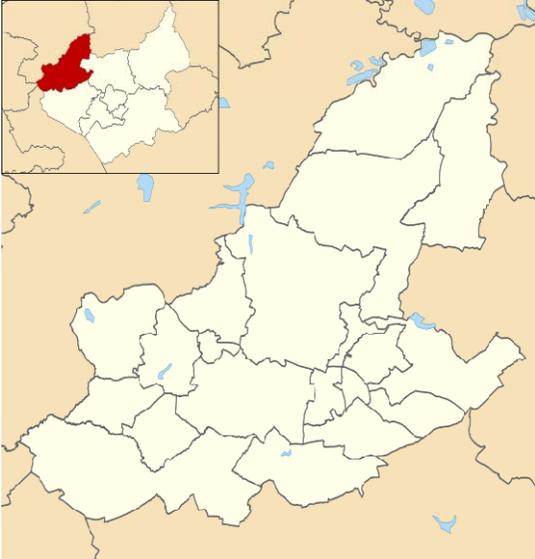


DISTRICT PROFILE
Key Facts and Figures about the District



LANDSCAPE CHARACTER

Key Facts

- Rich and varied heritage, which is reflected within the Districts landscape and built environment
- The District comprises of both large tracts of rolling countryside and an industrial heritage in and around Coalville.
- Within North West Leicestershire, one of the main drivers of tree planting is the National Forest.
- The District's recycling rate had significantly improved over recent years.
- Only a small fraction of the District is protected through national or international designations for the purposes of ecological protection (species or habitat protection).



- Within the District there are:
 - 23 Scheduled Ancient Monuments
 - 634 buildings and other structures that have been Listed
 - 22 Conservation Areas designated for their 'special architectural or historic interest'
- The National Forest area covers half of the District and in 1991 existing woodland cover within the National Forest area was around 6%, but by 2008 this had increased to 18%. So far, 7 million trees have been planted, making green 5,900 hectares (Source: National Forest, 2008).
- There has been a dramatic improvement in the amount of recycled waste within the District. In 2002/03, 6% of waste was recycled, this figure rose to 35% in 2007/08 (Source: NWLDC, 2011).
- Within the District there are five designated Air Quality Management Areas (AQMAs) where the levels of nitrogen dioxide are particularly high.

- The north and east of the District are vulnerable to flooding from the River Trent and the River Soar. The south and west of the District is at risk of flooding from the River Mease. Throughout North West Leicestershire there are several other tributaries of the River Trent and the River Soar which present a flood risk, most notably the Gilwiskaw Brook and the Grace Dieu Brook (Source: NWLDC, 2008).
- There are currently 17 Sites of Special Scientific Interest (SSSI) within the District, of which 2 have further designations: Charnwood Lodge is also a National Nature Reserve, and the River Mease is a Special Area of Conservation. Combined, all of these sites make up around 2% of the total land area of the District (Source: English Nature, 2004).
- Nearly 80% of SSSIs are either in Favourable or Unfavourable (recovering) condition (Source: AMR, 2010).



ECONOMY

Key Facts

- Relatively healthy economy in terms of job density
 - The number of economically active residents within the District is higher than both the East Midlands and National figures.
 - Large proportion of the District's workforce are employed in the Transport and Communications sector compared to East Midlands and Great Britain's figures.
 - Relatively high unemployment rates compared to other Local Authorities in the County.
- Job Density in the District in 2008 was 96% (where 100% is one job for every resident of working age). This is higher than the Regional Figure of 75% and the National Figure of 79% (source: Nomis 2010).
 - During the period October 2009 to September 2010 there were 49,000 (80.7%) people employed in NWL; higher than the Regional (71.2%) and National (70.4%) figures.

- March 2011 figures show that NWL has a high rate of unemployment compared to other Leicestershire Authorities but a lower rate compared to National and Regional figures, as shown in the table below. (Source: LSR Online, 2011)

	Unemployment Figures March 2011 (%)
NWLDC	2.7
UK	3.8
East Midlands	3.6
Leicestershire County	2.3
Oadby & Wigston	2.3
Charnwood	2.4
Hinckley & Bosworth	2.4
Melton	2.1
Blaby	2.1
Harborough	1.6

- In 2007, the percentage of VAT business registrations was 10.3% - higher than the East Midlands (9.5%) and Great Britain (10.2%). The percentage of VAT deregistrations was 5.9%, which was lower than the East Midlands (6.9%) and Great Britain (7.3%) (Source: Nomis, 2007).
 - 63.1% of the district's residents work in North West Leicestershire, 8.2% in Charnwood, 5.8% in Leicester, 3.8% in Nottingham and 3.3% in Derby. Almost 60% of those who commute have managerial or professional jobs.
 - The table below identified the employee jobs by industry within the District. (source Nomis 2008).

Employee Jobs by Industry	North West Leicestershire (%)	East Midlands (%)	Great Britain (%)
Manufacturing	16.3	14.8	10.2
Construction	6.6	5.2	4.8
Distribution, Hotels & Restaurants	21.6	23.3	23.4
Transport & Communications	16.8	5.5	5.8
Finance, IT, Other Business Activities	18.5	17.9	22.0
Public Administration, Education & Health	14.1	26.7	27.0
Other Services	3.3	4.5	5.3



PEOPLE

Key Facts

- Increase in population in the District, especially of older people
- Population has increased in the last decade to just over 90,600
- The biggest concentration of population is in Coalville
- District's population set to increase to around 110,000 by 2026
- In terms of population structure, older people are set to outnumber the younger population in future years.

- The 2001 Census figure shows 2.6% of the District's population are Black or Minority Ethnic. Nationally the figure was 13% (Census 2001, ONS).



- Overall, increases in population and changes in the demographic composition of the District will have economic, environmental and social implications. In addition, the increase in the number of older residents will have implications for development planning within the District and increased provision will need to be made for an aging population.



- The table below highlights the future changes in age structure of the District's population. It identifies that older people are set to outnumber the younger population in future years.

- In 2009 the District's population was estimated at 90,600 (ONS 2010).
- The District's population has grown by 6% between the 2001 Census and 2009, which is identical to the percentage increase in the County's population during the same time (4th highest increase in the County), (LSR Online based on ONS, 2010).
- By 2026, the population is anticipated to grow in number by 17.6 % to 110,000 (ONS, 2009).



Age	2001 Census Figures (%)	Age	Projected Population 2026 (%)
Under 16	19.7	Under 14	19.3
16 to 19	4.2	15 to 19	6.0
20 to 29	10.8	20 to 29	10.3
30 to 59	44.2	30 to 59	43.6
60 to 74	13.4	60-74	19
75 and over	7.6	75 and over	12.7

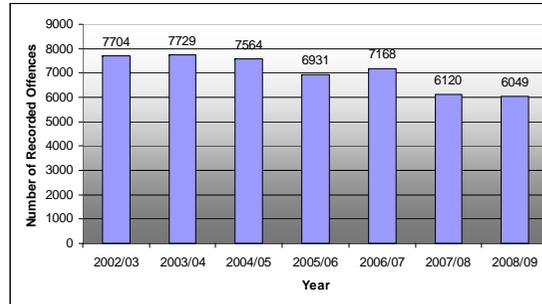
SAFETY AND HEALTH

Key Facts

- Overall reduction in recorded offences from 2002/03 to 2008/09
- In terms of total crime, North West Leicestershire has the highest total crime rate of all of the Leicestershire Districts
- North West Leicestershire is the most deprived Local Authority in the County (excluding Leicester City)
- The health of people in North West Leicestershire is generally similar to the England average
- Within the District injuries and deaths from road accidents are higher than average



- The chart below shows an overall reduction in recorded crime within the district over the seven year period:



(Source: NWL Partnership in Safer Communities Strategic Assessment Evidence Base 2007).

- Within the County, 4 of 20 areas with significantly high volumes of crime are within North West Leicestershire and the District has a disproportionately higher total crime rate in 'urban' areas compared with other Leicestershire districts (Source: NWLDC, 2007).
- Between 2009-10 and 2010-11 there has been an overall reduction of 23% in Serious Acquisitive Crime (these crimes include burglary, robbery, theft of and from motor vehicles). Violent Crime has seen a 8% reduction, Criminal Damage is down by 14%, Thefts have seen a 13% reduction overall and Anti-social Behaviour has been reduced by 25% (NWLDC, 2011).

- In terms of deprivation, in 2010 North West Leicestershire was ranked nationally 200th of 354 Local Authorities in England (where 1 = most deprived and 354 = least deprived) (Source: LSR Online, 2011).

- Male life expectancy at birth is 77.5 years whilst female life expectancy at birth is 82.2 years. This is almost on par with the County (including Rutland) figures of 78.5 years (male) and 82.2 years (female) (Source: LCC & Rutland PCT, 2007-08).

- The proportion of adults in North West Leicestershire who are obese is 25%; this is slightly higher than the England average of 24.2% (Source: NWL Heath Profile, 2011).

- The level of obesity in children within the District (16.2%) is lower than the national England Average of 18.7% (Source: NWL Health Profile, 2011).

- In terms of life expectancy and causes of death the incidents of road injury and deaths within the District is 59% which is much higher than the England average of 48.1% (Source: NWL Health Profile, 2011).

HOUSING

Key Facts

- Number of households set to increase over the coming years
 - Housing affordability, especially in the rural villages, remains a key issue in the District
 - House prices in the District are slowly increasing following the recession
- The average house price in the District in 2010 was £152,065; this is lower than the County average of £172,472 (Source AMR, 2010).
 - During 2009/10, house prices rose by an average of over £4,000 per dwelling, but flat prices fell, on average, by over £12,000 (Source: AMR, 2010)



- At the 2001 Census there were 35,394 households within the District with an average household size of 2.40 (2001 Census).
- Occupied households are set to increase to 45,000 by 2026 (Source: DCLG 2008 Population Projections).
- At the 2001 Census, 76.6% of households in NWL were owner-occupied compared to 81.15% in Leicestershire and 72% in the East Midlands. In NWL 16.14% were rented compared to 11% in Leicestershire and 17.51% in the East Midlands. (2001 Census).
- In the District, 40% of houses are detached, 36% are semi detached, 18% are terraced and 7% are flats (2001 Census).



- Between 2004/05 and 2008/09, 2,059 dwellings were built in the District. Of these 232 were 'affordable' (Source: NWLDC, 2011).
- Amount of new housing built on Previously Developed Land has increased from 63% in 2005 to 93% in 2009 (Source: NWLDC AMR, 2010).
- The Gypsy and Traveller Assessment for Leicester and Leicestershire identified a need in the District for an additional 43 permanent pitches up to 2016, 20 transit pitches and 10 pitches for showpeople (GTAA, 2006-2016).

ACCESS

Key Facts

- High levels are car ownership reflecting the rural nature of the District
- The District is well served by the Motorway and Trunk Road network
- Public transport provision across the district is variable
- There is no railway station in the District
- The relatively poor public transport choice within the District is reflected in the 'journey to work' data
- The District contains the regions only international airport, EMA (Nottingham Leicester Derby)



- At the 2001 Census, 8.28% of households had 3+ cars or vans which was higher than the County figure of 7.95% and the Regional figure of 6.06% (2001 Census).
- Good access to the major road network providing links to Leicester, Nottingham, Birmingham and London.
- Although the local road network is good, there are congestion problems at peak times due to dependence on the car-increasing in recent years (Source: Highways Agency Data, 2004).
- Journey to work data indicated that 74.6% of the District's population travel to work by car. This is significantly higher than the UK average (70.6%), being the 13th highest result by Local Authority in the United Kingdom (Source, 2001 Census).
- Public transport provision across the district is variable and it is the larger settlements that are best served.
- EMA's passenger figures have not increased as much as forecasted partly due to the recession. In 2008 there were 5.4 million passengers and in 2009 this has dropped to 4.5 million. The Airport's Masterplan forecasts that by 2016 there would be 9.22 million passengers (EMA Masterplan 2009).
- EMA is the UK's largest pure freight airport and in 2008 some 295,000 tonnes of freight were transported through the airport, up from 279,000 tonnes in 2004. The airport Masterplan forecasts freight to increase to 1,207,000 tonnes by 2016 (Source: EMA Masterplan Monitoring and Implementation Report 2008).



RETAIL

Key Facts

- Vacancy rates in Coalville below the national average
- Although the main town of Coalville is underperforming and fails to meet local needs
- Shortage of larger retail units in Ashby de la Zouch
- Trade drawn outside of the District
- There are a number of rural settlements with no general store

■ The Town and Village Centres study identified Coalville as a 'satisfactory' centre, but it scores below average compared to other towns and villages included in the survey. The same study identified Ashby as a good town and is generally rated better compared to other towns and villages included in the study (Leicestershire Together, 2010)



■ Coalville is the largest retail centre in the District. Outside of Coalville, there are a number of settlements that offer localised retail provision serving day-to-day convenience and service needs.

■ Within the District, there are 32 settlements with no shopping provision. This affects their viability especially when considering where new development might take place.

■ The centres of Leicester, Nottingham and Derby could potentially draw trade from the District which has implications for the scope of development within the District's retail centres in the future.

■ In terms of retail floorspace, Ashby has more than Coalville. However, a key retail problem in Ashby town centre is the lack of large retail units. Any future development would need to balance the need for larger units with the town's historic buildings and its conservation area.



■ In terms of vacant retail units, the number of vacant units in the District's town centres are detailed in the table below:

Vacancy Rates 2009/10	
Ashby	3.53%
Coalville	13.37%
Castle Donington	14.55%
Ibstock	5.56%
Kegworth	9.68%
Measham	5.56%

(Source: NWLDC AMR 2010).

EDUCATION AND SKILLS

Key Facts

- Pupils living in the District have recently fallen behind the Regional and National average in GCSE attainment
- 20.3% of the population are educated to degree standard
- Areas of Deprivation in relation to education, skills and training

Within North West Leicestershire there are:

- 43 Primary Schools (2 of which have special needs units),
- 7 Secondary Schools and,
- One dedicated special needs school.
- In terms of further education provision there are
- Two sixth form centres (Ashby School and King Edward the V11 School)
- One college, Stephenson College, located in Coalville.

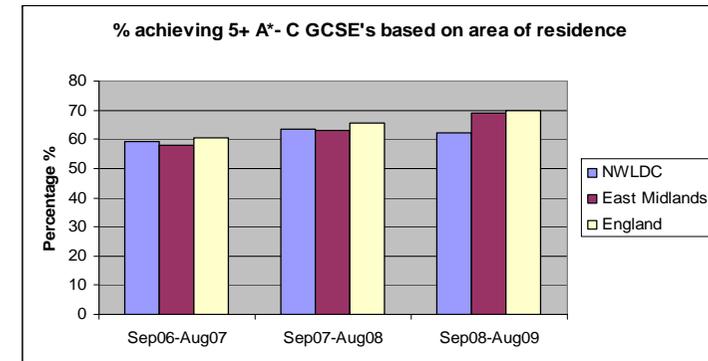
- In 2001, 33.2% of adults aged 16-74 had no qualifications compared to 28.21% in Leicestershire and 31.64% in the East Midlands (Source: 2001 Census).
- Figures published in 2008 suggest that 20.3% of the population are educated to degree standard, this is lower than the Regional figure (25.5%) and the National figure (28.6%) (Source: Nomis, 2008)



- In relation to the levels of education, skills and training deprivation, parts of Greenhill and Measham Centre are within the top 10% most deprived areas in Leicestershire (Source: LCC, 2011).

- The proportion of 16 year olds choosing to remain in full time education differs within the District. 90.9% of 16 year olds in Bardon ward remained in full time education whilst only 57.8% of 16 year olds in Moira ward chose to. Overall within the District an average of 72.7% of 16 year olds chose to remain in full time education (Connexions, 2004).

- For the period 2006-2009, pupils living in the District have moved from being above or on par with the Regional and National level in GCSEs (5+ grades A*-C) to falling some way below the average (Source: GCSE and Equivalent Results for Young People by Gender, Referenced by Location of Pupil Residence (Sep08-Aug09), ONS, 2011).



(Source: GCSE and Equivalent Results for Young People by Gender, Referenced by Location of Pupil Residence (Sep08-Aug09), ONS, 2011)



RECREATION AND TOURISM

Key Facts

- There are Leisure Centres in each of the main settlements within the District, except Kegworth
- Four golf courses within the District
- Range of Tourist/Recreation destinations within the District
- The National Forest is becoming a major tourist attraction
- Increasing number of National Forest footpaths and publically accessible sites

- Within the District there are 3 Leisure centres and 2 colleges that, (outside of school hours) provide Leisure facilities for the wider community. These are:
 - Hermitage Leisure Centre
 - Hood Park Leisure Centre
 - Measham Leisure Centre
 - Castle Donington Community College
 - Ibstock Community College

- There are also a number of Golf Courses within the District. These are:

- Willesley Park Golf Club, Ashby de la Zouch
- Breedon Priory Golf Club, Wilson
- Hermitage Lakeside Municipal Golf Course, Putting Green and Mini Golf
- Discovery Golf and Leisure, Coalville

- Tourism is seen as an increasingly important contributor to North West Leicestershire's local economy. The District is home to a number of major facilities such as Donington Park Race Track, Snibston Discovery Park, Conkers and Ashby Castle.



- The National Forest is a valuable local resource providing leisure and recreation opportunities for the residents of North West Leicestershire. To date some 84% of all land so far committed to the National Forest has some form of public access (Source: National Forest Company, 2004).
- In particular the National Forest makes a significant contribution towards creating new footpaths and new forest trails for horse-riding and cycling.
- Within the District there is a range of Green Infrastructure (GI) facilities and a developing network of GI links.