



A profile of people living in Maldon

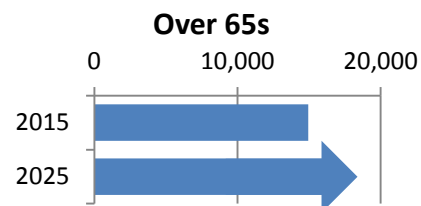
March 2016
Organisational Intelligence

The Maldon district has a coastal border stretching from the Burnham-on-Crouch estuary, round the Dengie peninsula up to the nuclear facility at Bradwell on the River Blackwater. The district is home to the towns of Maldon, Burnham-on-Crouch and Heybridge along with a number of smaller villages: it is sparsely populated outside of the towns. Being situated on the east coast of the county with several marinas including the main one of Blackwater, the area is popular with the sailing community.

An overview of Maldon including key issues impacting the population, health and wellbeing, and demand on services

People and place

- An **ageing population** is increasing demand on services.



- A few **deprived areas** with poor health and unemployment.
- Low population density.
- Low rate of **crime** and residents feel safe.
- Lower than average waste **recycling** levels.



Lifestyles

- Reducing **smoking** prevalence and adult **obesity** rates, plus increasing the level of physical activity, are all areas for improvement.
- Interventions need to reach high risk groups to reduce the number of preventable health conditions and service demand.
- Hospital admissions due to **alcohol** related conditions are better than the England average.
- Increase in number of adults in **substance misuse** treatment.

Physical and mental health

- Third highest rate of **diabetes** in the county.
- Higher rate of hospital admissions due to **hip fractures** than England.
- Both prevention and treatment are important to improving health outcomes.
- Good **wellbeing** amongst adults and pupils and a low percentage with **mental health** problems.
- Increasing number of people with **dementia**. Unpaid carers require support to achieve their role.



Housing

- High proportion of **owner occupied housing**, with few in rented/social housing.
- Lower than average increases in **house prices** and lower number of dwellings being built.
- Higher than average number on **housing waiting** list.
- Low level of **homelessness**.
- Ageing population will impact on the availability of health services, housing and care homes.



Children and Young people

- Very high rate of **teenage pregnancy** is linked to a range of poor outcomes in later life.
- Lower than average **Chlamydia** testing but higher positive rate.
- Low levels of **child poverty**, but some pockets of deprivation.
- The highest **take up** of free early education entitlement (two year olds) in the county.
- Low rate of **children in care**.

Education

- High percentage achieve a **good level of development** at age 5, including those eligible for free school meals.
- High proportion attend a **good or outstanding school**.
- Lower than average proportion achieve five or more **GCSEs** at grades A*-C.
- Significant proportion of secondary pupils attend school outside of the district.
- Higher than average **persistent secondary absenteeism**.
- Fewer pupils than average aspire to go to **university**.



Employment

- Higher than average number of adults with **no qualifications**.
- Higher **adult unemployment** and higher proportion of young people **Not in Education Employment or Training**.
- Lower level of **employment** and higher percentage of adults who are inactive.
- Lower than average ratio of **jobs** per population.
- Most businesses have 9 or fewer employees.



Transport

- Highest average **travel time** by public transport or walking to reach key services in Essex.
- Second lowest percentage of residents in Essex who are satisfied with local **bus service** and local transport information.
- Access to a car is essential for people out of work and not able to use public transport or walk to an employment centre. 19% may miss out on **work opportunities** unless they have access to a car.

Greater demand on health and social care due to an ageing population and schools and services supporting 5-15 year olds

This section links to the following Essex County Council Outcomes



Children get the best start



Good health & wellbeing



Learning



Safer communities



Economic growth



Sustainable environment

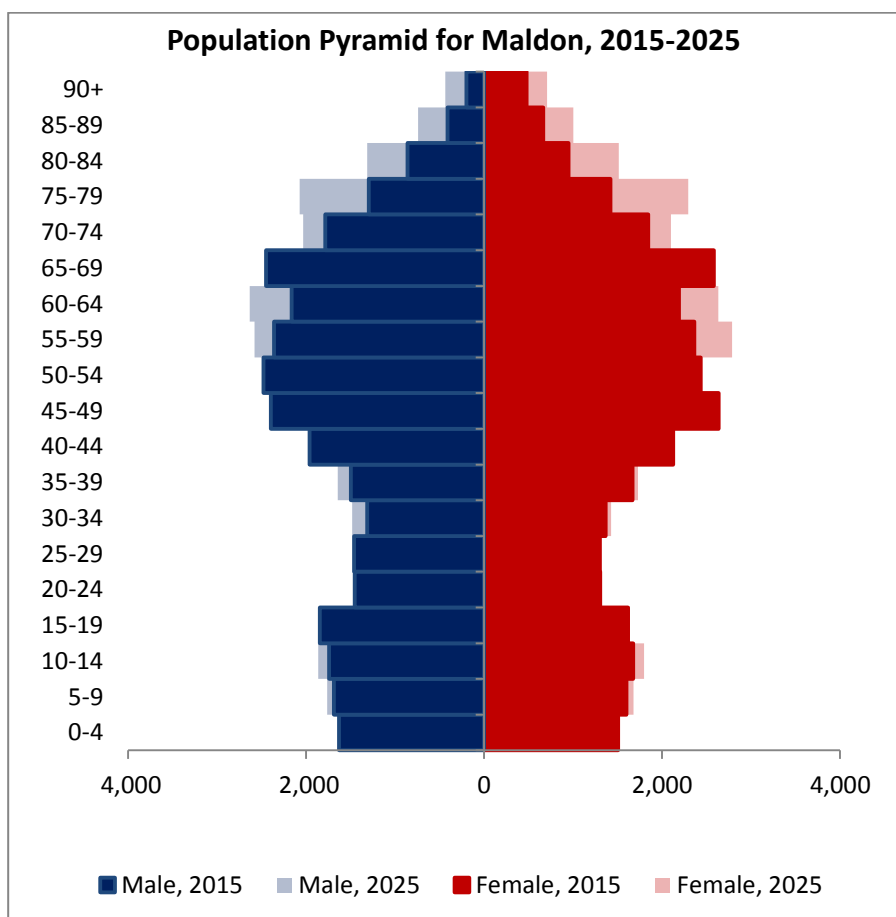


Independence



Maldon is the smallest district in Essex in terms of total population numbers (62,700 in 2015). It has a high proportion of over 65s and a 27% increase is expected between 2015 and 2025 equating to 4,000 more people. This ageing population will put greater demand on health, social care services and housing needs.

The working population is essential for economic growth, requiring adequate housing, access to jobs and businesses, but the Maldon proportion is forecast to decrease by two percentage points by 2024.

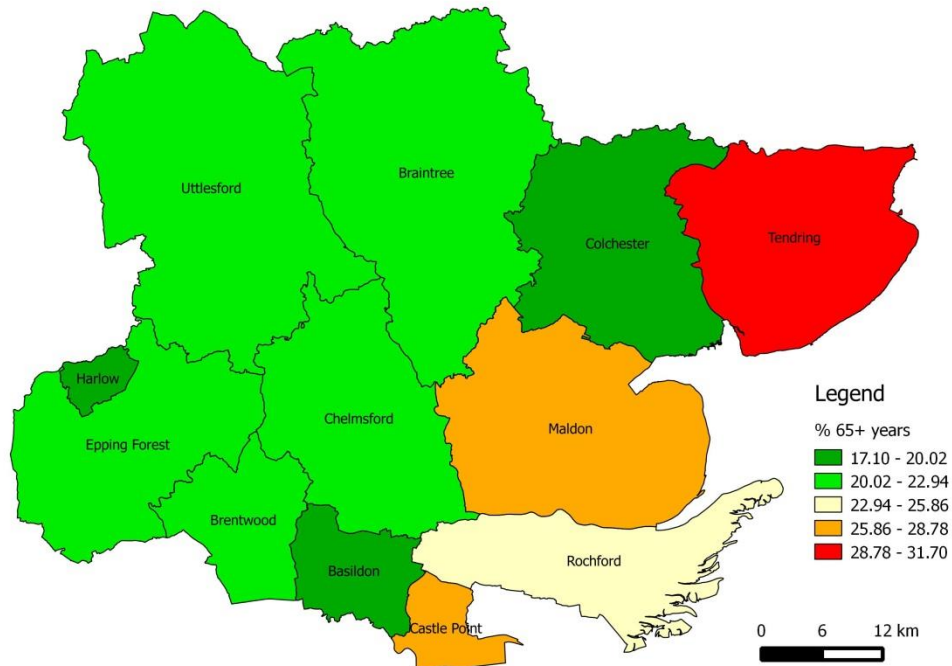


Between 2015 and 2025:

- The total population will increase from 62,700 to 66,100: an increase of 5% or 3,400 more people.
- Over 65s will increase from 14,900 to 19,000: an increase of 27% (4,000) and will represent 29% of the total population in the district.
- The working age population will fall slightly from 55% to 51%.
- There will be 150 more under 19s
- 6,300 new babies will be born over the period.

Source: ONS, 2012 sub-national populations

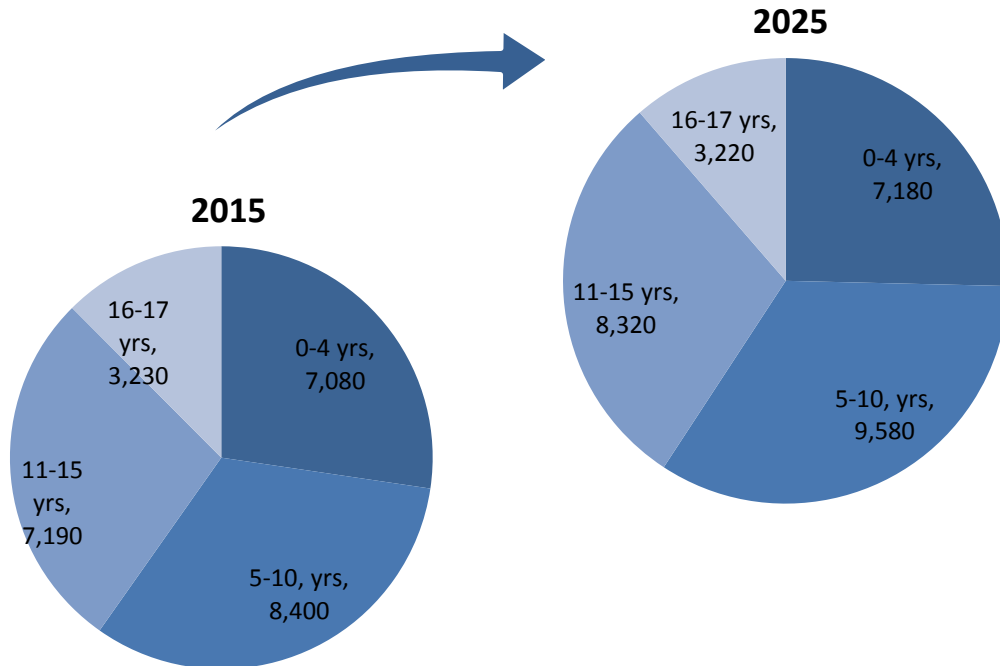
Percentage of older people (65+ years) by district (2024)



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Source: Office for National Statistics 2012-based sub-nation population projections

10th June 2015

Between 2015 and 2025, the 5-10 year old and 11-15 year old age group will be the biggest growing age groups for children: an increase of 130 and 280 respectively. School places and services will need to be available to support these changes.



Maldon is relatively affluent, with few areas of deprivation

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Safer communities



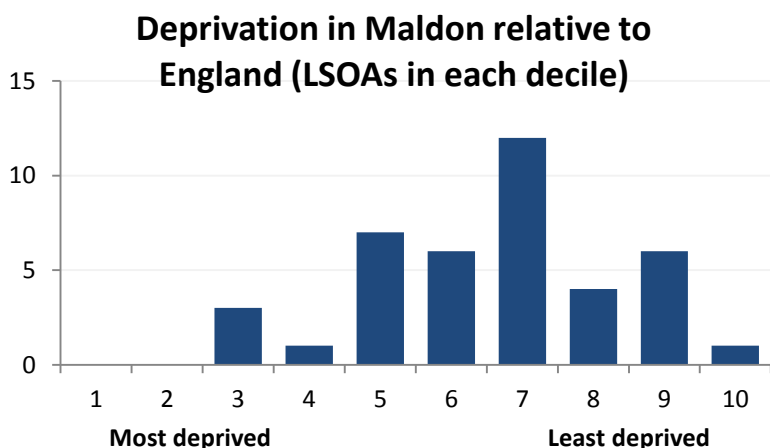
Economic growth



Sustainable environment



Independence



Source: DCLG, Indices of Multiple Deprivation (IMD) 2015

The Indices of Multiple Deprivation are made up of a number of different domains including: income; employment; health and disability; education, skills and training and housing and services which impact the overall deprivation.

There are 40 LSOAs in Maldon, with none of them being amongst the most deprived 10% in England. There is one (Maldon West) that is in the top 10%, ie the most affluent.

The distribution would suggest that there are some affluent areas of Maldon but few that are relatively deprived. Maldon is ranked 216 out of 326 local authorities in England on overall deprivation (where 1 is the highest level of deprivation).

MOSAIC is a tool for identifying the characteristics of households within an area. There are 66 different household types in MOSAIC and some or all of them can be present in an area. The top three most prevalent household types in Maldon, representing 24% of households are:

“A04 Village Retirement” 8.4% of households	“G29 Satellite Settlers” 8.5% of households	“G27 Outlying Seniors” 7.0% of households
<ul style="list-style-type: none"> Retired couples and singles, aged 66-70 Own their property, in large villages with some amenities e.g. post office, pub, village store Income between 20-29k Generally don't need state support. 	<ul style="list-style-type: none"> Older singles and home sharers, aged 51-55 Own their detached homes around larger villages Moderate income 30-39k In professional jobs, living close to transport links and some may have their own small business with a few employees. 	<ul style="list-style-type: none"> Older singles and couples, aged 66-70 Pensioners living in inexpensive housing in out of the way locations Low income, under £15k.

Maldon North and Maldon East wards are areas with high deprivation and health inequalities. The household profiles in these areas are quite different and therefore the approach needed to reduce inequalities is also likely to be different.

Maldon North ward	Maldon East ward
<ul style="list-style-type: none"> 15% of households are N58 'Aided Elderly'. These tend to be single and older, around half have low incomes and most own their own home. 8% are J45 'Bus-Route Renters' who tend to be aged 25-40, living alone and renting lower value flats. 6% are D17 'Thriving Independence' who tend to be singletons/cohabitantes aged 35+ with a comfortable income. 5% are F22 'Legacy Elders' who have an average age of 78, mostly live alone and own their homes. 5% are L52 'Midlife Stopgap' (see right for description). 	<ul style="list-style-type: none"> 11% are L52 'Midlife Stopgap' who have an average age of 45, and are home sharers in employment without children. 10% are M56 'Solid Economy'. These tend to be mainly families with children renting from a social landlord with relatively low incomes. 5% of households are N59 'Pocket Pensions' who are retired and mostly living alone, renting from social landlords and on low incomes. 5% are N61 'Estate Veterans' with an average age of 75, on low incomes who often live alone and are long term social renters of their current home.

Reducing smoking and adult obesity are areas for improving in Maldon

This section links to the following Essex County Council Outcomes



Children get the best start



Good health & wellbeing



Learning



Safer communities



Economic growth



Sustainable environment



Independence



Smoking, drinking alcohol and obesity can cause preventable health conditions. At 24.1% Maldon has the second highest smoking prevalence in the county, and it is also higher than the national average of 18%. Prevalence is higher in people in routine and manual jobs (27.3%).

Alcohol related admissions to hospital in Maldon were lower than the national rate of 645 per 100,000 population in 2013/14. There were 48 arrests for drug possession in Maldon in the year to September 2015, unchanged from a year earlier and accounting for 1.9% of all arrests across the county. 88 adults and six young people were receiving treatment for drug abuse, plus 68 adults and 25 young people were receiving treatment for alcohol abuse in the district in 2014/15. This is a 12% rise since 2013/14 in the number of adults being treated.

- 24.1% of adults are smokers, higher than the national average.
- 368 people (564 per 100,000) were admitted to hospital with alcohol related conditions, significantly better than the national average.
- 156 adults (and 31 young people) were in treatment for drug/alcohol misuse, up 12% from a year earlier.

Citizen Insight Source: Residents Survey 2015

9% of Maldon residents stated that they smoke, similar to the Essex average (10%).



Obesity in adults in Maldon is worse than the national figures, although levels of physical activity are higher than average. The proportion of adults who are overweight or obese (69.2%) is worse than most other districts and also the national average (64.6%). Maldon performs better than the national average for 10-11 year old children (30.2% compared to 33.3% in 2014/15) but it is the fifth worst district in Essex and above the county average of 30.7%.

Compared to the county average Maldon has a lower level of physical activity in terms of organised sport participation (31.1% compared to 35.4% of adults) but a slightly higher participation as part of a club membership (24.2% against 22.9%). Residents should still do more to improve their levels of physical activity in order to benefit their health, to achieve a lower risk of cardiovascular disease, stroke and coronary heart disease and this may mean creating more opportunities for people to do so.

- 69.2% of adults and 30.2% of 10-11 year old children are overweight or obese. This is higher than the national figure for adults but below it for children.
- 16.3% of adults in Maldon are doing enough physical activity to benefit their health (i.e. exercising three or more times per week), the fifth lowest in the county and lower than the national average of 17.6%.

Citizen Insight Source: Residents Survey 2015



- 39% said that in the last week they did 30 minutes of moderate physical activity on five days or more, the same as the county average.
- Maldon residents (44%) are most likely to cite lack of time as the main reason for not taking more exercise (similar to the Essex average). They are less likely to cite health problems, the expense or lack of motivation as the reason compared to other Essex residents).

Increasing numbers of people with dementia, diabetes and admissions due to hip fractures will put demand on health services

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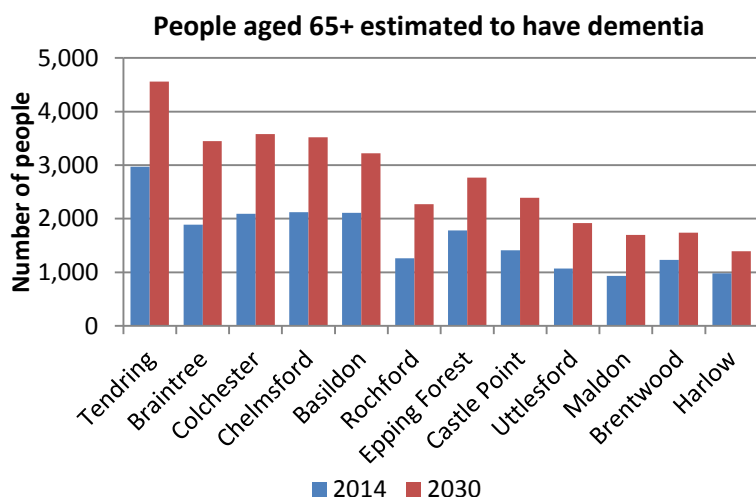
Sustainable environment



Independence



Increasing numbers of people with dementia will have an impact on health services including training of staff, support for unpaid carers, and the available housing stock as more places in supported and sheltered housing and care homes will be needed.



930 people aged over 65 are thought to have dementia and this number is expected to rise by 83% to 1,700 by 2030, the highest percentage increase in the county.

Maldon had the second lowest rate of people who died prematurely from cardiovascular diseases (CVD) in the county, and the second lowest rate of preventable deaths from CVD. These figures are significantly better than the national average. There has been a general improvement of these rates which is consistent with the national picture, and likely due to improvements in treatment and lifestyle. Prevention and treatment are important to improve things further.

- 53.1 per 100,000 people (104) died prematurely from cardiovascular disease (2012-2014), the second lowest rate in the county. 34.9 per 100,000 (69) were preventable deaths from CVD.

- 621 per 100,000 (83) residents aged 65+ were admitted to hospital with hip fractures in 2013/14.
- Maldon has the third highest rate of diabetes in Essex at 6.3% (2,831) of the GP registered population, and the rate has risen over the last four years.

The prevalence of hospital admissions due to hip fractures in the over 65s in 2013/14 was worse than the previous year and was worse than the England average, but was however in the mid-range of figures in the county. Hip fractures can cause a loss of independence and are likely to result in an increased need for social care and care home places.

There was an increase in the number of recorded cases of diabetes in 2013/14, compared with the previous period, and the rate has been increasing over the last four years (as has the national figure). This may be due to higher levels of diabetes or improved detection by GPs. The rate is similar to the national average.



Citizen Insight Source: Residents Survey 2015

74% of Maldon residents rate their general health as good, the third highest percentage in Essex and above the county average of 70%.

397 adults in Maldon were receiving social care support in 2014/15. 91% had personal budgets while 30% had Direct Payments, exactly the same proportions as the whole of Essex.

74% of adults who had accessed reablement services during the year had left as self-carers, i.e. being able to live independently. (Reablement is a short-term service to help people with their daily living activities in order to regain or increase their independence following an illness, injury, disability or when people need some support in re-building confidence).

- 397 adults in Maldon were receiving social care support in 2014/15.
- 91% of them had personal budgets, the same as the county average.

Pupils rate their overall wellbeing levels well and adult mental health prevalence in Mid Essex CCG is lower than England figures

This section links to the following Essex County Council Outcomes



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Sustainable environment



Independence



National research highlights that good emotional and mental health is fundamental to the quality of life and productivity of individuals, families, communities and nations. It is associated with improved learning; increased participation in community life; reduced risk-taking behaviour and improved health outcomes. Poor child emotional well-being and mental health can have a lasting effect into adulthood. Research has shown that early intervention, preventative strategies and resilience building are effective to improve emotional wellbeing and mental health and are most effective when they take a holistic, family centred approach.



Citizen Insight

According to the 2015 School, Health and Education Unit (SHEU) survey:

- Primary pupils in Maldon scored their overall wellbeing as 13.7 out of 20, close to the county average while secondary pupils scored their overall wellbeing as 13.5 out of 20, slightly higher than the Essex figure.
- 21.3% of secondary school pupils in Maldon say they have sometimes felt afraid to go to school because of bullying, close to the Essex average.

75% of residents rated their life satisfaction at 7 or more out of 10, slightly more than the 72% in the whole of Essex and the fifth highest in the county (Residents Survey 2015)

People with a serious mental illness have mortality rates 2-3 times higher than the total population that is largely due to undiagnosed or untreated physical illness as there had been a focus on the mental illness.

The proportion of people with a mental health problem in the Mid Essex CCG (0.68%) area is the lowest in Essex. This indicator shows the prevalence of schizophrenia, bipolar affective disorder and other psychoses. This figure is much lower than the 4.1% of those completing a GP survey who report they have a long term mental health problem, which may be due to an under recording of diagnosis or the increased likelihood of people with mental or physical health problems completing GP surveys.

A large proportion of older people diagnosed with mental health problems are often related to dementia. During 2014/15 the Older Age Mental Health team conducted seven assessments for people entering the service and 98 reviews on residents in Maldon. This represented 2% of all assessments and 5% of all reviews conducted in conducted in Essex: the second smallest number of assessments and fifth smallest number of reviews in the county.

In the NHS Mid Essex CCG area, which covers Braintree, Chelmsford and Maldon:

- 0.68% have a mental health problem lower than the England figure (0.86%, QOF prevalence)
- 4.1% of people completing a GP survey report a long term mental health problem, lower than the England figure (5.1%)

Maldon has a low rate of children in care and children in poverty but high rate of teenage pregnancy

This section links to the following Essex County Council Outcomes



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Independence

The wellbeing of children and young people can be affected by many factors. Children and young people in care are among the most socially excluded children in England and there tend to be significant health and social inequalities for these children compared with all children. Maldon has the fourth lowest rate of children in care in the county (16.6 per 10,000 population), although few children originating from Maldon are placed there. Twice as many children originating from outside the district are placed in Maldon.

The rate of children with a Child Protection Plan is 14.1, close to the Essex average of 16.9, while its rate of children receiving other social care support at 143.7 is lower than the county average of 152.5. During 2015, Maldon had 30 families commenced on a Family solutions episode, representing 2.7% of all episodes in Essex. Family Solutions is an early intervention project.

The rate of hospital admissions caused by injury to children aged 0-14 (either unintentional or deliberate) was 99.4 per 10,000 in 2013/14, above the Essex average of 92.3 and the fifth highest district in Essex

- At the end of December 2015 there were 20 children in care originating from the Maldon district.
- 17 children with a Maldon postcode had a Child Protection Plan in place.
- 173 children received other social care support.

- During 2015, Maldon had 30 families commenced on a Family Solutions episode.
- 98 children were admitted to hospital due to injury in 2013/14, higher than the Essex average.

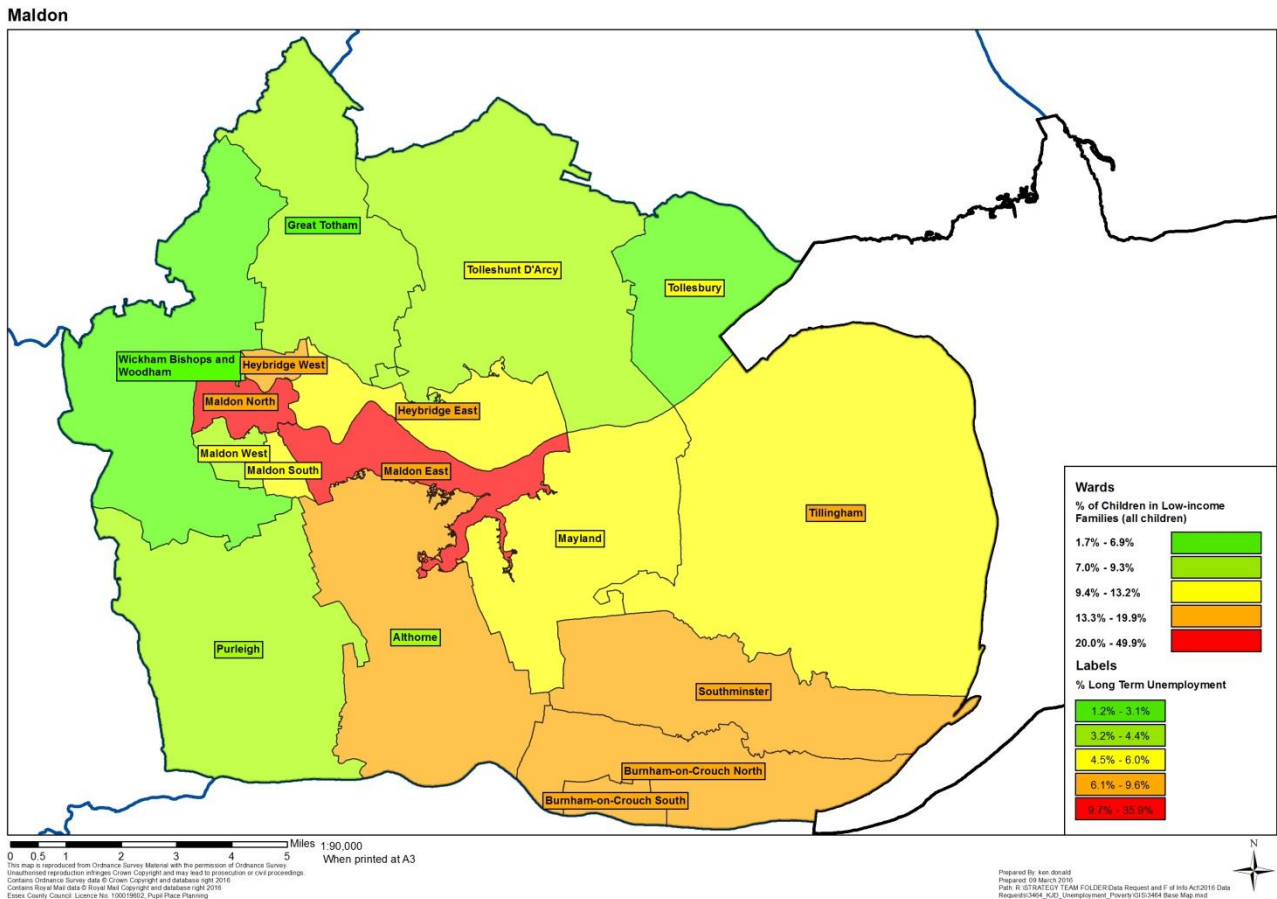
27.2% of two year olds were eligible for Free Early Education Entitlement and the take up rate was 86.7% in autumn term 2015.

Inequalities that develop in childhood tend to also disadvantage people as they become adults, for example poor health and social exclusion of care leavers and poor health, and financial outcomes for children who experience poverty. Early support can help to mitigate these problems later in life. Free Early Education Entitlement (FEEE) is a priority nationally for early years and Maldon, while being in the mid-range of districts in the proportion of families who are eligible, had the highest take-up rate in the county.

Low earnings and long-term worklessness are key factors impacting child poverty. Parental qualifications, family structure and size also have an impact on available income. Child poverty can lead to poor health outcomes including child-mortality and illness such as child mental health and low birth weight. Targeting initiatives at areas of high long-term unemployment may improve income and potentially reduce the risk of child poverty.

The map below shows the percentage of children in low income families compared to long-term unemployment (those claiming Job Seekers Allowance for more than 12 months). The bandings are based on the data across all wards in Essex and the map shows that Maldon has two areas of significant child poverty when compared to the rest of the county plus a number of other wards that show above average child poverty or long-term unemployment.

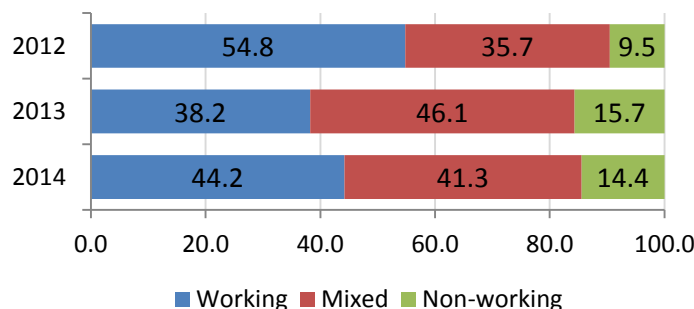
Percentage of children in low income families (2014) and long-term unemployment (2012/13) by ward



Maldon has two wards with a higher than average percentage of children living in low income families – Maldon East (20.6%) and Maldon North (20.9%) and also the highest levels of long-term unemployment (both 9.1%). Burnham-on-Crouch South and North wards show higher than average levels of long-term unemployment (both 7.7%) but levels of child poverty that are only just above average (14.7% and 15.3%).

- 12.2% of all children are in low-income families, the third lowest figure in Essex and below national figures (18.6%).
- 6.1% of adults were long-term unemployed (2014/15), below the national average of 9.0%.
- A larger proportion of children were in non-working households (14.4%) in 2014 than in 2012, and this was higher than the Essex average of 12.5%.

% Children in households



6.1% of Maldon residents were long term unemployed in 2014/15, the third lowest proportion in the county (the Essex average was 7.4%), and well below the national average of 9.0%. 85.6% of children in 2014 were in working/mixed households, compared to 90.5% in 2012, and Maldon has a higher than average proportion of children in mixed households.

Research evidence suggests that teenage mothers are less likely to finish their education, are more likely to bring up their child alone and in poverty and have a higher risk of poor mental health than older mothers.

- Maldon had a high rate of under 18s teenage conceptions in 2013, at 27.1 per 1,000, when compared to England and Essex.
- 8.1% of Chlamydia tests were positive in 2014, the fifth highest proportion in Essex (7.6%).

At 27.1 per 1,000 teenage pregnancy figures for Maldon were higher than both the national and Essex averages (24.3 and 22.3 per 1,000) in 2013.

Chlamydia testing suggests that Maldon has a proportion of 15-24 year olds testing positive that is slightly higher than the county average. However, just 18% of 15-24 year olds were tested, lower than the county figure of 21.5%.

Early years measures are good and most pupils attend good or outstanding schools, but GCSE results are below average

This section links to the following Essex County Council Outcomes



Children get the best start



Good health & wellbeing



Learning



Safer communities



Economic growth



Sustainable environment



Independence



The general level of educational attainment within a population is closely associated with the overall health of that population. The long-term demographic and health problems for a child born into a family with traditionally low standards of educational attainment may be severe, affecting health choice behaviour and service provision uptake into adulthood. Parental unemployment, single parent households, having parents with low educational qualifications, being a persistent absentee and eligibility for free school meals are factors linked to low educational attainment. All attainment data relates to pupils attending schools in Maldon.

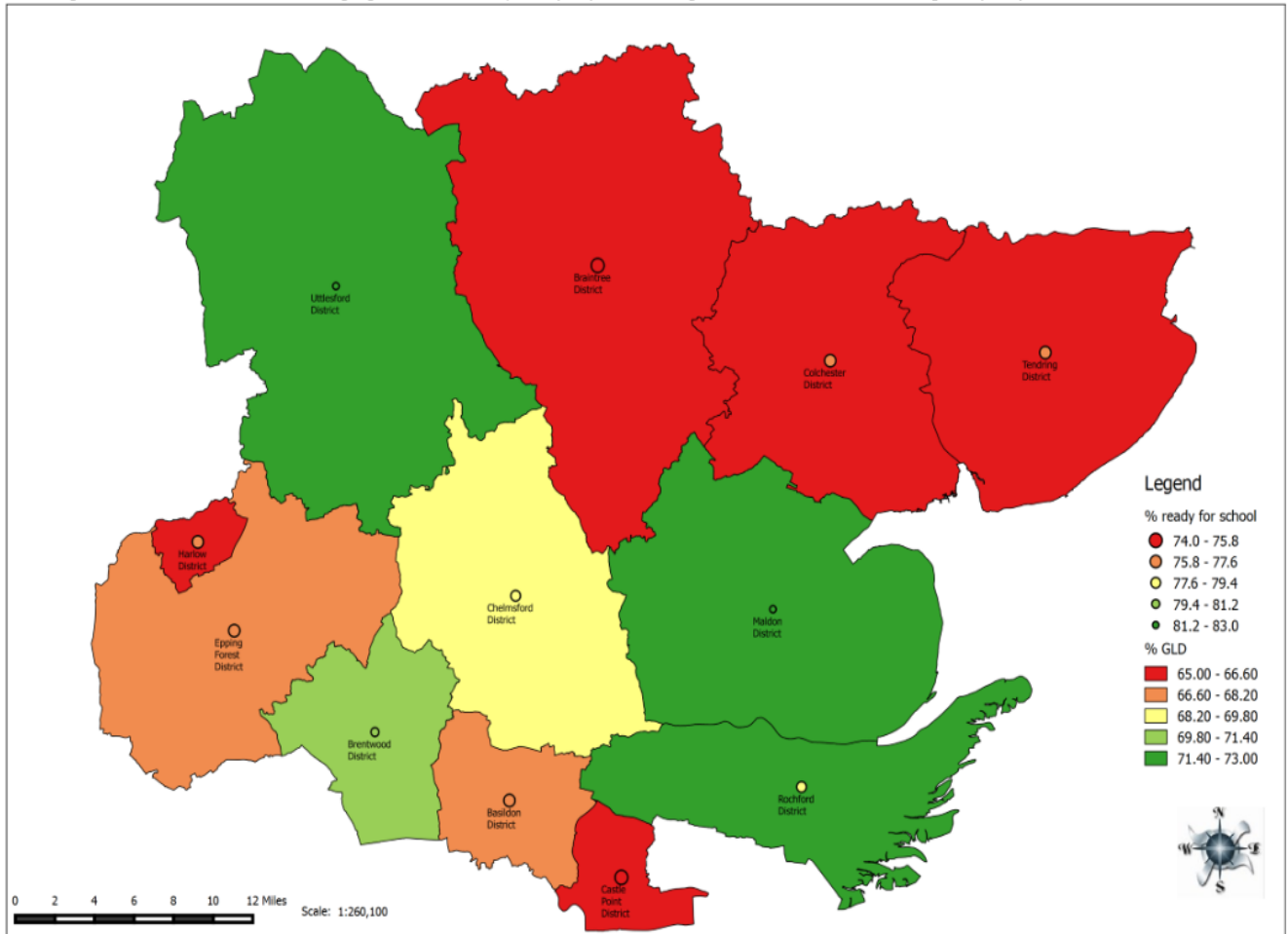
The percentage of children in Maldon who are deemed 'ready for school' and who achieve a good level of development in the first year of school is higher than the county average.

10% of primary and 13% of secondary pupils were eligible for free school meals in 2015, compared to 12% and 9% in the whole county.

- 82% of pupils were 'ready for school' in 2014/15, the second highest rate in the county and higher than the 78% in 2013/14.
- 73% achieved a good level of development at the end of the Early Years Foundation Stage, higher than the 67% a year earlier and above the Essex average (68%).

In 2014/15, just 55% of pupils who were eligible for free school meals (ie families with low income) achieved a good level of development, compared to 69% of those not eligible for meals (although this was higher than the equivalent Essex figures of 43% and 66% respectively). Although the proportion of those receiving free school meals who achieve this is better than the national and county averages, it is still an area for improvement.

Percentage of children in Essex schools achieving a good level of development (GLD) and those eligible for free school meals achieving GLD (2015)



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The percentage of pupils at Maldon secondary schools (51.1%) who achieved five or more GCSEs at grades A*-C including English & Maths in 2015 fell slightly from 52.0% a year earlier. This appears to be consistent with the national trend. The results are the third lowest in the county and are considerably below the Essex average of 57.6%.

89.8% of all primary and secondary children studying in Maldon attend a good or outstanding school, similar to 2014 and higher than the 84.3% in the whole of Essex. However, 40% of pupils taking GCSEs who live in the district attend schools outside of Maldon (mainly Chelmsford and Colchester) and their performance at GCSE is significantly higher than their peers at Maldon schools: this may be

- 51.1% of pupils attending secondary school in Maldon achieved five or more GCSEs at grades A*-C including English & Maths, the third lowest proportion in Essex.
- 89.8% of all pupils attend a good or outstanding school, the third highest in the county.

influenced by the fact that a much higher proportion of disadvantaged pupils (81%) attend school in Maldon than do non-disadvantaged pupils (60%). A large proportion of pupils in Years 12 and 13 also chose not to study in Maldon.

- 5.1% of half days in state funded secondary schools in the district were missed due to authorised and unauthorised absences in 2014/15.
- 5.6% of secondary pupils are deemed to be persistent absentees, the third highest district level.

Young people who attend school regularly are more likely to get the most they can out of their time at school, more likely to achieve their potential, and less likely to take part in anti-social or criminal behaviour. Reducing absenteeism and exclusion levels are therefore important. Maldon has the same absenteeism prevalence (in state funded secondary schools) as Essex at 4.7% but has the third highest percentage of persistent absentees (5.6%) in the county and is above the Essex average of 4.8%.



Citizen Insight Source: SHEU 2015

- 71% of primary and 55% of secondary pupils in Maldon say they enjoy school most or all of the time, below the Essex average of 75% and 62% respectively.
- Aspirations in Maldon are fairly low, although not the lowest in the county, with 48% of secondary pupils wanting to go to university compared to 54% overall in Essex.

Higher than average proportion of adults with no qualifications, unemployment is higher and there is a high proportion of economically inactive adults

This section links to the following Essex County Council Outcomes

						
Children get the best start	Good health & wellbeing ✓	Learning ✓	Safer communities	Economic growth ✓	Sustainable environment	Independence

Health and employment are intimately linked, and long term unemployment can have a negative effect on health and wellbeing. Unemployment leads to loss of income, which affects standards of living. The long-term effects can include depression and anxiety, a loss of identity and reduced perceptions of self-worth. In addition, work can play an important role in social networks and the complex interactions between the individual and society, as work is an integral part of modern day social networking.

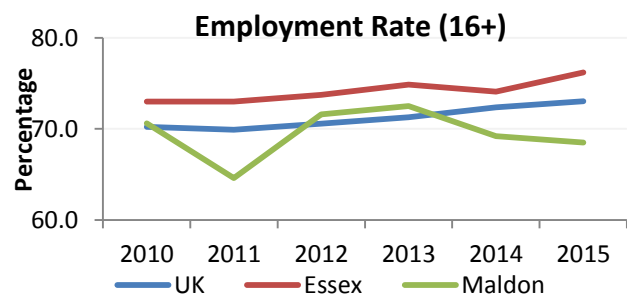
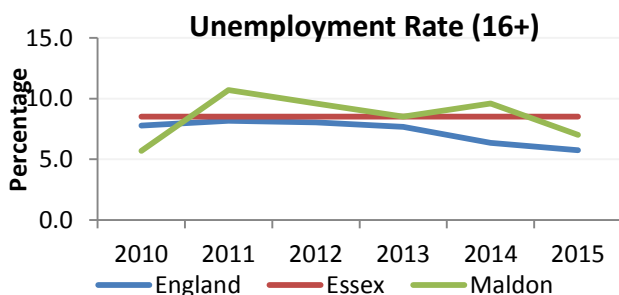
- 13.2% of 16-64 year olds have no qualifications (2014), above the Essex and England averages (8.7% and 8.6%).
- 6.1% of young people were not in education, employment or training from Nov 2014 - Jan 2015, slightly higher than the Essex average of 5.7%.
- 7.0% of 16-64 year olds were unemployed in June 2015, above the Essex average of 4.9%.
- 530 people were in apprenticeships in 2014/15.

Young people with no qualifications are more likely to not be in education, employment or training post 16 and more at risk of not being in paid work and of receiving lower rates of pay.

Significantly more working age adults in Maldon have no qualifications when compared to the national and Essex averages. Maldon also has a low proportion of adults (39.6%) with qualifications at level NVQ 3 or above. 2,970 adults were engaged in some form of further education in Maldon in 2014/15.

There are more adults over 16 who are unemployed in Maldon and also more young people aged 16-18 who are not in education, employment or training (NEET) than in the rest of Essex or England.

210 young people under 19 were in apprenticeships in 2014/15 (plus another 320 aged 19+), an 18% rise over the previous year.



Although Maldon has lower than average unemployment, it also had the lowest percentage of adults aged 16-64 who were in employment in June 2015, significantly below the county average of 76.2%. The district had the highest proportion who were economically inactive, above the Essex figure of 19.7%. The latter group includes, for example, all those who are looking after a home, retired or studying.

- 68.5% of adults were employed in June 2015, the lowest proportion in Essex.
- 26.4% were economically inactive, the highest district proportion.

Citizen Insight Source: Residents Survey 2015

41% of Maldon residents consider themselves to be a participant in lifelong learning, above the county average of 34%. The main barriers preventing them from participating in lifelong learning are lack of time and lack of interest.



Low job density, mostly small businesses but higher than average earnings

This section links to the following Essex County Council Outcomes



Children get the best start



Good health & wellbeing



Learning



Safer communities



Economic growth



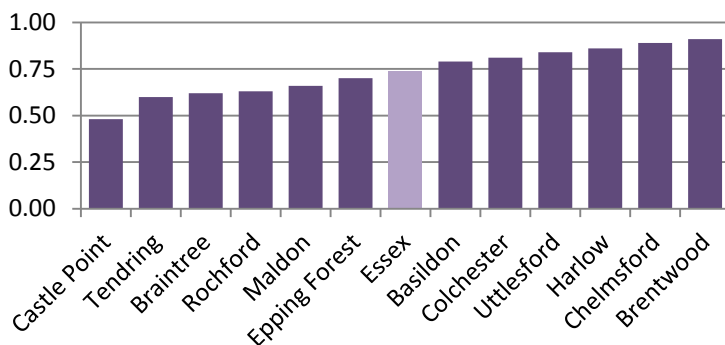
Sustainable environment



Independence

The number of jobs is expected to increase by just 0.9% in the next five years, compared to 2.8% in the whole of Essex. Job density in Maldon is low, with the ratio of total jobs to working age population in 2013 being 0.66 compared to 0.74 in Essex and 0.80 in England. This suggests that a number of residents travel out of the district to work.

Jobs Density 2013

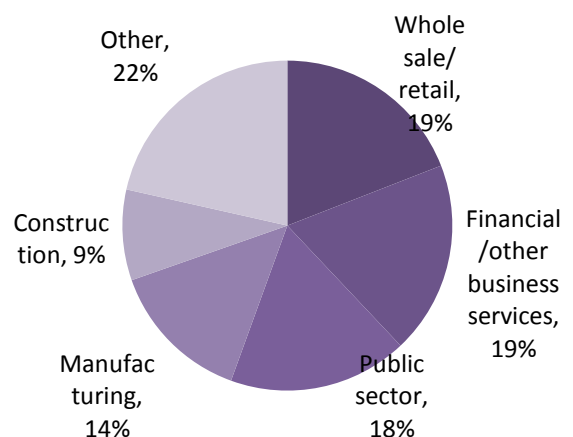


- The jobs to population ratio of 0.66 is lower than the Essex and England figures.
- 0.9% growth in number of jobs is expected between 2015 and 2020, lower than the Essex average growth of 2.8%.
- Average weekly earnings are £610, higher than earnings for the whole of Essex and national figures.
- Tourism is worth £6m to the Maldon economy, but the average spend is lower than the county as a whole.

Average gross weekly earnings for full time workers in 2015 were £610 in Maldon, higher than the Essex and England averages of £575 and £533 respectively.

19% of jobs are in the wholesale/retail sector, 19% are in financial/other business services, 18% are in the public sector and 14% are in manufacturing. 90% of businesses in Maldon have 9 employees or less (the same as across the whole of Essex).

The tourism industry was worth £6m to the Maldon district (2014 data), accounting for 3% of tourism spending in Essex and a figure that has been steadily increasing over the last few years. Around half of the income generated was due to holiday spending. The 79,000 trips made in Maldon accounted for 5% of the total trips in the county, indicating that the spend per trip is lower than average.



Superfast broadband coverage in Maldon will rise from 38% to 92% by 2020.

The superfast broadband project is expected to make a real difference to Maldon residents and businesses, whose ability to trade and communicate online will be greatly enhanced. Better connectivity will also support digital inclusion in terms of lifelong learning and skills development as well as the use of public services provided through online channels.

Superfast broadband coverage in Maldon was just 38% in 2013, the lowest proportion in Essex. Maldon District Council has chosen to directly invest in the project, which should mean that 92% of Maldon premises (close to the 94% in the whole of Essex) will have access to superfast broadband by early 2020.

Residents of Maldon feel safe and the rate of crime is very low

This section links to the following Essex County Council Outcomes



Children get the best start



Good health & wellbeing



Learning



Safer communities



Economic growth



Sustainable environment



Independence

The majority of Maldon residents feel safe during the day and many also feel safe after dark.

Citizen Insight Source: Residents Survey 2015



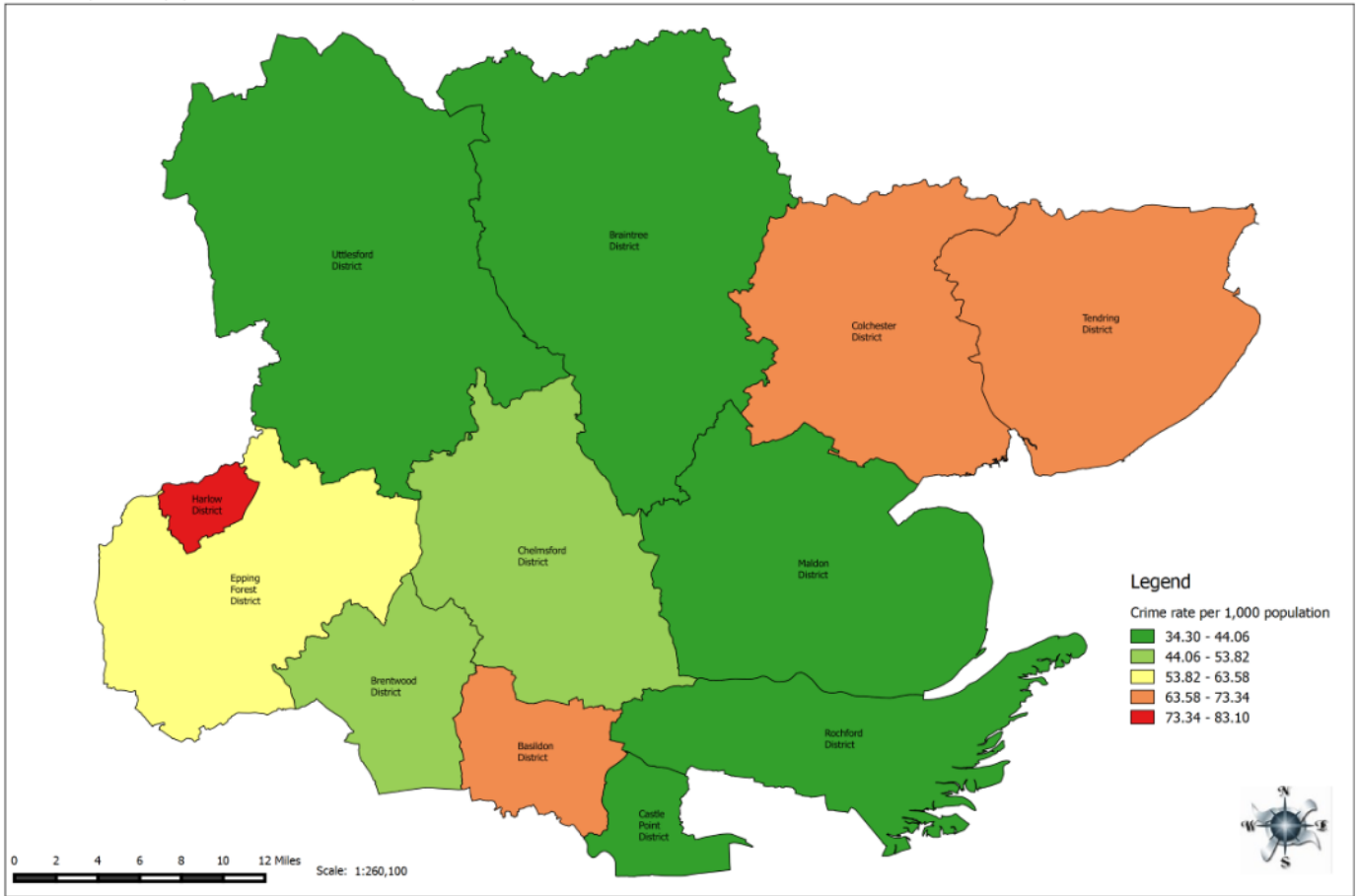
- 94% of adults in Maldon say they feel safe during the day, the highest district figure and well above the Essex average of 85%.
- 68% say they feel safe after dark, also considerably higher than the county average of 49%.
- 42% of adults are satisfied with safety on the roads, the same as the county average.

Motor vehicle traffic accidents are a major cause of preventable deaths, particularly in younger age groups. For children and for men aged 20-64 years, mortality rates for motor vehicle traffic accidents are higher in lower socio-economic groups. The vast majority of road traffic collisions are preventable and can be avoided through improved education, awareness, road infrastructure and vehicle safety. Maldon had a rate of 42.9 per 100,000 population of people killed and seriously injured on the roads in 2012-2014, the same as the Essex figure but slightly above the England rate of 39.3..

The rate of those killed/seriously injured on the roads (42.9 per 100,000 population) is slightly above the national average.

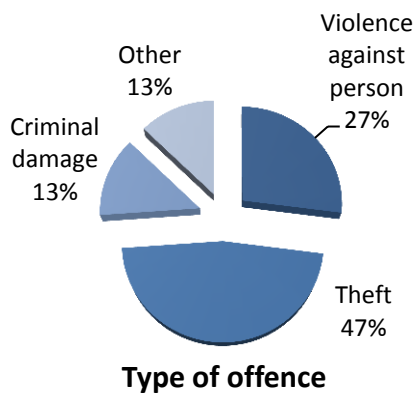
There are many risk factors that increase the likelihood of offending and other poor outcomes. These risk factors include: a person's attitude to crime, risk taking behaviour, substance misuse, mental and physical health, access to employment and training, financial issues and family relationships. These poor outcomes may not only impact the individual but their children and have long-lasting effect. The pathways into offending are very complex and there may be no link, an indirect link or direct link from risk factor to offending and some risk factors may make certain types of offending more likely. Evidence suggests that supporting people with the right support at the right time and ensuring that there are not any gaps or inconsistencies between agencies may be most effective way in reducing crime.

Crime rate per 1,000 population in the 12 months to September 2015



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 Created Date: 28-01-2016
 Created By: Andrew Heynes
 File Path: R:\STRATEGY TEAM FOLDER\Data Request and F of Info Act\2016 Data Requests\3424_AH_GLD vs PEM map for district profiles
 Data Source: Office for National Statistics, Crime in England and Wales

Maldon had a crime rate of 35.7 offences per 1,000 population in the 12 months to September 2015, down 2.5% on the previous year and the second lowest rate in the county. Theft offences accounted for 47% of all offences during this period (this comprises burglary 15%, vehicle theft 12% and other theft 20%).



- The rate of crime in Maldon is 35.7 per 1,000 population and represents 2,240 offences.
- The rate of domestic abuse offences at 11.0 is lower than the county average.
- The rate of anti-social behaviour incidents is 18.1 (1,130 offences).
- 15.1% of offenders re-offended in 2012, the lowest in Essex.

There were 690 domestic abuse offences in 2014/15, a rate of 11.0 per 1,000 population which was well below the county average of 19.7. The rate of anti-social behaviour incidents in Maldon is also the second lowest in the county at 18.1, up just 0.5% over the previous year.

The percentage of all offenders who re-offended was the lowest in the county in 2012 (this is the latest data publically available).

Some areas show significantly worse health across a number of indicators, compared to England

This section links to the following Essex County Council Outcomes



Children get the best start
✓



Good health & wellbeing
✓



Learning
✓



Safer communities



Economic growth
✓



Sustainable environment

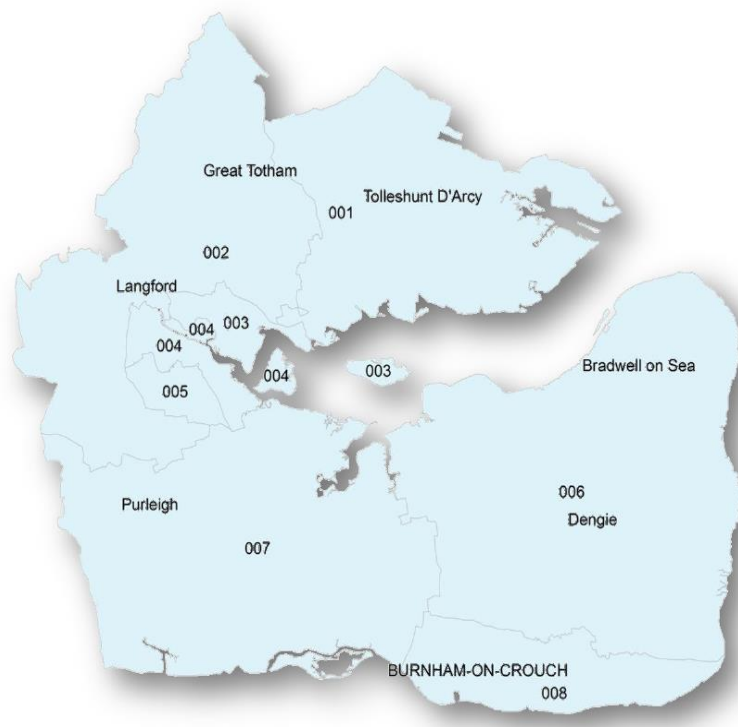


Independence

Health inequalities are differences in health outcomes between different population groups. To improve health and reduce inequalities, we need to consider all the factors that influence health, which are known as the wider determinants of health.

This 'tartan rug' table shows for each Middle Super Output Area (MSOA) in the local authority, the value for each key indicator and whether it is significantly different from the England average. The map shows the exact location of individual MSOAs.

The majority of Middle Super Output Areas (MSOA's) have significantly better outcomes for most of the indicators listed in the table. However, Maldon 003 and 006 (Heybridge East and Dengie areas) perform significantly worse for GCSE results while Maldon 004 (Maldon East and North wards) scores poorly for deprivation. The table also shows that all but one MSOA in Maldon have a significantly higher than average over 65 population, which could influence service provision.



Please note that some of this data may differ from those presented earlier in the report due to varying data sources. (It may not be the most recent source as it is broken down by MOSA)

Key: ■ significantly worse than England (higher for population indicators)
■ significantly better than England (lower for population indicators)
■ not significantly different

	Percentage of population aged 65 years and over	Income Deprivation	Child Poverty	Older people deprivation	GCSE achievement (5 A*+ C incl. Eng & Maths)	Unemployment	Adult obesity	Adult Binge Drinking
England	16.9	14.7	21.8	18.1	58.8	3.8	24.4	20.1
Essex CC	19.2	15.5	16.5	14.9	59.8	3.0	24.2	19.4
Maldon CD	21.5	9.8	13.2	14.2	59.4	2.3	25.7	18.6
Maldon 001	21.6	8.6	9.9	14.4	67.3	1.7	25.2	21.7
Maldon 002	25.1	5.3	7.1	8.5	76.0	1.6	22.2	15.1
Maldon 003	15.8	10.5	16.0	13.3	48.6	2.5	27.0	18.8
Maldon 004	25.7	17.1	23.4	18.9	57.7	3.5	20.8	18.7
Maldon 005	20.8	8.9	12.8	13.2	68.3	2.0	26.6	18.2
Maldon 006	20.3	10.6	13.3	16.9	42.9	2.6	28.6	20.5
Maldon 007	20.1	7.3	8.5	13.4	59.0	1.9	26.5	16.3
Maldon 008	24.5	11.9	17.1	15.4	60.5	3.1	26.6	20.6

Life expectancy for men in the Maldon district is significantly better than the national average, while life expectancy for women is similar to the national average. However, in Maldon 003 (Heybridge East) life expectancy for women, rate of deaths from all causes and rate of deaths from stroke are significantly higher than the England average.

Life expectancy & Causes of death (per 100,000 population)

	Life Expectancy for males	Life Expectancy for females	Deaths all ages, all causes	Deaths under 75, all causes	Deaths under 75, all circulatory disease	Deaths under 75, all cancer	Deaths under 75, all coronary heart disease	Deaths all ages, stroke	Deaths all ages, all respiratory disease
England	78.9	82.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Essex CC	79.8	83.3	95.3	89.3	84.7	96.1	81.5	89.5	93.2
Maldon CD	79.9	83.4	93.9	82.8	67.4	94.3	63.3	103.6	88.1
Maldon 001	80.1	82.7	101.0	73.1	38.4	89.7	31.5	112.7	127.1
Maldon 002	82.3	84.6	80.3	69.4	49.8	83.9	39.8	91.7	74.1
Maldon 003	79.9	80.6	113.7	95.1	73.2	99.3	76.0	151.2	115.1
Maldon 004	77.6	82.6	101.1	108.7	95.2	115.0	82.9	95.7	87.9
Maldon 005	78.2	85.0	86.4	81.7	75.8	91.7	59.8	76.0	86.0
Maldon 006	79.6	82.5	105.8	84.1	85.5	86.1	100.0	110.5	87.0
Maldon 007	81.4	85.1	81.8	75.8	64.8	99.1	48.3	102.8	59.6
Maldon 008	79.2	85.5	84.9	83.3	61.4	93.6	74.9	97.3	85.4

Recycling levels are low, with higher levels of residual waste generated per household

This section links to the following Essex County Council Outcomes



Children get the best start



Good health & wellbeing



Learning



Safer communities



Economic growth



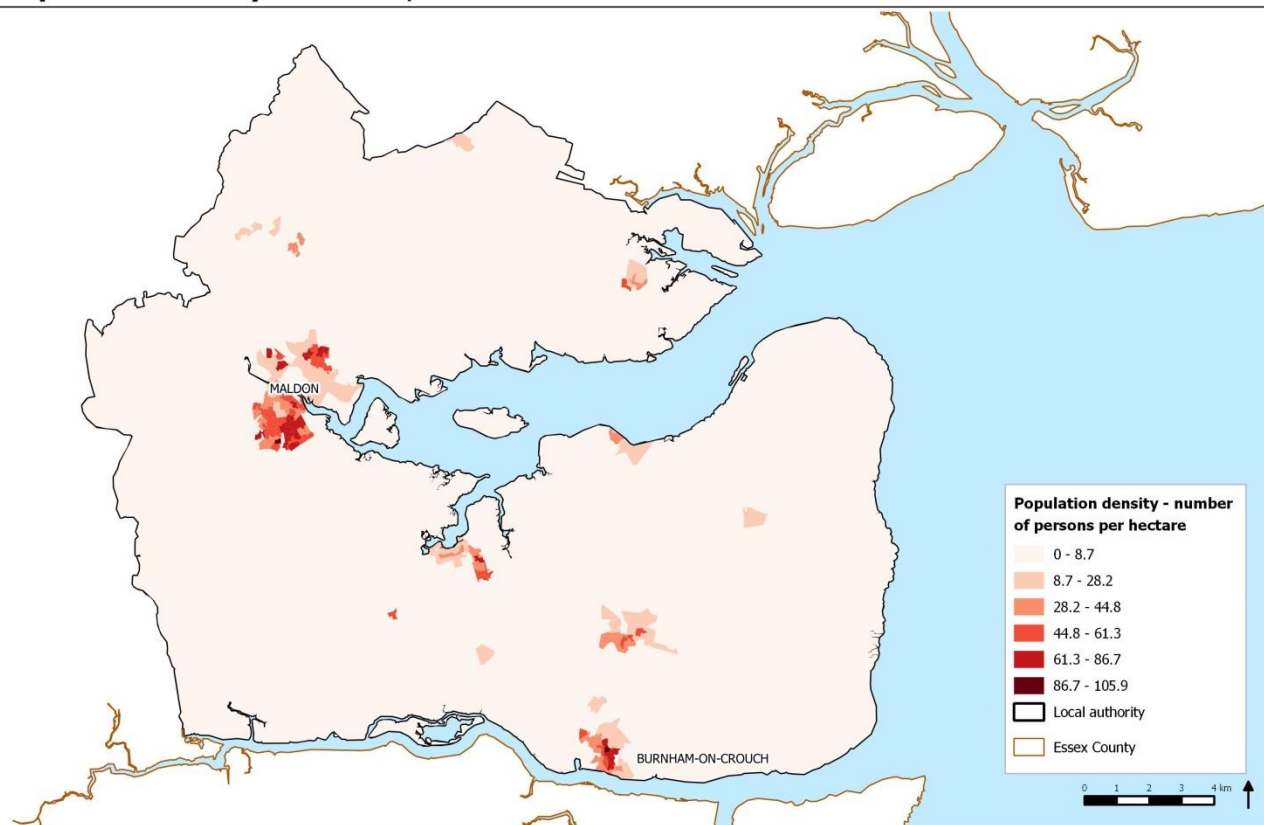
Sustainable environment



Independence

Maldon has a population density of just 1.7 persons per hectare, the second lowest district in the county and below the 4.0 average of the whole of Essex. The population density map below shows the highest rates of population are in the Maldon town and Burnham-on-Crouch areas and there are large expanses of low population density. 79% of the Maldon district is classified as green space (Essex highest is 93% in Uttlesford, Essex lowest is 51% in Castle Point): green spaces are important for wellbeing, community cohesion and for wildlife.

Population Density in Maldon, 2011

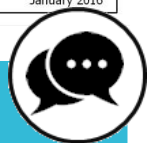


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January 2016

Citizen Insight Source: Residents Survey 2015

- 85% of Maldon residents agree that they have a high quality environment, above the Essex average of 75%. 90% are satisfied with the local area as a place to live, the second highest district figure.
- 29% say they have given unpaid help to groups, clubs or organisations over the last 12 months (volunteering), higher than the county average of 23%.



Transport impacts on the health of a population via a number of factors including unintentional injuries, physical activity undertaken, air pollution and access to services. The last of these involves people traveling for basic necessities such as work, education, healthcare and purchasing food. Good transport links have an important role in enabling access to business and jobs which are important to allow for economic growth. Some 19% of people seeking jobs in Maldon (ie on job seekers allowance) may miss out on employment opportunities unless they have access to a car.

The affordability and accessibility of driving a car has increased over the past 30 years and this has heavily influenced planning decisions to be car focussed. However, there is still a significant proportion of the population without car access who are reliant on public transport, cycling and walking. The 17 minute average travel time by public transport or walking to reach key services is higher than the Essex average of 13 minutes. Improvements in the travel time to key services (i.e. employment centres, primary schools, secondary schools, further education, GPs, hospitals and food stores) by public transport/walking is a national trend.

- At 17 minutes, the average travel time by public transport or walking to reach key services is the longest in the county.
- 81% of those on job seekers allowance are able to access employment centres by public transport or walking, slightly lower than the Essex average (83%).

In 2015, 2-3% of the main road network was in a condition where structural maintenance should be considered (the same as the countywide figure). However, 16% of the local road network was in this condition, the third highest district proportion in Essex and slightly worse than the county average of 13%.

Citizen Insight Source: Residents Survey 2015

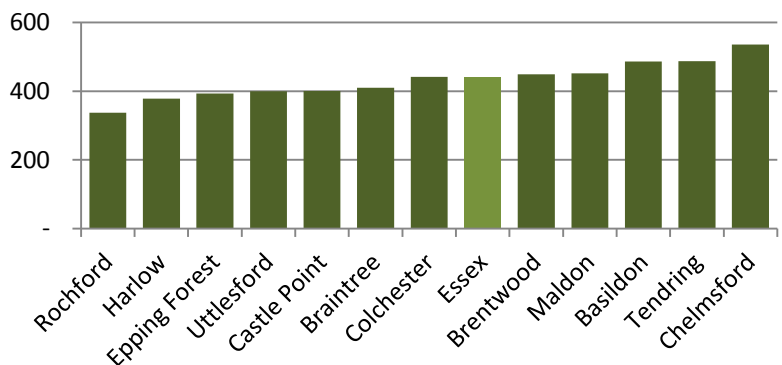


- Just 42% of residents are satisfied with their local bus service (the second lowest in the county) and 34% are satisfied with their local transport information (also the second lowest district figure). Both are well below the county averages of 51% and 39% respectively.
- 24% are satisfied with the condition of roads in Maldon, above the county average of 17%.

Maldon has one of the lowest levels of recycling in the county with just 46.1% of household waste sent for reuse, recycling or composting in 2014/15. It therefore also had a higher amount of residual waste per household in 2014/15 than the county average.

- With 46.1% of household waste being recycled in 2014/15, Maldon was the fourth lowest district and below the Essex average of 51.1%.
- It had 452 kg of residual waste per household, the fourth highest in the county.

Residual Household Waste Per Household (kg) 2014/15



Lower than average housing development and low levels of rented/social housing

This section links to the following Essex County Council Outcomes



Children get the best start



Good health & wellbeing



Learning



Safer communities



Economic growth



Sustainable environment



Independence



The relationship between housing and health is a recognised association but a complex one. A number of elements in and around the home can impact on health and wellbeing and will be influenced by other determinants such as education, employment and infrastructure. Specific housing related issues affecting health are indoor pollutants, cold and damp, housing design, overcrowding, accessibility, neighbourhood safety, social cohesion and housing availability.

Additionally as people get older and demand for people to stay within their own homes for longer increases the demand for specific housing needs will also increase.

Economic growth and housing are inextricably linked. Without a sustainable housing programme providing homes for people to live in and without a growing local economy, an area will be unable to provide the jobs and homes to attract new people and retain current residents and drive the economy forward.

- The number of dwellings in Maldon rose by 1% to 27,490 between 2011 and 2014, lower than the rise in Essex and England (both 1.7%).
- Maldon was the worst performing district in England for planning applications, with just 56% approved.
- House prices in Maldon have increased by 8.8% since 2011, the second lowest district rise.
- 8.3% of Maldon households were deemed fuel poor in 2013, the fourth highest district in Essex.

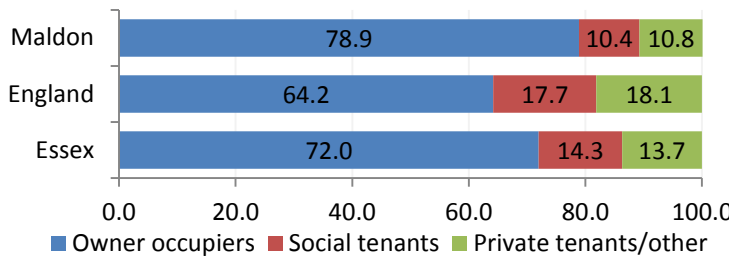
The 1% increase in dwellings in Maldon since 2011 is one of the smallest rises in Essex. Maldon approved just 56% of the planning applications for major and minor developments in the 12 months to September 2015, which was the lowest proportion in Essex and well below the 86% national average.

House prices across Essex have been increasing year on year outstripping wages, making home ownership less and less affordable for a large proportion of the Essex community. However, the 8.8% rise in Maldon has been less than in the rest of Essex.

High energy prices coupled with low income mean 8.3% of people in Maldon are considered to be fuel poor, the fourth highest district in Essex. (A household is said to be fuel poor if it needs to spend more than 10% of its income on fuel to maintain an adequate standard of warmth.) From 2012-2013 there were 24 excess winter deaths in Maldon. This is around 13.3% additional deaths, lower than the national average (20.1%).

78.9% of households in Maldon are people that own their own homes (either with a mortgage or outright), significantly more than nationally (64.2%) or in Essex (72.0%). There is a small proportion of social tenants (10.4%), who may be impacted by low stock levels, and private tenants (10.8%).

Percentage Household Tenure in 2011



- Residents in Maldon are more likely than most other districts to own their homes outright (40%).

- Higher than average number of households on the housing waiting list.
- 0.91 per 1,000 households were homeless or in priority need in Maldon in 2014/15, the second lowest rate in Essex.
- The rate of homeless households in temporary accommodation at 0.49 per 1,000 households was the lowest in the county.

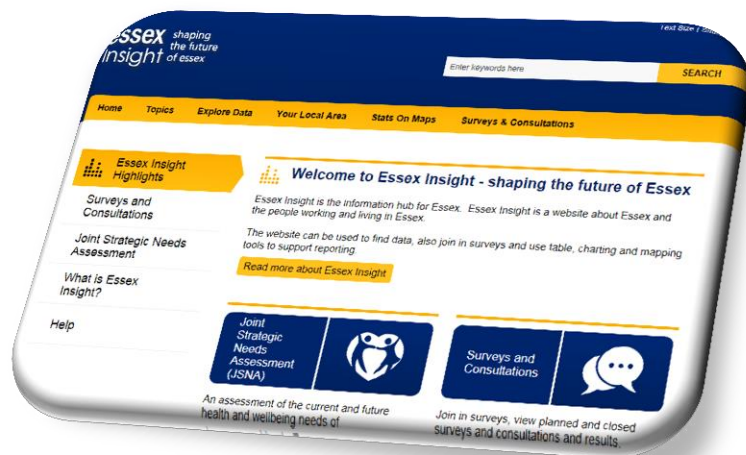
There were nearly 1,300 households on the housing waiting list in 2014/15, which was the sixth highest number in Essex although Maldon has the smallest population in the county.

Homelessness is associated with severe poverty and is a social determinant of health. It is also associated with adverse health, education and social outcomes, particularly for children. In 2014/15, 0.91 per 1,000 households were homeless or in priority need in Maldon, the second lowest rate in Essex and better than the national average of 2.4 per 1,000. Maldon had a rate of 0.49 (per 1,000 households) of homeless households in temporary accommodation awaiting a settled home in March 2015, the lowest rate in the county (the Essex average was 2.21).

Essex Insight is the Partnership information hub for Essex and a website about Essex and the people working and living in Essex.

The website can be used to find data, also join in surveys and use table, charting and mapping tools to support reporting.

It is home to a suite of products that supports the Joint Strategic Needs Assessment (JSNA).



There are links in this report to the JSNA specialist topic reports found on Essex Insight e.g. Child Poverty and CAMHS Needs Assessments.

Bookmark it now as your one stop shop for data on Essex

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