

# Kidbrooke with Hornfair Profile

## Introduction

The profile presented in this document use data to provide insight into population demographics for Kidbrooke with Hornfair. For clarity, the profile is divided into five sections:

1. Demographics
2. Housing
3. Health and wellbeing
4. Employment and education
5. Income and benefits.

The profile is comprised of data from a number of different sources. It should be noted that the underlying methodologies used to collect and verify the various datasets are different and this should be taken into account in the interpretation of the information presented. The table below summarises the data sources used and includes a brief description and the specific information taken from a particular source. Part of this report is generated using data from Acorn CACI datasets (*@1979 – 2020 CACI Limited. This report shall be used solely for academic, personal and/or non-commercial purposes*).

Ward Profiles Data Sources	
Source & Description	Data Presented
<b>CACI Acorn (Aggregated data) *</b>	
Acorn analyses demographic data, social factors, population, and consumer behaviour, it is compiled of 27 different data sets that are collected nationally and provides insight in the form of the likelihood of a population exhibiting certain characteristics. It is deemed statistically robust information by the Office of National Statistics.	<b>Age</b> <b>Ethnicity</b> <b>Religion</b> <b>Country of Birth</b> <b>Household Makeup</b> <b>Household Size</b> <b>Tenure</b> <b>Number of Bedrooms</b> <b>Housing Type</b> <b>Employment</b> <b>Highest Level of Qualification</b>
<b>CACI Acorn Wellbeing (Aggregated data) *</b>	
Acorn analyses demographic data, social factors, population, and consumer behaviour, it is compiled of 27 different data sets that are collected nationally and provides insight in the form of the likelihood of a population exhibiting certain characteristics. Acorn Wellbeing analysis focuses on population's health and behaviours.	<b>Five Most Commonly Diagnosed Conditions</b> <b>Health Behaviours</b> <b>Acorn Wellbeing Health Group</b>
<b>CACI Paycheck (Aggregated data) *</b>	
This dataset provides an estimate of gross household incomes, benefits, and investments. Paycheck is derived from Ocean, CACI's lifestyle database, ONS's Average Weekly Earnings and Living Costs & Food Surveys.	<b>Total and Percentage of Households Earning under £25K</b> <b>Mean Income</b> <b>Median Income</b>
<b>LIFT Dashboard (Actual data)</b>	
The policy dashboard combines analytics with local authority data to drive strategic and operational decisions in the provision of a range of services, such as welfare and housing.	<b>Financial Situation of Households</b> <b>Claiming Housing Benefit</b> <b>Households Eligible for Claiming Free School Meals</b>

**Compare School Performance Service (Actual data)**

This data set is provided by the Department for Education and reflects the 2018/19 school year due to data collecting being suspended for 2019/20 due to COVID-19. This was accessed June 2020 and may have been updated. The most up to date information can be found at [Compare School Performance Service](#)

**Ofsted rating**  
**Reading Progression**  
**Writing Progression**  
**Mathematics Progression**  
**Percentage Meeting Expected Level in MWR**  
**Percentage Exceeding Expected Level in MRW**  
**Progress 8 Score**  
**English and Maths GCSE Grade 5 or above**  
**English and Maths GCSE Grade 4 or above**

**Nomis (Actual data)**

UK labour market statistics from official sources. This was accessed June 2020 and may have been updated. The most up to date information can be found at [Nomis](#)

**Job Seeker's Allowance – Count and Rate**

**Stat Xplore (Actual Data)**

UK benefit statistics from the Department for Work and Pensions. This was accessed June 2020 and may have been updated. The most up to date information can be found at [Stat Xplore](#)

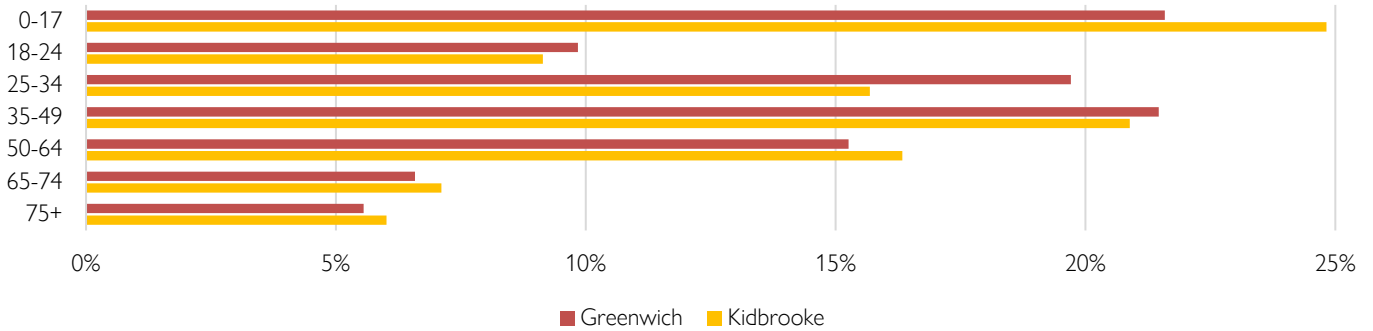
**Disability Living Allowance**  
**Employment and Support Allowance**  
**Incapacity Benefit and Severe Disablement Allowance**  
**Income Support**

\*Aggregated data is data that is derived from several different data sources and summarised.

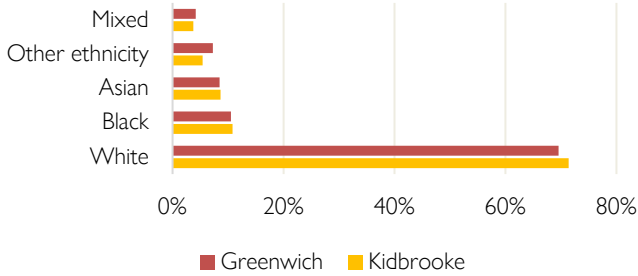
**Demographics**

All data in this section comes from CACI Acorn. More Information in the [Introduction](#)

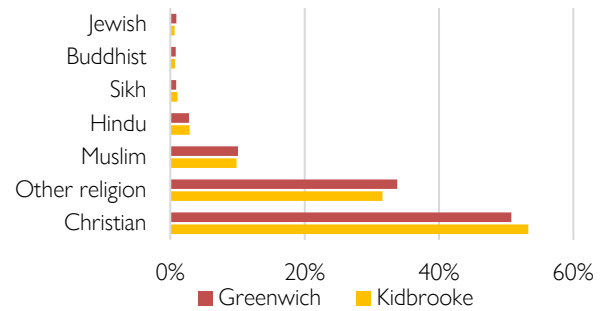
**Age**



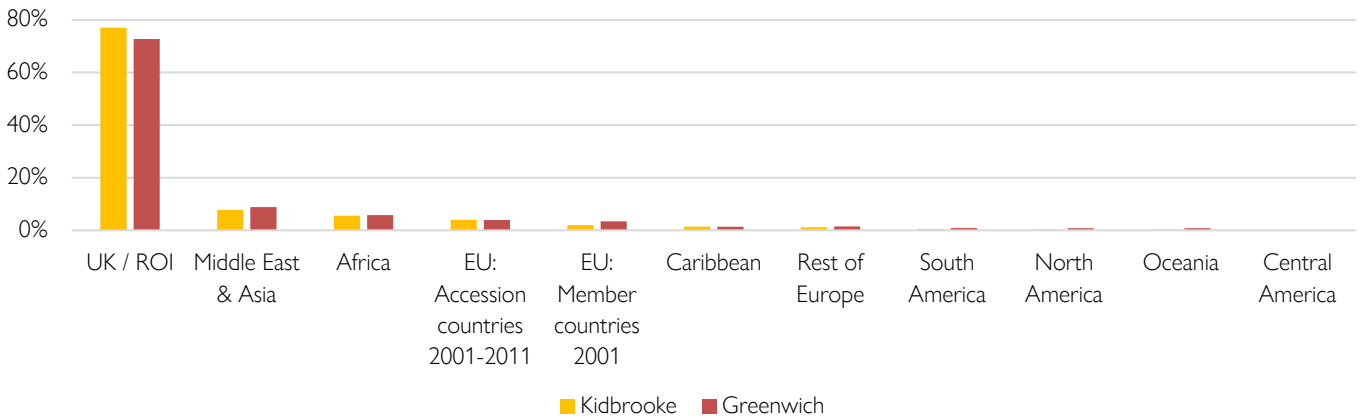
**Ethnicity**



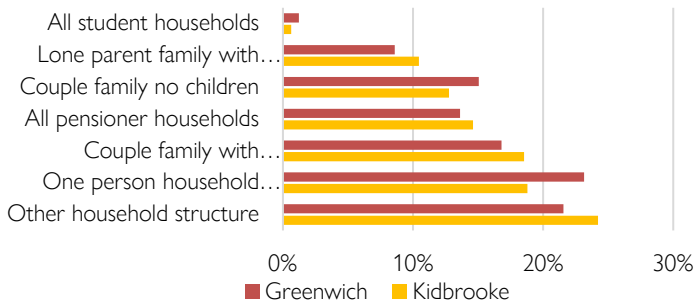
**Religion**



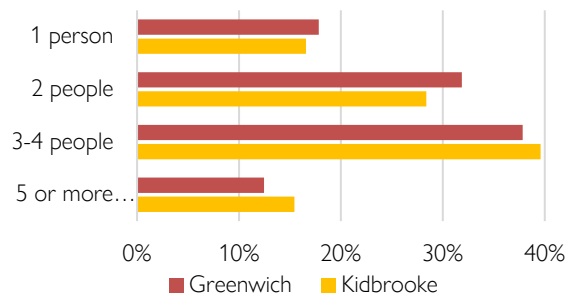
**Country of Birth**



**Household Makeup**



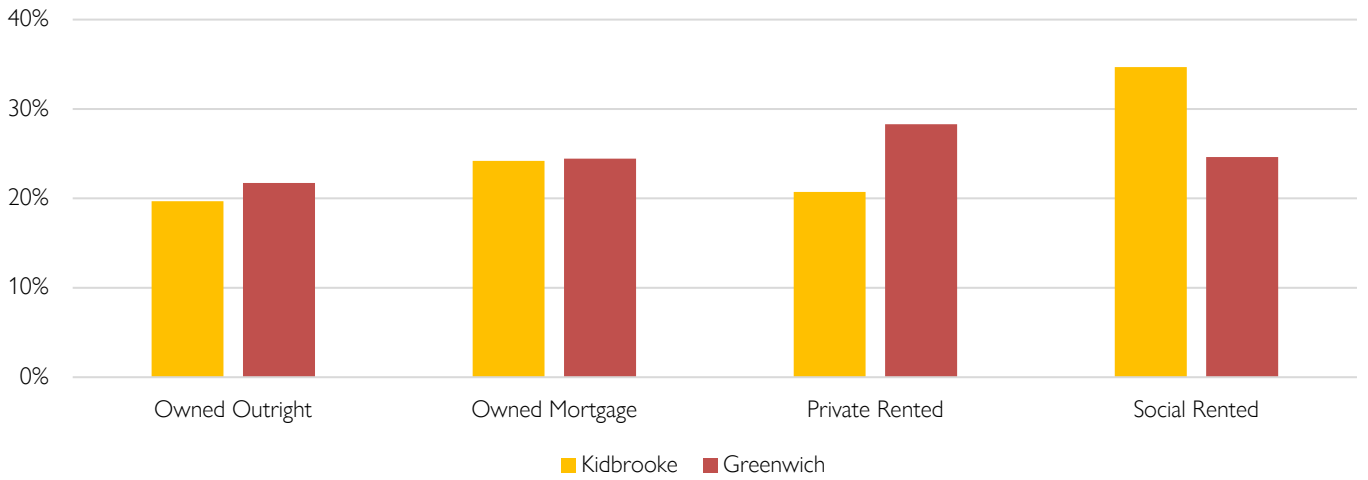
**Household size**



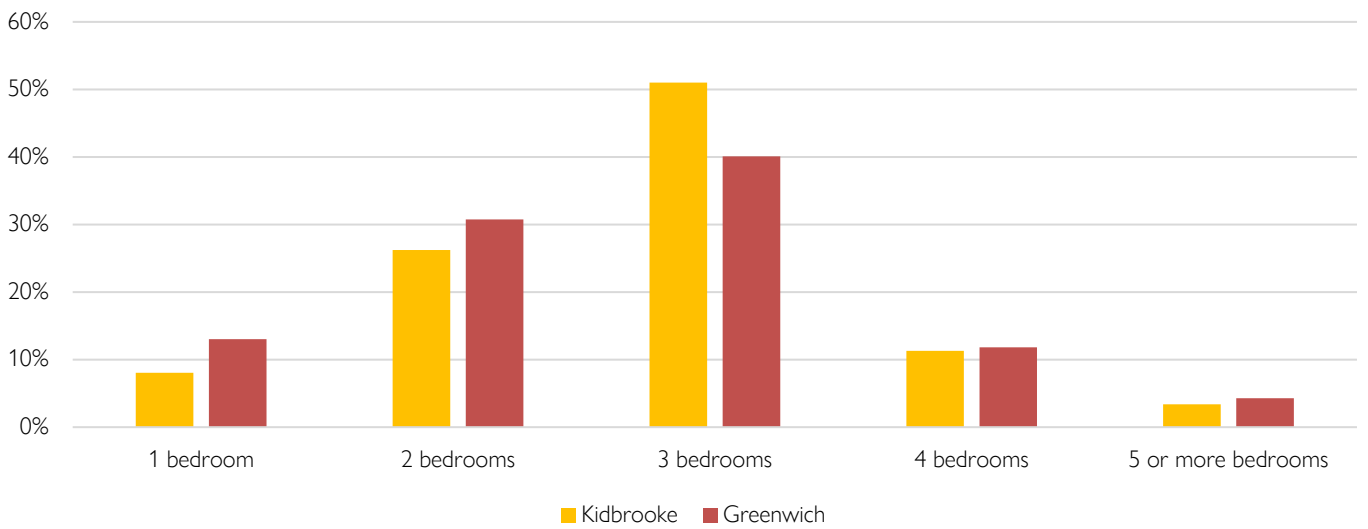
# Housing

All data in this section comes from CACI Acorn. More Information in the [Introduction](#)

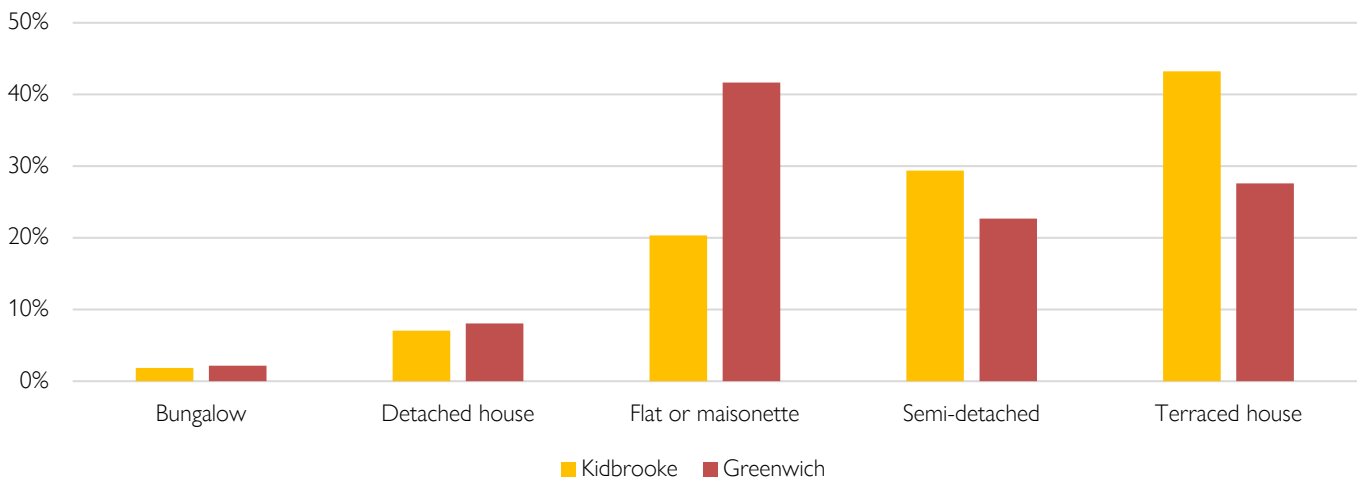
## Tenure



## No of Bedrooms

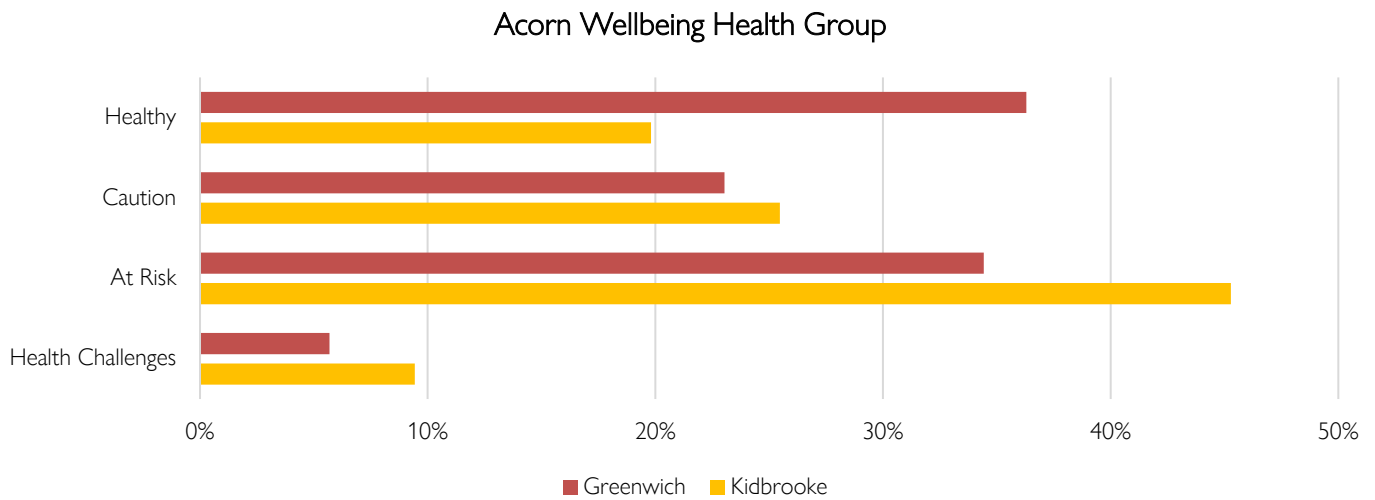


## Housing Type



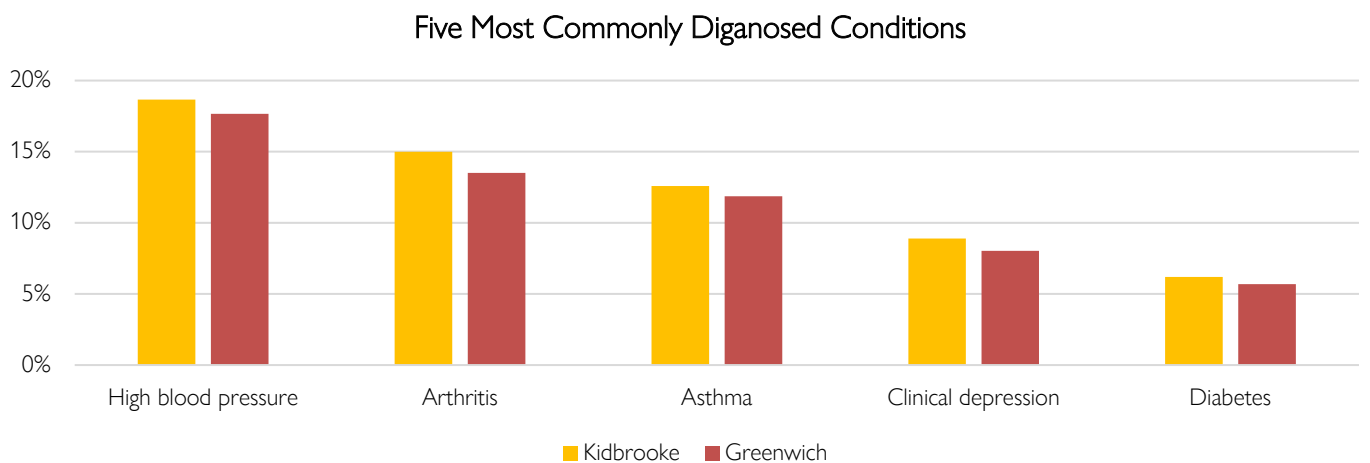
# Health & Wellbeing

All data in this section comes from CACI Acorn Wellbeing. More Information in the [Introduction](#).



Acorn Wellbeing separates populations into 25 different types according to health and lifestyle factors. These types are then grouped together into one of four groups according to their level of overall health.

- **Healthy** are the types with the lowest levels of illness and most positive health behaviours such as high fruit and vegetable consumption and lower rates of smoking.
- **Caution** group have good levels of health but some behaviours are likely to cause health risks such as being overweight and higher than advisable alcohol consumption. These behaviours may lead to health conditions developing over time.
- **At Risk** types tend to have low instances of illness but high instances of behaviours that can have a negative impact on health such as smoking and high alcohol consumption. Additionally, this group experiences low levels of mental wellbeing due to social issues such as unemployment and debt.
- The **Health Challenges** group represents the types with the highest incidences of illness and negative health behaviours. Additionally, these types are more likely to experience the highest levels of poor mental wellbeing and social isolation.



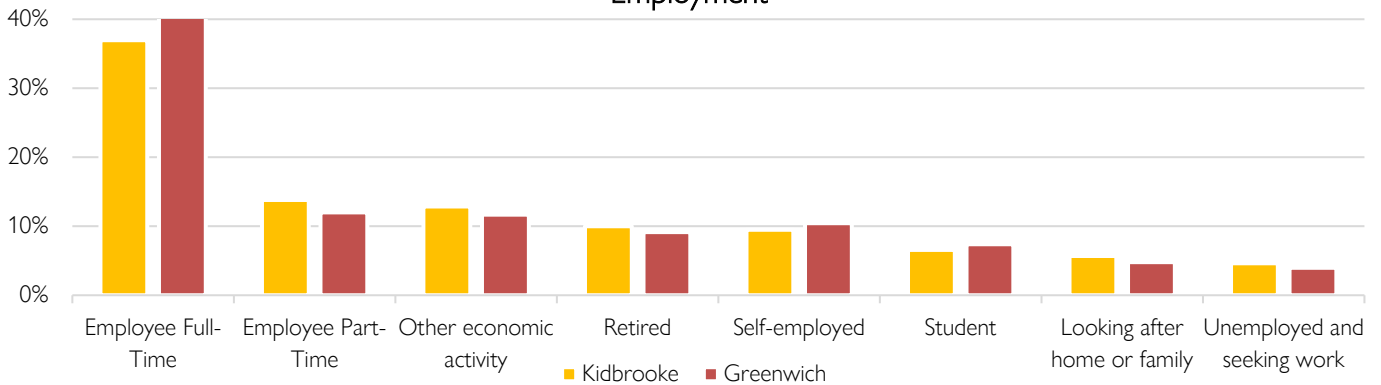
### Health Behaviours



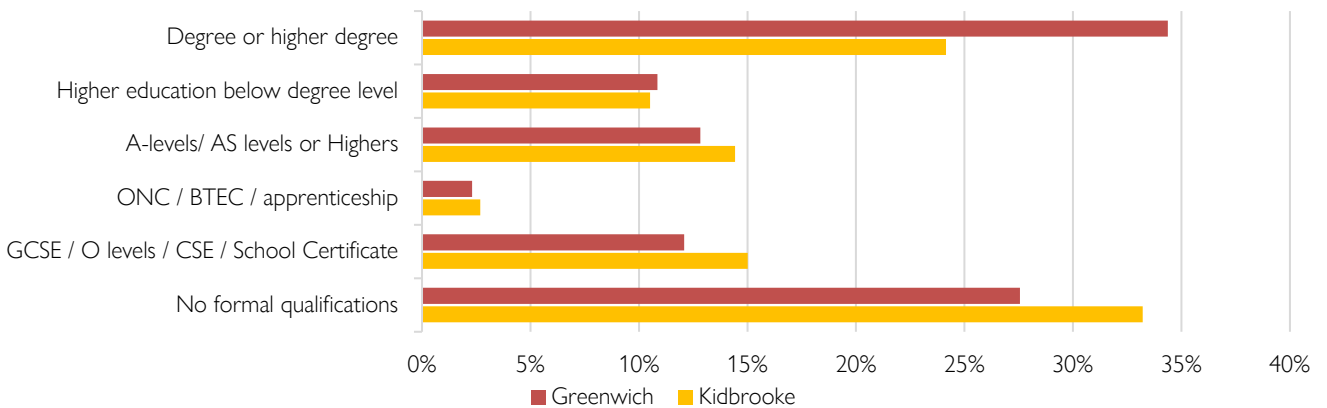
## Employment & Education

All data in this section comes from CACI Acorn. More Information in the [Introduction](#)

### Employment



### Highest Level Qualification



All data in this section comes from the Compare Schools Service. More information in the [Introduction](#).

### Primary School Performance

School Name	Ofsted rating	Reading Progression	Writing Progression	Mathematics Progression	Percentage Meeting Expected Level in RWM	Percentage Exceeding Expected Level in RWM
Charlton Manor Primary School	2-Good	-3.3	-0.2	-1.9	69%	7%
Kidbrooke Park Primary School	2-Good	-2.5	1	0.8	67%	16%
<b>Greenwich</b>		<b>-0.1</b>	<b>0.2</b>	<b>0.5</b>	<b>73%</b>	<b>15%</b>
<b>England – all schools</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>65%</b>	<b>11%</b>

Progression is measured by comparing a pupil's performance in their end of Key Stage One tests to their performance in their end of Key Stage Two tests. These scores are compared to other similarly performing pupils across England and the progression score is calculated. A score of 0 represents the pupils progressing at a similar level to the rest of England, a score of above 0 representing pupils progressing at a higher rate and a score of below zero meaning that pupils progressed at a lower rate. The scores will usually be between -5.0 and 5.0.

### Secondary School Performance

School Name	Ofsted rating	Progress 8 Score	English and Maths GCSE Grade 5 or above	English and Maths GCSE Grade 4 or above
Leigh Academy Blackheath	N/A	N/A	N/A	N/A
The Halley Academy	N/A	-1.06	15%	33%
<b>Greenwich</b>		<b>-0.18</b>	<b>41%</b>	<b>62%</b>
<b>England – all state schools</b>		<b>-0.03</b>	<b>43%</b>	<b>65%</b>

Progress 8 is a measurement of how well a student does between the end of primary school and the end of year 11. It is a value-added measure that compares students with actual results of those with similar prior attainment. A score of 0 means that the school/pupil does as well as other schools/pupils in the same attainment group at Key Stage 4, a negative score meaning they are doing less well and a positive means they are doing better.

All school performance data is from [Department for Education](#) (accessed June 2020) and reflects 2018/2019 data as due to COVID-19 related school closures and exam cancellations leading to the decision being taken to not collect statistics for 2019/2020 school year.

## Income and Benefits

All data in this section comes from Nomis, Stat-Xplore and Lift Dashboard. More Information in the [Introduction](#)

Household Income				
	Kidbrooke	Greenwich	Date	Data Source
Total Number of Households with Incomes Under £25K (Estimated as having an income that would be in relative poverty *)	2,188	43,063	2020	Paycheck (Estimated)
% Households with Incomes Under £25K (Estimated as having an income that would be in relative poverty *)	37%	38%	2020	Paycheck (Estimated)
Mean Income	£40,378	£39,844	2020	Paycheck (Estimated)
Median Income	£32,938	£32,032	2020	Paycheck (Estimated)
Benefits				
	Kidbrooke	Greenwich	Date	Data Source
Job Seekers Allowance	91	1592	April 2020	Nomis (Actual)
JSA Rate	0.9	0.8	April 2020	Nomis (Actual)
Disability Living Allowance	453	6671	November 2019	Stat Xplore (Actual)
Employment and Support Allowance	597	8803	November 2019	Stat Xplore (Actual)
Incapacity Benefits	10	143	November 2019	Stat Xplore (Actual)
Income Support	138	2541	November 2019	Stat Xplore (Actual)
Financial Situation of those Claiming Housing Benefits				
	Kidbrooke	Greenwich	Date	Data Source
Total Households Claiming Housing Benefit (HB)	1,383	25,181	May 2020	LIFT Dashboard (Actual)
Coping - Household income is greater than expected costs	1,106 (79.97% of total)	19,772 (78.52% of total)	May 2020	LIFT Dashboard (Actual)
Struggling - household take-home income is greater than expected costs by between £0-£100 per month	87 (6.29% of total)	1,830 (7.27% of total)	May 2020	LIFT Dashboard (Actual)
At risk - household costs exceed take-home income	184 (13.3% of total)	3,387 (13.42% of total)	May 2020	LIFT Dashboard (Actual)
In crisis - household take-home income does not cover housing costs	17 (0.43% of total)	192 (0.76% of total)	May 2020	LIFT Dashboard (Actual)
Households Eligible for Free School Meals	346	6,473	May 2020	LIFT Dashboard (Actual)
Children Eligible for Free School Meals	770	14,294	May 2020	LIFT Dashboard (Actual)

\*Relative poverty is defined as having an income less than 60% of the Median. In London, median income is estimated to be £35,800, 60% of this is £21,480. However, because of the format of the Paycheck data set (£5k brackets), the analysis cannot be that specific, therefore, a value of £25k has been used as the relative poverty threshold. This means there will be an over estimation of the number of households in relative poverty.