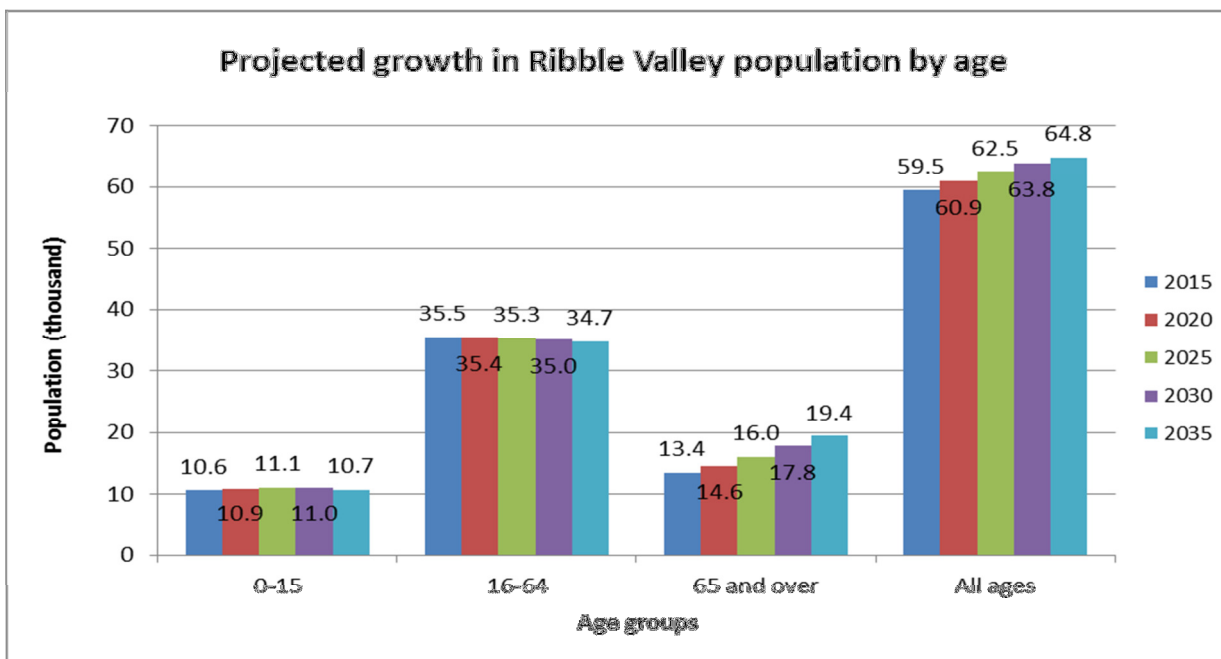
Source: ONS, Census 2011

## AGE STRUCTURE

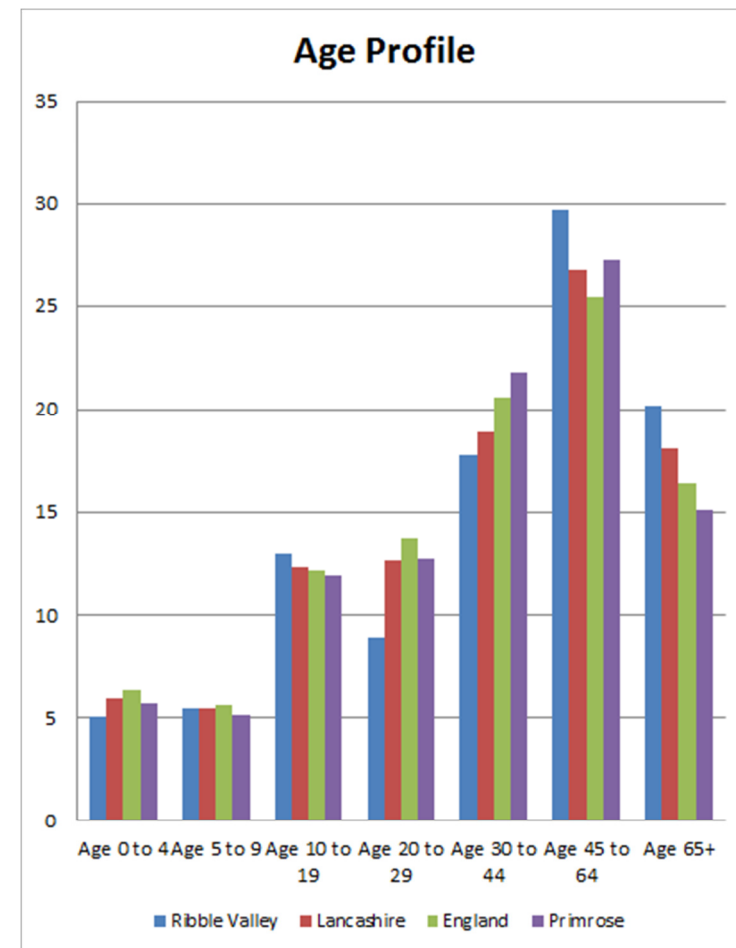
- The ward has a lower percentage of residents aged 5 to 19 and aged 65+ and a higher percentage of residents aged 30 to 44 compared to the national, Lancashire and district average.
- A high percentage of Primrose residents are aged 20 to 44.

	All Ages	0-9	10-19	20-44	45-64	65+
<b>Primrose</b>	3,075	331	366	1061	841	476
		10.76%	11.90%	34.50%	27.35%	15.48%

Source: ONS, Census 2011



Source: ONS, 2010 – based Sub-National Population Projections (2012)



Source: ONS, Census 2011

### Projected growth in Ribble Valley population by age

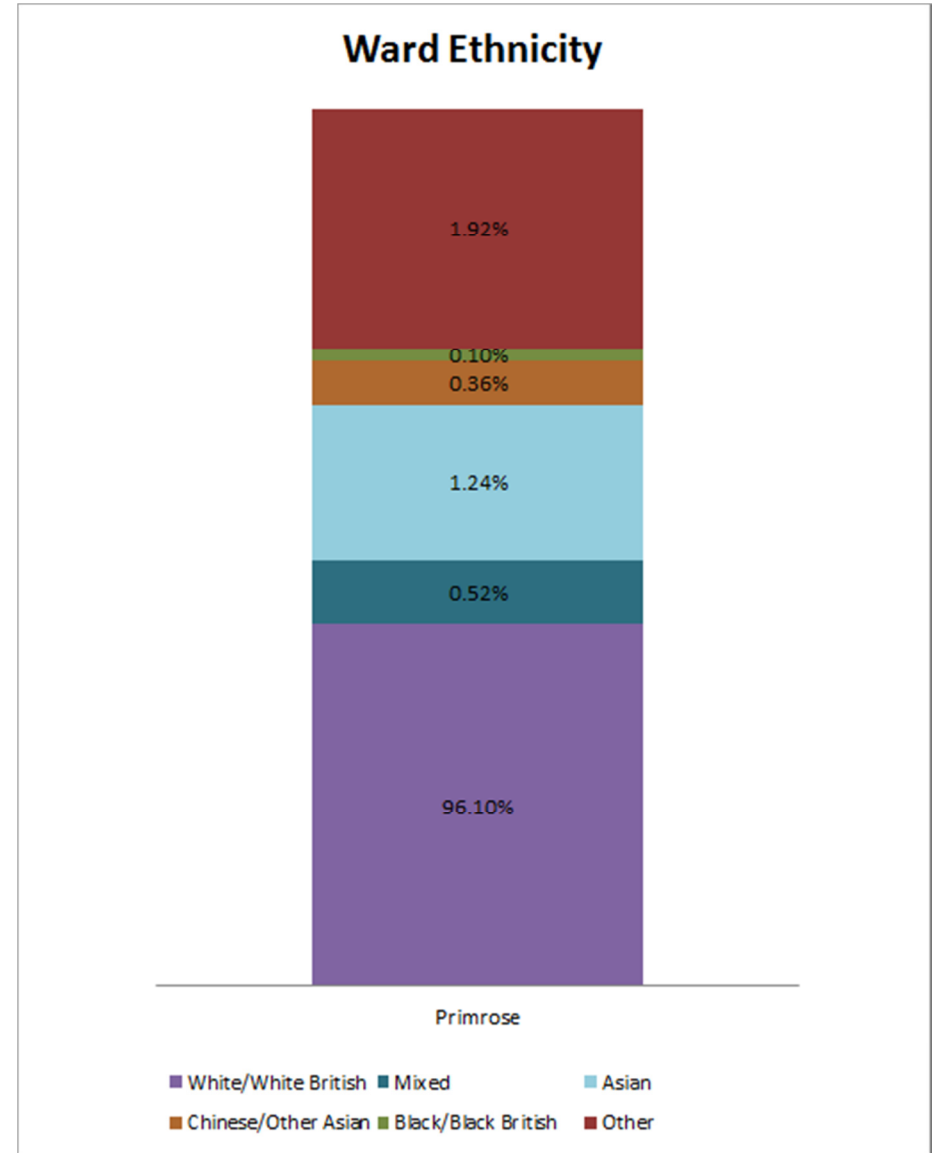
- ONS projected population growth for the borough is 64,800 by 2035.

### Ethnicity Profile

- 96.10% of residents in Primrose are White. This is lower than the Ribble Valley average and higher than the England average.

%	Primrose	Ribble Valley	England
White	96.10	96.59	81.41
Mixed	0.52	0.53	1.86
Asian	1.24	0.93	5.57
Chinese/Other Asian	0.36	0.25	1.86
Black or Black British	0.10	0.21	3.24
Other Ethnic Group	1.92	1.54	7.04

Source: ONS, 2011 Census



Source: ONS, 2011 Census

## 2 DEPRIVATION

The Index of Multiple Deprivation 2015 (IMD) measures deprivation down to Lower Super Output Area (LSOA) level – areas containing around 1,500 people. 32,482 LSOAs (nationally) make up the IMD with each area being scored across 8 domains (see below) then ranked from most to least deprived, with the 326 English districts also being ranked. Ribble Valley is made up of 40 LSOAs.

LSOA	Ward	Index of Multiple Deprivation Decile (IMD)	Income Decile	Employment Decile	Health Deprivation and Disability Decile	Crime Decile	Education, Skills and Training Decile	Barriers to Housing and Services Decile	Living Environment Decile
E01025338	Primrose	6	7	6	7	5	7	10	1
E01025339	Primrose	7	6	6	6	7	5	7	6

(where 1<sup>st</sup> decile is most deprived, 10<sup>th</sup> decile is least deprived)

The table above shows the eight IMD domains split by LSOA and ranks all LSOAs nation-wide. Those areas most deprived are ranked in the top 10% - the 1<sup>st</sup> decile (red) and the least deprived are the higher numbers (green).

As can be seen Primrose has one LSOA in in the bottom 10% for the Living Environment domain.

### What do the Ranks mean?

**Education Skills and Training** - measures the extent of deprivation in terms of education, skills and training in an area. The indicators are structured into two sub-domains: one relating to children and young people and one relating to adult skills.

**Crime** - measures the rate of recorded crime in an area for four major crime types representing the risk of personal and material victimisation at a small area level.

**Employment** - measures employment deprivation in an area conceptualised as involuntary exclusion of the working age population from the labour market.

**Barriers to Housing and Other Services** - measures the physical and financial accessibility of housing and key local services. The indicators fall into two sub-domains: 'geographical barriers', which relate to the physical proximity of local services, and 'wider barriers' which includes issues relating to access to housing such as affordability.

**Health and Disability** - measures premature death and the impairment of quality of life by poor health. It considers both physical and mental health. The domain measures morbidity, disability and premature mortality but not aspects of behaviour or environment that may be predictive of future health deprivation.

**Income** - measures the proportion of the population in an area experiencing deprivation related to low income.

**Living Environment** - measures the quality of individuals' immediate surroundings both within and outside the home. The indicators fall into two sub-domains: the 'indoors' living environment, which measures the quality of housing, and the 'outdoors' living environment which contains two measures relating to air quality and road traffic accidents.

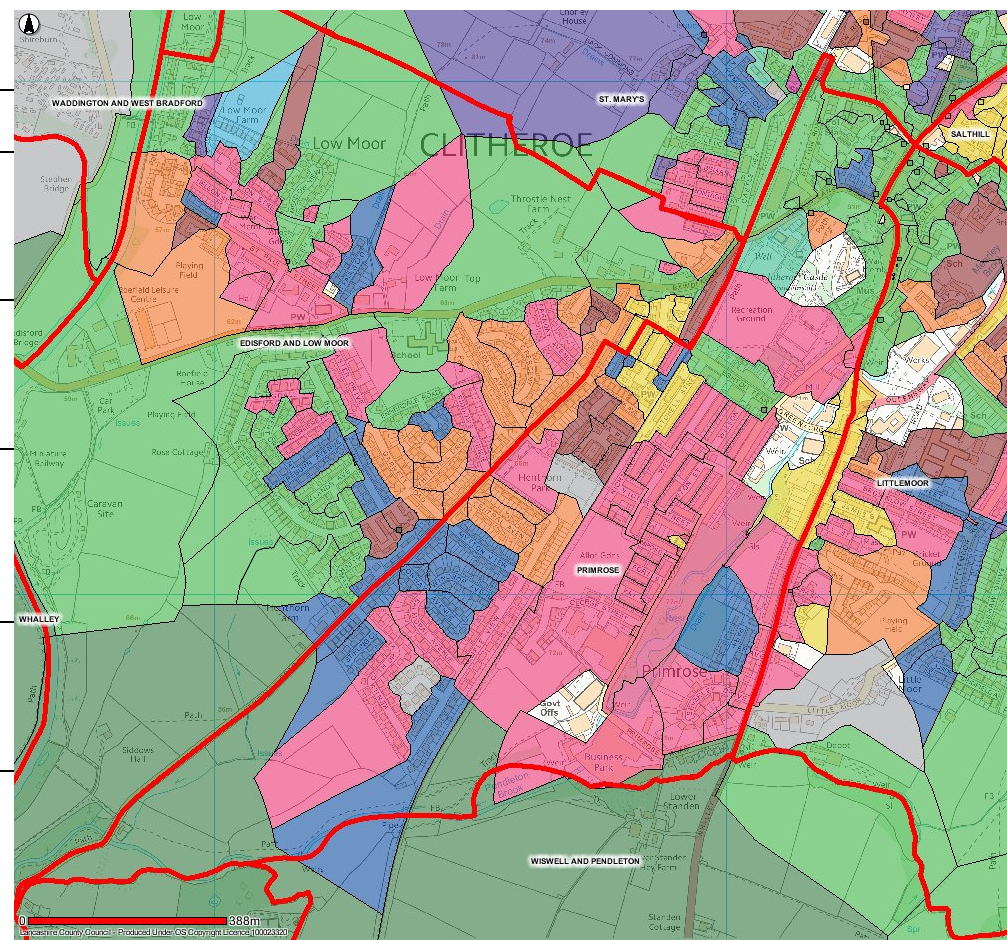
### 3 MOSAIC DATA

Mosaic UK is Experian’s system for classification of UK households. It is one of a number of commercially available geodemographic segmentation systems, applying the principles of geodemography to consumer household and individual data collated from a number of governmental and commercial sources. The current version, Mosaic UK 2009, classifies the UK population into 15 main socio-economic groups and, within this, 67 different types.

Mosaic has found application outside their original purpose of direct marketing, including governmental estimates and forecasts, and it is also used extensively in understanding local service users. Mosaic also introduced Mosaic Public Sector with more politically correct segment names.

#### Mosaic 2010 Classifications

Group	Distinct Types				
<b>A</b> Residents of isolated rural communities"	A01 - Rural families with high incomes - often from city jobs	A02 - Retirees electing to settle in environmentally attractive localities	A03 - Remote communities with poor access to public and commercial services	A04 - Villagers with few well paid alternatives to agricultural employment	
<b>B</b> Residents of small and mid-sized towns with strong local roots"	B05 - Better off empty nesters in low density estates on town fringes	B06 – Self-employed trades people living in smaller communities	B07 - Empty nester owner occupiers making little use of public services	B08 - Mixed communities with many single people in the centres of small towns	
<b>C</b> Wealthy people living in the most sought-after neighbourhoods"	C09 - Successful older business leaders living in sought-after suburbs	C10 - Wealthy families in substantial houses with little community involvement	C11 - Creative professionals seeking involvement in local communities	C12 - Residents in smart city centre flats who make little use of public services	
<b>D</b> Successful professionals living in suburban or semi-rural homes	D13 - Higher income older champions of village communities	D14 - Older people living in large houses in mature suburbs	D15 - Well off commuters living in spacious houses in semi-rural settings	D16 - Higher income families concerned with education and careers	
<b>E</b> Middle income families living in moderate suburban semis	E17 - Comfortably off suburban families weakly tied to their local community	E18 - Industrial workers living comfortably in owner occupied semis	E19 – Self-reliant older families in suburban semis in industrial towns	E20 - Upwardly mobile South Asian families living in inter war suburbs	E21 - Middle aged families living in less fashionable inter war suburban semis





Group	Distinct Types										
<b>F</b> Couples with young children in comfortable modern housing	F22 - Busy executives in town houses in dormitory settlements	F23 - Early middle aged parents likely to be involved in their children's education	F24 - Young parents new to their neighbourhood - keen to put down roots	F25 - Personnel reliant on the Ministry of Defence for public services		<b>K</b> Residents with sufficient incomes in right-to-buy social housing	K48 - Middle aged couples and families in right-to-buy homes	K49 - Low income older couples long established in former council estates	K50 - Older families in low value housing in traditional industrial areas	K51 - Often indebted families living in low rise estates	
<b>G</b> Young, well-educated city dwellers	G26 - Well educated singles living in purpose built flats	G27 - City dwellers owning houses in older neighbourhoods	G28 - Singles and sharers occupying converted Victorian houses	G29 - Young professional families settling in better quality older terraces	G30 - Diverse communities of well-educated singles living in smart - small flats	<b>L</b> Active elderly people living in pleasant retirement locations	L52 - Communities of wealthy older people living in large seaside houses	L53 - Residents in retirement - second home and tourist communities	L54 - Retired people of modest means commonly living in seaside bungalows	L55 - Capable older people leasing / owning flats in purpose built blocks	
	G31 - Owners in smart purpose built flats in prestige locations - many newly built	G32 - Students and other transient singles in multi-let houses	G33 - Transient singles - poorly supported by family and neighbours	G34 - Students involved in college and university communities		<b>M</b> Elderly people reliant on state support	M56 - Older people living on social housing estates with limited budgets	M57 - Old people in flats subsisting on welfare payments	M58 - Less mobile older people requiring a degree of care	M59 - People living in social accommodation designed for older people	
<b>H</b> Couples and young singles in small modern starter homes	H35 - Childless new owner occupiers in cramped new homes	H36 - Young singles and sharers renting small purpose built flats	H37 - Young owners and rented developments of mixed tenure	H38 - People living in brand new residential developments		<b>N</b> Young people renting flats in high density social housing	N60 - Tenants in social housing flats on estates at risk of serious social problems	N61 - Childless tenants in social housing flats with modest social needs	N62 - Young renters in flats with a cosmopolitan mix	N63 - Multicultural tenants renting flats in areas of social housing	N64 - Diverse homesharers renting small flats in densely populated areas
<b>I</b> Lower income workers in urban terraces in often diverse areas	I39 - Young owners and private renters in inner city terraces	I40 - Multi-ethnic communities in newer suburbs away from the inner city	I41 - Renters of older terraces in ethnically diverse communities	I42 - South Asian communities experiencing social deprivation	I43 - Older town centres terraces with transient - single populations						
	I44 - Low income families occupying poor quality older terraces					<b>O</b> Families in low-rise social housing with high levels of benefit need	O67 - Older tenants on low rise social housing estates where jobs are scarce	O68 - Families with varied structures living on low rise social housing estates	O69 - Vulnerable young parents needing substantial state support		
<b>J</b> Owner occupiers in older-style housing, typically in ex-industrial areas	J45 - Low income communities reliant on low skill industrial jobs	J46 - Residents in blue collar communities revitalised by commuters	J47 - Comfortably off industrial workers owning their own homes			<b>Unclassified</b>					

## 4 EDUCATION

- Primrose has one school within the ward – this being St James' Church of England Primary School, Clitheroe. Performance information is provided below.

	<b>St James' Church of England Primary School, Clitheroe</b>
<b>School type</b>	Voluntary Aided School
<b>Pupil ages</b>	4 - 11
<b>Number of pupils</b>	249
<b>% with special educational needs</b>	7.6%
<b>% of pupils that are eligible for free school meals</b>	20.5%
<b>Ofsted grading</b>	'Good' – January 2012

### St Michael and St John's Roman Catholic Primary School, Clitheroe - Performance Information

2014 KS2 Performance Tables last update: (March 2015)

Year on year comparisons

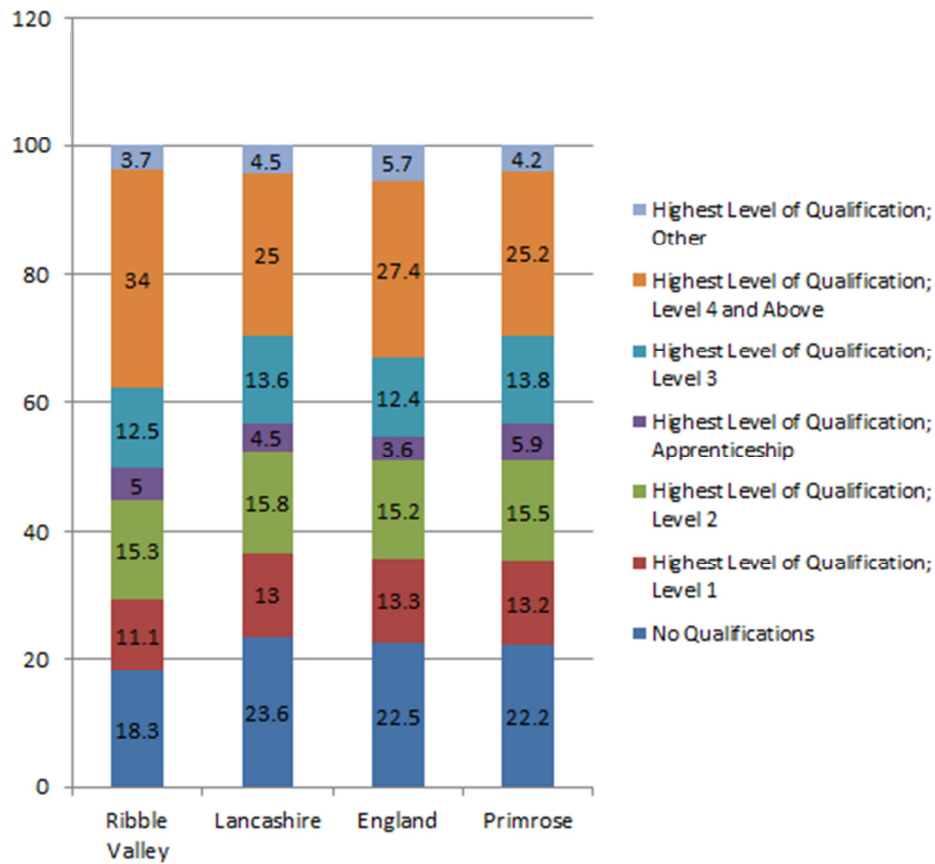
Percentage achieving Level 4 or above in reading, writing and maths	2012	2013	2014
School	74%	65%	71%
LA	76%	77%	81%
England - All Schools	75%	75%	78%

### KS2 test results and progress

	All pupils
Pupils eligible for KS2 assessment	35
Percentage achieving level 3 or below in reading, writing and maths	6%
Percentage achieving level 4 or above in reading, writing and maths	71%
Percentage achieving level 4B or above in reading and maths and level 4 or above in writing	57%
Percentage achieving level 5 or above in reading, writing and maths	17%
Percentage of pupils making at least 2 levels of progress in reading	91%
Percentage of pupils making at least 2 levels of progress in writing	97%
Percentage of pupils making at least 2 levels of progress in maths	83%
Average point score	27.9%

Source: <http://www.education.gov.uk/schools/performance/index.html>

### Highest Level of Qualification



- 22.2% of residents have no qualifications; this is higher than the Ribble Valley figure of 18.3% and lower than the Lancashire figure of nearly 24%, the North West level of 24% and lower than the national figure of 22.5%.
- Level 4 and above qualifications cover: Degree (BA, BSc), Higher Degree (MA, PhD), NVQ Level 4-5, HNC, HND, RSA Higher Diploma, BTEC Higher level, Professional Qualifications (Teaching, Nursing and Accountancy). 25.2% of the residents of the ward have achieved this level of education compared to 34% in Ribble Valley, 25% in Lancashire and 27% in England.

Source: ONS, 2011 Census

## 5 EMPLOYMENT/UNEMPLOYMENT

- According to the findings from the 2011 Census 74.96% of working age people (16-74) in Primrose are classed as economically active, higher than the Lancashire figure of 68.11% the England figure of 69.91% and the Ribble Valley figure of 71.87%.
- Unemployment is comparatively high in the ward at 2.7% in comparison to the England figure of 4.38%, the Ribble Valley figure of 2.06% and the Lancashire figure of 3.76%.
- Economic inactivity in the ward can mostly be apportioned to being 'retired'.

### Job Seekers Allowance (JSA)

- The Jobseeker's Allowance (JSA) is payable to people under pensionable age who are available for, and actively seeking, work.
- A very small percentage of the working age population of the ward are claiming Job Seekers Allowance as at February 2015 (0.8%), slightly higher than the figure for Ribble Valley (0.6%) and lower than that for Great Britain (2.0%).

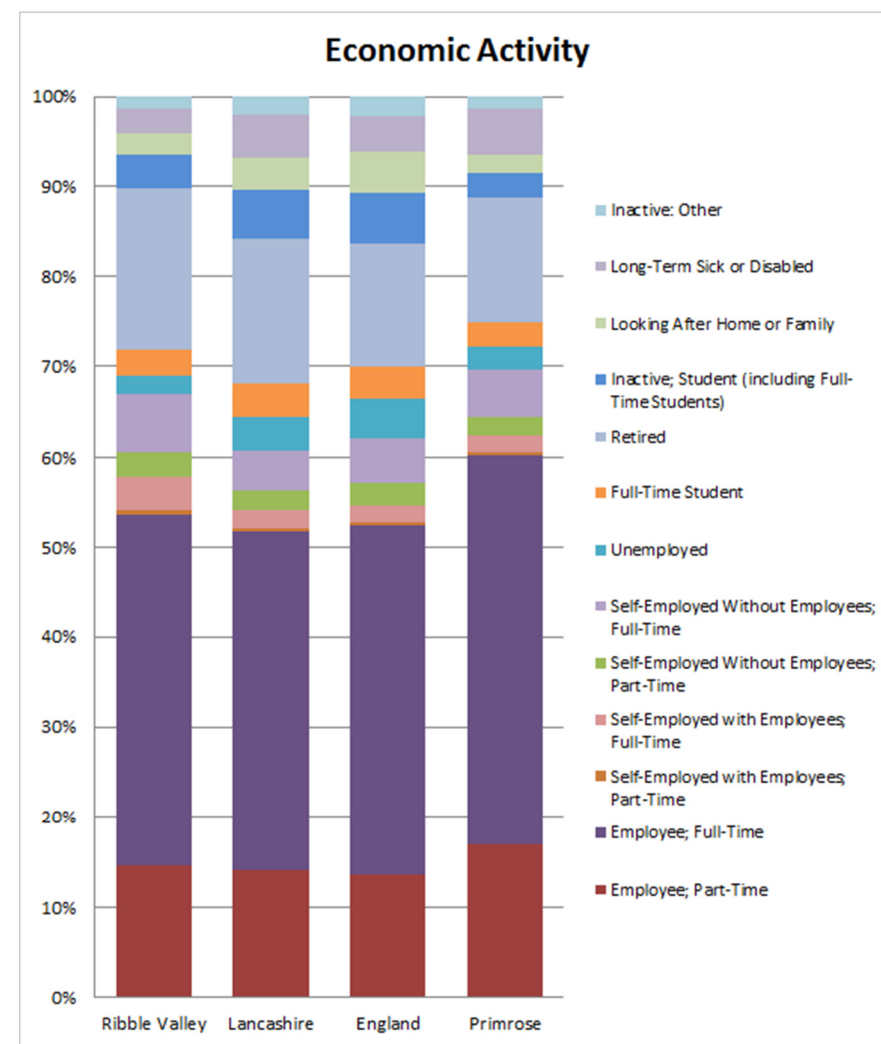
### Total JSA claimants (February 2015)

	Primrose (%)	Ribble Valley (%)	Great Britain (%)
All people	0.8	0.6	2.0
Males	1.0	0.8	2.6
Females	0.6	0.4	1.4

Source: claimant count with rates and proportions

Note: The percentage figures show the number of JSA claimants as a proportion of resident population aged 16-64.

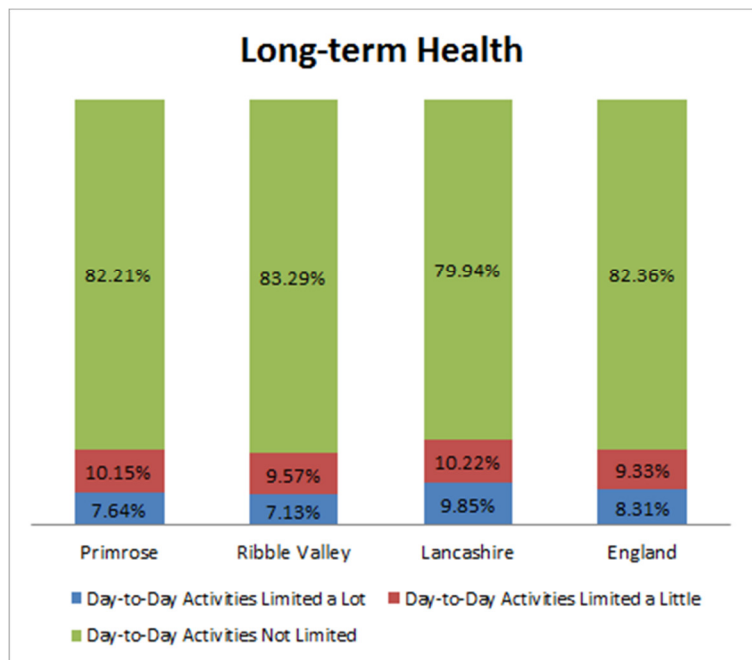
- Information from the DWP regarding benefit payments is currently unavailable for Primrose.



Source: ONS, 2011 Census

## 6 HEALTH

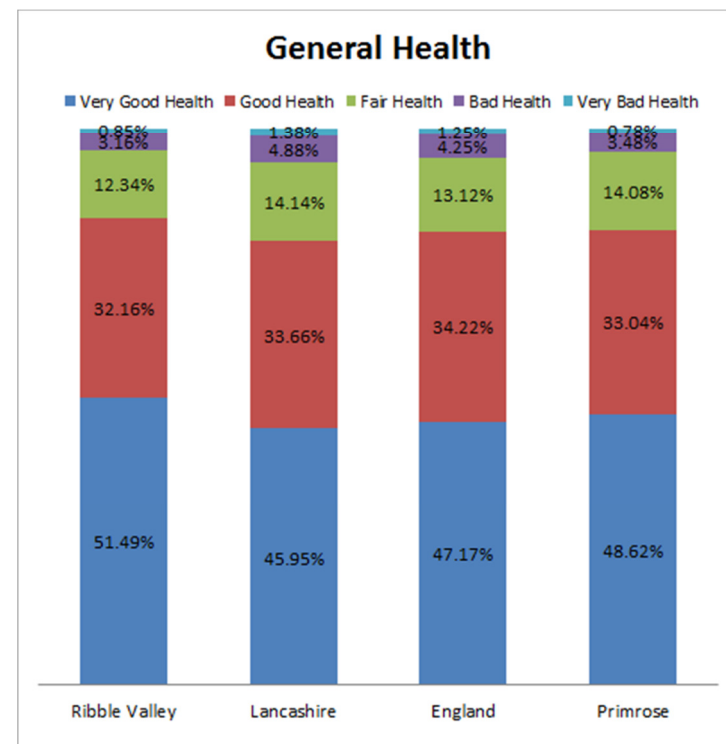
- In the 2011 Census 82.21% of respondents in the ward indicated that their day to day activities are not limited due to health or disability, this is a lower rate than the average for the borough with 83.29%. 7.64% indicated they were limited a lot (Ribble Valley 7.13%), which is lower than the Lancashire figure of 9.85%.
- 81.66% of residents in Primrose rate their general health as good or very good, which is similar than the England average (81.39%).
- The health of people in Ribble Valley is generally better than the England average. Deprivation is lower than average, however about 6.6% (600) of children live in poverty. Life expectancy for both men and women is higher than the England average. Life expectancy is not significantly different for people in the most deprived areas of Ribble Valley than in the least deprived areas.
- Child health - In Year 6, 11.4% (67) of children are classified as obese, better than the average for England. The rate of alcohol specific hospital stays among those under 18 was 57.9\*. <sup>1</sup> This represents 7 stays per year. Levels of breastfeeding and smoking at time of delivery are worse than the England average. Levels of GCSE attainment are better than the England average.



Adult health - In 2012, 18.6% of adults were classified as obese, better than the average for England. The rate of alcohol related harm hospital stays was 522\*, better than the average for England. This represents 300 stays per year. The rate of self-harm hospital stays was 154.5\*. This represents 81 stays per year. The rate of smoking related deaths was 309\*. This represents 111 deaths per year. The rate of people killed and seriously injured on roads is worse than average. Rates of sexually transmitted infections and TB are better than average. Rates of statutory homelessness, violent crime, long term unemployment and drug misuse are better than average.

- Local priorities - priorities in Ribble Valley include alcohol harm reduction, long term conditions including dementia and access from rural settings.

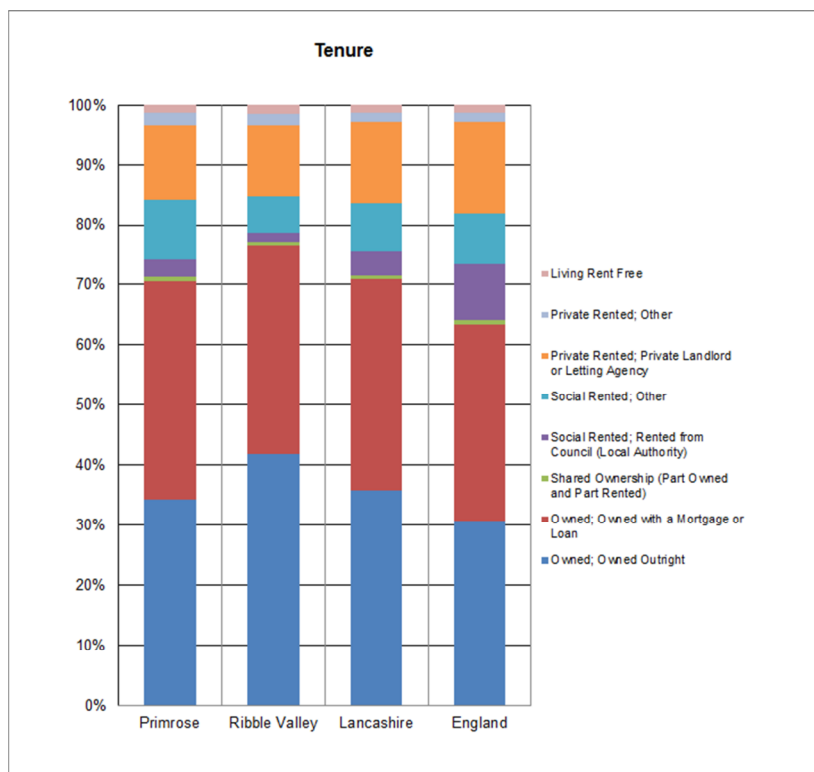
Source: ONS, 2011 Census



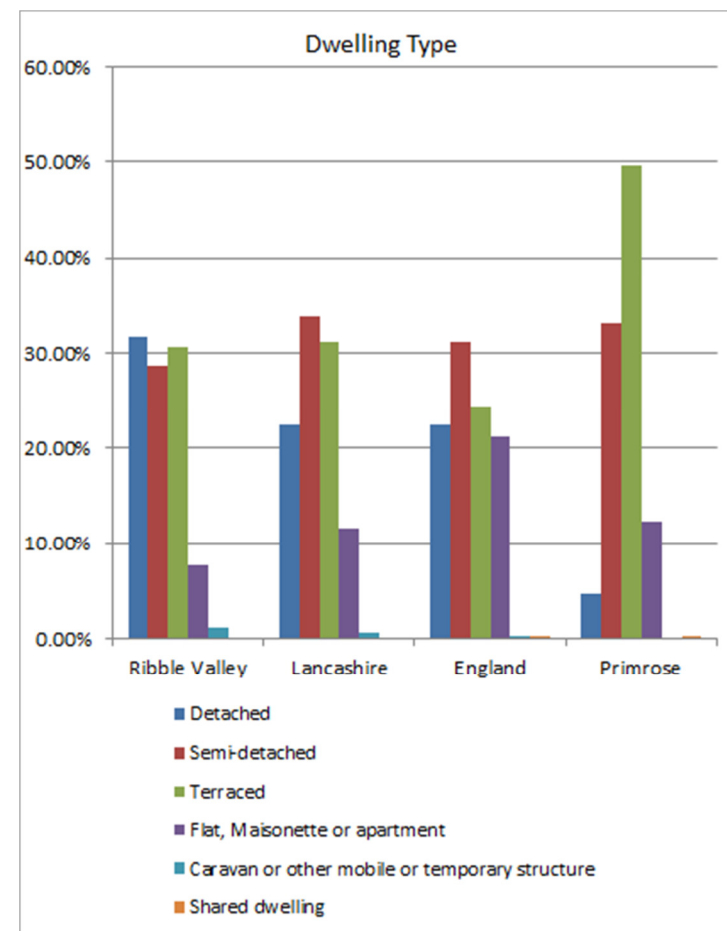
<sup>1</sup> \* rate per 100,000 population

## 7 HOUSING AND TENURE

- Primrose consists of 1,372 households. The number of households in the ward has increased by 98 between the 2001 and 2011 Census.
- 70.6% of households are owner occupiers. The rented sector consists of 27.5% of households, with the majority being private rented.
- 4.1% of households do not have central heating. 2.2 is the average household size. The average number of rooms per household is 5.2. The average number of bedrooms per household is 2.5.
- Primrose has a high percentage (49.56%) of terraced properties.



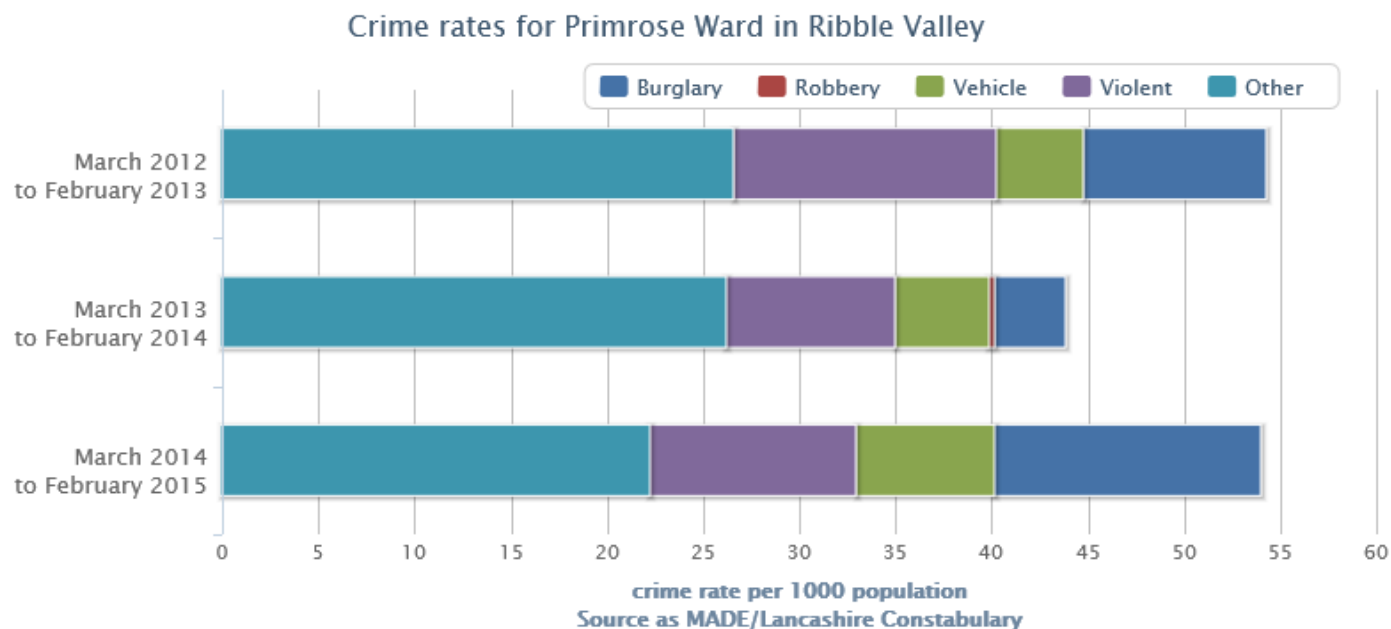
- The largest household type in the ward is 'One Person Household; Other' accounting for 22.9%, followed by 'Married or Same-Sex Civil Partnership; Dependent Children' this accounts for 15.2% of all households.
- 0.46% of the residential population have a second address outside the UK and 3.77% have a second address within the UK.



Source: ONS, 2011 Census

## 8 CRIME

- Recorded crime in Primrose is 54.3 per 1,000 population compared to 31.5 as the Ribble Valley district average and 63.5 as the Lancashire County average (March 2014 – February 2015).
- There were 404.9 calls to the Police, 116.7 calls to Ambulance services and 6.8 calls to Fire and Rescue services per 1,000 population in the ward.
- In the same period there were 67 calls per 1,000 population made to the Police regarding anti-social behaviour.



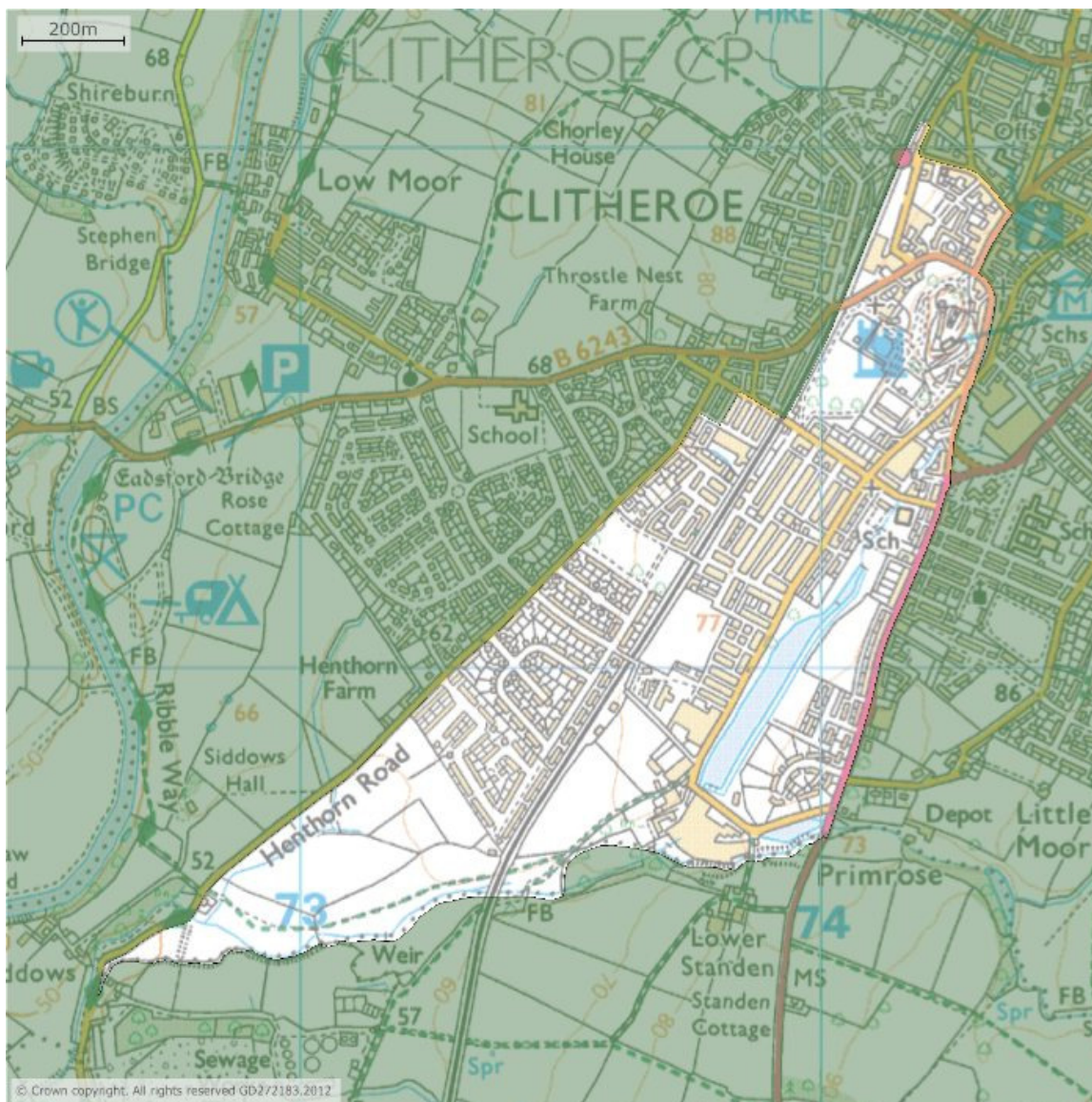
Source: <http://www.saferlancashire.co.uk/2011/statistics/index.asp>

		Actual Crimes/Incidents				Rate per thousand population, except for Domestic Burglary which is rate per thousand households			
		March 2013 to February 2014	March 2014 to February 2015	Year on Year Difference	Percentage Change	March 2013 to February 2014	March 2014 to February 2015	Ribble Valley District Average (March 2014 to February 2015)	Lancashire County Average (March 2014 to February 2015)
Emergency Service Calls	Calls to the Police	1225	1245	20	1.6%	398.4	404.9	202.6	356.9
	Calls to the Ambulance Services	324	359	35	10.8%	105.4	116.7	105.2	147.5
	Calls to the Fire & Rescue Services	17	21	4	23.5%	5.5	6.8	6.1	10.3
Crime	Total Recorded Crime	136	167	31	22.8%	44.2	54.3	31.5	63.5
Personal Safety	Violence Against The Person	27	33	6	22.2%	8.8	10.7	7.1	15.6
	Calls to the Police about Domestic Violence	31	23	-8	-25.8%	10.1	7.5	5	15
	Calls to the Ambulance Service where violence involved	1	2	1	100%	0.3	0.7	0.3	0.9
	All Drug Offences	7	5	-2	-28.6%	2.3	1.6	0.8	2.1
	Numbers Killed or Serious Injured on the Roads	0	0	0	0%	0	0	0.4	0.3
Property and Place	Serious Acquisitive Crime	15	30	15	100%	4.9	9.8	5.7	9
	Robbery	1	0	-1	n/c	0.3	0	0.1	0.4
	All Burglary	5	19	14	280%	3.6	13.8	12.3	20.1
	Domestic Burglaries	1	12	11	1100%	0.7	8.7	4.3	8.2
	All Vehicle Crime	15	22	7	46.7%	4.9	7.2	4.6	6
	Theft of a Vehicle	2	1	-1	-50%	0.7	0.3	0.7	1.2
	Theft from a Vehicle	11	17	6	54.5%	3.6	5.5	3.1	3.9
	All Criminal Damage (including Arson)	47	32	-15	-31.9%	15.3	10.4	4.5	10.8
	Deliberate Fires	2	3	1	50%	0.7	1	0.2	1.7
	Deliberate Vehicle Fires	0	0	0	0%	0	0	0	0
Calls to the Police about Anti-Social Behaviour	252	206	-46	-18.3%	82	67	26.8	53.7	

Source: <http://www.saferlancashire.co.uk/2011/statistics/statistics.asp>



## 9 Area Map



## 10 Key resources for further information

- [statistics.gov.uk](http://statistics.gov.uk) – The Office for National Statistics' main website (ONS)
- [neighbourhood.statistics.gov.uk](http://neighbourhood.statistics.gov.uk) – A subset of the ONS website which collates and presents socio-demographic data available at different geographical levels
- [nomisweb.co.uk](http://nomisweb.co.uk) – A subset of the ONS website which collates and presents labour market statistics
- [data.gov.uk](http://data.gov.uk) – Single, searchable website of all public data collated and used by public agencies
- [saferlancashire.co.uk](http://saferlancashire.co.uk) – A searchable website of crime statistics for Lancashire and used by public agencies
- [Education.gov.uk](http://Education.gov.uk) – A searchable website for the performance of all schools in England and Wales
- <http://www.saferlancashire.co.uk/2011/statistics/index.asp> - Safer Lancashire Crime Statistics